
Vital Signs Worship Attendance Policy *In-Person*

Introduction: In-person Worship

- These in-person worship attendance reporting guidelines have been created in response to questions about what to include in both the weekly VitalSigns and Annual Statistical Reports.
- Pastors are responsible for ensuring that VitalSigns are accurately reported weekly.
- This policy covers in-person worship only. Please track and report online views separately.

Do not count in your in-person worship attendance reports

- Church-related day care chapel services
- Outreach services that are not held every week (e.g., nursing homes, homeless shelters, food pantries, football stadiums, “see you at the pole” rallies)
- Revivals
- Small groups, Bible studies, or discipleship formation groups - these should be counted in small groups
- Online worship or live-streamed worship (Online Views should be tracked separately)

Do count in your in-person worship attendance reports

- **Weekly worship services on or off campus**
 - Weekend worship services
 - Weekday worship services that involve an order of worship and/or a different group of people than is involved in weekend services
 - Worship service child care or children’s church if not counted in the worship attendance
- **Special worship services**
 - Worship services for holy days such as Christmas Eve, Ash Wednesday, and Holy Week services should be reported on the Sunday following the service
 - Groups that are worshipping away from the church on a Sunday morning (e.g., youth retreats, mission trips)

How to Report when there is Inclement Weather or No In-Person Worship is Held

- If services are cancelled or are more than 50% below the VitalSigns average attendance because of inclement weather, leave that Sunday out of the average by leaving the number blank on VitalSigns. Note: Do not enter a zero or it will lower your average.
- If no in-person worship is being held, leave that Sunday out of the average by leaving the number blank on VitalSigns. Note: Do not enter a zero or it will lower your average.

Questions?

- Contact your District Superintendent/Chief Mission Strategist if you have any questions.

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Online Views

Introduction: Online Worship Views

- These online worship attendance reporting guidelines have been created in response to questions about what to include in both the weekly VitalSigns and Annual Statistical Reports.
- Pastors are responsible for ensuring that VitalSigns are accurately reported weekly.
- This policy covers online worship only. Please track and report in-person worship attendance separately.

Online Views

- Vital Signs uses the number of views, regardless of the number of people who may be watching on a particular screen. While congregations may seek to figure out the total number of people who viewed by using mathematical formulas or sign-ins for the benefit of internal ministry planning, The raw number of views is the most consistent metric for the Appointive Cabinet as they use the Vital Signs tool for tracking trends. See “How to Count For Reporting Online Views” below.

Do not count in your in-person weekly worship attendance reports

- Online Daily Devotionals

Do count in your in-person worship attendance reports

- **Weekly worship services online**
 - Both live streaming or pre-recorded services are appropriate to count
 - ONLY count services that are designed as a primary weekly worship experience
- **Special Holy Day online worship services**
 - Online views for worship services for holy days such as Christmas Eve, Ash Wednesday, and Holy Week services should be reported on the Sunday following the service

How to Count For Reporting Online Views

- If your streaming provider reports the peak number of streams, we recommend you start with that metric. Facebook recently added this to their analytics report for each video. Click on *Showing All*, which will flip the report to *Showing Live*. The top metric is *Peak Live Viewers*.
- If your streaming provider does not report peak live viewers or you do not livestream, then please report the total views on the video after 1 week. For example, Facebook and YouTube both report this number directly below the video.

Questions?

- Contact your District Superintendent/Chief Mission Strategist if you have any questions.