

# Mission 2012 Update

## Data Analysis



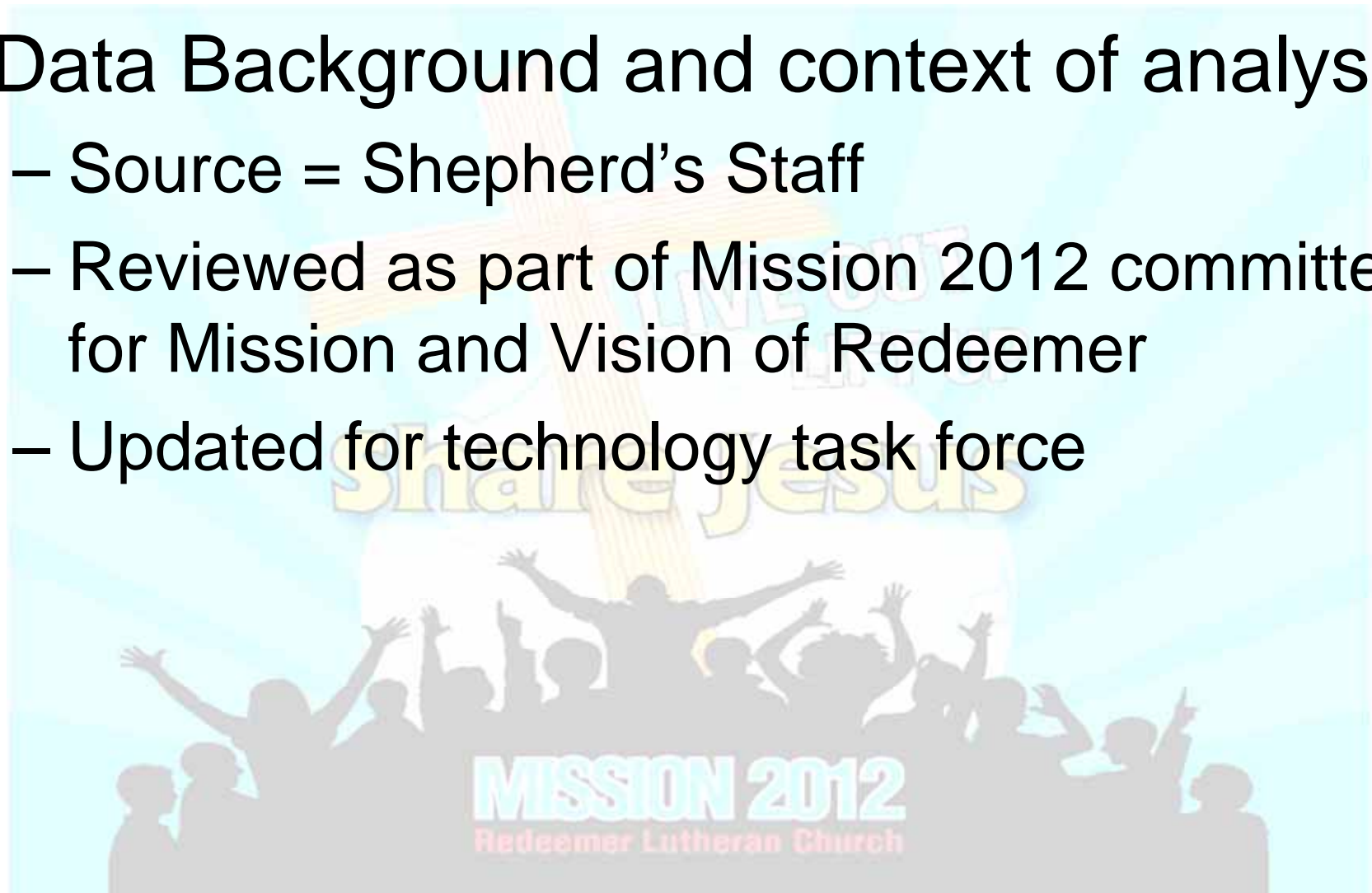
# Mission 2012 Update – Agenda

- Data Background and context of analysis
- Key Findings
- Why its being shared
- Next Steps



# Mission 2012 Update

- Data Background and context of analysis
  - Source = Shepherd's Staff
  - Reviewed as part of Mission 2012 committee for Mission and Vision of Redeemer
  - Updated for technology task force

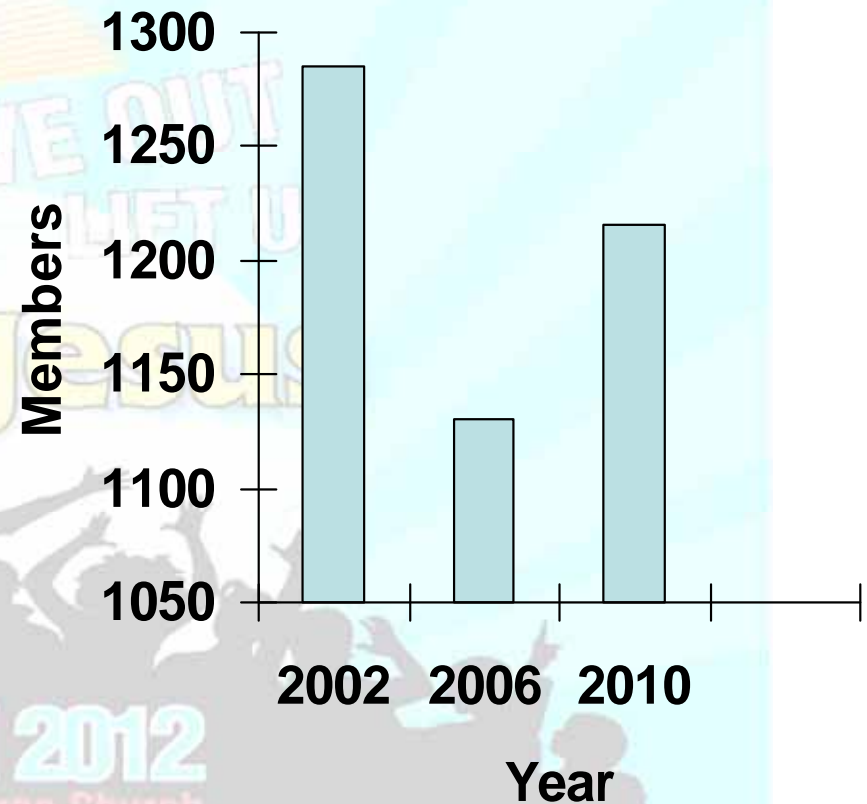


# Mission 2012 Update: Key Findings

- Positives:

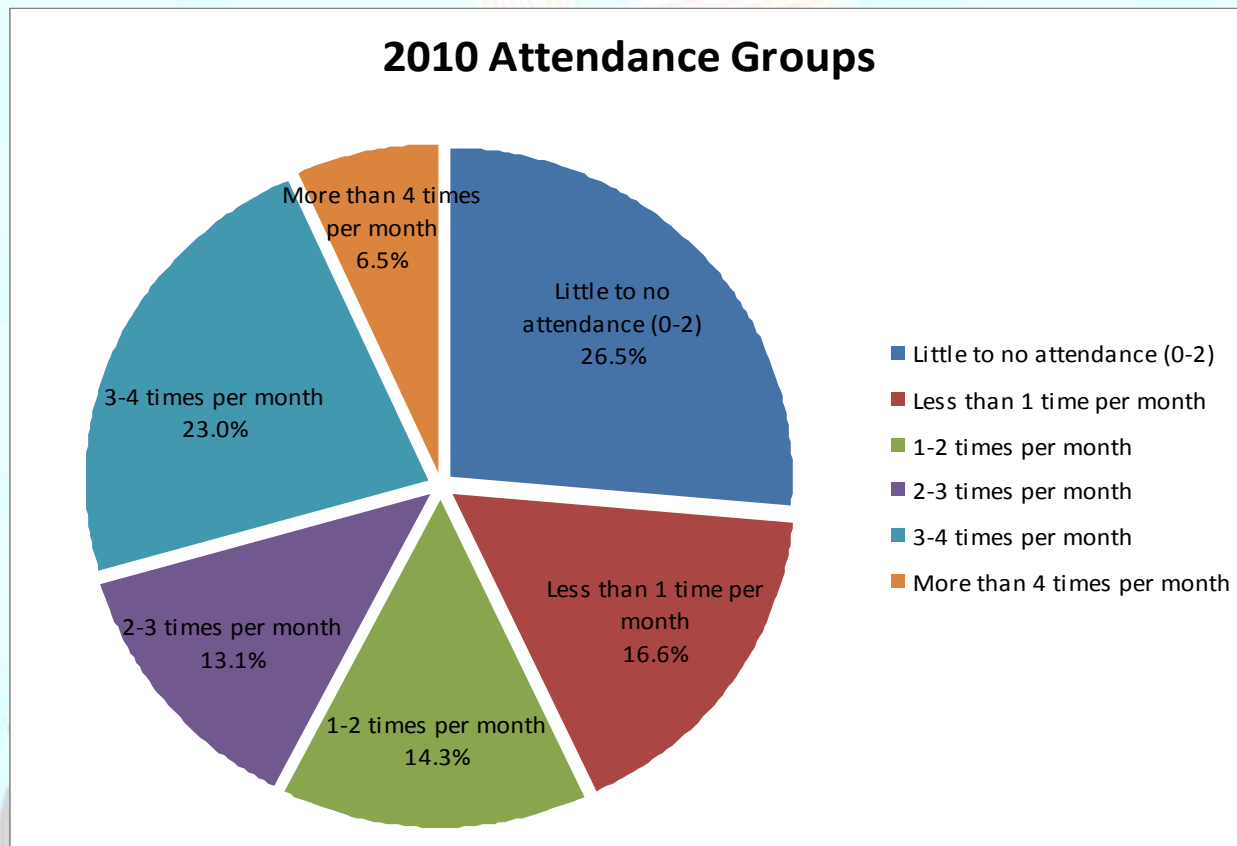
- Redeemer has been steady (and increasing) membership

Membership by Year



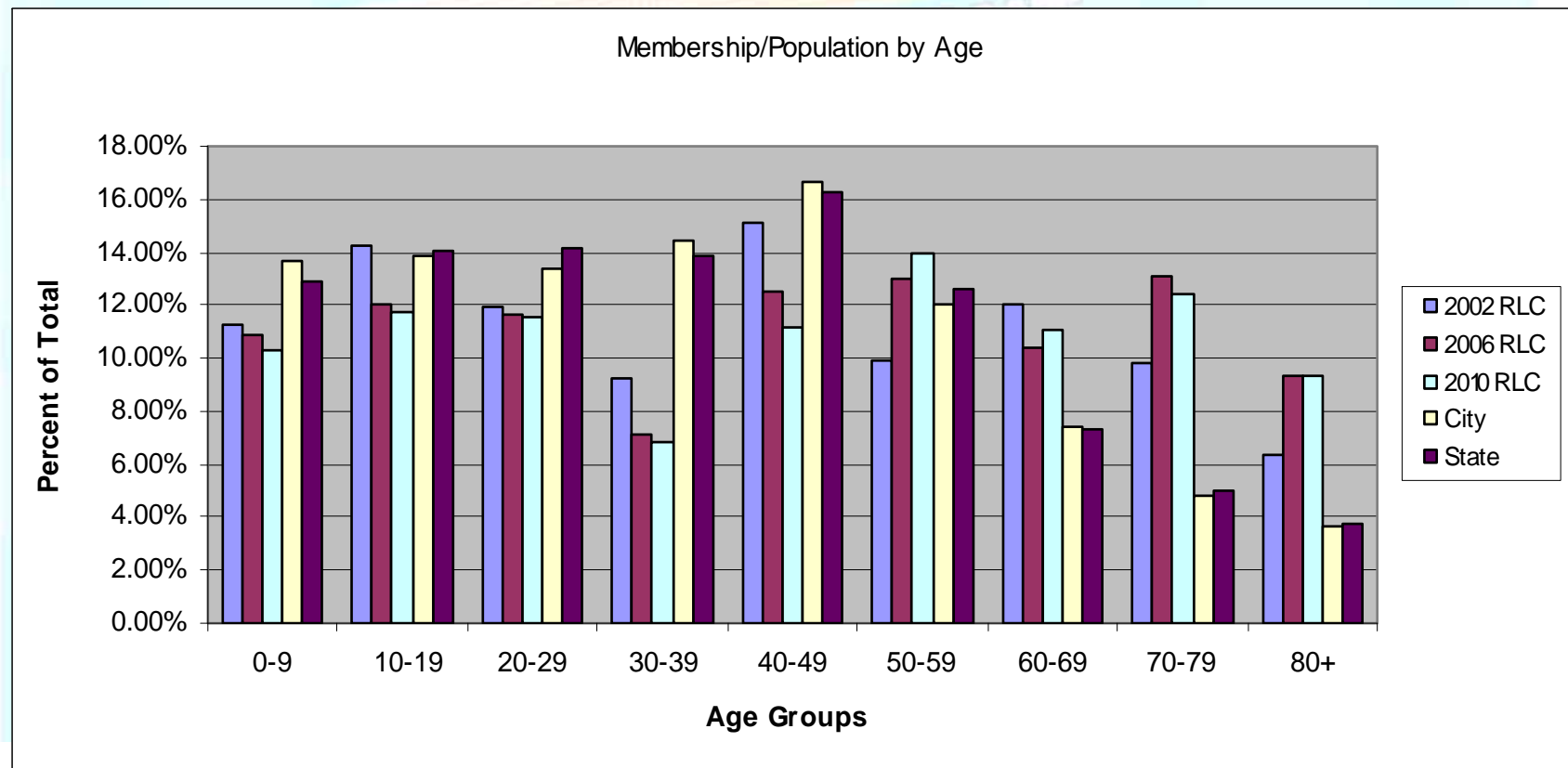
# Mission 2012 Update: Key Findings

- Positives:
  - In 2010 30% of the membership attended very regularly (3 or more times/month) and 43% attended frequently (2 or more)
- Observations:
  - 43% of our members attend church < 1 time per month



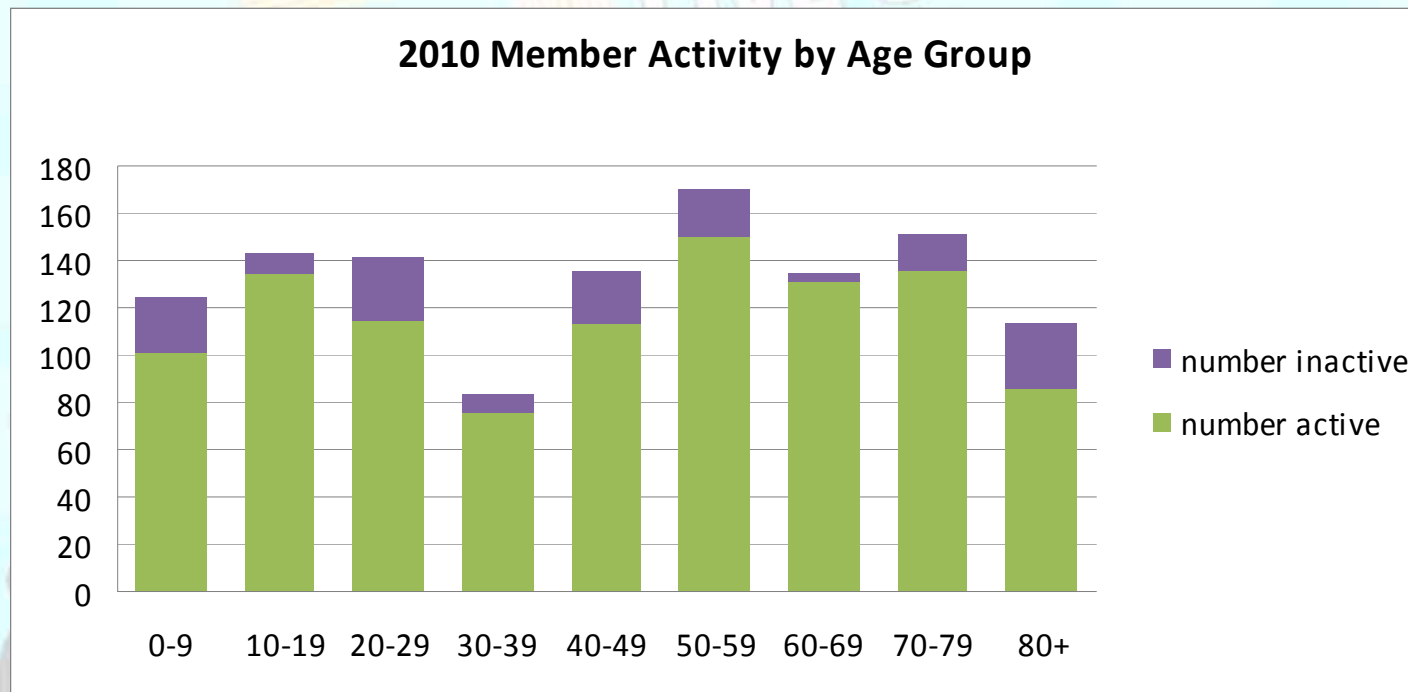
# Mission 2012 Update: Key Findings

- Positives:
  - By age we do very well relative to city/state population in age bands 50+ and have been improving since 2002
- Observations:
  - Relative to City and State composition Redeemer's membership in age 30-39 represents only 1/2; Age 40-49 ~ 2/3
  - We seem to drop members after age 20 and gain others after age 50



# Mission 2012 Update: Key Findings

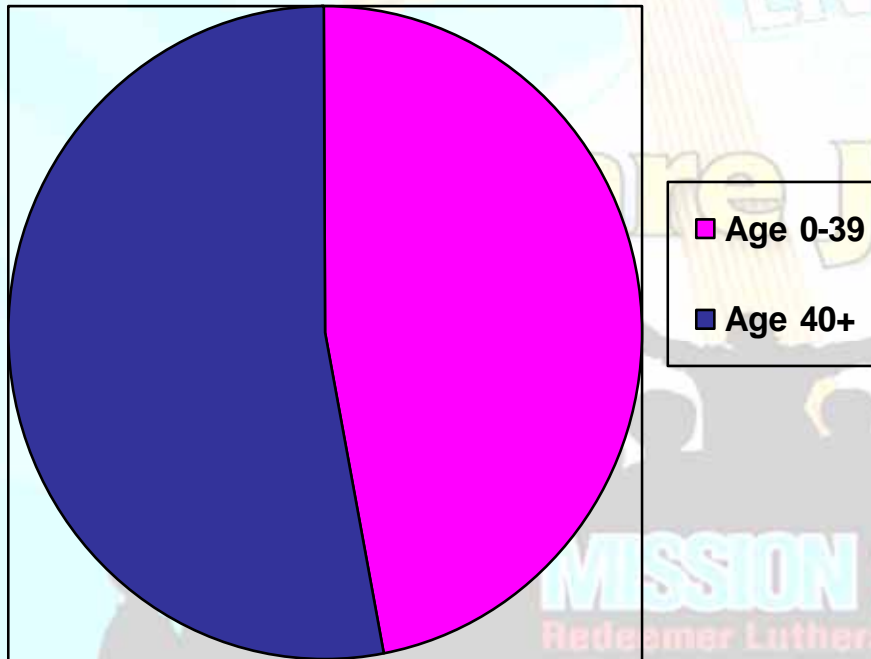
- Positives:
  - Overall 86% of membership “active”. All ages have at least 75% active ranging from 76% to 97%
  - Youth (age 10-19) have 134 active and only 9 inactive
- Observations:
  - More proportionally inactive 20-29 and 40-49



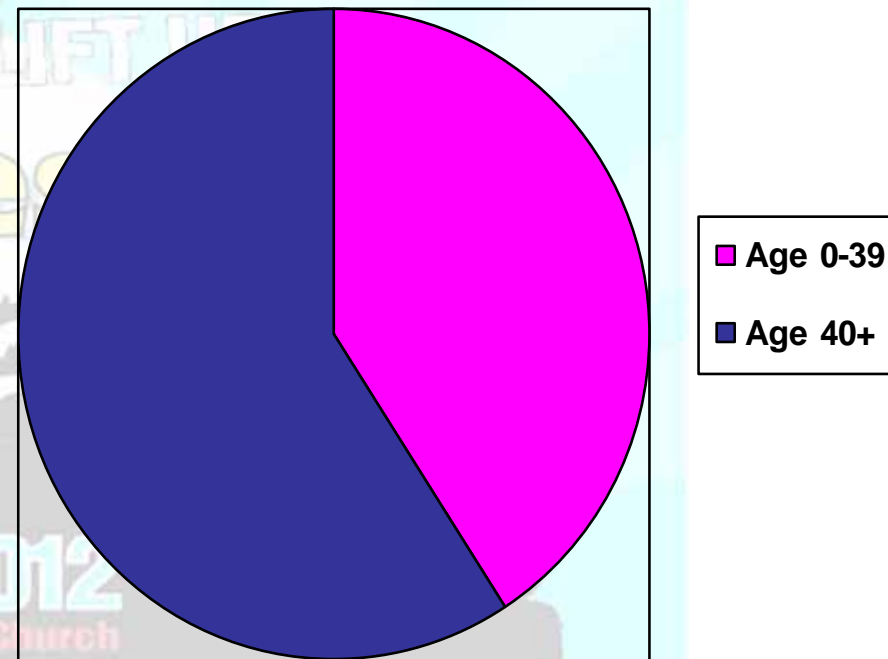
# Mission 2012 Update: Key Findings

- Membership is aging

2002 Membership By Age



2010 Membership By Age



# Mission 2012 Update

- Why its being shared
  - How can this data help the vision of the church?
  - What are we good at (flywheel) and how do we get it to spin faster?
  - How are we organized to review data, understand opportunities and accomplish vision?
    - Constitution Review
    - Pastor Heining's Spiritual Gifts Class
  - What tools do we have or do we need and how should they be used?
    - Technology task force looking into tools to retain and attract "activity" in 30-50 year olds

# Mission 2012 Update

- Next Steps?

