

Quick Win: 3 Essential Metrics To Measure Church Health

Welcome to this Quick Win on 3 Essential Metrics To Measure Church Health. Three things that I think are really helpful in measuring church health.

What's the win here? Well, "what gets measured gets managed" is an old proverb and a true proverb. If you are measuring these three essential and key metrics then I think you will be able to look at various areas, these three essential areas of your church, that do have an impact, a significant impact, on the health of your church.

1. Baptisms

The first one is baptisms - people are getting baptised in water and the reason I think this is a vital essential metric to measure is that if people are getting baptised in water then

1. Evangelism is happening and people are being brought to Christ and 2. Discipleship is happening. People are being faced with the fact that following Jesus is not just a decision you make once in a lifetime it is actually a commitment of your life to him, to fully associate with His death, burial and resurrection in the waters of baptism.

The metric I utilize when consulting with churches is that you want 7% – 9% of your average Sunday attendance being the number of people being baptised every year in a church. That is a good healthy range.

So if your Sunday average attendance is 100 people on a Sunday morning, then you want to be baptising 7 - 9 people and I am counting 100 people including children, everyone that comes to a service. Average is 100, then 7 – 9 people is what you want to shoot for.

If you are below that, do some things to get more people baptised. If you are above that you are on a winning streak keep going with it!

2. Small group connection

The second area that I think is vital for church health is small group connection. People can sit in rows on Sundays and never build any discipling relationships in a church.

They can turn up Sunday go home and they might sing, they might worship, they might give, they might hear the Word of God but they're not in the relational togetherness of a small group. They are not in that relational intertwined deal that really does bring, I think, deeper life change in people's worlds, so I like to measure small group connection.

Now I do this through one primary stat. I don't look at the youth because youth numbers tend to boom or bust in churches. They tend to go high and go low all over the place and you can get a high attendance of youth in small groups, especially if you run them on the same night that you run your youth ministry.

So I tend to just leave those stats to one side and I look at the church 18 years and over and I like to look at the percentage of those 18 years and over that are in a small group.

Now I think small groups are vital for discipleship, so the higher you can get that percentage the more discipleship relationally will be going on in your church and I think in most churches I am looking to get that percentage as close to 60% as I can.

Some churches get it to 70% - 80% but they tend to be the outliers. I think most churches shoot around the 50% to 65%. The closer you can get that to 60% is brilliant so monitor that stat, I would say, probably two to three times a year.

Make your church even aware of that metric and say hey this is what we aim for in our church, this is where we are currently sitting and we want to see, and here's the reasons why we want to see, people in a small group.

3. Level of volunteering and serving

The third key metric, I believe, in measuring church health is the level of volunteering and serving in the life of the church.

If your churches under 200 people, I'd like to see 70% + of people involved in the life of the church and serving.

If the church is 200 to 500, I think anywhere between your 50% to 75% range and keeping it as close to 70% as you can. You can get it above 70% but here's the truth - the larger your church grows the more there is a drop-off in serving.

It's a combination of factors. There are limited opportunities obviously in some areas of the church. You can't have 10 people playing guitar on a platform on a Sunday morning. Well you could but I don't think it'd sound that brilliant you know there are limitations, there are scales of economy if you like or economy of scale there that just don't quite work.

But also, I think you do get a more consumer approach in a larger church. I don't think that is a fault of leadership, I think large churches just tend to attract crowds. People who need to be healed, people who just want to sit, people who just want to be a part of a larger gathering without necessarily contributing to it.

One of the major bugbears for pastors of large churches is their percentages of people serving is not as high as in smaller churches

So if you are shooting around the numbers that I've given that'll indicate to you that people are 1. Committed to the church because they are serving and using their gifts. 2. They are building relationships. Because pretty well everything in church life of serving involves teamwork. Whether it is children, youth, seniors, counting the offering - all the different areas of church life.

Generally people are working in teams with other people and that of course is the relational glue that helps not only their commitment to the church, it also helps their discipleship and their growth in Christ as they are stimulated by other people's walk with the Lord.

So there you go. There are more metrics than that when I look at a church's health but they are the three essential ones that I think pastors must have their fingers on the pulse and I think they are the sort of metrics that you should have pretty well at the back of your mind if anyone asks "how many how many people go to our connect groups?" Well we have 60% of our adults in connect groups.

I think you need to have that sort of stat running through your brain pretty regularly so you are able to focus in on the key things that bring health in the church.

God bless you.