

The Pastor's

YEAR END SCORECARD



Proof of Where You're Winning
Wake-Up Call for Where You're Not

Growing Church Network Annual Scorecard

Church: _____

Year: _____

Completed By: _____

Date Completed: _____

Growing Church Network Annual Scorecard



Reality Check: You can't know whether your church is winning or losing if you don't know where you stand with the numbers.

Opinions don't tell the truth. Stories don't tell the truth. Even "how it feels" doesn't tell the truth.

Numbers do.

Because if you can't measure it, you can't evaluate it objectively. And if you can't evaluate it objectively, you can't improve it intentionally.

That's what this scorecard is for.

This isn't a report card about whether you're a "good church." It's a reality check on whether you're actually gaining ground in the things that matter, especially evangelism, assimilation, attendance, small-group engagement, and financial strength.

Most of what follows are not "questions" in the traditional sense, they're data points. They're measurable indicators of growth and health. Each one includes a suggested target to aim for. Your job is simple: report the number, then score yourself based on how you did compared to the target.

How to Score Each Data Point

For each metric, compare your actual number to the suggested target:

- Met the target = baseline points
- Exceeded the target = additional points
- Significantly exceeded the target = extra points
- Under the target = reduced points
- Significantly under the target = lose more points

The point isn't to "game the system." The point is clarity.

Because clarity leads to better decisions. Better decisions lead to better outcomes. And better outcomes mean more people reached, more disciples made, and a healthier church.

A. Evangelism and Growth Indicators

1) Total Baptisms

Total baptisms for the year (all ages, all types).

Total Baptisms: _____

(Target goal should be 10% of your total first-time visiting households)

2) Adult Conversion Baptisms

Adult (18+ yo) baptisms specifically tied to conversion / profession of faith (new believers).

Adult Conversion Baptisms: _____

(Target goal should be 5% of your total first-time visiting households)

3) Average Worship Attendance (Whole Year)

Average worship attendance across all weekends for the year.

Annual AWA: _____

Annual AWA Last Year: _____

Percent Gain/Loss: _____

4) Easter Attendance

Attendance for the Easter weekend services

Easter Attendance: _____

(This should be your year-end attendance target goal.)

5) Average Worship Attendance for November–December

Average worship attendance across all weekends in November and December.

Nov–Dec AWA: _____

(Indicates whether you reached the year-end attendance target.)

6) First-Time Visiting Households

Count households, not individuals (unless your tracking only allows individuals).

First-Time Visiting Households: _____

(Target goal should be 20% of Annual AWA)

7) "Membership Classes" Held

(Please don't call them membership classes!)

Number of times the membership / next steps class was actually held during the year.

Membership Classes Held: _____

8) New Members Received

Number of new members received during the year (all pathways your church uses).

New Members Received: _____

9) Percent of AWA Active in Small Groups

Percent of average worship attendance actively participating in small groups.

(Active means attending, not just listed.)

Percent Active in Small Groups: _____ %

(Good indicator of the commitment to discipleship and the stickiness of your church.)

B. Financial Health Indicators

10) Total Plate / Donations Income

General giving only. Do not include rent income, fundraisers, grants, endowments, or special non-operating income.

Total Plate / Donations Income: \$ _____

11) Percent of Budget Used for Outreach and Marketing

Percent of Budget for Outreach + Marketing: _____ %

(Target goal is 10%)

12) Per Capita Giving

This is only meaningful year-to-year within the same congregation. It is not useful for comparing churches.

Formula: Total Plate / Donations Income ÷ Annual AWA = Per Capita Giving

Per Capita Giving: \$ _____

13) Per Capita Giving Increase or Decrease from Prior Year

Per capita giving is instructional only, showing whether giving per worshiper is rising or falling.

Prior Year Per Capita Giving: \$ _____

This Year Per Capita Giving: \$ _____

Change (Dollar Amount): \$ _____

Change (Percent): _____ %

Scorecard

“Points”

All Baptisms:

Adult Baptisms:

Average Worship Attendance:

Easter Target Met:

First-Time Visitors:

Membership Classes Held:

New Members:

Small Group Participation:

Outreach Budget Percent:

Per-Capita Giving:

Total Points:



If you've ever watched *Whose Line Is It Anyway?*, you remember Drew Carey's classic line: "Welcome to *Whose Line Is It Anyway?*, where everything's made up and the points don't matter."

Well ... this is not that.

Because in church leadership, the results absolutely matter.

What is a little "made up" is the scoring you're about to give yourself. The points are somewhat arbitrary. They're just a tool. A way to quantify progress and create a clear snapshot of where you stand.

But here's the deal: the numbers are not arbitrary.

They're reality.

And if you score the same way every year, the scorecard becomes more than a worksheet, it becomes a trendline. It tells you whether you're going up or going down. Whether you're winning or losing. Whether you're gaining momentum or slowly bleeding out.

That's the real value.

Because once you can face reality, you can start making better decisions. You can adjust the plan, sharpen the focus, and build a smarter strategy for the year ahead.

So don't treat this like a feel-good exercise. Treat it like the dashboard in your car.

You can't drive well if you refuse to look at the gauges.

Now you've got the data.

Now you can lead on purpose.