



Men's Survey

Getting Started Guide

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Men's Survey Guide

Thanks for your interest in engaging BoldPath Life Strategies to gather the views and opinions of the men in your church. This guide will acquaint you with the process we use and provide ideas to increase participation in the survey. It also provides you with the next steps should you decide to proceed with a survey in your church. BoldPath offers two survey packages - as outlined below and more fully described in this guide:

	Standard Survey	Premium Survey
Field-proven survey	•	•
Independent & anonymous collection	•	•
Fast, convenient online input	•	•
Branded specifically for your church	•	•
Graphical report and verbatim responses	•	•
Additional customized questions		•
Email invitations sent by BoldPath		•
Email reminders sent by BoldPath		•
Customized resource guide		•
	\$350.00	\$450.00

The survey process involves four basic steps which are described more fully in this guide. These steps include:

1. Prepare Survey - customized for your church
2. Invite Participants – email invitations sent to participants
3. Conduct the survey – online survey remains open for a two week period
4. Report findings - reports prepared within one week of survey close

After you have had a chance to read through this guide and are ready to move forward, refer to page five of this guide for the steps to get started. We look forward to working with you and your men's ministry team.



1. Prepare Survey

The BoldPath Men's Survey has been designed to collect pertinent information while being short enough to ensure broad participation and produce results that are helpful in formulating strategies to reach men. The survey has just over twenty questions and takes about 10 minutes to complete.

While most churches find that our standard survey questions meet their needs, our *Premium Survey Service* provides you the option of adding two questions at the end of the survey, specifically designed to meet any additional information requirements you may have. During our initial consultation, we help you design any additional survey questions to best address your specific information needs.

Once we have the information needed to customize your survey, we place the survey online and build a special web-page on the BoldPath website to serve as the entry point for the men taking the survey. This page is customized to include your church name, logo, and contact information, which increases the survey's credibility and reinforces it as a sanctioned initiative of your church. A similar "thank you" page appears after completion of the survey.

2. Invite Participants

The first step is to gather the names and email addresses of the men in the church. Feedback continues to show that men prefer, by a wide margin, email for communicating. Recognizing that some churches do not have all the email addresses of the men in their church, the last page of this guide includes suggestions on how to gather email addresses.

Once you have the email information for the men in the church, there are two options for sending the survey invitations:

- 1) If you have selected our *Standard Survey Service*, your church will prepare emails (suggested text provided by BoldPath) to be sent to the men that includes a hyperlink provided by BoldPath that will link the participants to the online survey, or
- 2) If you have selected our *Premium Survey Service*, we will prepare personalized emails on your behalf based on a Microsoft Excel file from you that contains a record for each of the men who are to receive the survey, including (in separate fields), their first name and email address (if your existing files contain additional information, that's fine). This file will not be used by BoldPath for any other purposes and will be deleted when the survey is completed.

3. Conduct Survey

Approximately two days prior to the survey launch, we suggest your church send a “heads up” email to your men, advising them to expect an invitation email and encouraging them to participate. Here is a sample email:

Men:

Part of our ministry at xxxx Church is to provide opportunities for men of all ages. We have asked BoldPath Life Strategies to assist us in surveying the men of our congregation to help us determine the needs and priorities that exist. You will be receiving an email inviting you to participate in this confidential online survey. I took it myself the other day, and it took less than ten minutes. If you do not receive an email in the next couple of days, you may want to check your spam folder to see if it was filtered.

The responses we gather will provide critical information as we plan, envision, and dream the dreams of God for our men's ministries. I thank you in advance for your input.

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

One week from the first invitation being sent, we recommend a reminder email be sent, followed by a final reminder email two days before the cutoff. Note: If BoldPath sends the original email invitation as part of our Premium Survey Service, we automatically suppress reminders to those who have already completed the survey or have declined to participate.

4. Report Findings

One week following the conclusion of your survey we will provide you with a summary report of the findings. The data is presented in an easy-to-read graphical format along with the textual responses received from the open-ended questions. If you have selected our Premium Survey Service, you will also receive additional summary observations and a Survey Resource Guide to help you as you consider next steps.

Follow-up 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 part of the Premium Survey package, you will receive a customized resource guide to assist you and your leadership team in deciding on next steps. If you would like, BoldPath can provide additional services that include reviewing the results with your leadership team, performing additional analysis, and providing recommendations for your men's ministry initiatives. Also, as a possible next step, you may want to consider one of the BoldPath Life retreats for the men in your church:

- *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 www.24HourstoImpact.com
- *Year of Living Courageously* is a biblically-based three hour workshop on goal setting designed exclusively for men that provides a framework for examining one's personal goals. Learn more by visiting www.livecourageously.com

Ready to Move Forward?

If you are ready to move forward, just visit our website, (www.menssurvey.com) where you'll find additional information on the survey. Through our website you'll be able to order, schedule, and pay for your survey. If after we receive your order we have any questions, we'll be in contact.

Services Agreement

By engaging BoldPath Life Strategies to provide the survey services outlined in this document, you acknowledge 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 or church identifying information, remains our property for the purposes of national sample comparisons and improving future survey questions.
- Your payment of our Survey Fees in advance of the survey launch is your acceptance of this Services Agreement.

Suggestions for Obtaining Email Addresses

- Sponsor a special “Get Connected” Sunday, inviting the men to register and find out more about men’s ministries by providing their name, contact information and email address. (Offering a donut always brings the men to a registration table!)
- Ask small group leaders or other ministry leaders to gather email addresses at their next ministry function letting the men know emails will be used to inform them of men’s ministry activities.
- Place 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.
- Create a men’s ministry newsletter, available in electronic form, and ask men to provide their email addresses in order to receive it.
- If you have a men’s website or page, include a link there for men to submit their email address.

We recommend not using the upcoming survey as the 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.