

10 Metrics to Evaluate Your Church Before the End of 2012

Over the past year, our team at [Church Community Builder](#) has had conversation with hundreds of pastors about what their churches track and measure. Because so many churches evaluate their ministries at year end, I thought it would be helpful to highlight the metrics we saw most frequently in the churches we serve who are growing and healthy.

I don't think it's a coincidence that these things matter to churches making an impact. By assessing these areas of ministry, you should be able to gain some valuable insight on how much momentum you have going into the New Year.

With a nod to David Letterman, here is our Top 10 Church Metrics list with some helpful links to break down what you should be gleaning from each one.

1. [First-time Gifts](#): What are you doing to connect with first-time givers?
2. [Online Giving](#): Who is giving online? What page are they navigating from to get to the online giving portal?
3. [Discipleship](#): Who is actually showing up in their small groups? Where are they in the growth process?
4. [Financial](#): How is your church's financial health? Do you have "margin" or are you maxed out?
5. [Engagement](#): What do your numbers look like for relatively new members who have gotten plugged into service and discipleship?
6. [Assimilation](#): Who is now missing? Do you know why?
7. [Overall Growth](#): What is your data telling you about the growth pattern of your congregation?
8. [Impact](#): How are your decisions validated by data you are collecting? What is worth tracking?
9. [Depth of Community](#): How deeply are people connected?
10. ["The Numbers"](#): Are your numbers higher than last year's?

Read more from Steve [here](#).