



Surveys as a Tool for Engagement

CONSIDERATIONS

1. Have a clear purpose. Before writing your questions, have clarity regarding what insights you hope to gain.
2. Keep it short. Keeping it brief will prompt more people to complete the survey resulting in more helpful data.
3. Ask closed-ended questions. Consider avoiding open ended questions that generate a lot of ideas. Instead opt for more usable data. While ideation is important, it will come later in another format. Give selectable options, drop downs or yes/no choices. See sample questions below.
4. Get to know your audience. Pushing out a survey to your whole pastorate is a great opportunity to learn who your core, active and engaged audience is. Don't be afraid to ask demographic questions such as marital status, family status, age, sex and current parish.
5. Make it easy to find and complete. If they can't find it, they won't take it. A link on a website is great but a QR code in their pew on Sunday is better. Consider paper and electronic versions to ensure you capture various demographics. Survey tools such as Google Forms, Jotform or Survey Monkey can be used and then distributed using a variety of communication channels. Feel free to contact the IT office (helpdesk@sfcatholic.org) for assistance in using these tools.

SAMPLE TYPES OF SURVEY QUESTIONS

Temperature Taking survey questions: Useful for pre and post surveys or annual surveys to see if our efforts have moved the needle at all For example

- Do you think our community is welcoming?
 - Very welcoming / Somewhat welcoming / Somewhat unwelcoming / Very unwelcoming
- On a scale of 1-5, how do you think we do at reaching out to fallen-away Catholics?
 - 1 = Very Poorly ... 5 = Very well
 -
- Do you feel personally involved in the life of our parish?
 - Very involved / Somewhat involved / Somewhat uninvolved / Very uninvolved

Brainstorming Questions: Useful at the beginning of a planning process, to simply surface as many ideas as possible.

- What do you think our biggest priority should be right now?
- What do you value most about being a Catholic?

Prioritizing Questions: These can be useful when trying to zero in on what would be a most impactful next step. They are especially helpful when the “options” are taken from previous brainstorming instead of using boilerplate or generic “options.”

- Of the following opportunities, what would be most appealing to you? (Check all that apply)
 - Family Fun Events
 - Marriage Enrichment
 - Apologetics/Faith Education
 - Retreat Opportunities
 - Mens/Womens Groups
 - Service Opportunities

- Rank in order of importance what you think would make the most positive difference in your experience at Sunday Mass at Saint Patrick?
 - Repainting the Sanctuary
 - Better Trained Altar Servers
 - More Incense
 - Having a Choir
 - Better/ More Beautiful Altar Furnishings/ Vestments
 - More homilies on “issues of the day”