Parish Outreach Assessment

	Ideal	Us
1. The parish has a clear mission statement that is used to guide the parish's overall outreach strategy.	10	
2. The parish has a strategic plan that clearly communicates what the parish wants to accomplish and it is reviewed on a regular basis.	10	
3. The strategic plan identifies clear goals for the parish that drive the outreach activities.	10	
4. The parish has a written outreach plan that is consistent with the strategic plan.	10	
5. The parish has reviewed its outreach plan on a regular basis.	10	
6. The parish has completed a "Public Persona Audit" (see Library item.)	10	
7. The general parish understands and values the role of outreach.	10	
8. The leadership of the parish is committed to outreach and it is involved in the outreach program.	10	
9. Outreach is perceived as an effective way to serve an area of human need (especially spiritual) and as a means of making wise use of resources.	10	
10. The leadership has completed an "outreach field trip".	10	
11. The parish has conducted research to identify effective programs that meet the needs of potential new members.	10	
12. The parish has identified ways and places to deliver programs.	10	
13. An affordable "price" for programs and services has been established that takes into account psychological, emotional and spiritual obstacles that impede people becoming Orthodox and members of the parish.	10	
14. The parish has a promotion and communications plan in place that communicates with prospective new members and those involved in the ministry of outreach.	10	
15. The parish receives favorable coverage from the media.	10	
16. Individuals have been identified to provide the programs and services of the parish and their roles are clearly identified and understood.	10	
17. The parish has processes and procedures that enable the parish to provide valued services.	10	
18. The parish has a clear understanding of its image in the community.	10	
19. The physical infrastructure of the parish has a sensory feel that supports the programs and services that are being delivered.	10	
20. People are personally invited to come to church and/or become Orthodox, take a class, read a book, meet for coffee, etc.	10	
Total	200	

Scores: 200-150 Excellent! Keep up the good work

149-100 On your way, but room to improve

99-0 Time to embrace outreach, mission and evangelization!

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