

ALWAYS FORWARD



**CHURCH PLANTER
ASSESSMENT MANUAL**

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**ANGLICAN CHURCH
IN NORTH AMERICA**

General Approach:

Specific Actions: In seeking to answer these questions, consider completing the following profiles:

- 1. Planter Profile:** The planter completes the Planter Profile Worksheet 1 (below). The purpose of this worksheet is to capture basic information about the planter's background, heritage and wiring; to answer the question "who am I?"
- 2. Target Area Profile:** The planter completes the Target Area Profile Worksheet. The purpose of this worksheet is to gain a basic understanding of the demographics within the target area being considered; to answer the basic question "who are the people living in the area and how well do I fit with them?"
- 3. Risk Assessment Profile:** The planter completes the Church Planter's Risk Factor Assessment by Tom Nebel. This self-assessment helps the planter understand the various personal risks associated with planting in a specific location; to understand the risks of you ministering in the area.

Reviews the results of the 3 profiles above and candidly consider **(1)** how strongly you fit in selected area (by comparing worksheet 1 and 2) and **(2)** your risk in the selected area (by comparing worksheets 2 and 3).



WORKSHEET 1 - PLANTER PROFILE

This worksheet collects history and background information about the planter. The intent is to look at the planter's past in order to understand natural tendencies and affinities. The worksheet looks specifically at the cultural environments, relationship affinities and social norms.

Looking Back at the Past

1. Where were you born? How long did you live there?
2. Provide a bullet list of the different locations you've lived during your life including location and number of years (from birth through present). For each location give a one or two word description of the setting (e.g. remote rural, rural, suburban in small metro, suburban in large metro, urban in small city, urban in large city, foreign country large city, etc).
3. A family's socioeconomic status is based on family income, parental education level, parental occupation, and social status in the community . On a scale of 1 (low) to 5 (high), how would you rate your family's socioeconomic status while you were growing up?
4. What did your father and /or mother do for a living while you were growing up?
5. On the 1 to 5 scale, how would you rate your best friend's family's socioeconomic status?
6. Were most of the kids you hung out with growing up from this same socioeconomic status? If not, how would you rate the socioeconomic status of the average kid you hung out with?
7. Where did you go to college? What was your degree in?
8. How did you pay for college? What was your GPA?
9. If married, how would you rate your spouse's family's socioeconomic status on a scale of 1 to 5?

Looking at Today

1. Please provide the following basic information about yourself:
 - » Age?
 - » Marital Status?
 - » Socioeconomic Status of your immediate Family (on 1 to 5 scale)?
 - » Number and Ages of Your Children?

- » Ethnicity?
 - » Housing Situation. Do you rent or own?
 - » Type of Housing (e.g. apartment, condominium, townhouse, single family home)?
 - » Estimate of your current house price if it were adjusted to the cost of living in the target area? This is intended to be rough estimate. Try using an online cost of living comparator. For example, **CNNMoney.com** has a free tool at <http://cgi.money.cnn.com/tools/costofliving/costofliving.html>. Simply enter your current salary and location and the target area location. The comparator will tell you how much higher or lower the cost of housing is in the target area:
 - » Cars you own or lease (make and year)?
 - » Does your spouse work outside the house? If so, doing what?
 - » Describe your travel habits including frequency of travel, purpose and locations? (in a typical year)
 - » What are your favorite and most frequent places to shop (e.g. Walmart, Giant, Home Depot, Macy's, etc)
 - » What do you like to do in your spare time (i.e. activities, hobbies, etc)?
 - » If you were in the private sector, what job you would pursue? (or if you've been in the private sector, what did you do?)
2. Describe the last 3 people / families (other than your own family) that you did something socially with including their lifestyle, profession, education, socioeconomic status (using the 1 to 5 scale):
 3. Describe the people you tend to spend the most time with including their lifestyle, profession, education, and socioeconomic status (using the 1 to 5 scale):
 4. List any memberships you hold and clubs you attend.
 5. Review the average target family statistics from the Target Profile Worksheet. Provide your own assessment of how you compare with the average target family. How are you similar? How are you different?

WORKSHEET 2 - TARGET AREA PROFILE

Purpose: The purpose of this worksheet is to collect information about the people living in your target area. The goal is to gain a general insight into who the average person / family in a given area is. Some of the information is quantitative while some is qualitative (and more subjective). See sample of a completed Target Area Profile at the end of this worksheet.

Using one of the recommended free demographic resources listed below, fill in as much of the information for your area as you can. All of this information is available for free online. Passion for Planting (www.newchurches.com) provides detailed free demographic reports. These reports contain all the information below plus much more.

Description	New Church Area	Local Trend (+ or -)	National Average
Average age			
Median age			
% Population under 18			
% Population 18-24			
% Population 25-34			
% Population 35-44			
% Population 45-54			
% Population over 55			
% Females			
% Males			
Average Household Income			
Median Household Income			
% Blue Collar workers			
% White Collar workers			
Average Number of Kids Per Family			
Average Home Price			
% People Owning Their Home vs Renting			
% White			
% Black			
% Asian			
% Hispanic			
% over 16, Unemployed			
% over 16, not in work force			
% Single Parent Homes			
% Adults Married			
% over 16, never married			

Description	New Church Area	Local Trend (+ or -)	National Average
% divorced			
% Head Household with College Degree			
% over 25, no college experience			
% Commuting Outside Local Area to Work			
Average Drive Time to Work (Estimate if data not available)			

Suggested Free Demographic Resources

- » <http://www.newchurches.com> - Passion for Planting in partnership with Church Marketing Solutions offer's free demographic reports that will allow you to easily fill in the table above. Their reports include tables and graphs with a wealth of information. Simply request the free report via www.newchurches.com.
- » <http://factfinder.census.gov> - American Fact Finder (US Census Bureau) - Probably the best overall site available for obtaining FREE data tables and color-coded maps. Simply enter an address of interest and then follow the on-screen instructions. A huge number of data tables and maps are available. Maps can be zoomed to obtain closer views.
- » <http://www.peoplegroups.info> - great resource from the North American Mission Board. All information is free but you have to register for a free account to get access to everything
- » <http://www.freedemographics.com> - great resource for free information

General Note about Demographic Information and Surveys

Demographic information helps answer the question “who lives in a specific geographic area.” Most demographic information helps describe factually who lives in an area. However, most demographic information has limitations. Although it provides some insight, demographic information does not itself answer the questions (1) “what are the felt and real needs of the people living in the area” (a separate Converge action addresses this question) and (2) “what is the history, heritage and personality of the target community”. To fully answer these questions, the planter will need to conduct some “soft demographic surveys” of people (i.e. interviews). The purpose of this worksheet is not to collect that level of information but instead to make a reasonable at tempt at identifying qualitative information about the people in the area via discussions with local participating organizations and internet research. To the extent that some soft demographic surveys can be conducted will help improve the answer to this question (but it is not required).

Identify additional qualitative information about the target area and the average family in the space below:

Examples of things to consider in answering this question include general comments about religion / faith (e.g. strong Catholic heritage, Mormon influence, etc), commuting habits for work (i.e. the average person spends several hours per day commuting, etc), pace of life, life transitions (e.g. new jobs, new homes, new kids, etc), what motivates the average person (e.g. family, money, prestige, power, influence, etc.) and influence of extended families (e.g. few families living in this area are within 3 hours of extended families, etc).

Write a description (detailed as possible) of the average family in y our target area based on the quantitative and qualitative information above:

