

Dear Pastor,

Our team at LifeWay Research has begun work on the *2011 OutreachMagazine/LifeWay Research Special Report* that will be published this fall. Each year—as a part of this project—we survey churches across the U.S. on their average weekend worship attendance.

Would you take a moment to participate in this study by sharing your church's average weekend worship attendance for 2011 (specific criteria is explained on the next page)?

Our team has a “no guessing” policy for this project which means that we only report numbers that are submitted by the churches each year. If you do not wish to participate in this survey this year, you can email me, Lizette Beard (Lizette.Beard@LifeWay.com) and let me know and this will be the last time you are asked in 2011.

Please make sure that a senior staff member (senior/executive/administrative pastor) reviews the numbers before they are submitted by FAX (615-468-4681).

Please note: no information should be submitted without receiving approval from a senior pastor or executive staff member.

Churches may submit their information by FAX at (615) 468-4681 or email it to Lizette.Beard@LifeWay.com.

We appreciate your participation and hope that you will also take a moment to tell us some of your stories behind the numbers. This section is optional and is not required to be listed in either of the Top 100 lists, but it does help us in telling the stories of the churches who are listed.

Please email me at Lizette.Beard@LifeWay.com if you have any questions about this project. Thank you for your ministry and participation!

Lizette Beard, Project Manager
LifeWay Research
Lizette.Beard@LifeWay.com

**Please submit your church's
information by noon on
Thursday, April 21st.**

FAX TO: (615) 468-4681

One LifeWay Plaza, MSN 127
Nashville, TN 37234
FAX: (615) 468-4681
Email: Lizette.Beard@LifeWay.com

CHURCH INFORMATION SHEET

Please submit your church's
information by noon on
Thursday, April 21st.

CHURCH NAME: _____
CHURCH ADDRESS: _____ CITY: _____ ST: _____ ZIP: _____
PHONE: _____ FAX: _____ WEBSITE: _____
DENOMINATION: _____ YEAR CHURCH STARTED: _____
OF SITES/LOCATIONS: _____
SR PASTOR: _____ YEAR OF BIRTH _____ # YEARS AS SR PASTOR: _____

Who is the best person we should contact if we have any questions:

NAME: _____ TITLE: _____ EMAIL: _____

**AVERAGE WEEKEND
WORSHIP ATTENDANCE:**
2011 : _____
2010 : _____

CRITERIA FOR REPORTING AVERAGE WEEKEND WORSHIP ATTENDANCE:

- **FEBRUARY & MARCH ONLY** (EXCLUDING EASTER IN YEARS IT FALLS IN MARCH)
- ADULTS, TEENS, CHILDREN (NOT COUNTING ANYONE TWICE)
- PRIMARY WEEKEND WORSHIP GATHERINGS.

Note: Churches should not count any group gatherings that meet on campus or elsewhere throughout the week even if it is for worship. Most churches should not count Sunday evening services because of the % of attendees who also attend on Sunday mornings.

- ALL PHYSICAL SITES & VENUES IN THE U.S. (*Not online, internet, or international attendees*)
- ACTUAL ATTENDANCE/NOT MEMBERSHIP

**If there is any question about the criteria, please contact Lizette.Beard@LifeWay.com for clarification.*

THE STORY BEHIND THE NUMBERS. Does your church have a story to share about what has happened in the past year in one or more of the following areas? If so, please check the box in front of that question (indicating a "yes") and please provide a **contact name and email address** for follow-up questions (or include on a separate sheet and fax back with this form).

- # of conversions or baptisms during the past year? _____
- Multi-ethnic diversity in your congregation? _____
- Church planting efforts by your church leadership and members? _____
- Other _____

NAME OF PERSON SUBMITTING THIS INFORMATION: _____

HAS THE SENIOR PASTOR (OR EXECUTIVE PASTOR) REVIEWED THIS INFORMATION: YES _____ NO _____

This survey is a part of the annual *OutreachMagazine/LifeWay Research Special Report* that will be published in Fall 2011. For more information on LifeWay Research, please visit LifeWayResearch.com or EdStetzer.com. Questions about this survey may be sent to Lizette.Beard@lifeway.com.

