

Missional Scorecard and Lay Engagement Scorecard

Missional Scorecard:

Congregational leaders and staff will select three metrics from the following for each resource area, but can use these as examples to create their own. These examples are adapted from *Missional Renaissance: Changing the Scorecard for the Church* by Reggie McNeal (San Francisco: Jossey-Bass, 2009).

Prayer

- Number of prayer-walking or prayer-scaping exercises conducted
- Number of Community leaders and servants adopted for prayer
- Number of Praying for the Community Worship Services
- Numbers of reports of prayer for hospitality staff in restaurants
- Number of community prayer meetings
- Number of people reporting that they are growing in their prayer life
- Amount of time spent in prayer as part of committee or work team meetings, with special emphasis on connecting the work of the group with the mission field
- Number of specific people being prayed for both inside and outside the church
- Number of prayer meetings conducted in community settings

People

- Number of people freed-up from church offices or roles to free them up for missional life
- Number of ministry groups integrating a hands-on community service component
- Number of learning from events hosting community leaders educating church on dynamics/situations in community
- Number of hours staff members have been freed-up to participate in community connecting points/organizations
- Volunteer hours (Tracked and published as act of celebration)
- Number of people assigned to housing developments, apartments complexes, trailer parks, or nursing homes as missionaries
- Number of people engaged in Project Transformation
- Number of people trained for skills needed to minister in community
- Number of people receiving life coaching
- Number of people who have created and are developing a life development plan
- Number of people serving other people in some venue
- Number of people practicing intentional blessing strategy for those around them
- Number of people being mentored and serving as mentors
- Number of people reporting improved spiritual life over time
- Number of people growing in financial giving toward kingdom causes
- Number of people debriefed in life experiences each week or month
- Number of people reporting addiction recovery progress
- Number engaged in life coaching or mentoring
- Number of people being coached or mentored by each leader
- Number of staff and leadership meetings given to life and leadership debriefing

Time & Calendar

- Number of SPRC check-ins to see if staff and leaders to spend time in the community as part of their performance measurements
- Number of celebrations and learning experiences that point out existing community involvement/work as primary opportunities for ministry
- Amount of time spent de-briefing people engaged in community service and neighboring
- Progress on simplification of the church calendar by scheduling fewer events, meetings, and programs to free up time for people development efforts
- Percentage of time in corporate gatherings spent celebrating faith and community stories
- Number of life story interviews included in sermons/services connecting ideas to people's experience and application
- Number of hours people report in community service directly related to people development (mentoring, tutoring, homeless ministry, etc.)

Facilities

- Number of community needs identified what intersect with church facilities capacity
- Partner with area schools to provide meeting or activity space (ex. trainings, concerts, etc.)
- Number of events or ongoing ministries using land for creative community ministry (ex. outdoor movie night, garden, affordable housing)
- Time spent at offsite facilities used as community venues for engaging community
- Numbers of people who used facility for AA meetings, food collection, Project Transformation, etc.
- Facilities created to bless the community in entrepreneurial ways (ex. coffee shop, art gallery, concert venue, incubator for young businesses)
- Rating by focus group on how well facilities communicate welcome to people (ex. signage, accessibility, lists of community events, good parking & lighting, clean and adequate restrooms)
- Percentage of facilities used during the week by people for personal growth (exercise classes, tutoring, skill seminars, and so on)
- Number of community organizations using facilities for their work/ministry with people
- Space devoted to conversation-friendly areas

Finances

- Ratio of dollars devoted toward community ministry than for internal expenses
- Funds raised by community component to any capital campaign
- Number of business partners funding community ministries
- Grant funds recruited for community ministries
- Number of people equipped by financial planning seminars and services offered for the community, especially less affluent residents
- Number of partnerships with other congregations
- Number of microeconomic development grants/loans distributed to help people start businesses or participate in economy
- Number of lives impacted by venture capital/community ministry development fund included in budget
- Number of people participating in offered financial planning and management courses offered in person and online
- Number of people reporting personal debt retirement
- Number of people increasing their generosity through charitable giving
- Number of teenagers involved in financial planning

- Number of people reporting they have drawn up a will or estate plan

Technology

- Weekly staff or volunteer time devoted to using social media to connect people for ministry and sharing stories
- Number of video interviews with community leaders used for updates on community
- Number of non –constituents learning of community volunteer events on website or social media
- Number of “hits” on website and various ministry offerings
- Number of people engaged using mass texting technology to update wider group about events, etc.
- Number of personal growth opportunities (including spiritual curriculum) offered on your Web site
- Number of people receiving training in personal use of technology
- Creation of “need and lead” connections for people, allowing people to post needs with the chance for people to respond – online or on church bulletin boards
- Number of computers made accessible or distributed to children
- Number of children or adults given internet access
- Number of computers recycled from businesses to people who can’t afford them
- Number of people engaged in online learning at you Web site
- Number of life change stories on your Web site
- Number of people engaged in online spiritual discussions on your website or blog