

## creative questionnaire

Below are questions that will help us create a successful identity or promotional campaign.



### your church

1. Describe the vision God has given you for your church.
2. What are some adjectives associated with this vision?
3. Describe your church in one sentence.
4. Describe your church in two words.
5. Describe your church in one word.
6. Finish this sentence: "It is important that people perceive our church to be:
7. Finish this sentence: "It is important that people do *not* perceive our church to be:
8. What is the most important word in your name?
9. If one exists, what is the defined "tag line"?
10. What is the defined mission statement?

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11. What are your core values?

12. What is the defined strategy?

13. How old is the church?

14. What is the typical church attendance (not membership) and how many are on the church staff?

15. What do you want your audience to feel or experience when they come into contact with your church (this includes your staff/team, print media, buildings, etc.)?

16. How will the reader/viewer be better off after visiting the church? What does this church has to offer to the reader/visitor? Determine the benefits, but concentrate on the one or two strongest. Be as objective and specific as possible.

17. A brand is often called “a promise.” What is the “promise” you want your brand to convey to people.

**your community**

1. Of the people who attend, what are their current opinions of the church?

2. Of the people who do not attend, what are their current opinions of the church?
3. What aspect of your image in the community needs improving?
4. What do you want the community's opinion of you to be in 2 years?
5. What professional and/or semi professional sports teams does your market cheer for and against?
6. What is the name of all local newspaper (paid subscription and free)? Do you have a sample(s)?
7. Is your city/area known for anything unique (e.g. landmarks, industry, festivals, etc.)?

### **the people in your community**

1. Describe the people who live in the area. Sex, age, job titles, social/economic conditions, education, employment, number of people in households...
2. What particular group(s) within this population are you trying to reach? Who are they and what motivates them?
3. What are some adjectives associated with your target group(s)?
4. What specific things is your church currently doing to attract this group?

### **other churches**

1. What is the name and tag line of 3 dominant churches in the area? Do you have any samples of their promotional materials?
2. How would you describe them?
3. What is it that they do really well?
4. What makes your church different, unusual or unique from these churches?

### **the impression**

1. Most marketing tools leave one overall impression. If you could choose only one thing the reader would remember or feel or do, what would it be?
2. Have you seen something that you believe is effective? Do you have a sample?
3. How do you define success for this project?
4. What do you not want?
5. Are there any mandatory requirements for this project that I need to know about?
6. Are there any limitations that I need to work within?
7. What is your time frame?

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