

ELCA Congregation Pulse Survey – April 2024



ELCA Congregation Pulse Survey Overview

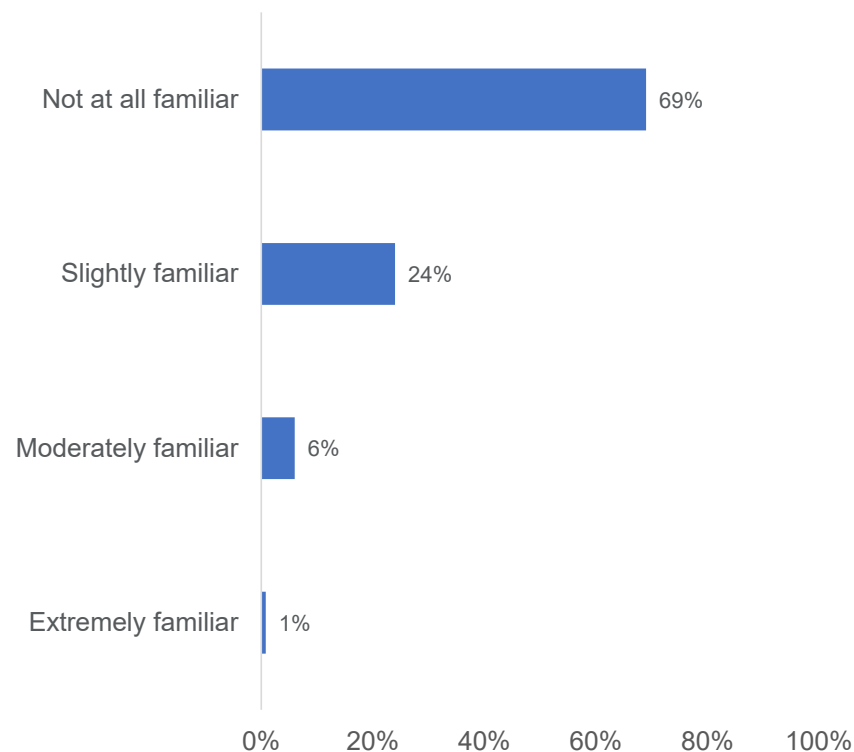
- The ELCA Congregation Pulse Surveys are an experimental effort to allow ELCA congregations and worshiping communities to communicate their perspectives, strengths, and development needs to synods and the churchwide organization.
- The April 2024 Pulse Survey was distributed to 1,716 congregations and worshiping communities. Key informants from 517 of these communities responded to the survey, for a response rate of 30%. Responses came from congregations and worshiping communities in 63 of 65 synods.
- Responding congregations and worshiping communities were largely representative of the ELCA overall in terms of average worship attendance on-site, community context, and racial diversity.

| | Avg Worship Attendance (on-site) | | | Community Context | | | % Active Participants who are BIPOC |
|--------------|----------------------------------|---------|------|-------------------|------------|---------|-------------------------------------|
| | 1-100 | 101-250 | 251+ | % Urban | % Suburban | % Rural | |
| Respondents | 81% | 17% | 2% | 39% | 22% | 39% | 6.3% |
| ELCA overall | 85% | 13% | 3% | 37% | 18% | 45% | 6.4% |



Familiarity with *God's Love Made Real*

- Two-thirds (69%) of the respondents to the April 2024 Congregation Pulse Survey said most members in their congregations were not at all familiar with *God's Love Made Real*.
- An additional 24 percent said most members were slightly familiar with this effort.
- This pattern looked very similar across congregations of different sizes and community contexts.



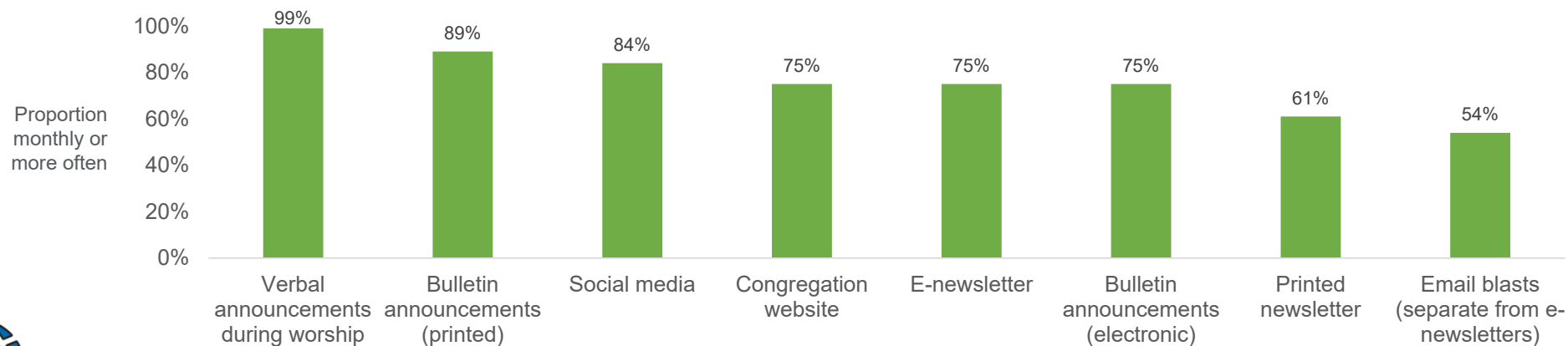
The ELCA is working toward “a world experiencing the difference God’s grace and love in Christ make for all people and creation.” This effort is called *God’s Love Made Real*. How familiar are most members of this congregation with this effort?

| | Not at all familiar | Slightly familiar | Moderately familiar | Extremely familiar |
|---------------------------------------|---------------------|-------------------|---------------------|--------------------|
| Overall (<i>n</i> = 511 respondents) | 69% (354) | 24% (121) | 6% (32) | 1% (4) |
| Average Worship Attendance (on-site)* | | | | |
| 1-100 (334) | 69% (231) | 24% (79) | 6% (21) | 1% (3) |
| 101-250 (72) | 72% (52) | 25% (18) | 1% (1) | 1% (1) |
| 251 or more (9) | 89% (8) | 11% (1) | - | - |
| Community Context* | | | | |
| Urban (143) | 69% (99) | 23% (33) | 6% (9) | 1% (2) |
| Suburban (82) | 77% (63) | 20% (16) | 1% (1) | 2% (2) |
| Rural (145) | 68% (99) | 26% (37) | 6% (9) | - |

**Not all respondents provided their congregation ID. As a result, we do not know the average worship attendance or community context of all respondents.*

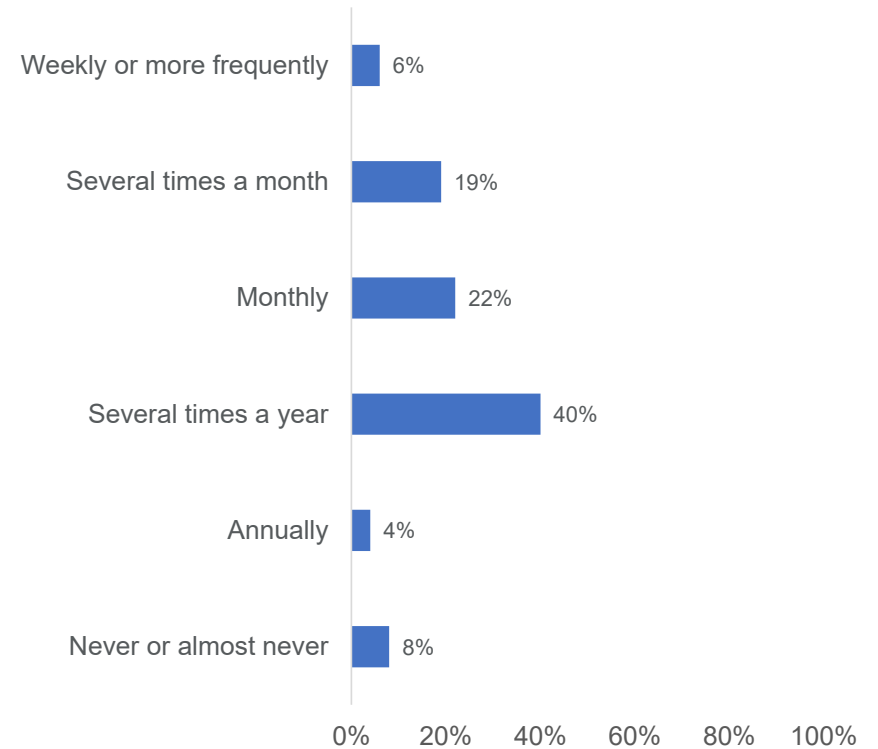
Communication methods and frequency

- Respondents to the April 2024 Congregation Pulse Survey reported using a wide variety of methods to communicate with their members and participants. The most frequently used were verbal announcements during worship, printed bulletin announcements, and social media posts. More than 80% of congregations reported using these methods monthly or more often.
- Printed newsletters and specific email blasts were the least frequently used methods though also common.



Sharing information from the ELCA churchwide organization

- Nearly half of the respondents to the April 2024 Congregation Pulse Survey said they shared information or resources from the ELCA churchwide organization monthly or more often.
- An additional 40 percent said they did so several times a year.



Frequency Tables

Approximately how frequently does your congregation use the following communication channels to share information and resources with members and other participants?

| | Weekly or more frequently | Several times a month | Monthly | Several times a year | Annually | Never or almost never |
|--|----------------------------------|------------------------------|----------------|-----------------------------|-----------------|------------------------------|
| Verbal announcements during worship | 97% (498) | 2% (8) | 1% (4) | 0% (1) | 0% (0) | 1% (4) |
| Bulletin announcements (printed) | 86% (441) | 2% (8) | 2% (8) | 2% (12) | 0% (1) | 9% (44) |
| Bulletin announcements (electronic) | 68% (342) | 4% (18) | 3% (13) | 4% (18) | 0% (1) | 22% (108) |
| Social media | 61% (309) | 21% (106) | 3% (14) | 8% (39) | 0% (0) | 8% (42) |
| Congregation website | 47% (236) | 17% (86) | 11% (54) | 9% (44) | 1% (6) | 16% (80) |
| E-newsletter | 36% (179) | 4% (22) | 34% (171) | 7% (35) | 1% (3) | 19% (94) |
| Email blasts (separate from e-newsletters) | 29% (145) | 17% (86) | 8% (41) | 22% (111) | 1% (4) | 24% (122) |
| Printed newsletters | 5% (24) | 1% (5) | 55% (282) | 11% (55) | 3% (17) | 25% (127) |

**Number of respondents ranged between 500 and 515 per item.*

Specifically, approximately how frequently do you share information or resources available from the ELCA churchwide organization through any of these channels?

| Weekly or more frequently | Several times a month | Monthly | Several times a year | Annually | Never or almost never |
|---------------------------|-----------------------|-----------|----------------------|----------|-----------------------|
| 6% (32) | 19% (99) | 22% (113) | 40% (206) | 4% (20) | 8% (42) |

**Number of respondents was 512.*

