



**National Council**  
Family Federation for World Peace and Unification

## **USA National Council Survey for Strategic Planning**

Noah Ross  
July 14, 2015

Dear Brothers and Sisters, Pastors and Council Chairs,

The National Council is looking into ways to improve our outreach and growth efforts. As such, we are planning some strategy activities this coming weekend.

**YOUR INPUT CAN HELP!!**

Please take a few minutes to respond to our on-line survey by this Thursday evening (July 16th). Your input matters!! Also, please forward this email to any and all other church members who you think would also be interested.

The survey can be taken at: <https://www.surveymonkey.com/r/YF7FR2Y>

Again, thanks everyone for all that you do!!

God bless you,

Noah Ross,  
Chair, National Council Recommendations Committee.

Thank you for taking the time to help gather some data to help improve our strategic approach to presenting FFWPU, our True Parents and the Divine Principle to America. Please answer with what comes quickly to your mind; no need to "over-think." In fact, that sometimes clouds the best, most deeply held feelings that lead to relevant answers.

On the questions asking to rank the answers, the technology does not allow for an "other" or comments question. If you think of other answer possibilities that do not show on that question, please enter at the end in the Comments box.

Thank you!

**\* 1. How would you rate the church's communication to the general public?**

- Excellent
- Good
- Average
- Poor
- Very Poor

Comments?

**\* 2. What do we offer that are most appealing to a prospective member? (Please rank in order of interest to prospective members, in your opinion)**

<input type="checkbox"/> Atmosphere of love; a like-minded Spiritual community
<input type="checkbox"/> Help to strengthen your Marriage/Parenting
<input type="checkbox"/> Divine Principle / Answers to deep spiritual questions
<input type="checkbox"/> Exciting / Deep Sunday Service
<input type="checkbox"/> Our Youth / Young Adult Groups
<input type="checkbox"/> Small Groups (home groups, affinity groups, outreach projects etc.)
<input type="checkbox"/> Exotic Origins
<input type="checkbox"/> Deep experiences with God

**\* 3. What do you feel are the best ways for a potential member to become involved in the church?**

<input type="checkbox"/> Help Sunday Service
<input type="checkbox"/> Join a "Discipleship Program" (new member training on spiritual life)

- Study More DP
- Join a Small Group
- Join a Service Project

**\* 4. How would you rate the church's Education tools for new members?**

- Excellent
- Good
- Average
- Poor
- Very Poor

**5. What do you feel makes our faith more attractive than other groups? (Please rank in order of importance in terms of attracting new members)**

- We have The True Parents
- We have The New Truth
- We are intercultural / interracial
- Unique Culture of Love
- Open and Accepting Culture

**\* 6. What are the biggest obstacles for new people to become involved in the church? (choose all that apply)**

- "In-Group" mentality
- Haven't grown for 20 years; no tradition of welcoming new members
- Strange exotic traditions
- DP Lectures can get boring, tedious, too long or boring for someone who is not an overt "Truth Seeker"
- In their initial meeting with us what we are doing is too unfamiliar
- Other (please specify)

**\* 7. How would you rate your Local Church's Sunday Service from the perspective of bringing new friends?**

- Excellent
- Good
- Average
- Poor

Very Poor

**8. What would be the most important factors in engaging our membership to reach out to friends & relatives and invite them to Church programs / projects / Sunday service? (Please rank in order of importance)**

<input type="checkbox"/> More leadership, inspiration and tools from National HQ
<input type="checkbox"/> More leadership from your local leadership
<input type="checkbox"/> More interesting programs to plug people into
<input type="checkbox"/> Better online / social media presence
<input type="checkbox"/> Better Sunday Service
<input type="checkbox"/> Help from leadership to help me "get going" and get motivation. It's been so long I have no inspiration to reach out anymore.

**9. Info**

	Age Group	How often do you attend you local Church service?	How often do you participate in other Church programs?
Please tell us just a bit about yourself.	<input type="text"/>	<input type="text"/>	<input type="text"/>

**\* 10. Please enter any thoughts coming from the questions above that you were not able to express in the format, or any other comments you would like to make regarding helping our Church have a good strategy to reach Americans.**

Done