

# Men's Survey

## Getting Started Guide

Services Agreement .....	2
Introduction .....	3
Prepare Survey .....	4
Invite Participants .....	5
Conduct Survey .....	7
Report Findings .....	8
Next Steps for Your Ministry .....	9



# SERVICES AGREEMENT

IMPORTANT—PLEASE READ

By engaging BoldPath Life Strategies (hereafter referred to as “us,” “our” or “we”) to provide the survey services outlined in this document, you acknowledge that you have read and agree to the following:

- Our products and services are proprietary to and owned exclusively by us. No ownership rights to our services, materials, formats, content, website, programs or processes, are granted to you when you accept this service.
- We will protect any membership lists, email addresses, server information, or other designated confidential information you provide to us and will not make them available to any other party or use them for any other purposes than survey collection. Upon delivery of the final report, we will purge our records of all such information provided by you, including personal identifying information such as membership, names, addresses, and phone numbers.
- To maintain confidentiality for the survey respondents, the final report we deliver to you will present the survey data in the aggregate, with no information that would link the aggregate findings with individual responses.
- Survey data collected by us, absent of any personal identifying information such as name or church affiliation, remains our property for the purposes of national sample comparisons and improving future survey questions.
- Your payment of our invoice in advance of the survey launch is your acceptance of this Services Agreement.

# INTRODUCTION

We are delighted that you selected us to gather the views and opinions of the men in your church. This guide will acquaint you with the process we use and give you some ideas to increase participation in this survey and future men's activities that you plan as a result of it.

## Overview

The survey process we use involves these four basic steps. Each of these is described in the pages that follow.

### 1 Prepare survey.

We tailor the survey to meet your church needs.



### 2 Invite participants.

We help you prepare your email lists and promotion.



### 3 Conduct survey.

We conduct the survey and send reminders.



### 4 Report findings.

We provide you a summary report of the findings.

## PREPARE SURVEY

The BoldPath Men's Survey has been carefully designed to balance the requirement for a range of questions to properly understand men's needs with a survey instrument short enough to ensure broad participation. Many church survey efforts fail because they try to capture too large amount of information, much of which is not effective in helping formulate strategies to reach men. The BoldPath Men's Survey comprises 22 questions, requiring approximately 10 minutes to complete.

While most churches find the survey questions entirely sufficient to meet their needs, occasionally a specific question or line of inquiry is required. As part of the service, up to three additional questions may be added at the end of the survey to meet any specific information requirements you may have. In our initial consultation with you, we will discuss your information needs and design any additional survey questions to best arrive at that information. You will be asked to review the modified survey online to ensure it conforms to your expectations of content.

Once the survey has been reviewed and approved we will build a special web-page on the BoldPath site that serves as the entry point for the men in your church who take the survey for your church. You can see a sample of this page by clicking on this link (or pasting into your browser): <http://boldpathlife.com/SURVEYTEMPLATE.html>. We will customize this page by including your church name, logo, contact information and any specific incentive that you want to provide. A similar page will be designed as a "thank you" page that will appear after completion of the survey.

## INVITE PARTICIPANTS

Since the BoldPath Men's Survey is an online survey, the first step is to gather the names and email addresses of the men in the church. There are two options for sending invitations. We will provide you with a hyperlink to the survey which you include in the email you send to the men in your church, or we can send a personalized email on your behalf.

The primary benefit to the second option is that when we send follow-up reminder notices they will only be received by those who have not yet taken the survey. If we conduct the survey on your behalf, we will require a file in Microsoft Excel or Access format with the man's first name and email address in separate fields in the same record. At the conclusion of the survey, this file will be destroyed in keeping with our Services Agreement on page 1.

We recognize that not every man in your church will have an email address. At your option, we can provide you with a paper based version of the baseline survey (not including the additional questions you may have added) which you can photocopy and distribute to these men in your church. If you choose this option, you should also identify an administrator to distribute, collect and transcribe their completed forms online. We will provide you with a rapid entry version of the survey to facilitate the input of paper based survey responses.

Recent survey results indicate that men prefer, by a wide margin, email as the most useful form of communication. However, some churches do not have email addresses of the men in their church. Here are some suggestions on how to gather email addresses:

- Sponsor a special "Get Connected" Sunday, inviting the men to register their interest in finding out more about men's ministries in their church by providing their name, contact information and email address.
- Ask small group leaders or other ministry leaders to gather email addresses at their next ministry function letting them know that the emails will be used by the church to better inform them of men's ministry activities.

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# INVITE PARTICIPANTS

(CONTINUED)

- Provide a tear off card or other insert in your Sunday bulletin asking men to provide their email if they want to be better informed about upcoming men's ministry activities and opportunities.
- Create a men's ministry newsletter, available in electronic form, and ask the men to provide their email addresses in order to receive it.
- Gather some ideas from the women's ministry. Many women want to see their men involved and may have some creative ways in which you can reach their men.

We recommend not making the upcoming survey the communicated impetus to collect email addresses. Men will respond more to a survey when it's been communicated as part of a bigger vision of growing the men's ministry and less so when it is perceived as the only activity. Make the survey activity subordinate to your overall ministry vision by communicating your vision to see men's ministry grow as the reason for the survey.

## CONDUCT SURVEY

When it's time to launch the survey, email invitations are sent, either by us or you. We recommend a two week collection period beginning on a Tuesday. Tuesdays are preferable days for receiving emails since most of the weekend junk mail has been usually sorted through by that time and there is less chance that the email will be inadvertently deleted.

One week from the first invitation being sent, we recommend a reminder email be sent as a follow-up for those who have not yet participated. Two days before the cutoff, another email should be sent as a final reminder. Note: if you choose to have us issue the emails only those that have not yet responded to the survey will receive them.

During the two week collection period, we will provide you with periodic updates on the number of participants in the survey.

## REPORT FINDINGS

One week from the conclusion of your survey we will provide you with a summary report of the findings. The data will be presented in an easy-to-read graphical format along with the textual responses received from the open-ended questions. We will contact you a few days after you have received your report to help you interpret the findings and answer any questions you may have about it.

## NEXT STEPS FOR YOUR MINISTRY

Your men's survey report will arm you with important information about the needs of the men in your church. Share it with your ministry team and ask them to begin praying about how to address the needs that are uncovered.

As a possible next step, you may want to consider one of the BoldPath Life retreats for your leadership team and/or the men in your church:

- Men's Ministry Leadership Retreat is designed expressly for the purposes of helping lay leadership teams pray, plan and produce effective men's ministry strategies and programs. To learn more visit <http://www.boldpathlife.com/leadership.html>
- 24 HOURS TO IMPACT is a 24 hour intensive retreat experience for men desiring to discover their personal mission and ministry. Learn more about it by visiting <http://www.boldpathlife.com/24hrstoIMPACT.html>