



# HELPING YOU MAKE YOUR DECISION EASIER

Use this worksheet to determine if your church is ready to build a website.

**Instructions:** For each factor, select the appropriate number. If you strongly disagree, choose 1. If you strongly agree, choose 5. The numbers in between 1 and 5 correspond to your level of agreement, neutrality, or disagreement. Tally your score when you're finished, and follow the instructions at the end.

FACTORS	DISAGREE			AGREE	
	1	2	3	4	5
We have a clear content plan that embodies why our church or ministry exists.	1	2	3	4	5
We have a website sitemap plan that aligns with our overall communication strategy.	1	2	3	4	5
The communication strategy we have considers both internal (staff, faculty and key volunteers) and external (larger community, donors, etc.) communities.	1	2	3	4	5
We have considered a technology solution that will meet our current needs and easily adapt with the future plans of our church.	1	2	3	4	5
There is a project decision maker or committee in place that agree on budget, larger project objectives, and the communication hurdles our organization faces.	1	2	3	4	5
We have discussed desired ministry results we plan to achieved as a result of the website.	1	2	3	4	5
We have identified audience segments and understand their respective online processes.	1	2	3	4	5
Our congregation has been polled to discover the perceived objectives of our church or ministry from the congregation's perspective.	1	2	3	4	5
Our church understands the value that our website brings.	1	2	3	4	5
We have an understanding of how our social media presence effects our organization.	1	2	3	4	5



## To interpret your results, tally your score.

### IF YOU SCORED > 35

you're ready to build a church website and **we'd love to help** make your plans a reality.

### IF YOU SCORED BETWEEN 20 – 35

you're moving in that direction. You should consider getting started with building a website very soon. **We can help** you through the process.

### IF YOU SCORED UNDER (20)

you may not be ready quite yet and should consider going through a **strategy process**. Regardless of your score, there's good news: where you are now is exactly where you need to plan for the online tools that will help communicate your mission online.