

Sample Focus Group Questions

- 1) If you could rate how well your local church communicates with its members, how would you say they're doing, with 5 being great and 1 being poorly.
 - a. How about with visitors?
 - b. With people in the community?Explain why you gave those ratings.
- 2) What kinds of information or sharing do you want or need as a member?
- 3) What are the ways you would like to receive that information?
- 4) How informed would you say you are on the work of various committees within the church? Would you like more or less information? What would you like to know about the work and ministry of the committees?
- 5) What would be the best way to learn about committee work?
 - a. Would you like to see it on the Web site, for example?
- 6) The church uses several ways to communicate, here are a few (provide brochures, newsletters, copy of email newsletter, home page of Web site, etc.).
 - a. Which ones do you think are effective?
 - b. Which ones do you use most often? Least often? Why?
 - c. How often would you say you read them?
 - d. How much of the content do you read?
 - e. What changes might you suggest to the staff?
- 7) What kind of information would you like from the pastor?
 - a. Would you like more or less information from the pastor?
 - b. If she had a weekly blog on the Web site, how likely would you be to read it? Why or why not?
- 8) What are ways you could see communications keeping members of the congregation connected?
 - a. How likely would you be to participate in online discussion forums for special interests or ministries? Why or why not?
- 9) What do you see as absolutely essential things to know about the church? How would you recommend those things be communicated?

- 10) What are you favorite parts of the Web site that you would hate to see be eliminated? The newsletter?
- 11)What might you suggest to the staff regarding more effective communication?
- 12)What would you say is the primary form of communication that moves you to action?
- a. Face-to-face
 - b. Letter from the pastor
 - c. Something you read
 - d. Video presentation
 - e. Other, please specify