

Rev! Magazine Church Customer Service Research Project

(For use with "Knock, Knock. Anyone Home?" by Alan Nelson, Jan/Feb 2008 issue, pp. 60-63).

1. **Call 10 local churches** (not including your own), after normal business hours, requesting a call back. The goal is a returned call, so if someone picks up, leave a message with a pastor or staff member, so long as that person is unavailable. Leave this message:

"Hi, this is _____. I'm just calling to receive more information on your church (or a specific ministry). My number is _____."

A. Mark the church name, number, and exact time you left a message.

B. When the church calls you back, record the date and time they returned your call.

2. **Email 10 churches** in your area, requesting information on the church. A few churches don't have email. If not, use these for your personal mail or phone call lists. Leave this message:

"Hi, this is _____. I'd like to receive some info on your church. Thanks!" If the online form requires a mailing address, make note of that in your log as well and match it to any snail mail you receive along with the postmark date.

A. Write the church name and the date and time you send the email.

B. When the church responds, record the date and time of the response.

3. **Write a personal letter or note to 10 churches**, requesting a brochure or info on their church. Use the following content that you can cut and paste from this letter. Please put this in a hand addressed, stamped envelope, to give it a personal feel.

A. Write down the church name and date you mailed your letter.

B. When the church sends a letter in return, record the date of the postmark (just in case you're out of town or forget to check your mail.)

Contact a variety of churches in terms of size, style, and age. It's fine if you don't know the size.

You can easily find contact info on the Internet or in the Yellow Pages. You can go to

www.google.com and put in "churches, (name of town/state)" and get results. Make a record of

additional comments that you notice from the responses, such as "very friendly," "seemed rude,"

"the pastor called," or "someone offered to pray for me."

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