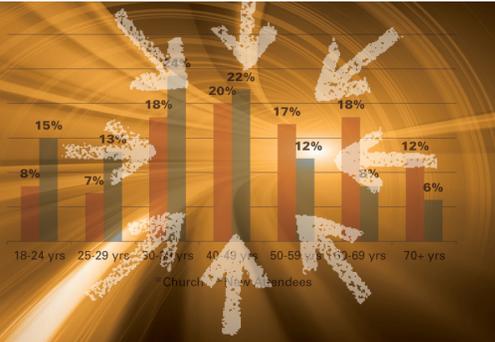


THE RealTime SURVEY

Actionable Insight Like No Other



One of the biggest challenges of church leadership is gaining an accurate understanding of your congregation. The truth is you don't know what you don't know. How do you move past anecdotal stories and optimistic assumptions to base decisions on real data? The Auxano RealTime Survey will provide incomparable value by shedding light on your congregation in ways you didn't know were possible.

Another survey? Really?

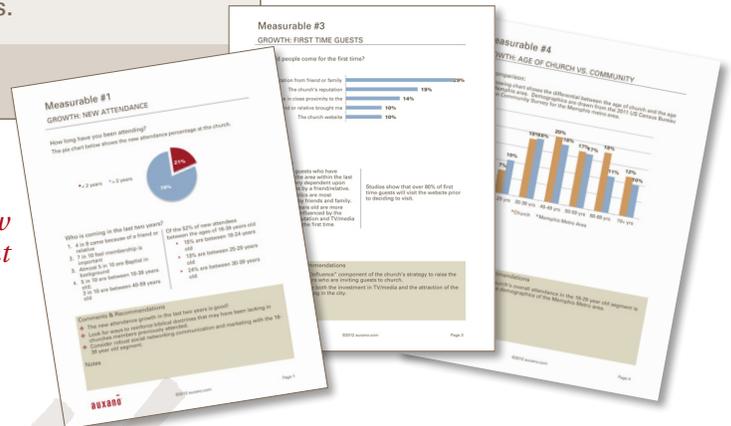
Most likely you have seen or used one of the several standardized church surveys in North America. These surveys include The Transformational Church Assessment (recommended), Willow Creek's Reveal Study, and Natural Church Development, to name a few. These surveys all provide helpful data to compare your church with others on a national scope. The Auxano survey is altogether different. It's uniqueness is not just about customization, but the intent to find a very different kind of specific insight. You never have to worry that your Auxano survey will duplicate the work or results of these other standardization tools.

Survey Benefits

- Obtain a fresh demographic snapshot of your congregation.
- Compare demographic trends for your congregation and your community in view of recent growth (typically 2 years).
- Establish a benchmark of ministry involvement.
- Uncover obstacles to assimilation in the ministry involvement.
- Create a listening mechanism for directional decision-making.
- Increase vision ownership within attendees.
- Enhance your leadership credibility.

"I haven't seen a tool like the RealTime Survey in my 30 years of ministry. The power of leading with facts, not assumptions, will blow you away. I highly recommend the investment for any pastor of any size church."

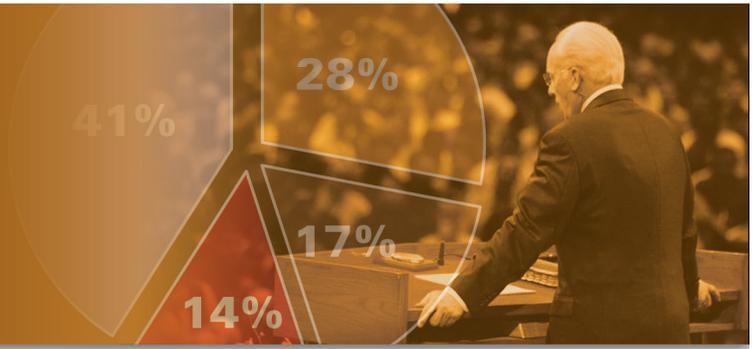
*Drew Tucker, Executive Pastor
Bellevue Baptist Church*



Survey

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Customized, Specific, and Actionable

The survey itself is comprised of approximately 40 questions. There are 38 baseline questions that are customized to fit unique context and strategy. In addition, your church will have the ability to add 2 strategic direction questions that are completely unique to you and your congregation. The answers to these questions will provide specific feedback on growth challenges or opportunities you may be facing.

Process & Results

- Step 1:** We design the survey with your team.
- Step 2:** You implement the survey realtime during all worship services.
- Step 3:** We input data, crank out results and pour over any important variances.
- Step 4:** We unpack results and prioritize action steps with you team.

"I was skeptical of its value initially, but soon realized that we had gained amazing insight into our congregation. The insight we gained significantly improved how we communicate vision and guided the development of a comprehensive discipleship ministry."

Walter Guillaume, Executive Pastor, First Baptist Dallas

Auxano will deliver a top twenty observations and recommendations report (approximately 20 pages in length) based on the results of your survey. You will also have access to the cross tabulated data should you wish to discover further data by mining on your own. The Auxano team will facilitate an approximate three-hour session with your leadership and communications teams to understand the results and discuss action steps that could be recommended action steps based on the data.

Imagine...

- **knowing** how many people started attending in the last two years and who they are.
- **tracking** your actual conversion percentage year after year.
- **seeing** how things like drive time or length of time attending affects small group involvement.
- **uncovering** precisely why people aren't more involved in service.
- **learning** exactly how many people are involved in duplicate ministry activities.
- **discovering** the topics that people are really most interested in for sermon series.
- **gauging** the interest and opinions of your people regarding new service times, multi-site locations, service styles and any other new initiatives.

Go Ahead and stop making assumptions. Gain real insight with Auxano's RealTime Survey.

auxano.com