



*A measurement of your congregation's  
impact, effectiveness and potential.*





This is the beginning of discovery and discernment, not the end of it.

It is not designed to tell you what to do, but to reveal where energy and resources can be more effectively placed.

This is an assessment of your ministry's current state and the perceptions of those who engage with it; it is not a judgment of it.



## Total Respondent Base

61

### Age

Under 30	5%
30 - 45	10%
46-60	31%
61-75	31%
Older than 75	23%

### Household

Widow	3%
1 parent family	7%
2 parent family	30%
Single (without kids)	5%
Empty nester	46%
With partner (no kids)	8%
Other	2%

### Education Level

Less than a high school diploma	2%
A high school diploma	20%
Some college or vocational training	30%
A college degree	25%
A graduate degree	25%

### Tenure at the Congregation

Under 6 Years:	8%
6 -10 Years:	11%
11-20 Years:	20%
More than 20 Years:	61%

The logo features a stylized compass rose with a blue and green circular design. To the right of the compass, the word "MAP" is written in a large, blue, serif font, followed by a small green triangle and the word "RESPONDENTS" in a smaller, blue, serif font.

# MAP RESPONDENTS

## Attendance

Nearly every week	74%
Once or twice per month	11%
Once or twice every few months	11%
Only on special occasions	2%
Hardly ever	2%

## Distance to Church

Less than 2 miles	48%
3 to 5 miles	28%
6 to 10 miles	13%
More than 10 miles	11%

## Children Under 18 in Household

Yes	25%
No	75%

## Looks for strong affirmation

I believe that God is active in the world today.

Strongly Disagree	Disagree	Neither Agree Nor Disagree	Agree	Strongly Agree
1%	1%	3%	39%	57%

## Measures the direction

I like telling others about what is going on at this congregation.

Strongly Disagree	Disagree	Neither Agree Nor Disagree	Agree	Strongly Agree
1%	8%	25%	51%	16%

→ ←

## Pays attention to the undecided

I enjoy inviting people I know to worship at this congregation.

Strongly Disagree	Disagree	Neither Agree Nor Disagree	Agree	Strongly Agree
2%	11%	42%	32%	12%

## Looks at the distribution







*Not a destination but the place where we currently live into God's mission.*







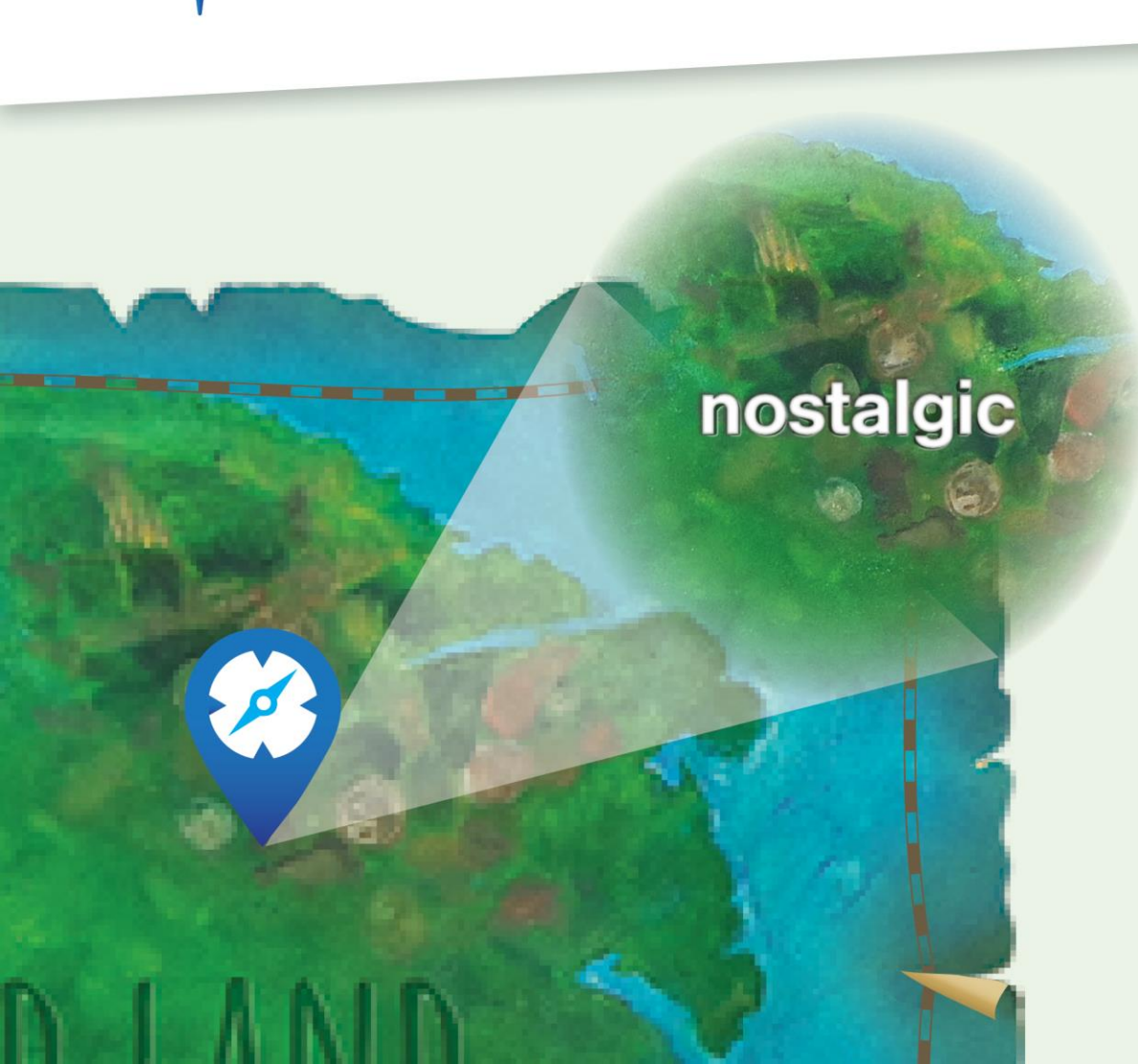
# THE STARTING POINT

**This landscape  
is a place where  
ministry is  
happening but  
it doesn't feel like  
much movement  
or growth is being  
experienced.  
This location says,  
*"We feel stuck."***





# THE STARTING POINT



**This landscape is a place where the church is enjoying a time of comfort in what they have done but doesn't show much enthusiasm for taking those next steps into the future. The location tends to say, *"The view is just fine from here."***

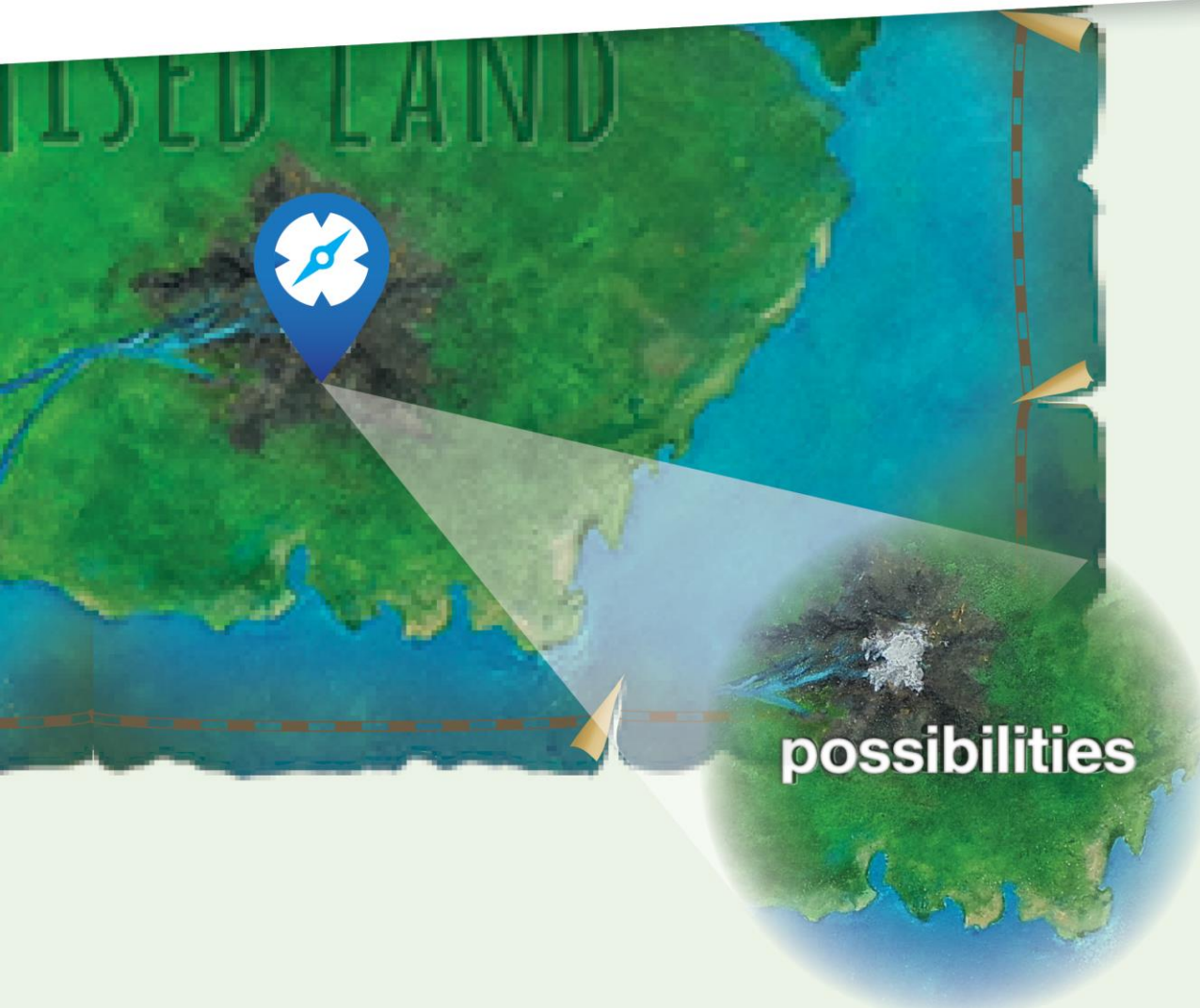
# THE STARTING POINT

This landscape has an identity issue, not clearly knowing who or what they are, while at the same time having a lot of desire to start making something happen. This location says, *"Which way should we go?"*





# THE STARTING POINT



**This landscape is well positioned, allowing for a ministry to make bold decisions and advance their mission in new and renewed ways. The location says, *"Let's get going!"***





stationary

nostalgic

PROMISED LAND

puzzled

possibilities

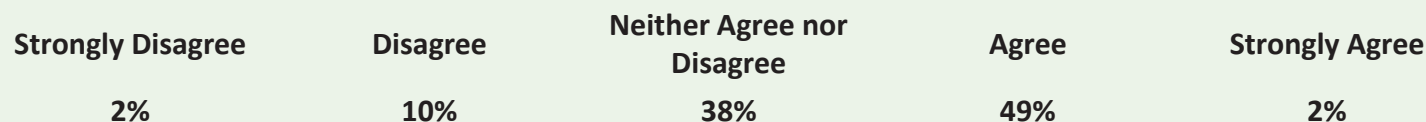
**1B) I feel a greater sense of belonging in this congregation the more I participate in its ministries.**



**1E) In this congregation, I am part of something bigger than myself.**



**1G) I would describe this congregation as a cohesive community.**



**1H) I see myself as an integral part of this congregation.**





### 1A) I believe this congregation is making a difference in people's lives.



### 1C) I like telling others about what is going on at this congregation.



### 1D) Participating in this congregation energizes me.



### 1F) I invite people to participate in this congregation's worship experiences.





**CULTURE**

**MINISTRY PRACTICE**

**READINESS**

**PRIORITIES**





# CULTURE

Permeability

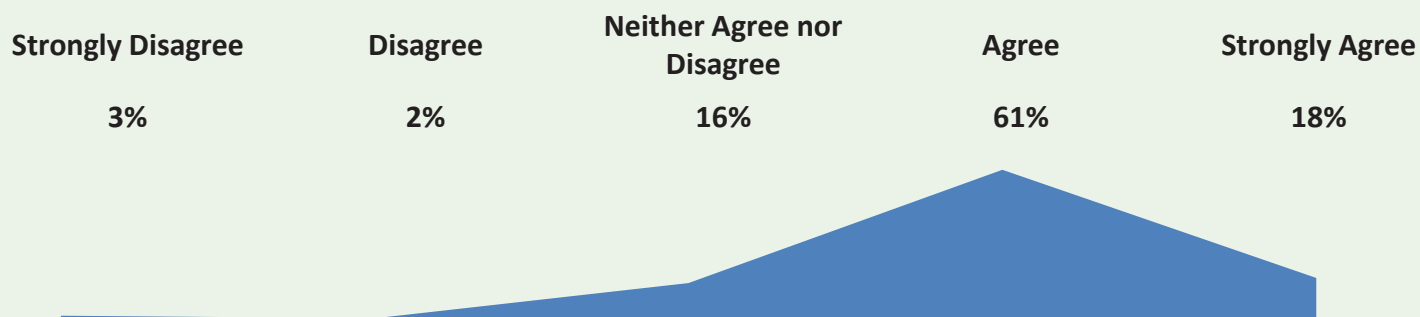
Respect

Trust

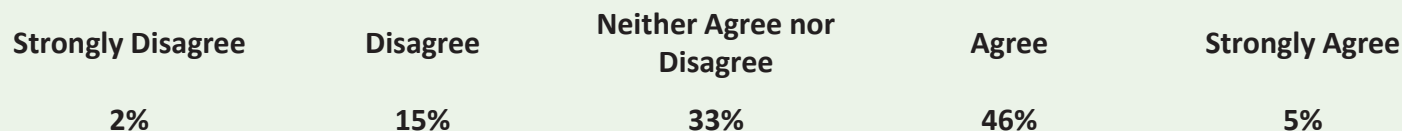
### 3C) I feel like a valued part of this congregation.



### 3D) It is easy to engage with the ministries of this congregation.



**3E) In this congregation, sharing a difference of opinion is welcomed.**

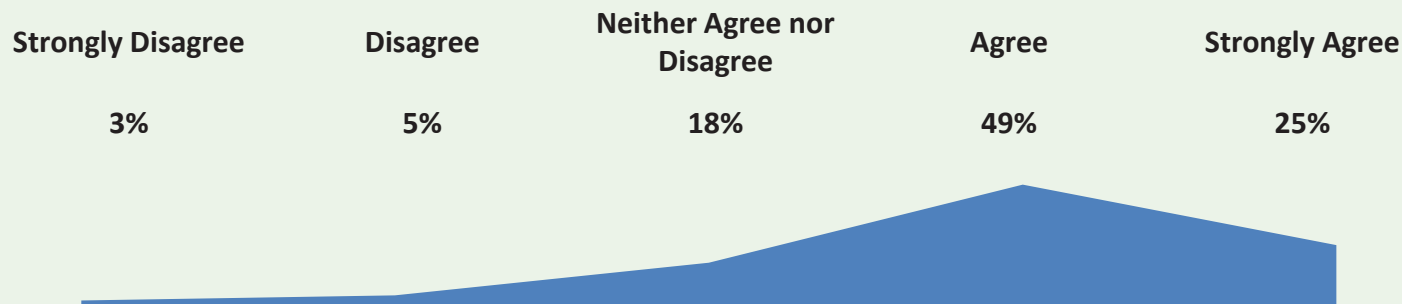


**3F) Our congregation respects people with differing views.**

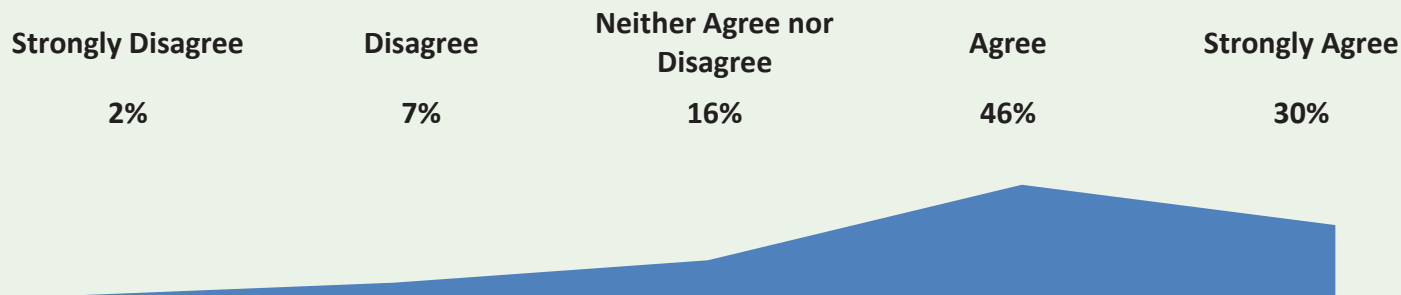




### 3A) Congregational leaders are open with decisions that are made.



### 3B) Leaders in this congregation manage the finances effectively.



**3G) When making decisions, the leadership considers the perspectives of the congregation.**





## MINISTRY PRACTICE

Faith Integration

Clarity of Purpose

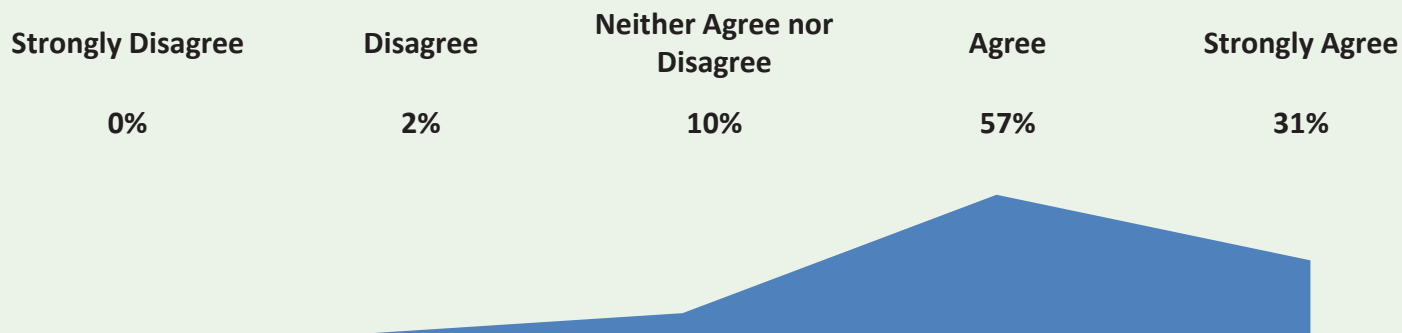
Faith Formation

Connectedness

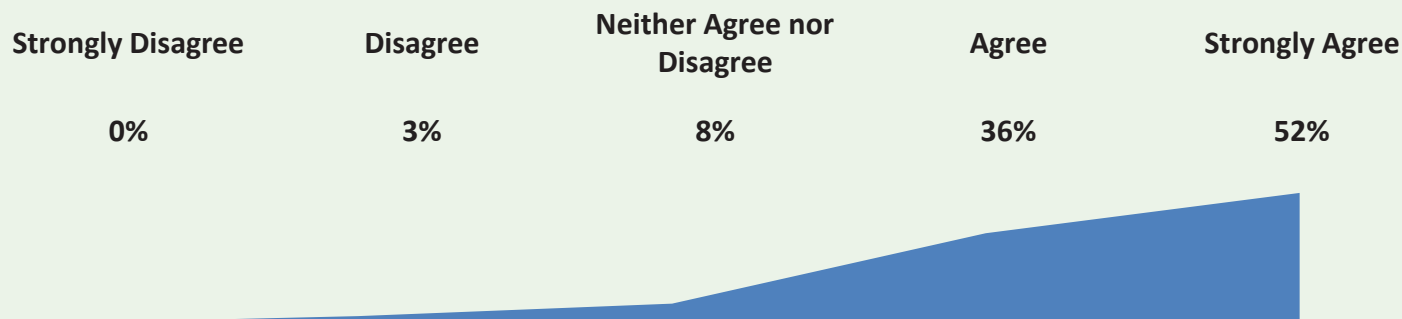
Inspiration

### Faith Integration

#### 2E) My faith informs my daily behaviors.

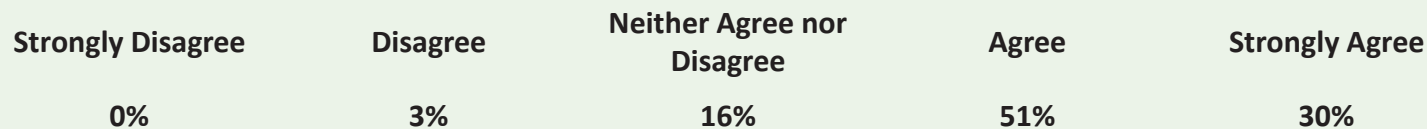


#### 2I) Faith is a part of my entire life.





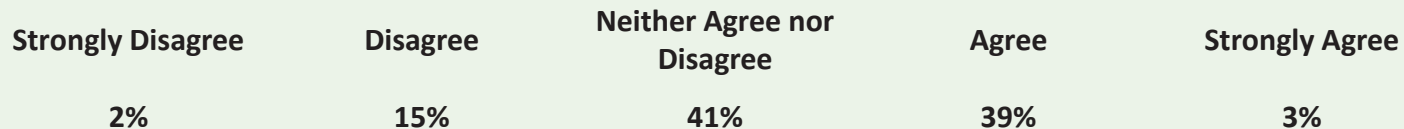
#### 2J) My experience at church influences my daily life.



**2D) Our sense of mission is an important component for decision-making in this congregation.**



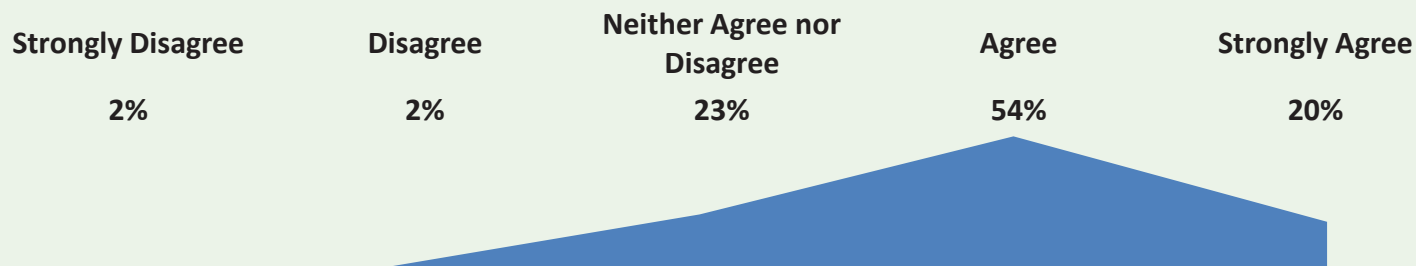
**2H) As a congregation, we have a clear sense of our purpose.**



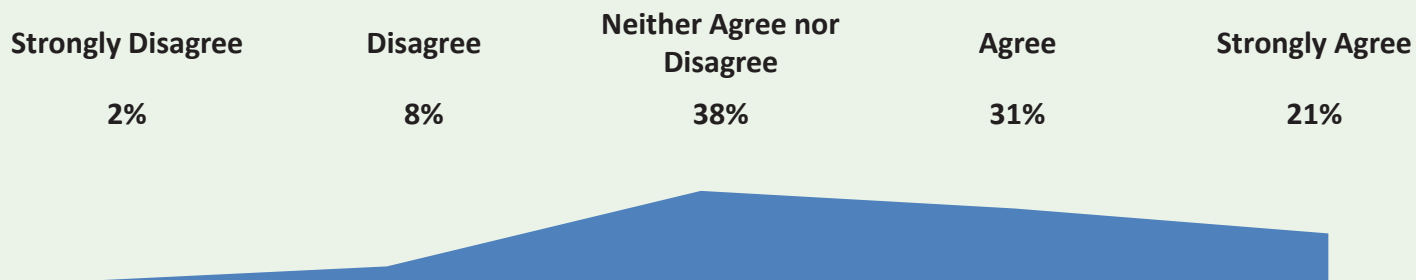
**2M) I believe in the mission of this congregation.**



**2A) My involvement in service opportunities through this congregation are important to my faith development.**

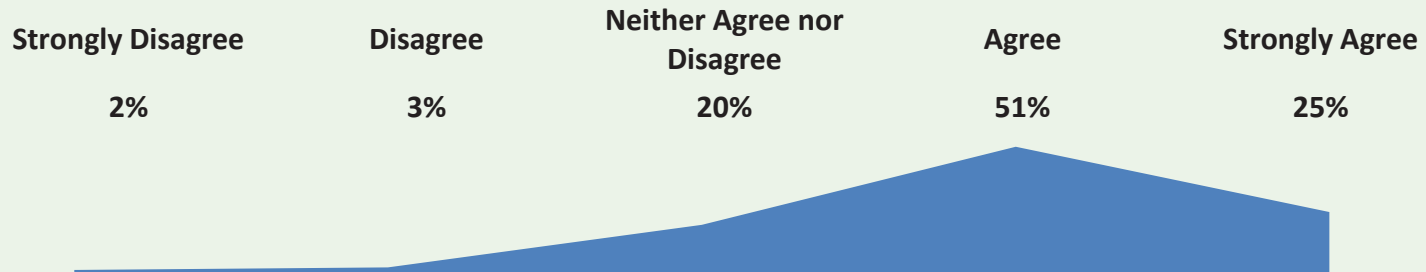


**2G) Being involved in a group in this congregation is important to my faith development.**

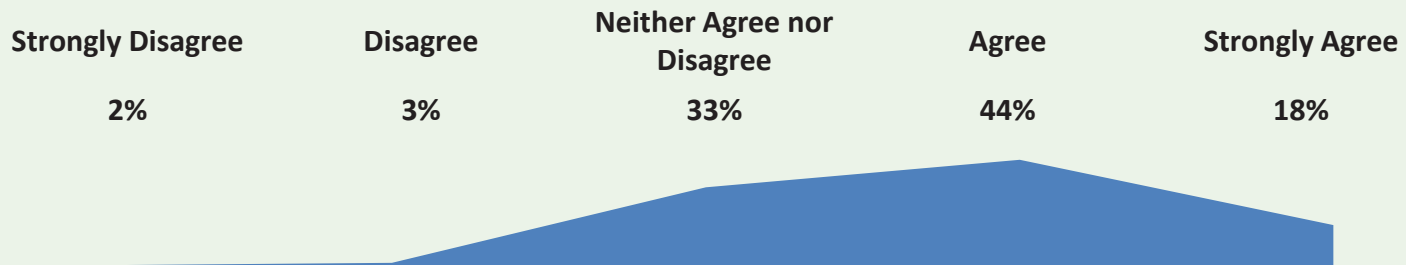




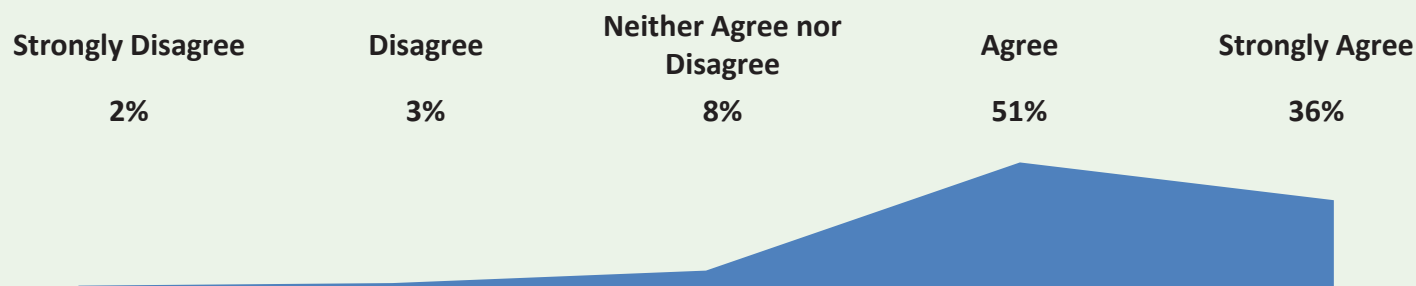
**2K) My experience with our congregation's worship plays an important role in nurturing my faith.**



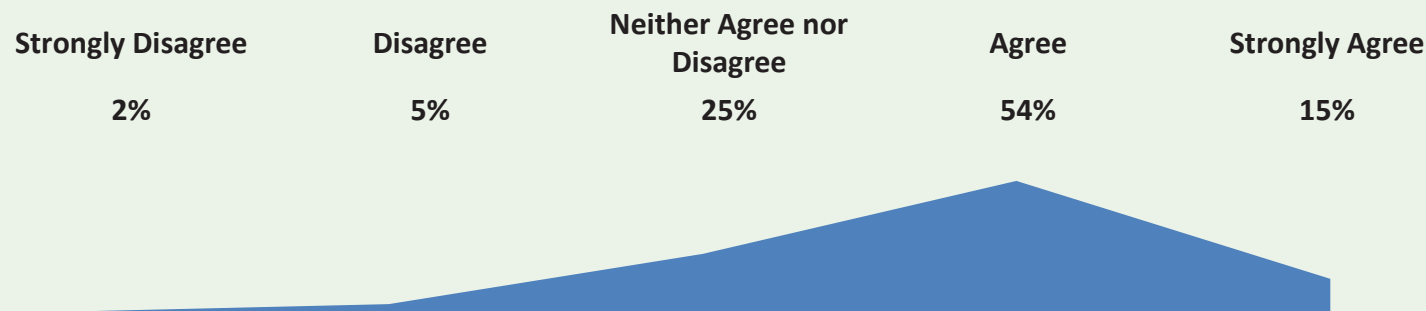
**2N) Participating in this congregation's educational opportunities is important to my faith development.**



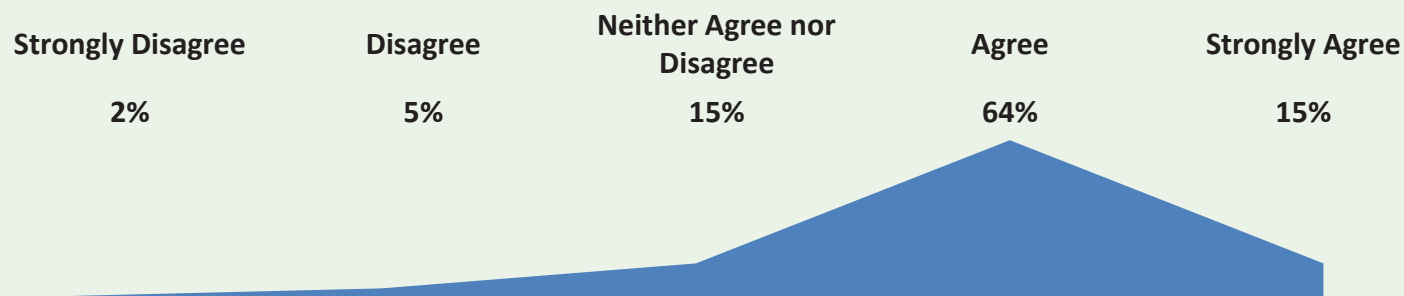
**2B) I have developed and experienced meaningful relationships in this congregation.**



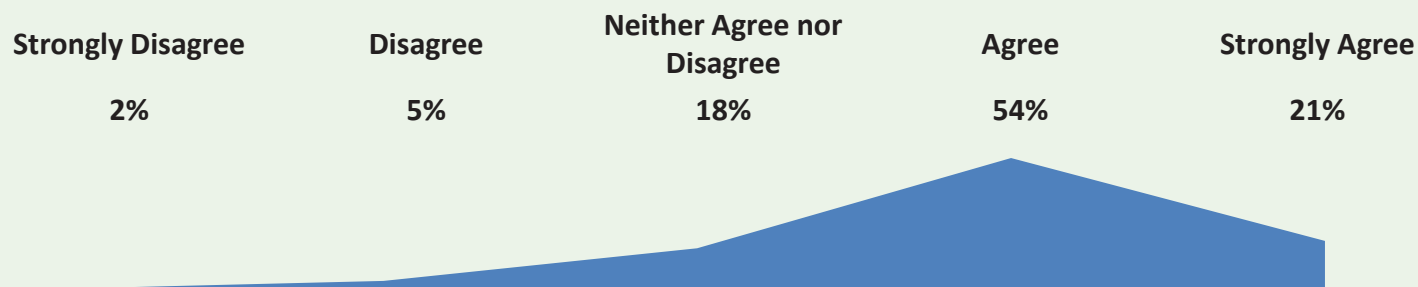
**2L) When we do ministry as a congregation, we are all on the same team.**



#### 2C) My involvement in this congregation inspires me.



#### 2F) The worship experience in this congregation inspires me.



## **READINESS**

Embracing Change

Urgency

World View



#### 4F) Our congregation is willing to take risks to fulfill its mission.

Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
0%	25%	46%	23%	7%



#### 4H) New ideas are supported in this congregation.

Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
3%	18%	48%	28%	3%



**4I) Challenges in this congregation are seen as opportunities to grow.**



**4B) It is important that this congregation make changes in order to live out its mission.**



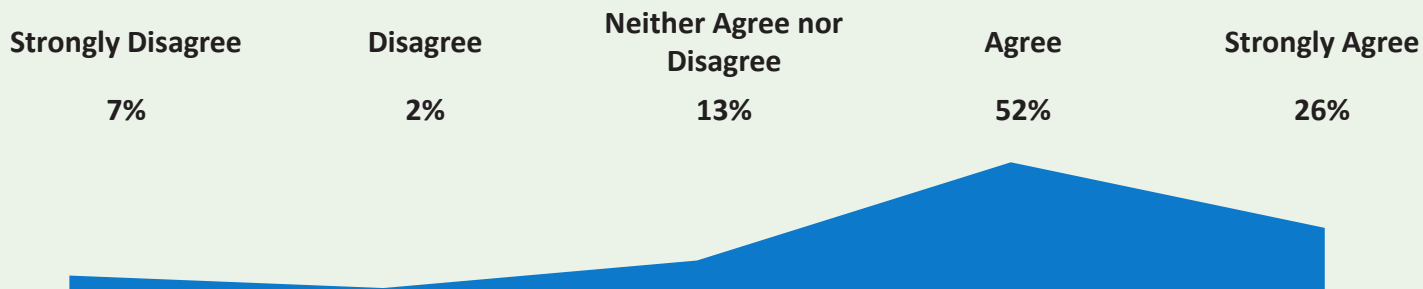
**4D) It is important to make changes within the congregation in the next six months.**



#### 4A) I believe that God is active in the world today.



#### 4C) There are ways to learn of God's truths outside scripture.





#### 4E) God works through me to carry out God's mission.

Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
0%	2%	18%	51%	30%





## PRIORITIES –

Assesses the cultures tendencies regarding where energy and attention is needed.

***Sustainability:*** These priorities reflect a culture that sees the need to work on keeping the organization viable. Focusing on growing numbers and resources is more of a hope than it is a missional direction.

***Impact:*** These priorities reflect a faith community that sees potential in its current way of doing ministry but understands the need to give additional attention and energy to increase its effectiveness.

***Entrepreneurial:*** These priorities reflect a culture that is willing to take risks and step outside its comfort zone to imagine new and creative ways to be in mission. This involves being courageous and often times willing to fail in order to discover.



# MISSIONAL LANDMARKS

*Key Landmarks that uniquely define your congregation.*

S= Sustainability   I= Impact   E= Entrepreneurial

## PRIORITIES

Growing worship attendance. (S)	1
Attracting more members. (S)	2
Helping people experience God as THE transformational force in their lives. (I)	3
Exploring new and innovative ways to be church in today's culture. (E)	4
Working to increase our ministry's impact in the community. (I)	5
Leveraging technology to improve our ministry capabilities. (I)	6
Collaborating with other organizations to serve the community. (E)	7
Providing experiences that allow us to connect more deeply to each other. (I)	8
Recruiting more volunteers for serving on committees/teams. (S)	9
Identifying the needs of our congregation's neighborhood. (E)	10
Motivating members to give more. (S)	11
Advocating/working to change social injustices. (E)	12

# GENEROSITY ASSESSMENT

**6A) This congregation encourages me to be a good financial steward.**



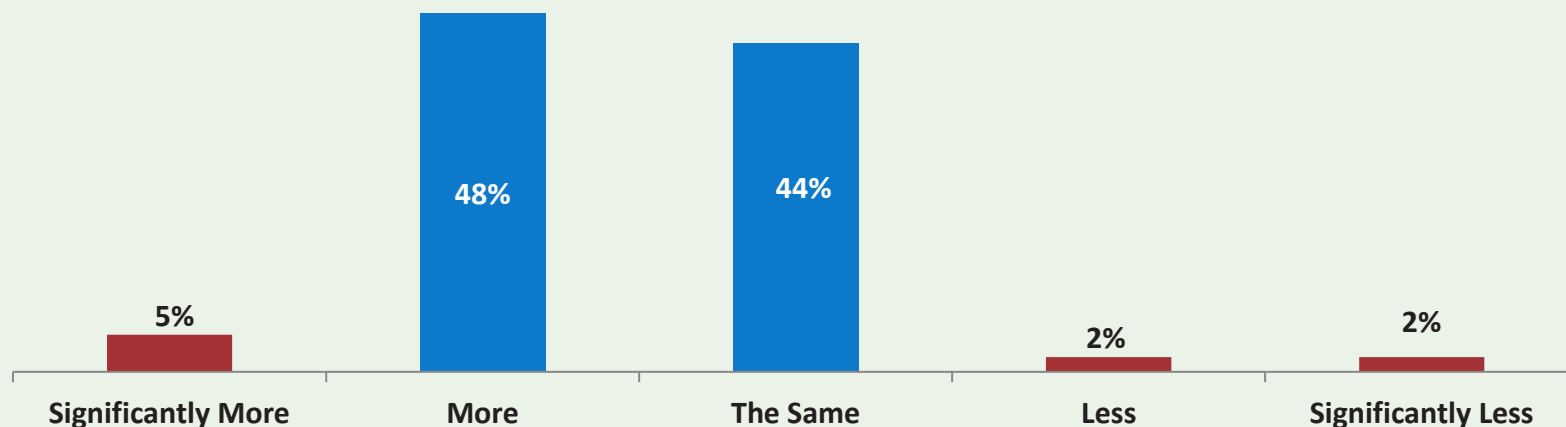
**6B) It is important to give generously of my finances beyond my congregation.**





# GENEROSITY ASSESSMENT

**7) Given what my congregation is doing, which of the following best represents what you plan to give over the next year?**





# GENEROSITY ASSESSMENT

## **What influences giving?**

**My personal faith and understanding of being generous in supporting God's work in the world.** 1

**The effectiveness of our congregation in making a difference in my life and the lives of others.** 2

**The current state of the economy.** 3

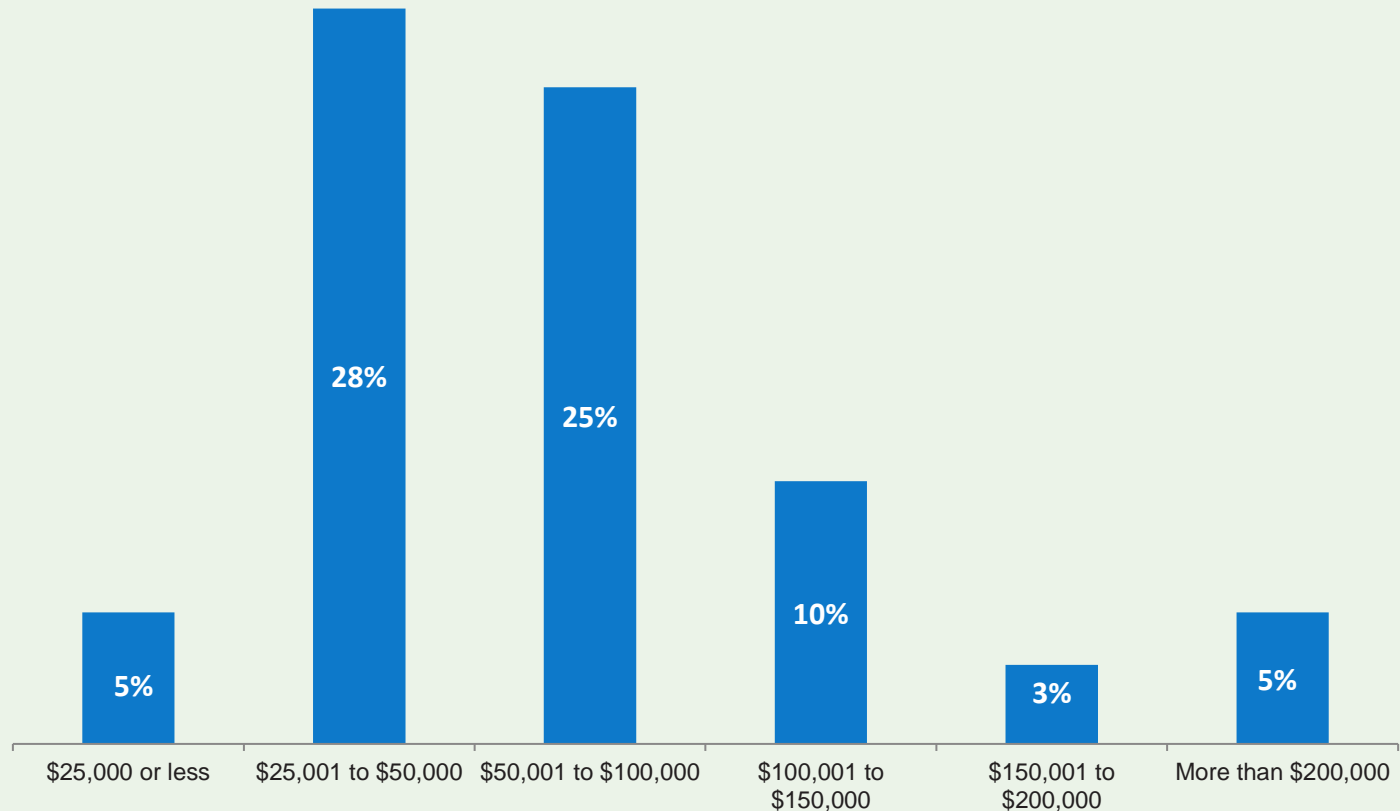
**How well our church manages its finances.** 4

**How engaged our church is in reaching out to the needs of the world.** 5



## INCOME & GIVING ASSESSMENT

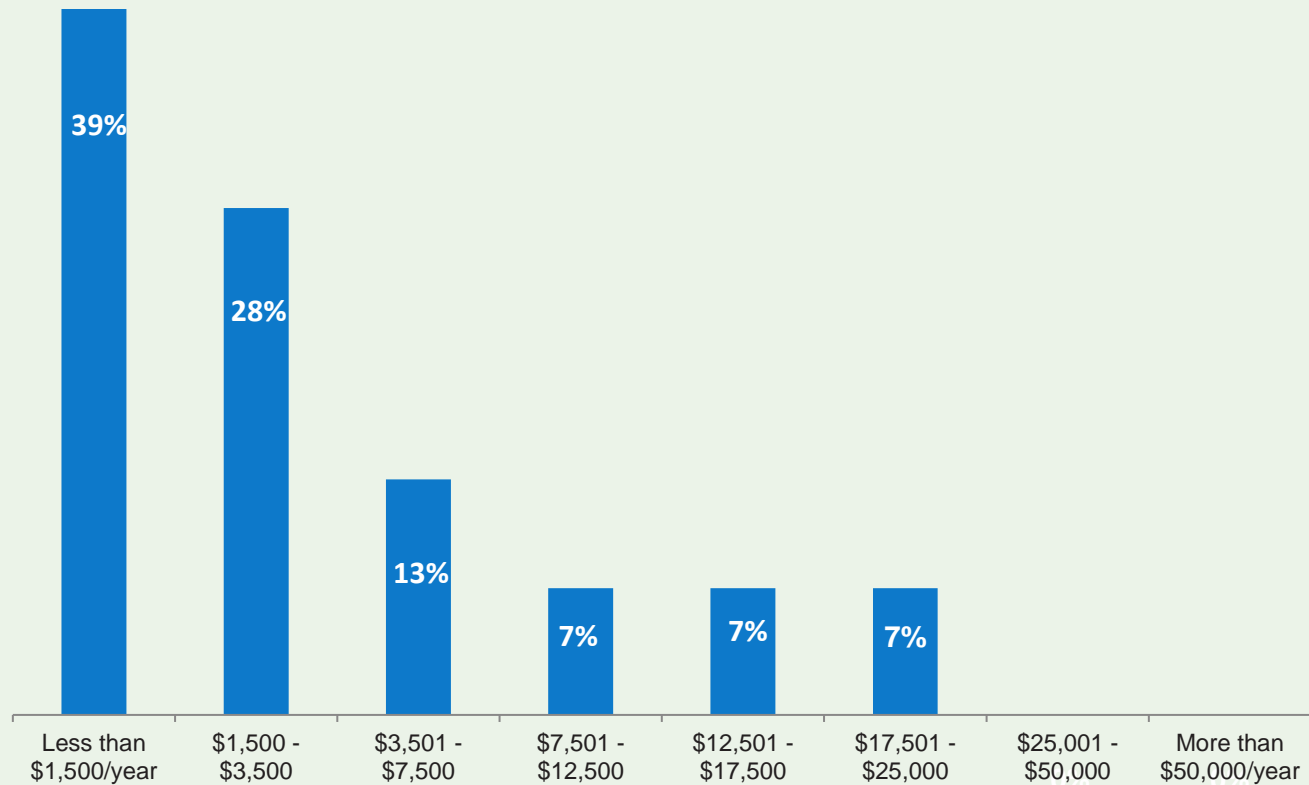
Average Household Income Breakdown





## INCOME & GIVING ASSESSMENT

Annual Giving Tendencies





# MAP POINTS OF INTEREST

- An emerging missional focus and vision is evident
- Strong relationship between involvement and sense of belonging
- Around half struggle with the matter of opposing views—expressing them, how they're valued. Yet, a high percentage affirm leaders who incorporate varying views into decision-making.
- Over 80% believe in the mission of St. Mark's. Engagement, involvement increase levels of satisfaction and joy for members.
- 87% believe/experience that relationships matter. (A clue here as to what is a core strength to be shared when reaching out. Be personal. Make the connection. Esp. now)
- Only 32% indicate that the congregation is willing to take risks. (What might make this look different?)
- And yet...80+% believe that changes are necessary to live out your mission.
- Some choices to make about which of the four factors will most create your future: Nostalgic, Stationary, Puzzled or Possibilities.





**Name and Address of Congregation:**

St. Mark's Lutheran Church  
302 East Pearl Street  
Wapakoneta, OH 45895

**Name of Middle Judicatory: Northwestern Ohio Synod - ELCA**

**Community Context: Rural**

**Total Membership of Congregation: 483**

**Average Weekly Worship Attendance: 110**

**Annual Budget: \$260,000**

**Active Giving Units: 93**