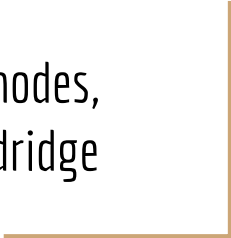




First United Methodist Church of Opelika

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Connor Casey, Robin Aldridge



About FUMC

- Located in downtown Opelika
- Established in 1837
- FUMC is the oldest Methodist church in Lee County.
- Vision: to transform passive attenders to active disciples of Jesus Christ

Summary

- Reason for study
 - Establish demographics of people that live, work and spend time in downtown Opelika
- Target Audience
 - People that spend time in downtown Opelika
- PR Issue
 - Lack of understanding audience
 - Lack of social media presence
- Questions based on two things
 - Informational objectives
 - Behavioral objectives

Research Specifics

- Research was done to determine what strengths and weaknesses downtown Opelika had, as well as what opportunities for improvement there were and what threats against improvement were present.
- We looked at demographic specifics of participants, such as gender and age. We wanted to discover their satisfaction level with the community of Opelika by asking if they enjoy visiting downtown Opelika and what they do there.
- The planning involved determining exactly what type of questions needed to be asked to accomplish our goal and give our client the demographics and behaviors they desired.

The information that we discovered while conducting our research should be the first step in FUMC understanding the Opelika community more cohesively.

Literature Review

- Hartford Institute for Religion Research study
- Roscoe J. Lilly thesis
- Christianity Today

“The **underlying belief** in this type of church is that the
relationships built through service
will result in **evangelism opportunities.**”

Hartford Institute for Religion Research study

“...preach on **serving**, model **compassion** yourself, become a broker of compassion opportunities, *tell the stories* of compassion in action, link the opportunities to the church mission statement, **require** groups and staff to participate, **reward** those who embody compassion and budget for serving.”

Roscoe J. Lilly's thesis

Step one: Define **success**

Step two: **prepare**

Step three: Provide **personal leadership**

Step four: Move into the **community**

Methodology

- Survey created using Qualtrics
 - 19 questions
- Distributed through Facebook
 - November 14 - 28
- 212 before screener question
 - 150 participants total
- Types of Questions Used
 - Screener, Demographics, Likert, Multiple Choice, Open Ended

Media Analysis- Strengths

- FUMC has a Facebook account they consistently utilize to inform their audience about events and updates within the church.
- FUMC has an Instagram for their youth ministry. This engages well with the younger demographic and allows an interactive way to keep students informed.
- They have a well-organized website which allows for an easy user experience.

Media Analysis- Weaknesses

- FUMC's website is outdated with a lack of visuals, graphics and engaging materials. It is difficult to read as the font size is too small and there are too many words on each page.
- They lack many social media platforms such as Twitter, Snapchat, a main Instagram page and YouTube.
- There are no links to social media on the homepage of the website.
- FUMC currently does not have a contemporary worship service.

Media Analysis- Opportunities

- A new website could generate new energy in the church and new members.
- Through their social media they can create infographics and videos from sermons for the public to promote listening to their podcasts.
- They have the opportunity to reach out to Opelika and its residents in order to better engage with them and foster a closer community.

Media Analysis- Threats

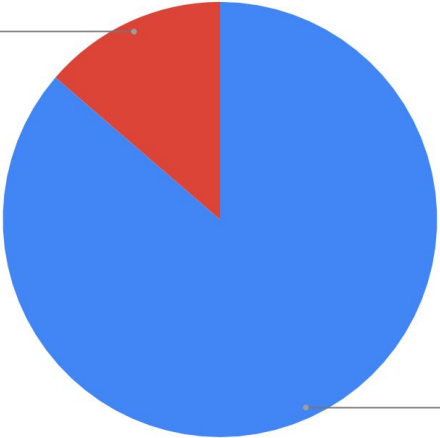
- Technology is constantly changing. FUMC does not seem to have social media as a major priority which could potentially lead to FUMC falling behind other churches in the area.

Results

- Sample size of 150 respondents after our screener question
- Demographic results:

Points scored

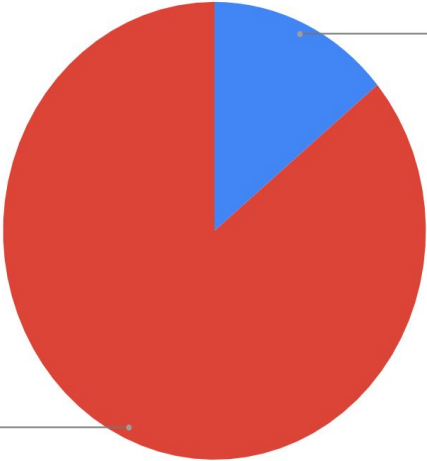
Non-residents of Opelika
13.7%



Residents of Opelika
86.3%

Points scored

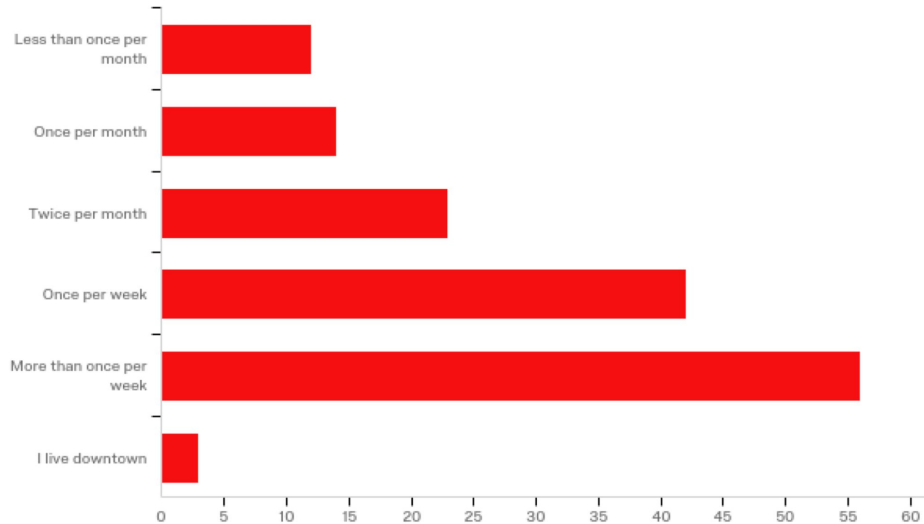
Male
14.0%



Female
86.0%

Population Characteristics

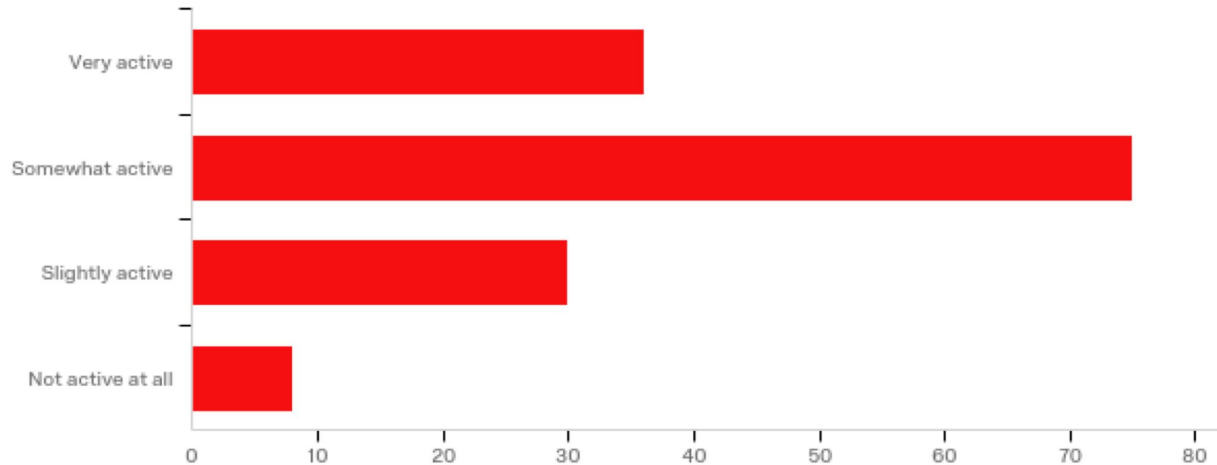
- 124 out of 150 (82%) respondents have lived in Opelika for 10+ years
- 37% frequent the downtown area more than once per week



- Majority of respondents strongly agree that Opelika is a pleasant place to live (87%)
- One respondent said that they strongly disagree with Opelika being a pleasant place to live.

Population Characteristics

- 111 out of 150 range between very active and somewhat active
- 5% of respondents stated that they are not active in the community at all.



Favorite downtown activities?



What respondents love most about their community:



Areas respondents believe need improvement:

- Beautification efforts
- Race relations
- Low income housing
- Publicity
- Adult activities
- Community outreach

Recommendations

- Get out in the community
- Once a month outreach event
- Visit popular downtown spaces
- Draw the community in with events
- Partner with other churches or businesses
- Serve the community
- Have different events at the church for different age groups
- Fix what Opelika needs improvement on
- Online presence
- Social media



Questions?





Thank You
For Your
Time

