CHURCH PROFILE.

 This answers the question, “Who are we?” The committee should begin immediately to collect statistics and demographics on the church. Consult the church’s reports from the Annual Church Profile over the past ten or twenty years. The SBTC can help you retrieve this information if needed.

 Compile data from internal records concerning undesignated giving, designated giving and missions giving. Discover averages and trends in weekly worship services and small groups or Sunday School. If attendance statistics are not available, begin counting and recording weekly attendance statistics immediately. Use this data to formulate a YTD average that you can share with prospective candidates.

 Wherever possible, learn the demographics of the church membership including age ranges, ethnic backgrounds and/or pockets of residence represented in the church membership. Ask questions like, “How old/young are we as a church?” “Where do our people live?” and “What is our ethnic makeup?”

 Every church has a culture. The church’s culture is determined by things that are valuable to the body of believers, combined with historical mile markers and current happenings (whether positive or negative). What things are important to your church’s membership? What are the non-negotiables? Consider launching a S.W.A.T.

assessment: Strengths? Weaknesses? Opportunities? Threats?

The new pastor may come into the church with a dynamic vision and all the skills necessary to cast and implement it. But, as Peter Drucker so famously noted, “Culture eats strategy for breakfast.” The Church Profile will help the committee and the prospective candidate understand the culture of the church.

 Format all of this information into a single-page document that you will feel comfortable giving to a pastoral candidate when he asks for information regarding the church. (See APPENDIX III, “Sample Church Profile.”)

 Spend time reviewing this document together, and understanding (as a team) who you are as a church body.

Sample Church Profile

 Searching Baptist Church (SBC) of Pastorless, TX is a church family that values biblical preaching, heartfelt worship and Great Commission engagement above all else. At 157 years old, we are the oldest Baptist church in the county. Through the years SBC has enjoyed many seasons of numerical and spiritual growth, but is currently experiencing a season of gradual decline.

 At our highest in the past twenty years, we averaged 412 in worship attendance and 367 in small groups. Over the last three years, we have seen a gradual decline in attendance so that today we average 278 in worship and 153 in small groups. However, the morale of the church family has never been better. There is an excitement in the air and a fresh wind of expectation as we search for our next senior pastor.

 In 2018 our annual budget was set at $1.3 million, but undesignated receipts totaled $974,000. We did underspend the budget such that our receipts outweighed our expenditures, and we ended the year in the black. This year, we are on track to meet budget, set at $1.12 million.

 Today, the age ranges of SBC members reflects a shift in generational attendance patterns. In any given worship service today, 73% of our worshippers will be 65 yrs. old and up. Only three years ago, however, the average age would have been much younger. There are many unchurched young families in the community, and SBC desires to be the church that reaches them with the gospel of Jesus Christ and plugs them into the church. We reflect the ethnic diversity of our community well. On average, worshippers at SBC will be approximately 67% Anglo, 17% Hispanic, 9% African American, and 7% Other.

 Overall, SBC is a warm and welcoming church family who is serious about the Great Commission, and about reaching the next generations in our community. We value expository preaching and practical community ministries. We are excited about what God will do through the leadership of our next senior pastor.