

# Survey Highlights

## 2013 CFBC Family Ministry Survey

### COMMUNICATION

**Different age groups in the church require different methods of communication.**

- **Ministry Adjustments**
  - Use e-mail and text communication for young and active families.
  - Use e-mail and home phone communication for mature and senior families.
  - Continue to develop the church's social media presence to engage Collierville families.
  - Conduct an "information-gathering" drive to update the church's database of e-mail addresses and cell phone numbers (for increased text-based communication).

### SPIRITUAL DISCIPLINES

**The least consistent spiritual discipline at CFBC is "sharing my faith."**

**The most consistent spiritual discipline at CFBC is "prayer."**

- **Ministry Adjustments**
  - Staff should reevaluate CFBC's evangelism strategy and training process.
  - Increase opportunities to learn how to share.
  - Schedule additional opportunities to emphasize and teach the basic features of a daily quiet time.

### FAMILY NEEDS

**Parenting and marriage are the greatest needs among CFBC families.**

- **Ministry Adjustments**
  - Continue equipping events for parents like Parents' Place Sunday.
  - Highlight Faith@Home events for families of all ages and sizes.
  - Sunday morning is the best time to equip parents and kids.
  - Build a HomePointe Center to resource families with information to meet their pressing needs and to help make their homes the centerpiece of spiritual growth.

### SPIRITUAL GROWTH

**Many families are looking for nontraditional Bible study and small group options.**

- **Ministry Adjustments**
  - Launch Sunday evening Bible study church and home-based groups.
  - Offer weekend conferences targeted to mature and senior families.
  - Launch men's D-Teams meeting throughout the week to help men become fully-devoted followers of Jesus Christ.

### REACHING COLLIERVILLE

**Most families are more likely to use church events as an evangelism tool.**

**Many do not regard their home as an important setting for outreach.**

- **Ministry Adjustments**
  - Continue to offer church outreach events as a tool for CFBC members.
  - Highlight the monthly Discovery Class as a first step toward CFBC membership.
  - Offer outreach-themed emphases like the upcoming FRANTastic Day on Sunday, May 19th.
  - Highlight Impact Outreach Night for Bible Fellowship inreach and outreach.
  - Develop new "outside-the-walls" outreach plans, like neighborhood block parties and relational evangelism ministry.
  - Find new ways to penetrate lostness in our community.

**Family Ministry Survey – A**  
**Young & Active Families**  
**126 Forms Completed**

1. What is the best way to communicate with you and your family?
  - A. Mail / Print = 33
  - B. Email = 117
  - C. Text = 54
  - D. Cell Phone = 39
  - E. Home Phone = 17
  
2. What spiritual disciplines are consistent in your life?
  - A. Prayer = 112
  - B. Daily Quiet Time = 70
  - C. Bible Reading = 81
  - D. Sharing my faith = 32
  - E. Tithing = 17
  
3. What are some areas where the church can help you?
  - A. Finances = 31
  - B. Parenting = 60
  - C. Single Parenting = 2
  - D. Marriage = 53
  - E. Health/fitness = 33
  - F. Addictions = 4
  - G. Depression = 4
  - H. Other – tech
  
4. How can CFBC best help you grow spiritually?
  - A. Wed PM = 36
  - B. Sun PM = 43
  - C. IN town weekend conference = 22
  - D. Out of town retreats = 16
  - E. One-on -one discipleship = 35
  
5. What are some ways you would participate in reaching Collierville Families?
  - A. Home Groups = 55
  - B. Block Party = 35
  - C. Church Events = 90
  - D. Personal Relationships = 55
  
6. Who do you see as the primary role in the spiritual growth of your child?
  - A. Church = 5
  - B. Parents = 100

7. What is the best time to equip parents and kids?
  - A. Sunday AM = 88
  - B. Sunday PM = 45
  - C. Wednesday PM = 42
  - D. Saturday = 10
  - E. Other = 5 – not time given
  
8. Rank the effectiveness of the following Ministry resources:
 

**\*\*\* Due to the complexity of the results,  
only the extremes – 1 and 5 – are shown**

  - A. Family Talk Guides: 1 = 9    5 = 25
  - B. Parent's Place Sunday 1= 23    5 = 16
  - C. Wednesday Parents Place 1=6    5 = 23
  - D. Children's Worship notebooks 1=9    5= 16
  - E. Bible Fellowship Classes 1=78    5= 4
  - F. Wednesday PM 1=12    5=14
  - G. Sunday PM 1=14    5=19

**Family Ministry Survey – B  
Mature & Senior Families  
293 Forms Completed**

1. What is the best way to communicate with you and your family?
  - A. Mail/Print = 86
  - B. Email = 155
  - C. Text = 28
  - D. Cell Phone = 79
  - E. Home Phone = 133
  
2. What Spiritual disciplines are consistent in your life?
  - A. Prayer = 253
  - B. Daily Quiet Time = 170
  - C. Bible Reading = 198
  - D. Sharing My Faith = 101
  - E. Tithing = 211
  
3. What are some areas where the church can help you and your family?
  - A. Finances = 26
  - B. Parenting = 18
  - C. Single Parenting = 2
  - D. Marriage = 63
  - E. Health/Fitness = 57
  - F. Addictions = 10
  - G. Depression = 2
  - H. Other = 1

4. How can CFBC best help you to grow spiritually?
  - A. Wednesday PM Discipleship Classes = 75
  - B. Sunday PM Discipleship Classes = 66
  - C. In-Town Weekend Conferences = 98
  - D. Out-of-Town Retreats = 31
  - E. One- on-one Discipleship = 21
  
5. What are some ways in which you and your family would participate to effectively reach Collierville families and single adults?
  - A. Home Groups = 52
  - B. Block Parties = 34
  - C. Church Events = 140
  - D. Personal Relationships = 4
  
6. Please indicate where you would best describe your life currently in each of these areas:

Struggling With	Experiencing Now	
11	28	Transitioning children into college/career
10	14	Raising grandchildren in my home
32	74	Planning for Retirement
47	90	Personal Health and Fitness
37	71	Relationships with Adult Children
14	34	Caring for a Parent(s)
12	10	Caring for a Spouse
17	11	Loneliness
17	4	Grief
0	4	Prayer