



[Date]

Dear Members, Friends, and Family of [Church Name],

I am writing to share an exciting and important opportunity that I believe will strengthen our congregation and honor your voice as a valued member of this body. Over the coming weeks, we will be conducting our Church Health Assessment — a structured, anonymous survey designed to help your church leadership listen more deeply, plan more wisely, and serve you more effectively.

What Is the Church Assessment?

The Church Assessment Platform is a 91-question survey covering 17 areas of church life — including worship, preaching, discipleship, hospitality, leadership, stewardship, communication, and more. It was developed by Technology In Ministry specifically for AME Zion congregations. Your answers help your pastor and leadership team see a clear, honest, data-informed picture of where your church is thriving — and where God may be calling you to grow.

Why Your Voice Matters

Every response carries equal weight — whether you have been a member for 40 years or attended for the first time last Sunday. We want to hear from you because your experience matters. Your honest answers will help shape the direction of our ministry for years to come.

How to Participate

Step 1 — Access the Survey

Visit the link below or scan the QR code. The survey is available on any phone, tablet, or computer.

Step 2 — Complete the Assessment

The survey takes 20–25 minutes. You may save your progress and return if needed.

Step 3 — Submit & Trust the Process

All responses are fully anonymous. No names are collected. Results are reported in aggregate only.

Survey Access Link

<https://script.google.com/macros/s/AKfycbzRb0DE29O4VcFTO6m7FefBVsML.../exec>

Or visit <https://midwestamez.org/assessment/> and click "Take the Assessment"

Survey Window: [Start Date] through [End Date] — Please complete by [Deadline Date]

I am excited about this process because I believe it will deepen trust, strengthen our ministry, and help us grow together. This is not a review of any individual or a judgment of our church. It is an act of love — a way of saying: your experience here matters, and we want to serve you well.

If you have any questions, please speak with me or any member of our leadership team. I look forward to sharing what we learn and working together to build on our strengths.

In His Service,

[Pastor's Name]

[Title] — [Church Name] AME Zion Church



SUNDAY BULLETIN INSERT

CUT & PASTE READY

WE NEED YOUR VOICE!

Church Health Assessment — Now Open

Your pastor and leadership team want to hear from you! Please take 20–25 minutes to complete our anonymous Church Health Assessment survey. All answers are confidential. Every response matters equally. Your voice helps shape the future of our ministry.

How to participate:

Visit: midwestamez.org/assessment/
Or ask a greeter for a paper copy

Deadline: [Survey Close Date]

VERBAL ANNOUNCEMENT SCRIPT

READ FROM PULPIT

"Brothers and sisters, I want to take a moment to invite you to participate in something special. We are conducting a Church Health Assessment — a brief, anonymous survey to help your leadership serve you better. It takes about 20 to 25 minutes and can be completed on your phone, your tablet, or your computer. Everything is completely anonymous. We are asking every member and regular attendee to participate. The survey is available now at [website]. Thank you for helping us grow together."

PASTOR'S DEPLOYMENT CHECKLIST

Before Launch

- Set your survey window (2–4 weeks)
- Confirm survey link with TIM consultant
- Distribute this letter via email, bulletin, text

During Survey

- Make pulpit announcement Weeks 1 & 2
- Post link in church social media & app
- Follow up with class leaders to encourage response

After Collection

- Receive full report from TIM
- Schedule leadership review meeting
- Plan congregation feedback sharing

MEMBER Q&A — COMMON QUESTIONS

Is this anonymous?

Yes — completely. No names are collected. No response is tied to any individual. Results are reported to leadership only in aggregate.

Will my pastor see what I said?

No individual responses are identifiable. Your pastor will see a summary — not individual answers.

What will this be used for?

Results help leadership understand what is working well, where to invest, and where to improve.

How long does it take?

20–25 minutes on any device at your own pace. Paper copies are also available.

What if I don't have a phone or computer?

Ask a church greeter, your class leader, or contact the church office. We will ensure everyone can participate.

When will we hear the results?

After the survey closes, leadership will receive a full report. The pastor will share key findings with the congregation.

SOCIAL MEDIA & TEXT CAPTIONS

Church Post / Facebook

"Your voice matters to us. We're conducting a confidential Church Health Assessment. Takes 20 min. 100% anonymous. Please participate: [link] — [Church Name]"

Short Text / SMS Blast

"[Church Name]: Our Church Health Survey is now open. Please take 20 min to help us serve you better. All answers are anonymous. [link]"

Email Subject Line

"[Your Name]: We want to hear from you — Church Health Survey now open"

Questions? Contact Technology In Ministry — Your Assessment Partner

(317) 752-6944 | company@technologyinministry.com | <https://midwestamez.org/assessment/>