



Catholic Leadership
INSTITUTE

THE DISCIPLE MAKER INDEX FREQUENTLY ASKED QUESTIONS

About the Survey Design

1. [How was the Disciple Maker Index survey created?](#)
2. [Can we add unique questions about our parish to the survey?](#)
3. [This survey looks like it is geared to people in the pews. Aren't we supposed to be going after "the lost" or those not present in our pews?](#)
4. [Numbers, graphs, likelihood to recommend, this sounds like a lot of corporate language and consumer mentality. This is the Catholic Church not the Home Depot.](#)

About the Survey Results

5. [How will the Disciple Maker Index results be shared with parishioners?](#)
6. [What about confidentiality? With whom will my parish's results be shared? How about individual parishioner's responses?](#)
7. [What is the Net Promoter Score?](#)
8. [Why are you comparing parishes against each other?](#)
9. [What is the needed response rate from the parishes?](#)

About the Survey Distribution

10. [Is there a staff position that is best suited to be the point contact?](#)
11. [We don't have email addresses. What do we do?](#)
12. [Who will the email come from? What should we tell parishioners to expect in their inboxes?](#)
13. [Some parishioners may be concerned about getting a virus through this survey. What virus protections are in place? What should we say to parishioners who raise these concerns?](#)
14. [How long does the survey take to complete?](#)
15. [What is the youngest age able to complete the survey?](#)
16. [In which languages is the survey offered?](#)
17. [What other dioceses have participated or will participate in the Disciple Maker Index?](#)
18. [What if I don't receive the email to complete the survey?](#)
19. [I have more questions. Who can I contact?](#)

About the Survey Design

1. How was the Disciple Maker Index survey created?

- a. Catholic Leadership Institute gathered 100 bishops, priests, diocesan officials, parish leaders and authors/thought leaders (Sherry Weddell, Matthew Kelly, etc) to a 2-day think tank on parish engagement which produced some initial hypothesis. CLI then took a smaller group of the same constituents and crafted the survey. After that, CLI shared the survey with 15 bishops for feedback and edit. This will be the third year of the Disciple Maker Index. Over the last two years, 12 dioceses, 92 parishes and nearly 27,000 parishioners completed the survey.

2. Can we add unique questions about our parish to the survey?

- a. Not at this time. Part of the value of the survey is to see results benchmarked against other parishes around the country. All participating parishes will be taking the survey at the same time and the consistency allows for the benchmarking. Additionally, it keeps the survey from getting too long. Catholic Leadership Institute is evaluating this possibility for future years.

3. This survey looks like it is geared to people in the pews. Aren't we supposed to be going after "the lost" or those not present in our pews?

- a. The survey will most likely be completed by people who are coming with some degree of regularity to your parish. The survey results will tell you what about the parish is keeping them coming as well as things that might be prompting them to start falling away. Both of these elements will help inform how we can reach out to those completely detached from the parish. Additionally, it is our belief that a primary strategy to reaching the lost has to be more deeply engaging and equipping those who are present in our pews. How can we equip those in our pews to be disciple makers? These results will aid in that greatly.

4. Numbers, graphs, likelihood to recommend, this sounds like a lot of corporate language and consumer mentality. This is the Catholic Church not the Home Depot.

- a. Remember all of the graphs and numbers are the aggregated voice of your people who have taken time to give you their feedback. Evangelization will always be best on a 1-1 basis. Understanding where your people are from a macro view allows you and others to "meet them where they are." We do ask some parishioner satisfaction questions – these are to help you identify if there are any barriers or opportunities to help aid in your pastoral outreach. The Disciple Maker Index also asks the individual parishioner to reflect on their discipleship and practice of their faith in order to get past the consumer mentality and into a discipleship/mission mentality.

About the Survey Results

5. How will the Disciple Maker Index results be shared with parishioners?

- a. Those staff and parishioners who the pastor invites to be a part of the consultation day or planning process will get the full survey report. **We do not advise sharing the whole report with all of your parishioners because it is a lot of information and needs to be put in context.** We suggest that you summarize what you have learned, highlight 2-3 things to celebrate and 2-3 opportunities. Catholic Leadership Institute has sample bulletin inserts and communication pieces to assist you and we can also work with you to craft the most helpful summary and update. It is important to both thank and share some reflection of what you learned from the survey with parishioners in addition to incorporating it appropriately in your plans for the future.

6. What about confidentiality? With whom will my parish's results be shared? How about individual parishioner's responses?

- a. We take confidentiality of the parishioners very seriously. We want them to provide honest feedback. No one in the diocese or on your parish staff - including the pastor - will have access to individual parishioner responses. Likewise any email addresses or contact information provided will be saved on secure servers and not released for any purpose other than distribution of the survey. As for your parish's results, your results will be shared with you and those key leaders you bring with you to the consultation day or planning process. **Catholic Leadership Institute will not share your parish's individual data without your expressed written permission.** If one of your parishes receives the highest feedback on a particular question (liturgy, preaching, social outreach), that will be indicated on every parish's report in an effort to share best practice.

7. What is the Net Promoter Score?

- a. The purpose of the Disciple Maker Index is to provide a tool that will help us equip and call forth disciple-makers – people who bring others to know Jesus. We want to build promoters of the faith and promoters of our parishes as places to encounter Jesus and communities of faith. Given this purpose and the fact that the survey will most likely be responded to by people who are already coming to the parish, the Net Promoter Score is a helpful and cutting edge way to analyze survey responses on a 5-point scale of agreement for any given question. When we take the percentage of those who give a specific question a 5 (aka a promoter) and subtract those who gave a specific question a (3 – neither agree nor disagree, 2 – disagree or 1 – strongly disagree) we have the net percentage of promoters for that question. If that net percentage is positive, that is probably not an area you need to be concerned with. If it is negative, it most likely is something you want to think about more. Research shows that the unprompted positive behavior and endorsement of those who give something a 5 on a 5-point scale will influence another person's behavior. As part of the Disciple Maker Index, you will receive the survey results through this lens. You will also receive all of the data for each question.

8. Why are you comparing parishes against each other?

- a. For the data to be as helpful as possible, it always needs to be put into context. There is not a one-size fits all parish model. Inner city parishes look different than suburban parishes. Northeast parishes look different than Southwest parishes. It's helpful for a parish to understand the results in the context of parishes of like profile. It's also helpful to see what was possible on particular question. If my parish has 30% of parishioners who would recommend our religious education program to a friend – that is one piece of helpful information. If the national average of 100 parishes for that question is 35%, it still is an opportunity to improve but perhaps it is not where we need to focus right away given limited time and resources. Conversely, if the national average was 67% and parishes of like size and location was 57%, 30% would mean something different.

9. What is the needed response rate from the parishes?

- a. Catholic Leadership Institute would hope to see an 8-10% response rate from your parishioners. If your response rate is less than 8%, the data will still be helpful, though not as conclusive as if you had a higher response.

Email is by far the most effective way to increase response rates, which is why we ask you to send us your email lists. The only way we can track response rates is through the email lists, so please understand that the “response rate” number is based solely on surveys that were completed via an email link.

However, responses contributed via email link make up only a portion of your total responses. Parishioners also have the option to complete the survey using a generic link as well as by completing a paper survey. All three response counts will be combined for a total parish count. **Getting a high count of responses is your ultimate goal.** The email response rate is an excellent insight to gauging whether you are on track to receive a high count of responses.

About the Survey Distribution

10. Is there a staff position that is best suited to be the point contact?

- a. That is up to you and should be based more upon the characteristics and skills versus a dedicated role. The person who will be most helpful is one who is organized, can help us connect to other appropriate staff and info (email lists, etc) and who believes in this endeavor. A Full-Time staff member is preferable but whomever you appoint is who we will work with.

11. We don't have email addresses. What do we do?

- a. Increasingly, people across all demographics and ages are turning to digital media – email, Facebook, mobile devices etc. It would be worthwhile to build a database of email addresses in your parish and this could provide the perfect impetus to start. We realize building a strong database doesn't happen overnight and so while you are building your database and in order to make sure you get a substantive amount of feedback, Catholic Leadership Institute will make a generic link available to post on your website, in your bulletin, on other promotional materials. Parishioners can go online and select their diocese and parish and participate. Additionally, Catholic Leadership Institute will make paper surveys available and do all of the data entry for you, provided that you collect the completed surveys and send them back by the February 12th deadline. **The ultimate goal is to get as many responses as possible.**

12. Who will the email come from? What should we tell parishioners to expect in their inboxes?

- a. The survey will be emailed from DiscipleMakerIndex@measuring-success.com. The cover note will be from the pastor of each parish but parishioners should look for the aforementioned email address in their inboxes.

13. Some parishioners may be concerned about getting a virus through this survey. What virus protections are in place? What should we say to parishioners who raise these concerns?

- a. Catholic Leadership Institute has engaged a third-party survey analytics firm – Measuring Success, because of their high quality reputation especially when it comes for data integrity and confidentiality. You can assure parishioners that their email address will only be used for this survey and that Measuring Success has not any data security issues in its 10 year history. If the parishioner still doesn't feel comfortable, they can complete the survey at a parish/public computer or on paper.

14. How long does the survey take to complete?

- a. 10-15 minutes

15. What is the youngest age able to complete the survey?

- a. Keeping in mind local diocesan and civic policies, Catholic Leadership Institute recommends that only individuals 18 years of age and older complete the survey.

16. In which languages is the survey offered?

- a. This year the survey will be offered in English, Spanish, Haitian Creole, Portuguese, and Vietnamese. As Catholic Leadership Institute continues to raise funds, it is their hope to expand it to other languages.

17. What other dioceses have participated or will participate in the Disciple Maker Index?

- a. Parishes in the Archdioceses of Boston, Detroit, Galveston-Houston, Philadelphia, Seattle, St. Louis, and the Dioceses of Bridgeport, Fort Wayne-South Bend, Harrisburg, St. John, Pittsburgh, Portland, St. Augustine, St. Petersburg, Tulsa, and Wichita have completed or are expected to complete the Disciple Maker Index this year.

18. What if I don't receive the email to complete the survey?

- a. If the parish has your email address on file and you do not receive the survey, first and foremost, please check your spam folder. The survey will be rolled out to parishes over the course of the week of January 18th so do check each day that week. If you have not received the email by Saturday, January 23rd, please complete the survey using the generic link. You may also want to check with your parish to be sure that your current email is on file and accurate.

19. I have more questions. Who can I contact?

- a. Please call Catholic Leadership Institute at 610-363-1315 or send us an email to DMI@catholicleaders.org