

Guidance to Churches on Reporting Attendance

During a time when the church has “left the building” due to mandatory “shelter in place” or “stay at home” orders, there have been many questions about how church attendance should be reported on monthly reports that are required to be filed with the state/regional office and with the International Office. The following are some suggestions that might be considered:

Online Services – If your services are live, you can track the analytics using the platform analytics of your provider. Keep in mind that this number is not simply the number of views - since on Facebook three seconds counts as a view. Please go to the provider’s analytics page to get a better grasp of your online viewer numbers.

Please be aware that if you are posting to a personal Facebook Profile, there is no analytics provided, so consider creating a Church Facebook Page to live stream. The weekly average could then be placed in the box, “Sunday Morning or Primary Worship Service Average Weekly Attendance.”

Outreach Ministry – These are individual or small group Zoom calls, food delivery, or any other connection point outside of the local church. The weekly average could be placed in the box, “Discipleship/Evangelism Off Campus.”

On Campus – “On campus” numbers are our traditional way of counting. If you have people coming on campus to assist with streaming, in small groups (within the State restrictions), or through parking lot ministry, you may count them as on campus attendance. The weekly average could be placed in the box, “Discipleship/Evangelism On Campus.” If your parking lot service is your primary service for the week, the attendance at that service should be reported under “Sunday Morning or Primary Worship Service Average Weekly Attendance.”

You may also write in the “Remarks” box any ministry activities that you are doing in addition to the three items specifically mentioned above.

Simply put, there is no easy or simple way to truly track every person touched by your services in this environment. However, this is also not the time to be “evangelistic” with your attendance numbers. Find a good, reliable average and contact your state office if you have any questions.