

LEADER CONVERSATION GUIDE

Metrics & Benchmarks for Your Front Door and Connections - Episode 221

Healthy Church by the Numbers (Part 2)

In Part 2 of our series on healthy church numbers and metrics, we're diving into all of your questions on tracking attendance, online engagement, reach, and spiritual growth.

Tracking Service Attendance

DON'T: Measure your attendance based on 2019 or anything pre-pandemic. We're in a new reality. Today is the new baseline. If people aren't back yet, they probably aren't coming back.

DO: Start tracking attendance for your Sunday worship experiences and also keep track of how many new people and first-time guests are showing up every week. "Healthy" attendance numbers vary greatly based on the church, so rather than comparing, consider:

KEY ATTENDANCE METRIC: Whatever your average weekend attendance is today, you need that many first-time guests to attend your services in the coming 12 months in order to experience growth (based on average attrition rates).

Tracking Online Engagement

DON'T: Use multipliers in your calculations. Multipliers make us feel better, but they're clouding the reality of where we are and preventing us from engaging in the necessary conversations about how we move forward from here.

DO: Track views of your online service both live and after-the-fact. Pick a baseline and stick with it so you can monitor trends over time. For web traffic, social media, and your email list, do the same: pick at least one metric around each platform and measure it over time.

Tracking the “Becoming Known” Metric

DON'T: Assume that your church has a back door problem. In the churches we serve, the front door is the real barrier to growth more often than not.

DO: Track how many new people you have in your database this month. How does that compare to last month and the same month last year? How many new people do you have in your database this year? How does that compare with last year?

KEY REACH METRIC: 5% is the average number of people saying “yes” to Jesus every year in the churches we’ve served through the years. So take your **attendance** and **multiply that number by 5%**. (If 200 people attend your church, your number is 10. If 2,000 people attend your church, your number is 100).

Tracking Spiritual Growth

DON'T: Assume that because spiritual growth is hard to measure, it’s impossible to track. While true spiritual formation is internal, there are outward signs we can identify.

DO: Track outward signs of spiritual growth and commitment, such as serving, small group membership, and giving:

- **Serving:** the number of people serving divided by the average number of adults and students in weekend attendance. **Benchmark:** ~ 45%
- **Small Group Engagement:** the number of people in groups divided by the average number of adults and students in weekend attendance. **Benchmark:** ~ 60%
- **Giving:** track the number of giving units, determine a baseline, and monitor that trend over time.

Next Step: Take the Vital Signs Assessment

Over the last decade, the Vital Signs Assessment has provided thousands of churches with a picture of their overall health by looking at key metrics, and how those metrics compare to other churches. [Take the assessment \(typically \\$49\) for free here.](#)

Listen to the episode on Apple Podcasts or at theunstuckgroup.com/episode221.