

Activate the Power of **BIG DATA** to *Grow Your Church*

How insights based on data are revolutionizing the ways
churches attract and engage the people in their communities.

What This Guide Covers

Churches Need to Be Relevant

Everything You Need to Know About Big Data

How You Can Get Big Data Today

Is lack of relevance behind the decline in attendance?

Only 35% of Americans attend church weekly

35%

51% of U.S. adults believe church isn't at all important

59% of millennials feel church is irrelevant

Churches Need to Be *Relevant*

Most unchurched people are not walking down the streets of your community thinking about the eternal destiny of their soul. But they are thinking about something ... If the Gospel of Christ is really relevant to all aspects of life, we need to show unreached people how it is relevant to their lives, as well.

Churches that tailor their message *defy the odds*



18% [▲]

Increase in new family
attendees with a targeted
sermon series

3000 person church



20% ⁺

Increase in attendance
over the last year

1000 person church



24% [▲]


Increase in attendance
over the last year

9000 person church

A Few Things You Can Tailor to Your Community & Congregation



Tailored sermons



Sunday school lessons



Outreach programs



Blogs & Content




Social media engagement



Needs-based classes & courses



Attract your community



Community-oriented activities

gloo

Everything You Need to Know About

BIG DATA

Insights from big data give you
the power to be relevant

*I'm trying to read the minds of the people in the congregation every week. I'm trying to think through the minds of a church person, of a non-church person, someone on the verge of divorce, someone who's single ... You run your message through a lot of filters, but **with big data**, you can actually know.*



define: big|*data*

Extremely large data sets that can be analyzed to reveal patterns, trends and associations especially relating to human behavior and interactions.

So where does big data come from?



1st Party Data

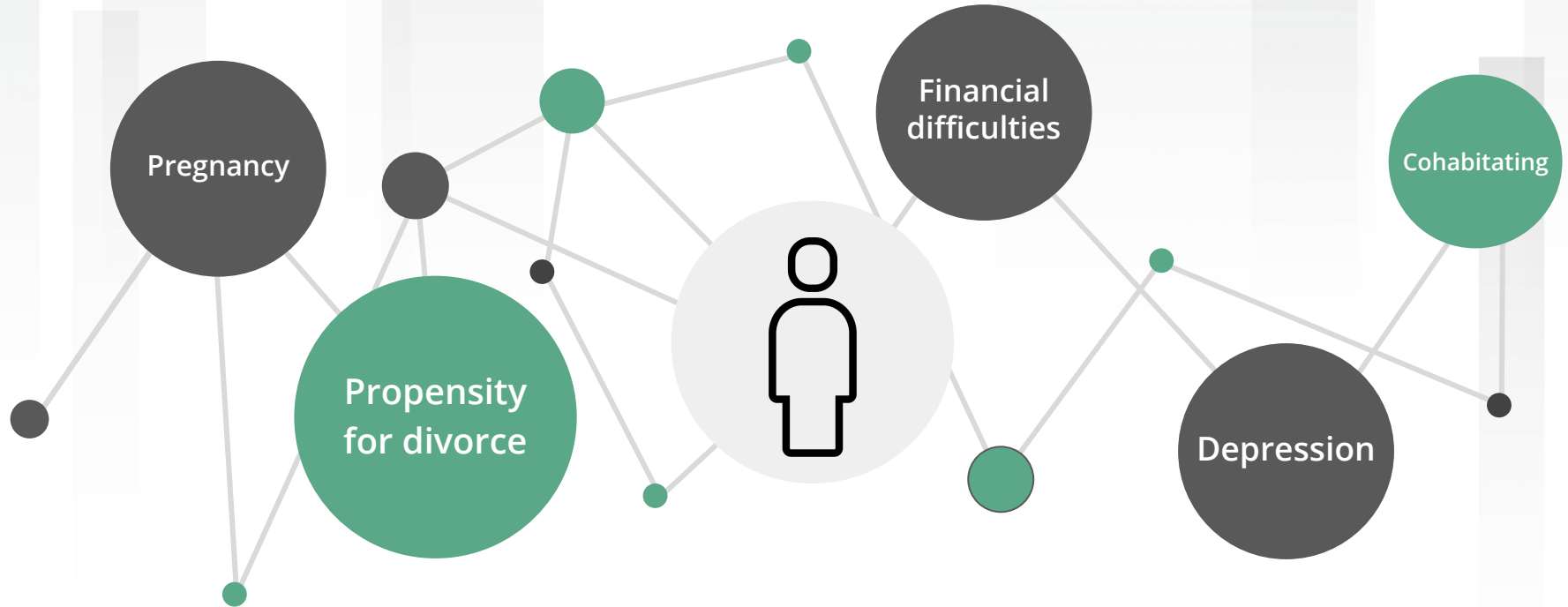
Information you collect from your own congregants and community



3rd Party Data

Information generated from outside organizations, platforms or websites

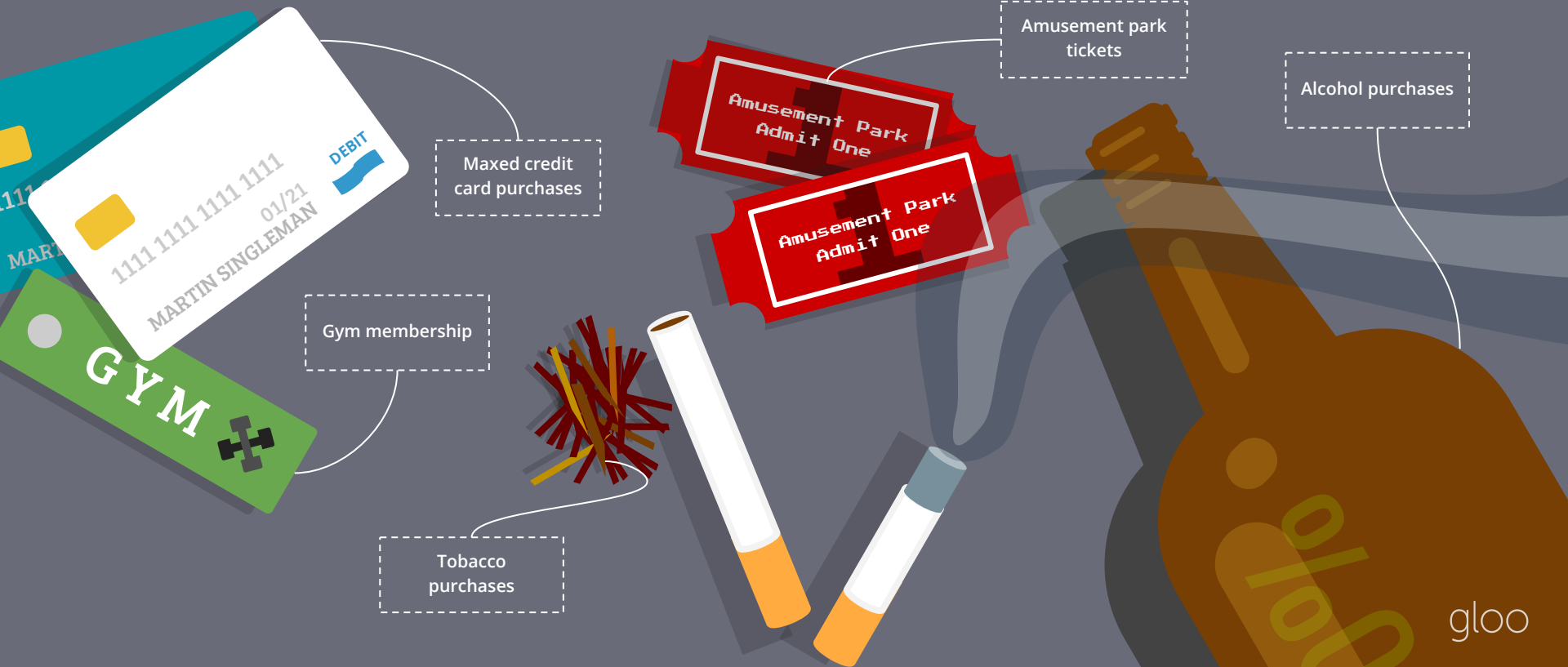
*insights from Big Data can
predict outcomes and behaviors*



Department Store Analyzes 25 Items to Predict Pregnancy *with 87% Accuracy*



Online & Offline Data Analysis Can Even *Predict Propensity for Divorce*



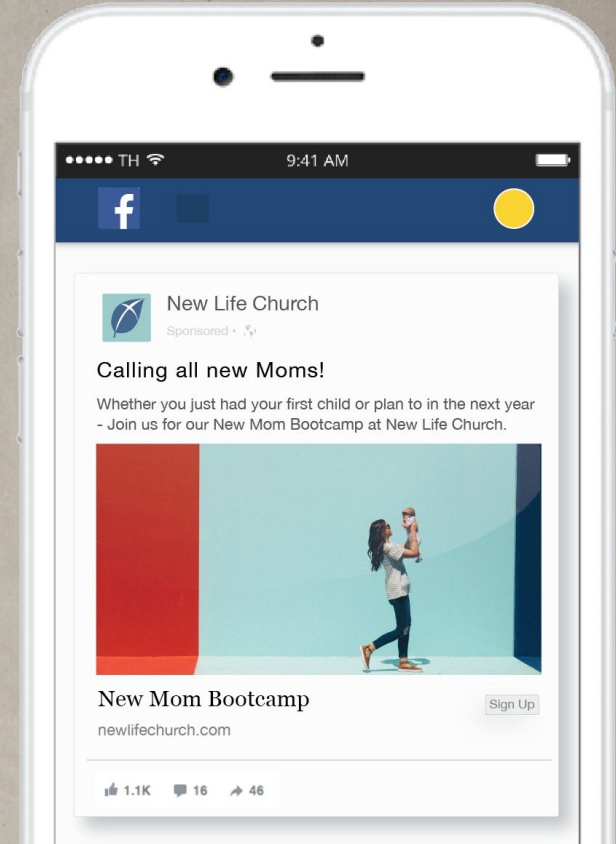
Use Insights From Big Data to Tailor Outreach and Messaging

*Household income
between \$110-\$140K*

*Female,
age 30-35*

*Expecting
a child*

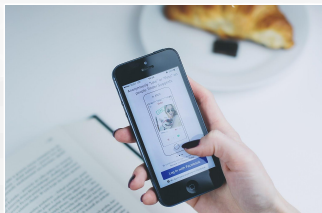
*At risk for
divorce*



This church

used **insights from big data** to **tailor their message &**

increase attendance



Prioritized tools like social media and email, but attendance continued to **shrink**.



They worked with an **external data provider** to reveal congregant and community needs.



Insights revealed congregants were at a **high risk of divorce**.



They **tailored outreach & sermon series** to their community and congregation.



This resulted in an **18%** increase in new families.

There are things churches can do

today

*to get insights about their
communities and congregations*

Demographic Reports



[The Association of Religion Data Archives](#)

A database of congregations across the nation, religious surveys and a community profile builder.

Community Demographics

[National Church and Community Demographics](#)

This site offers reports and demographics for nearly any community in the U.S.

THE CHRONICLE OF PHILANTHROPY

[Charitable Givings](#)

Interactive tool gives insights about giving across a range or geographical areas.



[Linkedin Website Demographics](#)

Filter LinkedIn data from visitors to your website. Data can be filtered into eight categories, which include job title, industry, and location.









[U.S. Government's Open Data](#)

A free resource that covers data of all ranges, including health, finance, education, and local government.

Send an **ASSESSMENT**

Specific life experiences and personalities affect how individuals approach their world and faith. Assessments can reveal areas to provide opportunities for growth, healing or support.

These often include insights into:

-  Spiritual gifts
-  Spiritual maturity
-  Skills or talents
-  Emotional needs
-  Learning & Communication styles
-  Trust in church leadership

USE A SURVEY TO GET

feedback and input

Many churches use personal surveys to assess how they are supporting members. Surveys can be sent with software like SurveyMonkey or SurveyGizmo. These [surveys](#) may ask for information such as:

I feel supported in my faith journey.

(A)(B)(C)(D)

I need support with the challenges in my life.

(A)(B)(C)(D)

The worship music at my church is inspiring.

(A)(B)(C)(D)

I attend church services regularly.

(A)(B)(C)(D)

I feel welcomed by the congregation.

(A)(B)(C)(D)

SURVEY

Analyze *social media data*

TOTAL PAGE LIKES	TOTAL REACH	TOTAL CONSUMPTIONS	TOTAL CONSUMPTION RATE
282k +4% over 90 days	11M -12% over 90 days	1.1M -30% over 90 days	10.8% -21% over 90 days

facebook IQ

Facebook Insights

Allows you to see what people have liked or shared. Provides updates on current page views. Shows engagement on your posts so you can see who's visiting your page or which posts are most relevant to them.

Tweet impressions	Profile visits	Followers
114 ↓ 53.8%	354 ↑ 39.9%	869 ↑ 3

 **Analytics**

Twitter Analytics

Offers reports on followers that include tweets, impressions, clicks, engagements and more...

MARRIAGE & FAMILY

15% ▲ 3%
of the community is
engaged to be married

20% ▼ 3%
of the community is
at risk for divorce

Third party data management platforms gather information about **millions** of people from **thousands** of on and offline sources.

The best vendors use sophisticated algorithms, filters and data analysis to generate predictive models about human behavior.

Many vendors also have data experts who will work with you to activate your insights in outreach and messaging.

A Note About Privacy

Organizations that use data, or partner with vendors to get data and insights about their members and the people in their communities must obey consumer privacy laws.

Make sure you or your provider follows industry self-regulatory principles concerning consumer privacy established by organizations like the [IAB](#) and [DMA](#).

Get insights about *your* church and community. We'll work with you every step of the way.

Our Insights Platform analyzes thousands of data points across 248 million Americans to provide models and insights.

Best of all, our specialists will be by your side to activate insights through Facebook, Instagram and even direct mail.

- Know your city and congregation
- Tailor outreach, messages and programs
- Attract and engage people for the long run
- Industry leading privacy and security



[Talk with a Specialist](#)

Additional Resources

[Americans Divided on the Importance of Church](#)

[The Rise of Big Data and How to Use It to Pastor Your Church](#)

[Data Tells a Story ... Why Churches Should Track Everything](#)

[Big Data, Bigger God](#)

[Church Evaluation Questionnaire](#)

[20 Sample Questions for Church Member Polls](#)

[How Big Data Can Predict Your Divorce](#)

[Quality Church Assessments](#)