



YOUR CONVERSATIONS CHECKLIST

Preparation for Your Small Congregation Assessment

*Use this checklist to prepare for the **Conversations** tool, specifically designed for congregations with fewer than 35 people in worship. This evidence-based tool helps you measure energy and satisfaction to plan your next strategic steps or pastoral transition.*

STEP 1 Learn about Conversations

Understand how Conversations helps small congregations measure their "Vital Signs" through a benchmarked process tailored for intimate faith communities.

[Learn More](#)

STEP 2 Order Your Conversations Tool

Place your order for the Conversations assessment. This budget-friendly tool (\$150) provides the essential data you need without the complexity of a full-scale CAT.

[Order Now](#)

STEP 3**Identify Who, When, and How**

- **WHO:** Define your "Assessment Roll"—all members and regular attendees (including online worshippers).
- **WHEN:** Choose a clear 3-week window for the survey to run.
- **HOW:** Decide how you will distribute the link (Email, Bulletin, Social Media).

[Planning Guide](#)**STEP 4****Announce and Introduce**

Transparency is key. Send an initial letter or email one week before launch to explain **WHY** the church is using this tool and how their voice matters.

[Sample Letters & Emails](#)**STEP 5****Send the Survey Link**

On your chosen launch date, send the unique survey link provided in your order confirmation to everyone on your Assessment Roll.

STEP 6**Complete the Church Data Form**

Provide the basic demographic and financial information for your church. This is vital for us to accurately benchmark your results against other small congregations.

[Church Data Form](#)

STEP 7**Close the Assessment**

Once your survey window is complete, ensure the assessment is closed to finalize your congregational data for analysis.

[Close Date Guide](#)**STEP 8****Schedule Your Interpretation**

Dive into your results with an expert. If you have requested a Holy Cow! interpretation, schedule your session to walk through the findings with a consultant.

[Schedule Session](#)

Holy Cow! Consulting | Better Decisions | Less Time | More Confidence

www.holycowconsulting.com | office@holycowconsulting.com