

Gallup ME<sup>25</sup><sup>TM</sup>

Trinity Lutheran Church

## Member Engagement Survey Results

October 14, 2010

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## Introduction to the Gallup ME<sup>25</sup>

**Gallup and Measurement** For over 70 years, Gallup 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<sup>25</sup> 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<sup>25</sup> 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<sup>25</sup> Measures** The ME<sup>25</sup> 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<sup>25</sup>, 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<sup>25</sup> 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 ME<sup>25</sup> 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 ME<sup>25</sup> Survey includes Member Engagement, Spiritual Commitment, Outcome, and Demographic items. Note the following term definitions.

**GrandMean<sub>Engagement</sub>**      The average, on a 5-point scale, across Member Engagement items.

**GrandMean<sub>Commitment</sub>**      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) response

**Engagement Scores**      The average Top Box response percentages for statements measuring each stage of the Engagement Pyramid.

**Gallup 75th Percentile**      The score in Gallup's overall database above which 25% of all faith communities scored.

Following the Member Engagement Scorecard is a listing of response percentages and average (mean) scores for the Gallup ME<sup>25</sup> Survey items.

## MEMBER ENGAGEMENT SCORECARD

•Congregation: Trinity Lutheran Church

Current

Gallup  
75th%

•Total n: 527

Mean (Average) Score

**GrandMean**<sub>Engagement</sub>

3.89

3.74

**GrandMean**<sub>Commitment</sub>

4.18

4.21

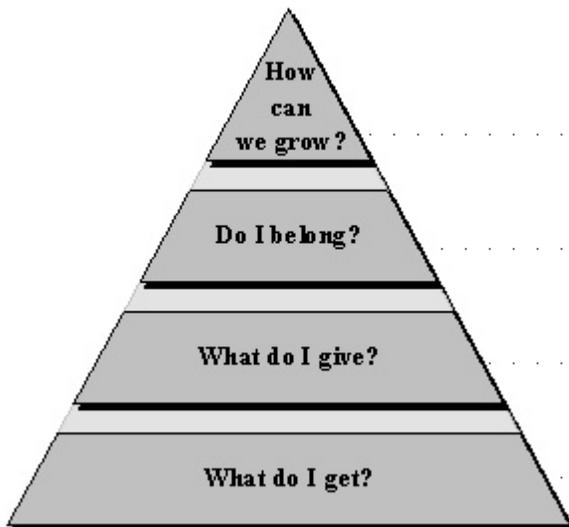
Top Box (%5)

### Member Engagement



•Learn & grow . . . . .	59	47
•Progress . . . . .	19	18
•Best friend . . . . .	32	34
•Members committed to spiritual growth . . . . .	33	34
•Mission/Purpose . . . . .	44	38
•Opinions count . . . . .	33	28
•Encourages spiritual development . . . . .	42	34
•Cares about me . . . . .	55	47
•Recognition . . . . .	35	32
•Opportunity to do best . . . . .	34	33
•Spiritual needs met . . . . .	47	39
•Know what's expected . . . . .	40	39

### Engagement Scores



How can we grow?	39	33
Do I belong?	36	34
What do I give?	42	37
What do I get?	43	39

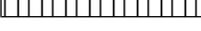
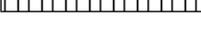
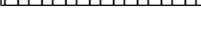
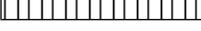
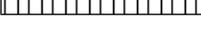
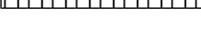
# Gallup ME<sup>25</sup><sup>TM</sup>

Member Engagement Survey Results

Trinity Lutheran Church

Member Engagement Items	Sample Size	Strongly Disagree . . . Strongly Agree					Mean (Average) Score	Past
		%1	%2	%3	%4	%5		
<b>E01.</b> As a member of my church, I know what is expected of me.	504	1	4	18	37	40	4.10	
	22738	2	6	21	38	34	3.96	
	37525	2	6	21	38	33	3.94	
<b>E02.</b> In my church, my spiritual needs are met.	501	1	3	14	35	47	4.22	
	23317	2	6	19	40	33	3.97	
	38142	2	6	20	39	33	3.94	
<b>E03.</b> In my church, I regularly have the opportunity to do what I do best.	491	3	8	23	32	34	3.84	
	22493	3	9	28	34	26	3.70	
	36397	4	10	28	33	26	3.68	
<b>E04.</b> In the last month, I have received recognition or praise from someone in my church.	460	12	15	14	24	35	3.55	
	21770	17	18	19	21	25	3.20	
	35024	19	19	20	20	23	3.11	
<b>E05.</b> The spiritual leaders in my church seem to care about me as a person.	492	3	6	11	25	55	4.24	
	22697	4	9	19	30	39	3.91	
	36756	5	10	20	30	36	3.82	
<b>E06.</b> There is someone in my church who encourages my spiritual development.	485	5	8	15	30	42	3.96	
	22639	7	13	21	29	30	3.61	
	36486	8	14	23	27	28	3.52	
<b>E07.</b> As a member of my church, my opinions seem to count.	474	3	7	22	35	33	3.87	
	21346	6	13	29	32	20	3.46	
	34675	8	14	31	29	19	3.38	
<b>E08.</b> The mission or purpose of my church makes me feel my participation is important.	487	1	6	15	34	44	4.13	
	22842	3	7	21	36	32	3.86	
	36989	4	9	23	34	30	3.77	
<b>E09.</b> The other members of my church are committed to spiritual growth.	458	2	6	19	40	33	3.96	
	22213	1	4	21	43	30	3.96	
	35564	2	5	23	41	29	3.89	
<b>E10.</b> Aside from family members, I have a best friend in my church.	481	15	17	19	17	32	3.34	
	22520	19	17	16	18	30	3.22	
	36403	20	17	16	18	29	3.17	
<b>E11.</b> In the last six months, someone in my church has talked to me about the progress of my spiritual growth.	484	19	21	20	21	19	3.00	
	22310	27	22	19	16	16	2.72	
	35938	30	22	19	15	14	2.61	
<b>E12.</b> In my church, I have opportunities to learn and grow.	499	1	3	6	31	59	4.42	
	23088	2	4	14	34	47	4.20	
	37432	3	5	17	34	41	4.05	

Top Line GM<sub>E</sub>= 3.89, Trinity Lutheran Church  
 Middle Line GM<sub>E</sub>= 3.66, Protestant Overall  
 Bottom Line GM<sub>E</sub>= 3.58, ME25 Overall

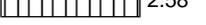
Spiritual Commitment Items	Sample Size	Strongly Disagree . . . Strongly Agree					Mean (Average) Score	Past
		%1	%2	%3	%4	%5		
<b>C01.</b> I spend time in worship or prayer every day.	509	3	13	25	23	36	 3.75	
	23741	4	14	24	27	31	 3.68	
	38951	4	13	24	26	33	 3.71	
<b>C02.</b> My faith is involved in every aspect of my life.	515	1	9	22	31	37	 3.93	
	23698	2	8	23	35	33	 3.90	
	38859	2	7	24	34	34	 3.90	
<b>C03.</b> Because of my faith, I have forgiven people who have hurt me deeply.	506	3	5	12	37	43	 4.14	
	23365	2	5	15	36	43	 4.14	
	38232	2	5	17	36	41	 4.09	
<b>C04.</b> Because of my faith, I have meaning and purpose in my life.	510	1	2	10	28	59	 4.43	
	23603	1	2	10	29	58	 4.40	
	38609	1	2	11	30	56	 4.36	
<b>C05.</b> My faith has called me to develop my given strengths.	503	2	3	20	35	40	 4.09	
	23458	1	4	20	38	36	 4.04	
	38367	1	4	20	37	37	 4.03	
<b>C06.</b> I will take unpopular stands to defend my faith.	506	1	4	15	37	43	 4.18	
	23425	1	4	19	38	38	 4.07	
	38293	1	4	19	38	38	 4.07	
<b>C07.</b> My faith gives me an inner peace.	514	1	2	8	30	59	 4.43	
	23583	1	2	9	30	57	 4.39	
	38608	1	2	10	31	56	 4.37	
<b>C08.</b> I speak words of kindness to those in need of encouragement.	517	1	1	8	32	58	 4.44	
	23638	1	1	8	38	51	 4.37	
	38670	1	1	9	36	53	 4.38	
<b>C09.</b> I am a person who is spiritually committed.	510	1	3	17	35	44	 4.19	
	23542	1	3	17	37	42	 4.15	
	38489	1	4	18	37	40	 4.11	

Top Line  GM<sub>C</sub>= 4.18, Trinity Lutheran Church  
 Middle Line  GM<sub>C</sub>= 4.13, Protestant Overall  
 Bottom Line  GM<sub>C</sub>= 4.12, ME25 Overall

# Gallup ME<sup>25</sup><sup>TM</sup>

Member Engagement Survey Results

Trinity Lutheran Church

Outcomes	Sample Size	Strongly Disagree . . . Strongly Agree					Mean (Average) Score	Past												
		%1	%2	%3	%4	%5														
O1. Overall, I am extremely satisfied with the way things are going in my personal life.	519	2	8	23	33	34	 3.90													
	23676	2	6	22	44	25	 3.83													
	38866	2	6	21	42	29	 3.89													
O2. In the last month, I have invited someone to participate in my church.	472	25	21	15	13	26	 2.96													
	22431	31	19	14	14	22	 2.76													
	35903	36	20	14	12	19	 2.58													
O3. How many volunteer hours a week do you give to help and serve others in your community?	490	<table border="1"> <thead> <tr> <th>None or less than 1 hour</th> <th>1 to less than 2 hours</th> <th>2 to less than 3 hours</th> <th>3 to less than 4 hours</th> <th>4 to less than 5 hours</th> <th>5 hours or more</th> </tr> </thead> <tbody> <tr> <td>43</td> <td>25</td> <td>12</td> <td>6</td> <td>5</td> <td>9</td> </tr> </tbody> </table>						None or less than 1 hour	1 to less than 2 hours	2 to less than 3 hours	3 to less than 4 hours	4 to less than 5 hours	5 hours or more	43	25	12	6	5	9	
	None or less than 1 hour	1 to less than 2 hours	2 to less than 3 hours	3 to less than 4 hours	4 to less than 5 hours	5 hours or more														
	43	25	12	6	5	9														
23433	<table border="1"> <thead> <tr> <th>None or less than 1 hour</th> <th>1 to less than 2 hours</th> <th>2 to less than 3 hours</th> <th>3 to less than 4 hours</th> <th>4 to less than 5 hours</th> <th>5 hours or more</th> </tr> </thead> <tbody> <tr> <td>42</td> <td>24</td> <td>13</td> <td>7</td> <td>4</td> <td>10</td> </tr> </tbody> </table>						None or less than 1 hour	1 to less than 2 hours	2 to less than 3 hours	3 to less than 4 hours	4 to less than 5 hours	5 hours or more	42	24	13	7	4	10		
None or less than 1 hour	1 to less than 2 hours	2 to less than 3 hours	3 to less than 4 hours	4 to less than 5 hours	5 hours or more															
42	24	13	7	4	10															
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None or less than 1 hour	1 to less than 2 hours	2 to less than 3 hours	3 to less than 4 hours	4 to less than 5 hours	5 hours or more															
44	24	13	7	4	10															
O4. How much do you give per year to this church?	494	<table border="1"> <thead> <tr> <th>Less than \$500</th> <th>\$500 to less than \$1000</th> <th>\$1000 to less than \$2000</th> <th>\$2000 to less than \$3000</th> <th>\$3000 to less than \$5000</th> <th>\$5000 or more</th> </tr> </thead> <tbody> <tr> <td>17</td> <td>17</td> <td>21</td> <td>17</td> <td>12</td> <td>16</td> </tr> </tbody> </table>						Less than \$500	\$500 to less than \$1000	\$1000 to less than \$2000	\$2000 to less than \$3000	\$3000 to less than \$5000	\$5000 or more	17	17	21	17	12	16	
	Less than \$500	\$500 to less than \$1000	\$1000 to less than \$2000	\$2000 to less than \$3000	\$3000 to less than \$5000	\$5000 or more														
	17	17	21	17	12	16														
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Less than \$500	\$500 to less than \$1000	\$1000 to less than \$2000	\$2000 to less than \$3000	\$3000 to less than \$5000	\$5000 or more															
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Less than \$500	\$500 to less than \$1000	\$1000 to less than \$2000	\$2000 to less than \$3000	\$3000 to less than \$5000	\$5000 or more															
25	20	19	12	11	14															

Top Line  Trinity Lutheran Church  
 Middle Line  Protestant  
 Bottom Line  ME25 Overall

<i>Demographic Items</i>	Sample Size	Response Categories					
		Yes	No				
D1. Did you attend a worship service last week?	511	78	22				
	23508	81	18				
	38732	82	18				
D2. How long have you been a member of this church?		<i>Less than 1 year</i>	<i>1 to less than 3 years</i>	<i>3 to less than 5 years</i>	<i>5 to less than 10 years</i>	<i>10 years or more</i>	
	491	11	10	12	12	55	
	22063	16	17	14	19	33	
	36757	13	14	12	18	44	
D3. What is your age?		<i>18-24</i>	<i>25-34</i>	<i>35-44</i>	<i>45-54</i>	<i>55-64</i>	<i>65-74</i>
	514	3	8	19	22	22	15
	23081	9	14	23	25	17	13
	37752	8	12	23	25	17	16
		<i>75+</i>					
		11					
		0					
D4. What is your gender?		<i>Male</i>	<i>Female</i>				
	512	38	62				
	23593	42	58				
D5. What is your marital status?		<i>Single</i>	<i>Single, but living with someone as a couple</i>	<i>Married</i>	<i>Separated</i>	<i>Divorced</i>	<i>Widowed</i>
	514	10	1	71	0	9	9
	23557	14	1	75	1	5	4
	38752	13	1	75	1	5	5
D6. What is the highest level of education you have completed?		<i>Less than high school graduate</i>	<i>High school graduate</i>	<i>Some college</i>	<i>Trade, technical or vocational training</i>	<i>College graduate</i>	<i>Post-graduate work or degree</i>
	510	1	17	28	8	27	19
	23529	3	12	22	7	34	22
	38680	3	15	21	7	32	22
D7. What is your total annual household income, before taxes?		<i>Under \$10,000</i>	<i>\$10,000 to less than \$20,000</i>	<i>\$20,000 to less than \$30,000</i>	<i>\$30,000 to less than \$40,000</i>	<i>\$40,000 to less than \$60,000</i>	<i>\$60,000 to less than \$75,000</i>
	483	5	7	10	13	18	14
	22449	5	5	7	9	17	12
	36529	5	5	7	9	16	12
		<i>\$75,000 to less than \$100,000</i>	<i>\$100,000 or more</i>				
		14	19				
		16	28				
	17	28					

Top Line ■ Trinity Lutheran Church  
 Middle Line ■ Protestant  
 Bottom Line || ME25 Overall

## MEMBER ENGAGEMENT INDEX



**Engaged**

These members are loyal and have a strong psychological connection to their church. They are more spiritually committed, more likely to invite friends, family members, and coworkers to church 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 church. Their connection to the church 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 church they belong to -- but may not be able to name the pastor. 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 church and insist on sharing that unhappiness with just about everyone.