



INSTRUCTIONS FOR OFFERING THE SURVEY ONLINE

Although we do encourage congregations to complete the USCVS during a live worship service, the realities of COVID-19 have made that more challenging. It has even shifted our understanding of what a “live” worship service means. Alternately, even given the choice, some congregations would prefer not to take the survey during worship.

The URL for the online version of the survey is surveys.pcusa.org/s3/USCVS

One option is to offer the survey during an online worship service. However, you must consider the technical capacity of your worshipers before attempting this. We find that many people struggle with switching between browser tabs, and have trouble moving from email to the internet and back again. One possible way to do this in worship but circumvent some of these issues is to include taking the survey as a “call to action” at the end of service, sending them off with the link to the survey and instructions for taking a moment right then to complete it.

Go forth into the world in peace;
be of good courage;
hold fast that which is good;
render to no one evil for evil;
strengthen the fainthearted; support the weak;
help the afflicted; honor everyone;
love and serve the Lord,
rejoicing in the power of the Holy Spirit;
and the blessing of God Almighty, the Father, the Son, and the Holy Ghost,
be amongst you and remain with you always. Amen.

Now go take the U.S. Congregational Vitality Survey.

Even if you offer the survey during worship, it is helpful to share the link more widely, for those who were not in attendance that day. There are a few ways you can share this link with your members. I recommend selecting at least three of these so that you reach the most people, then hopefully they will hear about it more than once:

1. An email that introduces the survey and why you are doing it, along with a link.
2. Post a link to the survey on your social media pages
3. Include an invitation and the link in your church newsletter

Some tips we have for encouraging responses:

- Set a final deadline for when they must complete the survey
- Give them at least three opportunities to take the survey
- Write a personal, encouraging letter to accompany the survey link
- Give members a chance to talk about the survey amongst themselves or ask questions; perhaps schedule a Zoom on the topic.

If you have any other questions, please call us at 1-888-728-7228 (extension 2040) or email research@pcusa.org.