**How to Use *The Story* Pre- and Post-Campaign Survey**

**Delivery**

This survey can be built in an online survey tool such as Survey Monkey or Zoomerang, and you can give your congregation the link to take the survey on their computers. An online survey makes it way easier for you to tabulate the results than if you distribute a paper survey.

BUT, (lesson learned from giving this survey to dozens of congregations) you will get FAR greater participation if people can take the survey during the worship service. This is especially evident when the post-campaign survey is distributed. People are way **less** likely to participate **after** the campaign is finished, for some reason. **As in 90% less**, according to our results in other churches. So, in order to maximize your response rate and your ability to have enough valid data to compare before and after, allow time during the service to complete both surveys.

Needless to say, if you distribute the survey on paper, you will need to find people to tabulate the results, which is a big job.

**Editability**

You can add your church logo.

You can change the footer information.

You can replace “the church” and “our church” in certain questions with your church name.

You can add or delete questions, or re-word them to make them fit your church context better.

You should change the lists of ministries and leadership roles to reflect the actual terms used at your church.

You can change the Biblical literacy questions.

**CAVEAT:** To the degree that it is possible, make the pre- and post-campaign surveys the same, with slight rewordings to reflect the timing of the survey.

**NOTE:** The pre-campaign survey includes a final response area for people to give feedback about the survey tool. If you get a lot of negative feedback on an aspect of the survey, you may change the offending area for the post-campaign survey, as long as you keep comparability in mind and try to re-word the question so that the results may be compared. Or, eliminate the question altogether if appropriate.

On the post-campaign survey, Questions 25-27 are added to provide an opportunity for people to give feedback about their experience with *The Story*. You may add your own questions to this section if you want to know additional information.

**Purpose**

Depending on what type of information you are looking for from your congregation, you can use parts of the survey and leave out other parts.

**Biblical Literacy:** If you just want to test the effect of *The Story* on Biblical literacy, then you only need to use the ten Biblical literacy questions on Page 5. You may distribute the answer key with the quiz, or hand it out later as people leave, or email the answers to your mailing list, or post the answers on your website, or have some fun and go through the answers together after the quiz!

**Church and Spiritual Engagement:** If you want to broaden your research and assess the change in church and spiritual engagement over the course of *The Story*, use questions 1 to 24.

**Segmentation:** If you want to analyze the answers based on segmentations of your population (e.g. comparing the answers of a single person to the answers of a married person with children), include questions 25-30. These questions may **not** be appropriate to include in a smaller church where the answers could reveal the identity of the respondent.

Questions about using the survey in your church? Contact shelley.leith@zondervan.com , (949) 525-2280.