

Gallup ME²⁵TM

Trinity Lutheran Church of Mt. Clemens
ME25 Overall

Member Engagement Survey Results

October 2008

THE GALLUP ORGANIZATION

This document contains proprietary research, copyrighted materials and literary property of Gallup, Inc. It is for the guidance of your faith organization's leaders only and is not to be copied, quoted, published or divulged to others outside of your congregation. Gallup[®] and ME²⁵TM are trademarks of Gallup, Inc.

Introduction to the Gallup ME^{25™}

Gallup and Measurement For over 65 years, The Gallup Organization has been developing instruments that measure the “unmeasurable.” Gallup has developed systems that accurately measure the “soft numbers” -- including customer and employee engagement and other former “intangibles” -- that are keys to business success.

Several years ago, Gallup confronted the challenge of measuring another “unmeasurable” -- spiritual engagement. Through its extensive research on the subject, Gallup has designed an instrument -- the ME^{25™} Member Engagement Survey -- that measures the spiritual health of congregations.

Traditionally, congregations have measured themselves primarily by their attendance, membership, and monetary giving. While these statistics are important, they are outcomes, not causes, of a congregation’s spiritual health -- they can be influenced by nonspiritual factors such as demographics and location. Gallup’s ME^{25™} goes to the heart of an individual’s and a congregation’s engagement and spiritual commitment, giving congregations a clear picture of their spiritual health. Such a picture is crucial, for Gallup’s research confirms that spiritual health drives all other factors -- including attendance and financial commitment -- in a congregation’s life.

What the ME^{25™} Measures The ME^{25™} consists of 25 items: 9 items that measure individual spiritual commitment, 12 that measure member engagement, and 4 outcome items about life satisfaction, inviting, serving, and giving. The Spiritual Commitment items are individual and personal, while the Member Engagement items indicate how strongly one feels a sense of belonging within the congregation. Members who are highly engaged are more likely to give more money to their congregations, and to volunteer more hours per week to help and serve others. They are also more likely to invite others to participate, and to be more satisfied with the conditions of their lives. The same is true of members who are more spiritually committed.

Member Engagement. Items E01 through E12 measure how engaged members are in the life of the congregation. If a congregation has high Spiritual Commitment scores, its scores on the 12 Engagement items will reveal whether it is a congregation of excellence or one that is just average. Engagement is divided into four areas, each building upon the other, in a hierarchy of Engagement. The first area is “What do I get?” and includes items E01 and E02. It is important that these two items receive high scores, because they form the base of the pyramid. The base must be strong if the rest of the pyramid is to stand. The second level is “What do I give?” and includes items E03 through E06. The third level is “Do I belong?” and includes items E07 through E10. The top of the pyramid is “How can we grow?” and includes items E11 and E12.

It is natural for new members to look to fulfill their engagement needs at the bottom of the pyramid before they look to fulfill needs at the middle and the top. As members move toward greater engagement, they will look to fulfill needs toward the top of the pyramid. However, there is interplay between the items at various levels, and individuals identify and prioritize needs on different areas of the pyramid as their engagement level changes. From the congregational perspective, the Engagement items are the most actionable items on the survey, and steps taken to improve scores on these items will have a positive impact on spiritual commitment as well.

Spiritual Commitment. The real “bottom line” of a congregation is producing spiritually committed individuals. Items C01 through C09 measure a person’s spiritual commitment, in terms of both attitudes and behaviors. Members of a congregation with high scores on spiritual commitment and low scores on member engagement have limited ways to express and live out their spirituality in the midst of their congregation. If the congregation increases the level of engagement among these individuals, it will unleash a powerhouse of potential for fulfilling its mission. Likewise, a congregation of highly engaged yet moderately committed members would do well to focus on the basics of expectations and meeting spiritual needs in order to increase the commitment level of its members, thereby dramatically increasing its potential.

Outcomes. Items O1 through O4 are the measurable outcomes of life satisfaction, inviting, serving, and giving. Strong engagement and commitment are more likely to lead to high scores on these four items; weaker engagement and commitment are more likely to lead to low scores.

Demographics. Following the ME^{25™}, respondents were asked a variety of demographic questions. A summary of the responses is included at the end of the report.

Conclusion Strong congregations produce spiritually mature individuals whose lives have a positive influence on our society and world. However, you can manage only what you can measure. The ME^{25™} provides your congregation with a system to measure its progress, so that you can manage your congregation with greater care and clarity -- in order to create positive change in people’s lives. At Gallup, it is our pleasure to be your partner in this endeavor.

The following pages provide a summary of member responses to the Gallup ME²⁵TM Member Engagement Survey. The survey statements were rated on a scale which required a response from among six response categories:

5	Strongly Agree
4	
3	
2	
1	Strongly Disagree
	Does Not Apply or Don't Know

The statement or dimension averages are based on a 5-point scale, with "1" being the lowest possible average and "5" being the highest average. "Does Not Apply" or "Don't Know" responses are not scored.

The Gallup ME²⁵TM Survey includes Member Engagement, Spiritual Commitment, Outcome, and Demographic items. Note the following term definitions.

GrandMean_{Engagement} The average, on a 5-point scale, across Member Engagement items.

GrandMean_{Commitment} The average, on a 5-point scale, across Spiritual Commitment items.

Member Engagement The 12 items that Gallup has found to consistently link to outcomes.

Top Box The percentage of "5" (Strongly Agree) responses.

Engagement Scores The average top box response percentages for statements measuring each stage of the Engagement Pyramid.

Gallup 75th Percentile The score above which 25% of all congregations of this religion scored.

Following the Member Engagement Scorecard is a listing of response percentages and average (mean) scores for the Gallup ME²⁵TM Survey items.

MEMBER ENGAGEMENT SCORECARD

• *Congregation:* Trinity Lutheran Church of Mt. Clemens

• *Total n:* 535

Congregation *Gallup
75th%*

Mean (Average) Score

GrandMean _{Engagement}	3.86	3.71
GrandMean _{Commitment}	4.15	4.29

Top Box (% 5)

Member Engagement

• Learn & grow	60	50
• Progress	19	19
• Best friend	34	43
• Members committed to spiritual growth	36	34
• Mission/Purpose	45	37
• Opinions count	31	29
• Encourages spiritual development	37	36
• Cares about me	51	46
• Recognition	31	36
• Opportunity to do best	33	35
• Spiritual needs met	45	36
• Know what's expected	43	41

Engagement Scores

How can we grow?	40	35
Do I belong?	36	36
What do I give?	38	38
What do I get?	44	39

Gallup ME²⁵TM

Member Engagement Survey Results

Trinity Lutheran Church of Mt. Clemens

Member Engagement Items	Sample Size	Strongly Disagree . . . Strongly Agree					Mean (Average) Score
		% 1	% 2	% 3	% 4	% 5	
E01. As a member of my church, I know what is expected of me.	507	2	4	17	35	43	4.13
	20292	2	7	22	36	34	3.92
E02. In my church, my spiritual needs are met.	507	2	3	13	37	45	4.22
	20290	3	7	23	37	30	3.83
E03. In my church, I regularly have the opportunity to do what I do best.	466	3	7	26	30	33	3.83
	19448	5	10	26	31	27	3.66
E04. In the last month, I have received recognition or praise from someone in my church.	468	13	17	18	21	31	3.38
	18908	20	16	17	20	27	3.19
E05. The spiritual leaders in my church seem to care about me as a person.	500	3	4	14	28	51	4.20
	19795	6	10	20	28	36	3.78
E06. There is someone in my church who encourages my spiritual development.	488	3	7	20	32	37	3.93
	19481	10	14	21	25	29	3.49
E07. As a member of my church, my opinions seem to count.	452	4	8	25	32	31	3.79
	19122	9	13	27	29	22	3.41
E08. The mission or purpose of my church makes me feel my participation is important.	488	2	4	17	32	45	4.14
	19733	6	9	23	32	30	3.70
E09. The other members of my church are committed to spiritual growth.	464	1	5	20	39	36	4.04
	18933	2	6	26	38	27	3.81
E10. Aside from family members, I have a best friend in my church.	483	15	17	16	18	34	3.40
	19421	22	15	15	17	31	3.18
E11. In the last six months, someone in my church has talked to me about the progress of my spiritual growth.	490	23	22	22	14	19	2.85
	19160	35	20	17	14	14	2.53
E12. In my church, I have opportunities to learn and grow.	505	2	3	8	28	60	4.42
	19997	3	6	17	32	42	4.04

Top Line ■ GM_E=3.86, Trinity Lutheran Church of Mt. Clemens

Bottom Line ▨ GM_E=3.55, ME25 Overall

Gallup ME²⁵TM

Member Engagement Survey Results

Trinity Lutheran Church of Mt. Clemens

<i>Spiritual Commitment Items</i>	Sample Size	Strongly Disagree . . . Strongly Agree					Mean (Average) Score
		% 1	% 2	% 3	% 4	% 5	
C01. I spend time in worship or prayer every day.	526	5	12	26	26	31	3.66
	20524	4	12	22	24	37	3.78
C02. My faith is involved in every aspect of my life.	525	2	6	25	34	33	3.90
	20546	2	7	23	32	36	3.93
C03. Because of my faith, I have forgiven people who have hurt me deeply.	513	2	6	15	30	46	4.12
	20061	2	5	18	36	39	4.04
C04. Because of my faith, I have meaning and purpose in my life.	510	1	2	9	26	62	4.44
	20448	1	3	12	30	54	4.34
C05. My faith has called me to develop my given strengths.	508	2	5	19	34	40	4.06
	20262	2	5	21	35	37	4.01
C06. I will take unpopular stands to defend my faith.	509	1	5	17	34	43	4.13
	20220	2	5	21	37	36	4.01
C07. My faith gives me an inner peace.	503	1	2	10	25	62	4.45
	20492	1	2	11	30	55	4.36
C08. I speak words of kindness to those in need of encouragement.	513	1	2	7	32	58	4.44
	20519	1	1	8	35	54	4.41
C09. I am a person who is spiritually committed.	512	1	3	16	38	41	4.15
	20403	1	4	20	36	39	4.07



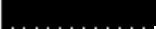

Top Line ■ GM_C=4.15, Trinity Lutheran Church of Mt. Clemens

Bottom Line ■ GM_C=4.10, ME25 Overall

Gallup ME²⁵TM

Member Engagement Survey Results

Trinity Lutheran Church of Mt. Clemens

Outcomes	Sample Size	Strongly Disagree . . . Strongly Agree					Mean (Average) Score
		% 1	% 2	% 3	% 4	% 5	
O1. Overall, I am extremely satisfied with the way things are going in my personal life.	522	3	6	24	37	30	 3.85
	20585	2	6	22	42	28	 3.88
O2. In the last month, I have invited someone to participate in my church.	490	33	21	14	11	21	 2.66
	19093	40	17	12	12	19	 2.54

Top Line ■ Trinity Lutheran Church of Mt. Clemens

Bottom Line ■ ME25 Overall

Gallup ME²⁵TM

Member Engagement Survey Results

Trinity Lutheran Church of Mt. Clemens

<i>Outcomes</i>	Sample Size	<i>Response Categories</i>				
O3. How many volunteer hours a week do you give to help and serve others in your community?	514	<u><i>0 or < 1 hour</i></u>	<u><i>1 to < 2 hours</i></u>	<u><i>2 to < 3 hours</i></u>	<u><i>3 to < 4 hours</i></u>	<u><i>4 to < 5 hours</i></u>
	20412	44	21	13	6	4
		37	24	15	8	5
		<u><i>5 hours or more</i></u>				
		12	12			
O4a. Do you give 10% or more of your income to your church each year?	508	<u><i>Yes</i></u>	<u><i>No</i></u>			
	19220	27	73			
O4b. How much do you give per year to this church?	509	<u><i>< \$500</i></u>	<u><i>\$500 to < \$1000</i></u>	<u><i>\$1000 to < \$2000</i></u>	<u><i>\$2000 to < \$3000</i></u>	<u><i>\$3000 to < \$5000</i></u>
	19124	16	17	23	16	15
		22	21	21	13	11
		<u><i>\$5000 or more</i></u>				
		14	12			

Top Line ■ Trinity Lutheran Church of Mt. Clemens

Bottom Line ■ ME25 Overall

<i>Demographic Items</i>	Sample Size	<i>Response Categories</i>					
		<i>Yes</i>	<i>No</i>				
D01. Did you attend a worship service last week?	526 20413	75 87	25 13				
D02. How long have you been a member of this church?	499 20418	<u>< 1 year</u> 7 8	<u>1 to < 3 years</u> 14 11	<u>3 to < 5 years</u> 8 11	<u>5 to < 10 years</u> 11 17	<u>10 years or more</u> 59 53	
D03. What is your age?	517 17955	<u>< 25</u> 2 4	<u>25-34</u> 11 12	<u>35-44</u> 23 24	<u>45-54</u> 21 23	<u>55-64</u> 21 18	
		<u>65 and older</u> 21 21					
D04. What is your gender?	527 20413	<u>Male</u> 36 37	<u>Female</u> 64 63				
D05. Are you, yourself, of Hispanic origin or descent, such as Mexican, Puerto Rican, Cuban, or other Spanish background?	521 20331	<u>Yes</u> 1 8	<u>No</u> 99 92				
D06. What is your race?	524 20439	<u>White</u> 98 86	<u>African-American or Black</u> 0 8	<u>Asian or Pacific Islander</u> 1 1	<u>Native American or American Indian</u> 1 0	<u>Hispanic</u> 0 5	
		<u>Some other race</u> 0 1					
D07. If Hispanic, Do you consider yourself to be white-Hispanic or black-Hispanic?	<5 910	<u>White-Hispanic</u> • 97	<u>Black-Hispanic</u> • 3				

Top Line ■ Trinity Lutheran Church of Mt. Clemens

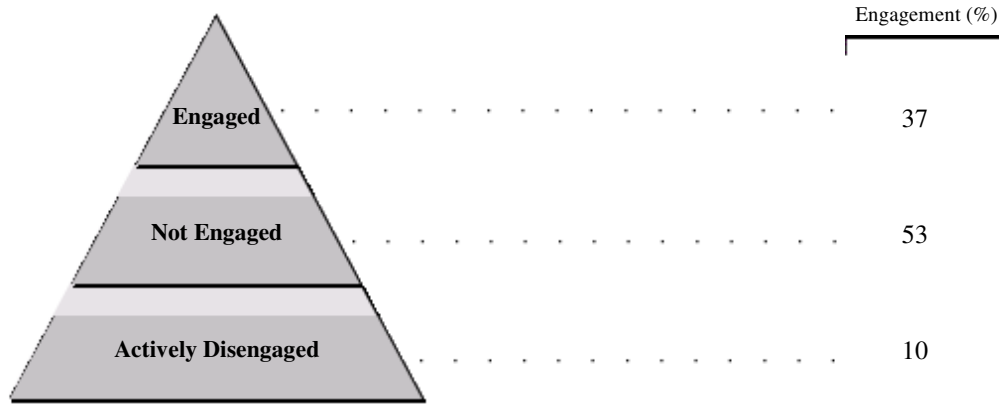
Bottom Line ■ ME25 Overall

<i>Demographic Items (Continued)</i>	Sample Size	Response Categories				
D08. Including parents and children, how many people are in your household?	530	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>
	20424	17	30	16	23	10
		15	34	14	22	11
		<u>6 or more</u>				
		4				5
D09. What is your marital status?	531					
	20449	<u>Single</u>	<u>Single, but living with someone</u>	<u>Married</u>	<u>Separated</u>	<u>Divorced</u>
		10	2	72	1	7
		12	1	74	1	5
		<u>Widowed</u>				
D10. What is the highest level of education you have completed?	533					
	20387	<u>Less than high school graduate</u>	<u>High school graduate</u>	<u>Some college</u>	<u>Trade, technical or vocational training</u>	<u>College graduate</u>
		2	17	29	8	26
		4	12	19	6	30
		<u>Post-graduate</u>				
D11. What is your current occupation?	531					
	20052	<u>Student</u>	<u>Homemaker</u>	<u>Retired or disabled</u>	<u>Professional or managerial</u>	<u>Secretarial or clerical</u>
		1	11	23	30	6
		3	13	20	38	6
		<u>Services or labor</u>				
D12. What is your total annual household income, before taxes?	493					
	19637	<u>Services or labor</u>	<u>Sales or retail</u>	<u>Farmer or rancher</u>	<u>Military</u>	<u>Self-employed</u>
		8	3	0	1	6
		5	4	0	0	5
		<u>Unemployed</u>				
	<u>Other</u>					
	2	8				
	1	5				
	<u>Under \$10,000</u>					
	<u>\$10,000 to < \$20,000</u>					
	5	7	8	10	20	
	5	6	9	10	17	
	<u>\$60,000 to < \$75,000</u>					
	<u>\$75,000 to < \$100,000</u>					
	13	14	23			
	12	17	24			

Top Line ■ Trinity Lutheran Church of Mt. Clemens

Bottom Line ■ ME25 Overall

MEMBER ENGAGEMENT INDEX



Engaged

These members are loyal and have a strong psychological connection to the organization. They are more spiritually committed, more likely to invite friends, family members, and coworkers to organizational events, and give more both financially and in commitment of time.

Not Engaged

These members may attend regularly, but they are not psychologically connected to their congregation. Their connection to the congregation is more social than spiritual. They give moderately but not sacrificially, and they may do a minimal amount of volunteering in the community. They are less likely to invite others and more likely to leave.

Actively Disengaged

These members usually show up only once or twice a year, if at all. They are on the membership rolls, and can tell you what congregation they belong to – but may not be able to name the pastor, priest, or rabbi. However, they may also be regular in their attendance. If that’s the case, they are physically present but psychologically absent. They are unhappy with their congregation and insist on sharing that unhappiness with just about everyone.