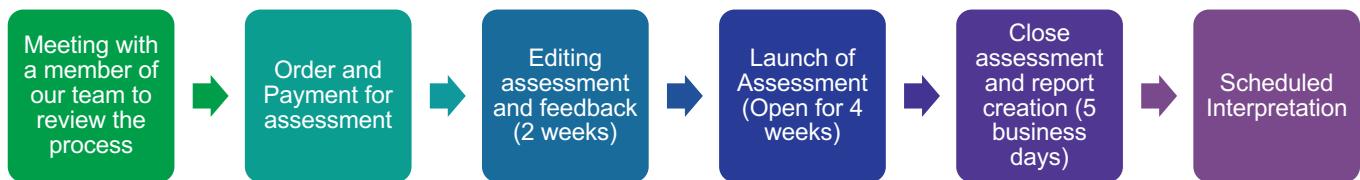




## LANDSCAPE™

The Landscape is an assessment for regional associations (Episcopal Dioceses, Presbyteries, Conferences, Synods) to get feedback from the community they serve within the association. While it is not an exhaustive tool, it does allow for the beginning of a conversation with clear direction and insight for the current health of the organization, things that need immediate attention, and feedback on where people would like to put energy in the future.

## TIMELINE



**At the time of ordering the assessment be prepared to answer:**

- What categories of people are you wanting feedback from? A sample list would be: congregation members, church board members (session, vestry, council, etc.) in the last three years, regional association committee members, regional association staff, active clergy, retired clergy.

- Will you need the Landscape in another language besides English? We currently offer Spanish, Dinka, and Korean.
- What would you like the introduction to include so people understand the importance of this assessment?
- What supplemental questions would you like to add?
- Is there a logo you would like attached to the assessment?
- Is there a webpage you would like the responder to visit when they are finished taking the assessment?
- Will you be paying at the time of ordering, if not, who will the invoice need to be emailed to?

## Communication

In order to get the best response rate for your assessment it is important to communicate why this feedback is important. Below are some best practices for this communication and some samples.



## Announce and Introduce

- **WHY DO THIS ASSESSMENT?** The reason for your assessment might differ but, regardless of the reason, we want to make sure people understand why this process is so important. Here are some sample ways to introduce the assessment:
  - **Discernment for new regional association leader:**
    - Dear Friends: As we begin the process of looking for our next leader, we are entering a time of discernment where we listen to God's call on our lives and our community. Part of this discernment is looking at where we are at this place in time and where we would like to put energy in the future. This will allow us to best determine who is our next good fit for that path.  
We will launch the assessment on <insert date> and will keep it open for your responses until <insert date>. We will send out reminders each week with the link to make sure everyone has a chance to respond. So, look for the assessment link on <insert date>. Please email us at <insert email> with any questions.
  - **Strategic Planning:**
    - Dear Friends: We are entering a time of strategic thinking and planning. We find ourselves in the process of asking questions such as "how are we living into our mission and vision, what is working well, what needs to change? What is God calling us to be and do at this time and in this place?" As we contemplate our next steps, it is important that we hear from our community. Your feedback will help us determine where energy is focused in the future and what needs immediate attention. We will be asking that you complete an assessment called the Landscape. Your responses are anonymous and allow for deep reflection into the life of our community and where you would like us to put energy in the future.  
We will launch the assessment on <insert date> and will keep it open for your responses until <insert date>. We will send out reminders each week

with the link to make sure everyone has a chance to respond. So look for the assessment link on <insert date>.

Please email us at <insert email> with any questions.

- **READY! SET! LAUNCH!: Sample Launch and Reminder emails**

- **Launch email:** Hello! It is time for our Landscape assessment launch. Please find the link and QR code below to take the assessment. The assessment needs to be taken in one sitting and takes approximately 15-20 minutes. This is time well spent because your responses will help us <insert reason for Landscape>. We want to hear from as many people in our <insert regional association type> as possible. This assessment will be open until <close date>. We are grateful for your feedback and time. **Let's make this launch success as we determine God's plan for our <insert regional association type>.**
- **Reminder email:** Wow, we are so excited with all of the responses to the Landscape assessment. If you haven't taken it yet, grab a snack and get it done! It a short amount of time you can give us essential feedback as we determine <insert reason for Landscape>. This assessment will be open until <close date> and we don't want to miss your responses! The link and QR code are below.
- **Reminder email:** We appreciate your continued prayers during this time. As <insert regional association type> leaders we know that listening first to the needs of our community is essential as we determine the next steps. One of the ways of listening is by using this Landscape assessment. If you have not taken the time to respond to this assessment please do so now. We want to make sure we hear from you because you are an essential part of <regional association name>. Our assessment will close on <close date>.
- **Final reminder:** Our Landscape assessment will close on <close date>! Thank you to everyone who has participated. We are so grateful! If you haven't taken the assessment yet this is your chance! We don't want to miss your feedback.

Below is the link and QR code to take the assessment. PLEASE give us the opportunity to hear from you.

## Holy Cow! Consulting Support and Steps

- While your assessment is running you will receive an update each Friday with the number of responses.
- Once you are ready to close the assessment, please let [us know here](#).
- To schedule your online interpretation please check out [our calendar here](#).
- To schedule an onsite interpretation please email us at [office@holycowconsulting.com](mailto:office@holycowconsulting.com).
- For any questions or concerns please don't hesitate to contact us at [office@holycowconsulting.com](mailto:office@holycowconsulting.com).