

## // Anonymous Visitor Review Cheat Sheet

- **1 The goal:**
  - 1.1 In each church you are visiting your goal is to get in and out in as little time as possible (5-10 minutes is sufficient) with out causing a distraction while being able to ascertain the following things about each church.
- **2 The measurements**
  - 2.1 Parking lot
    - Are the cars newer or older? Lower end or higher end? Any trends?
  - 2.2 inside the service
    - Total number of people in attendance / estimate to the 25 or 50 count
    - What percentage full was the service?
    - What is the predominant age group in a 15 year window
    - What is the least predominant age group?
  - 2.3 How multi-cultural is the service (ie. percentage of minority)
  - 2.4 What are your thoughts on dress / attire of people on stage and in crowd
  - 2.5 Is there anything else that stands out to you
- **3 Just in case**
  - 3.1 If you have to "sneak out", it is always safest if you look at your phone and/or head towards the rest room.
  - 3.2 If confronted on the way out / hold up your phone and say " i have to go".
  - 3.3 If asked any questions at all
    - "I'm just in the area visiting churches"
  - 3.4 Do not tell anyone that you are with AL or that you're working unless they call the police on you.
- **4 Print materials**
  - 4.1 grab bulletins / brochures
  - 4.2 great place to take notes / less conspicuous