

Important!!

After reading these instructions, you will need to provide the information to customize your survey by going to www.holycowconsulting.com/cat/cat and clicking on Step #3.

Church Assessment Tool[©]

The CAT Scan

Instructions and Sample Materials

"And this is my prayer: that your love may abound more and more in knowledge and depth of insight, so that you may be able to discern what is best and may be pure and blameless until the day of Christ, filled with the fruit of righteousness that comes through Jesus Christ - to the glory and praise of God."

Philippians 1:9-11

Holy Cow! Consulting
PO Box #8422
Columbus, Ohio 43201
614-208-4090
russ@holycowconsulting.com

Church Assessment Tool[®]

The *Church Assessment Tool*[®] is a flexible, proven tool using benchmarked data to generate an assessment of congregational health in a report called *Vital Signs*[®]. The administration of the *Church Assessment Tool*[®] a process analogous to a *CAT Scan*, provides critical information for churches with a range of needs including those anticipating the search for their next ordained leader.

The *Church Assessment Tool*[®] is built upon a survey platform that has been used for over 25 years (The Church Planning Questionnaire). The language of the instrument has been updated and several indices added to reflect current research on church vitality and growth.

The *Church Assessment Tool*[®]

- ✓ is available in online or print versions.
- ✓ can be administered start to finish, with report in hand, in about four weeks.
- ✓ can be customized with the addition of locally generated questions geared to a specific context.

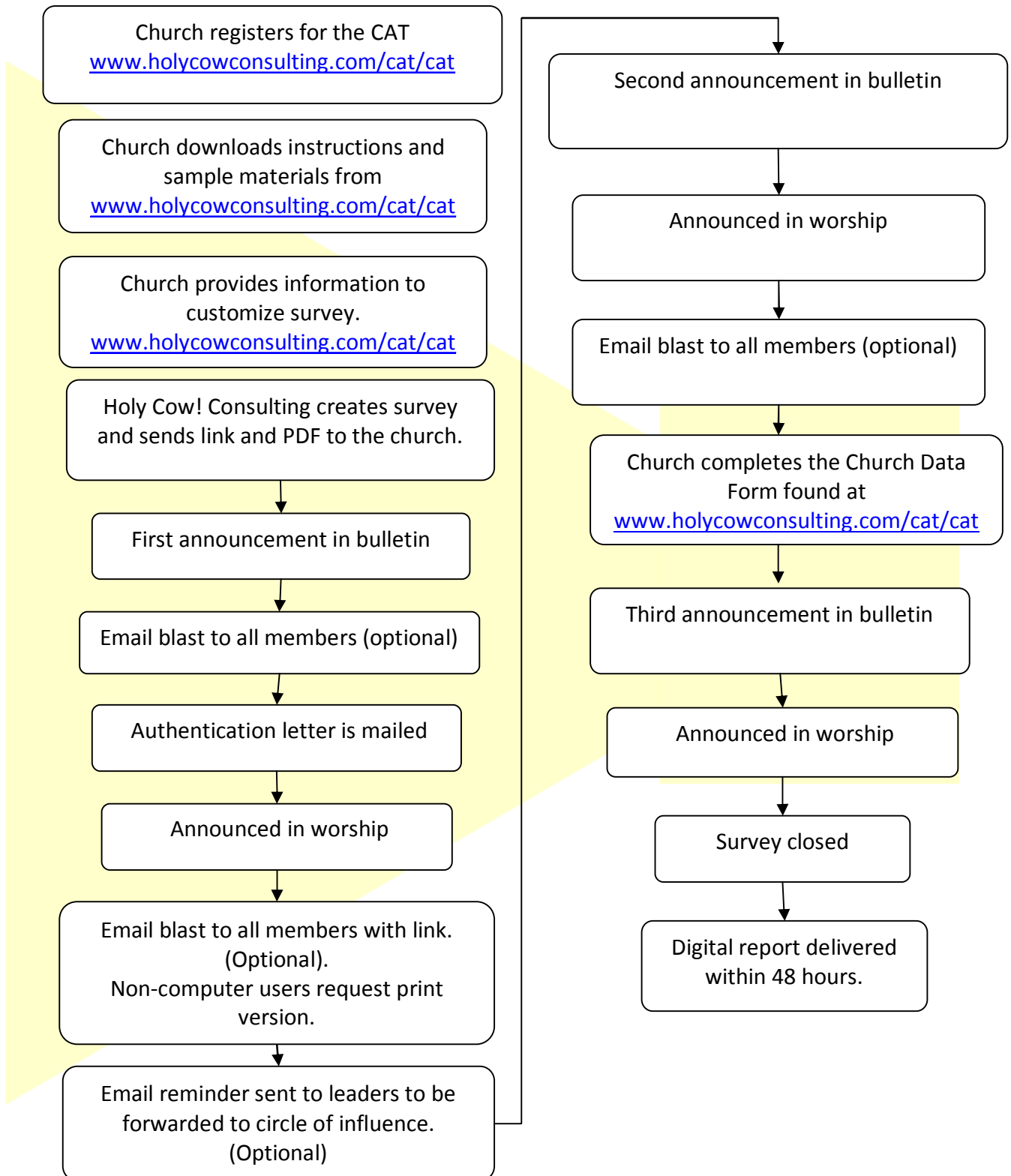
Holy Cow! Consulting works with search committees to offer a comprehensive assessment of your congregation's vitality and leadership needs in order to tailor a search process that helps you discover the person that God has chosen to lead your congregation. These step by step instructions are designed to make your administration of the *Church Assessment Tool*[®] clear and efficient.

There are several versions of the *Church Assessment Tool*[®] used in search:

- | | |
|-----------|---|
| CAT1.0 | This version is the standard <i>Church Assessment Tool</i> [®] . |
| CAT1.0-I | This version is useful for churches with an interim who has been in place for at least six months that are preparing for a search. It is designed to help churches determine how they are progressing in the developmental tasks of the interim period. |
| CAT1.0-S | This version is useful for churches doing succession or transition planning with a Rector still in place (or who has left recently). Provides a transition profile on the church which helps leaders ascertain the impact of the transition. |
| CAT1.0-NR | This version is useful for churches without a Rector but also without an interim or enough experience with an interim to evaluate his/her performance. |

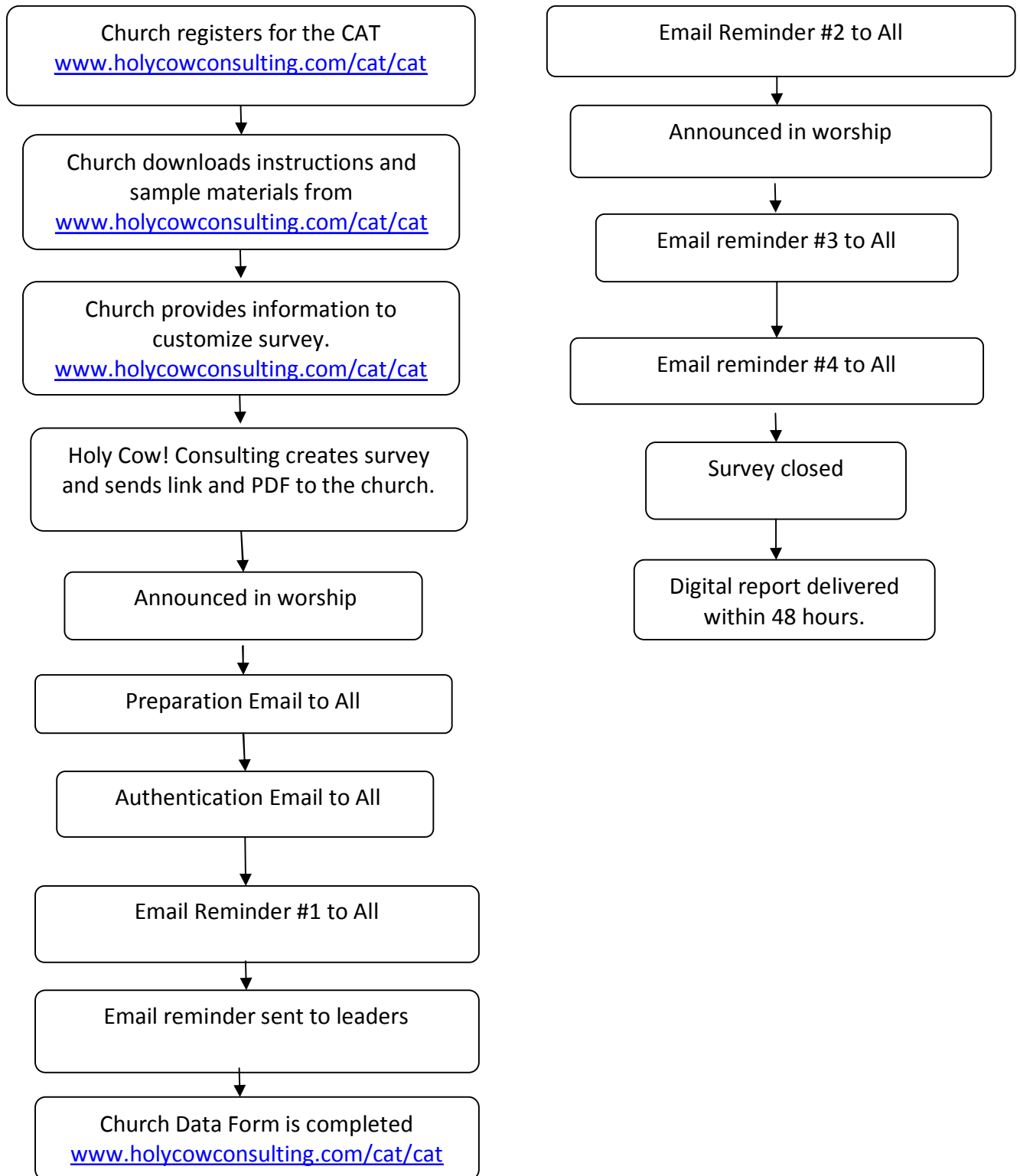
Church Assessment Tool[®]

Process for Snail Mail Notification



Church Assessment Tool[®]

Process for Email Notification



Church Assessment Tool[®]

Online Instructions Snail Mail Notification

1. Ask the church webmaster to create a link from the church website to the address provided by Holy Cow! Consulting. This can be placed on a ghost page that is not visible on the church website and is therefore known only by those who are given the link through the letter that is mailed out. Or it can be a link on the home page and members will be sent a password. An example would be www.firstchurch.org/survey. (See IT Instruction Form.)
2. Create a church assessment roll. This roll is a list of adult members with the following categories removed:
 - a. Members who live permanently out of town.
 - b. Members who have not attended nor contributed in the last year.
 - c. Members who are physically or emotionally unable to cope with the assessment tool.
 - d. Members under 16 years of age.
3. Choose a two week period during which members will be asked to complete the survey. (for example, June 1st—June 15th).
4. Place an article in the church newsletter that will arrive prior to the start date of the assessment.
5. Place an announcement in the worship bulletin for three consecutive weeks, beginning one week prior to the assessment start date and continuing two weeks after the assessment start date.
6. Announce the *Church Assessment Tool*[®] in each of the worship services noted in #5 above.
7. Send out an Authentication Letter to the church assessment roll created in item #2 on the start date. The Authentication Letter should be sent first class. Every member on the church assessment roll should receive a letter, even if they are living in the same house. The Authentication Letter should be signed by a respected leader in the church. It should also have a contact person whom people trust should they have a question or concern. (See Sample Letter).

Online Instructions, continued

8. If possible, the church should make provision for persons to use church computers who do not have internet access in their homes. If this is not possible, it can be suggested that they use the computer at the nearest public library, or at the home of a fellow member. Information about these options should be included in the Authentication Letter.

9. Congregations that choose to run the online version of the CAT may want to make the print version available to the handful of members who do not have online access in their homes, another member's home, a local library, or the church office. In those cases the following procedure should be followed:
 - A. An electronic version of the CAT in a .pdf format will be emailed to the church liaison. This eight page document should be duplicated in adequate numbers and stapled.
 - B. Any additional questions that are drafted by the church will need to be duplicated and added to the standard CAT.
 - C. When a member has completed the print version of the CAT he/she should bring it to the office in a sealed envelope.
 - D. When the surveys have been collected, a designated person should go online to the survey website and enter the data from the print surveys. This should be completed at the end of the survey period.

10. Complete the on-line Church Data Form within one week of the start date. You will find this form by going to <http://www.holycowconsulting.com/cdfe> .

For answers to your questions please contact Russ Crabtree at
russ@holycowconsulting.com or call (614-208-4090).

Church Assessment Tool[®]

Online Instructions

Email Notification

1. Create a church assessment roll. This roll is a list of adult members with the following categories removed:
 - a. Members who live permanently out of town.
 - b. Members who have not attended nor contributed in the last year.
 - c. Members who are physically or emotionally unable to cope with the assessment tool.
 - d. Members under 16 years of age.
2. Choose a two week period during which members will be asked to complete the survey. (for example, June 1st—June 15th). It is helpful if the Authentication Email can be sent out on Friday. This gives people the weekend to respond.
3. Send out a Preparation Email to be sent two days before the Authentication Email. (See Sample Materials).
4. Place an announcement in the worship bulletin for three consecutive weeks, beginning the Sunday prior to the assessment start date (if possible) and continuing two weeks after the assessment start date. (See Sample Materials).
5. Announce the *Church Assessment Tool*[®] in each of the worship services noted in #4 above. (See Sample Materials).
6. Send out an Authentication Email to the church assessment roll created in item #2 on the start date. Every member on the church assessment roll should receive an email, even if they are living in the same house. The Authentication Email should be sent out over the name of a respected leader in the church. It should also have a contact person whom people trust should they have a question or concern. (See Sample Materials).
7. If possible, the church should make provision for persons to use church computers who do not have internet access in their homes. If this is not possible, it can be suggested that they use the computer at the nearest public library, or at the home of a fellow member. Information about these options should be included in the Authentication Email.
8. Congregations that choose to run the online version of the CAT may want to make the print version available to the handful of members who do not have online access in their homes, another member's home, a local library, or the church office. In those cases the following procedure should be followed:

- E. An electronic version of the CAT in a .pdf format will be emailed to the church liaison. This eight page document should be duplicated in adequate numbers and stapled.
 - F. Any additional questions that are drafted by the church will need to be duplicated and added to the standard CAT.
 - G. When a member has completed the print version of the CAT he/she should bring it to the office in a sealed envelope.
 - H. When the surveys have been collected, a designated person should go online to the survey website and enter the data from the print surveys. This should be completed at the end of the survey period.
9. Complete the on-line Church Data Form within one week of the start date. You will find this form by going to <http://www.holycowconsulting.com/cdfe> .

Church Assessment Tool[®]

IT Instructions

Snail Mail Notification

1. The online version of the Church Assessment Tool is administered through an online company, surveymonkey.com.
2. The assessment tool for your church has been created with surveymonkey.com and can be accessed through a unique web address that is in a numerical format, for example, <http://www.surveymonkey.com/s.asp?u=593712181709>.
3. The numeric format of the address is difficult for people to copy from the letter they will be receiving to their web browser. To help with this we recommend the creation of a hidden link from the church's website to the assessment tool, for example, www.firstchurch/cat. This address is communicated to members through a letter.
4. If your church does not have a website, contact Russ Crabtree at russ@holycowconsulting.com and he will set up a link for you.
5. The link takes respondents to a page that welcomes them to the assessment process, thanks them for participating, and provides the numeric link that they merely click on to get to the tool. (See sample "Welcome Letter and Link" above).
6. Surveymonkey can be set up to take only one response per computer. Because we will have more than one person from a household using the same computer, it is generally set up to allow multiple responses from the same computer address.
7. After respondents have completed the assessment tool, they can be returned to a website of your choice. For example, some churches create a web page explaining how the assessment tool will be used and respondents are directed to that page when they are finished. If you would like to do that, please send an email to Holy Cow! Consulting with the web address.
8. When you are ready to construct your web link please contact Russ Crabtree at russ@holycowconsulting.com and he will provide you with your Survey monkey web address.

Sample Welcome Letter and Link

Welcome to the site of the
St. Paul's Church Assessment Tool!

The **Church Assessment Tool** will take about 20 minutes for you to complete. Please give an honest response to each question. All response data is strictly confidential.

When you are ready to begin, just click on the link below:

[\(Insert web link here. See #7 below\)](#)

Thank you for your time!

Church Assessment Tool[®]
Sample Snail Mail Authentication Letter

Dear Member/Friend of _____ ,

The leaders of our church have entered a time of discernment in which they are gathering information to guide their decisions for our future. Over the last several weeks you have heard and read about one aspect of that process: the Church Assessment Tool. (CAT). This tool will provide a clearer picture of who we are as a church and what directions might be important for our future. Your response is very important to us.

This letter of authentication authorizes you to take the assessment. Each member of your household who is over the age of 16, and capable of responding to questions will receive his or her own Authentication Letter. This letter is not transferable to another person. If you do not use a computer, take this letter to a friend or neighbor with a computer, or bring it to the church office and someone in the office will get you started.

CAT Authentication

This letter authorizes the person who received it to take the online assessment. Each participant must have received their own letter. It is not transferable to another member.

Please go online and type the following address into your web browser:

(www.firstchurch.com/cat)

(This is only a sample. You will be assigned your own address for the assessment.)

Please complete your online assessment by (end date).

Your responses will be strictly confidential. The computer will not match individuals to survey responses. Completing the online assessment will take about 20 minutes. Once the data has been compiled an analysis and summary will be presented to your leaders.

If you have questions or concerns, please contact (trusted member) at (phone number).
Thanks so much for your help.

Gratefully yours,

(Respected Leader)

Church Assessment Tool[®]

Email Messages and Bulletin Announcements for the Online Version

Email Messages

Week #1

Preparation Email

TO: all email addresses on assessment roll
FROM: church email or trusted member email
RE: GET READY! WE ARE PLANNING OUR FUTURE TOGETHER!

In two days you will receive an email asking you to complete an online survey called the *Church Assessment Tool[®]*. The information from this survey will shape the future of our church! It is vital that you respond.

If you have questions, please contact (Trusted Person) at (Trusted Person's email and phone).

Authorization Email

TO: all email addresses on assessment roll
FROM: church email or trusted member email
RE: PLEASE RESPOND! WE ARE PLANNING OUR FUTURE TOGETHER!

The leaders of our church have entered a time of discernment during which they are gathering information to guide their decisions for our future. Over the last several weeks you have heard and read about one aspect of that process: the *Church Assessment Tool[®]*. This tool will provide a clearer picture of who we are as a church and what directions might be important for our future. Your response is very important to us.

This Email authorizes you to take the assessment. Each member of your household who is over the age of 16, and capable of responding to questions will receive his or her own Authentication Email. This Email is not transferable to another person; please do not forward it. We ask that you complete your online assessment by (end date).

Your responses will be strictly confidential. The computer will not match individuals to survey responses. Completing the online assessment will take about 20 minutes. Once the data has been compiled, an analysis and summary will be presented to your leaders.

When you are ready, click on this link: (provided by Holy Cow! Consulting)

If you have questions, please contact (Trusted Person) at (Trusted Person's email and phone).



Week #2

First Reminder Email

TO: all email addresses on assessment roll
FROM: church email or trusted member email
RE: READY! SET! CLICK!

You have been hearing and reading about the Church Assessment Tool, and by now you have received your Authentication Email. If you have already responded, THANKS! All you need to do is set aside about 20 minutes at your computer and register your response to the questions asked. All responses are strictly confidential.

The information gained from this tool will be very important to your leaders as they plan for the future. Please make this a priority this week.

When you are ready to take the survey, just click on this link ().

Thanks for your help!

Reminder Email to Leaders

TO: all church leaders (eg board members, committee members, etc)
FROM: church email or trusted member email
RE: We need your leadership!

We are contacting you as a leader in the church to request two things from you. If you have not yet taken the *Church Assessment Tool*[®] please do so now. If you have already responded, THANKS!

After you have responded, would you please send an email with the link below to ten other active members of our church and your encouragement to respond.

The information gained from this tool will be very important to us as we plan for the future.

When you are ready to take the survey, just click on this link ().

Thanks for your help!

Week #2

Second Reminder Email

TO: all email addresses on assessment roll
FROM: church email or trusted member email
RE: HAVE YOU CLICKED YET?

If you have already responded to the *Church Assessment Tool*® THANKS!

If not, now is your big moment to register confidentially your thoughts about our church on the *Church Assessment Tool*®. We're asking you to give 20 minutes to providing input that will be helpful to your leaders as we discern the future for our church. So, click on the link below, pour a glass of iced tea, and go for it!! If you have questions, or need help, call or come to the church office.

Here is the link: ()

Week #3

Third Reminder Email

TO: all email addresses on assessment roll
FROM: church email or trusted member email
RE: CLICKERS ANONYMOUS!

The response to our invitation to participate in responding to the *Church Assessment Tool*® has been excellent, and we thank all of you who have taken the time to help your leaders as they plan for the future. You are now part of Clickers Anonymous. If, by any chance, you might be that one person who tends to procrastinate you have just one more opportunity to stare down that computer and register your responses. How about doing it today??

Here is the link: ()

Week #3

Final Reminder Email

TO: all email addresses on assessment roll
FROM: church email or trusted member email
RE: CLICKERS GAIN MOMENTUM

We're coming to the end of a wonderful opportunity to register confidentially our thoughts about our church. Tomorrow, the window will close. If you have not responded, you will have missed the moment of opportunity to participate in registering your thoughts on the *Church Assessment Tool*®. Take a moment today and click on the link below.

Here is the link: ()

Bulletin Announcements

Week #1

PLANNING OUR FUTURE TOGETHER!

We are inviting you to complete the Church Assessment Tool, an online instrument that will help leaders gauge the strength, vitality and inclinations of the church. The information gained from this assessment will be valuable in helping the leaders of our church as they think strategically about our future.

Beginning (date), you will have the opportunity to go online and click on the responses to questions that collectively will provide us with important data. It's no longer important to watch for the Reader's Digest Prize Patrol, when instead you can watch for your Authentication Letter that provides you with the key to accessing the Church Assessment Tool. It should be in your mailbox by (date).

Week #2

READY, SET, CLICK!!

You have been hearing and reading about the Church Assessment Tool, and by now you should have received your Authentication Letter. All you need to do is set aside about 20 minutes at your computer and register your response to the questions asked. If you do not have a computer, please take your letter to the church office and someone will help you get started. All responses are strictly confidential.

This information gained from this tool will be very important to your leaders as they plan for the future. Please make this a priority this week.

Week #3

HAVE YOU CLICKED YET?

Now is your big moment to register confidentially your thoughts about our church on the Church Assessment Tool. We're asking you to give 20 minutes to providing input that will be helpful to your leaders as we discern the future for our church. So, pull out that

Authentication Letter, pour a glass of iced tea, and go for it!! If you have questions, or need help, call or come to the church office.

Week #4

CLICKERS ANONYMOUS!

The response to our invitation to participate in responding to the Church Assessment Tool has been excellent, and we thank all of you who have taken the time to help your leaders as they plan for the future. You are now part of Clickers Anonymous. If, by any chance, you might be that one person who tends to procrastinate you have just one more week to stare down that computer and register your responses. How about doing it today??

Week #5

CLICKERS GAIN MOMENTUM

We're coming to the end of a wonderful opportunity to register confidentially our thoughts about our church. Tomorrow, the window will close. If you have not responded, you will have missed the moment of opportunity to participate in registering your thoughts on the Church Assessment Tool. Take a moment today, initiate a search for that Authentication Letter, and sit right down and start clicking. A very special thanks to everyone who participated in this process.

For answers to your questions, please contact Russ Crabtree at russ@holycowconsulting.com or call (614) 208-4090.