Scale of Evangelism

"Go therefore and make disciples of all nations... "

Matthew 28 v19

Overview

This outcome looks at how churches share the good news with their local communities through evangelism activities.

Examples include:

- Enquirer and Alpha-like courses
- Outdoor services or processions
- Evangelistic interest groups (e.g. sports, crafts)
- Door knocking, stalls or other community evangelism
- Concerts or recitals with an element of sharing the good news

This page explains how to measure evangelism activities using simple attendance figures alongside stories that help show the difference these activities are making. Any measurement should be proportionate to the scale of work and the way that the figures and stories are used.

For work funded through SMMI (Strategic Ministry and Mission Investment), this is an "Amber shared outcome", which means that where this is an integral part of funded work, the below tools or alternative tools can be used to measure this.

Support with the Shared Outcomes can be requested through contact us.

What you'll find on this page

- A recommended way to record attendance at evangelism activities
- Tools (two options) for collecting and reporting numbers
- An outline of how stories of change can be gathered
- Frequently asked questions
- Links to related Shared Outcomes

Recommended approach

A simple and proportionate approach is recommended:

1. **Track attendance numbers** at evangelism activities.
2. **Collect stories of change** from participants and volunteers.
3. **Reflect, pray and discuss** to understand what is working and where further support may be needed.

What is measured?

Attendance at community activities

Record the total number of attendances at evangelism activities.

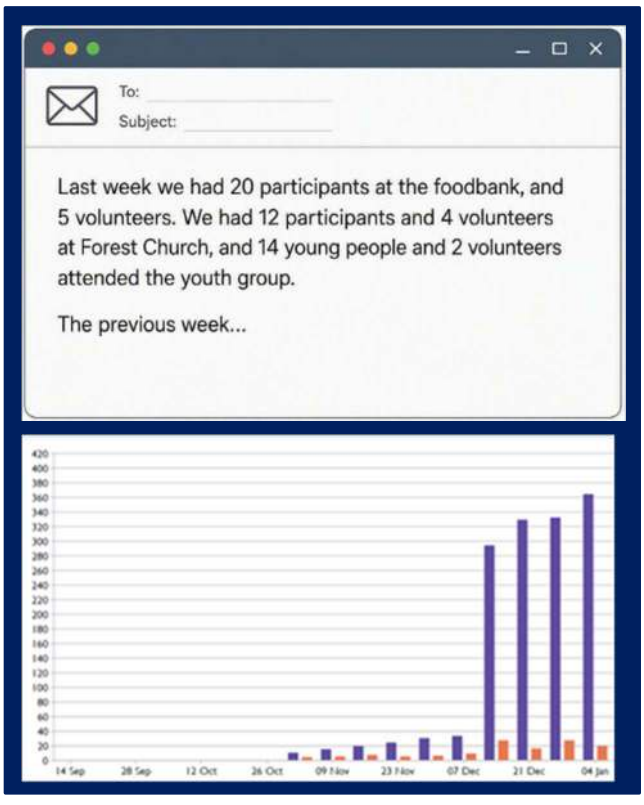
Examples:

✓ Count people each time they attend an event.

✗ This is not an estimate of how many unique individuals have attended over a year.

✗ Do not include volunteers in the figures.

Tools and templates



Option 1: Participation Tracker

For churches that want to record attendance regularly throughout the year.

The Participation Tracker is available through Online Parish Returns.

Churches can:

- Enter figures directly online
- Respond to automated email reminders
- Track participation over time
- View charts and trends
- Compare activity levels across initiatives

This approach works well for activities that run frequently and where regular monitoring is useful.

This can also be used to track participation in evangelism activities discipleship groups, New Worshipping Communities and Fresh Expressions. Evangelism activities are the only one of these for whom this gives the Shared

Outcome Figure "Scale of Evangelism Shared Outcome". For the others, the Shared Outcomes are tracked in a different way.

Option 2: Quarterly reporting

Where less frequent reporting is more appropriate.

Record attendance figures once each quarter and share them with the diocese alongside any other agreed figures.

Use the attendance from the most recent session of the activity rather than estimating an average.

For example:

Evangelism Activity	Q1 # events	Q1 # participants (last event of the quarter)	Q1 total
Prison concert	6	49	294
Pimms and Hymns	1	23	23

If annual targets have been set, add a target column after the fourth quarter. Targets may be set across multiple activities.

Stories and learning

Understanding the difference activities make

Participation figures tell you how many people are engaging. Stories help explain what has changed because of that engagement.

A useful approach is Most Significant Change, a structured way of gathering and reflecting on stories.

Participants share:

- What changed
- Why it mattered
- What contributed to the change

Churches and programmes then discuss the stories together and use the learning to inform future decisions.

Visit the Monitoring and Evaluation page for guidance about Most Significant Change.

Frequently asked questions

How do we access the Participation Tracker?

Dioceses can request access and make it available through Online Parish Returns.

Can the Participation Tracker be used on a mobile phone?

Yes. Data can be entered using a mobile phone, although there is currently no mobile app.

Can data be entered offline?

No. An internet connection is needed to enter data.

Is the Participation Tracker only for Strategic Mission and Ministry Investment Board (SMMIB) funded programmes?

No. Any church can use it.

Who decides how often reminders are sent?

Each diocese can set reminder schedules in discussion with churches.

Who creates initiatives within the tracker? (e.g. a food bank)

Dioceses can create initiatives and share them with churches. Churches can also create their own initiatives.

Link with other Shared Outcomes

These tools can also be used to record figures for the Scale of Community Outreach Shared Outcome.

- Scale of Community Outreach

Discipleship Groups and New Worshipping Communities have been included in the tool for those who want to track this way, but the Shared Outcomes for these areas are tracked in a different way.

To access information about this, and the Shared Outcomes as a whole, see the page on Church Support Hub.