

How Magnetic Is Your Community Service Event?

A 10-Ingredient Self-Assessment

Many churches serve their communities. That is a good thing. But not every service event becomes magnetic. Magnetic Community Service is built through design, not accident. This tool helps your team surface blind spots, identify the 2 or 3 weakest ingredients, and decide what to improve next. The goal is not guilt. The goal is clarity and improvement.

Event: _____ Date: _____

Use: ☐ Last event ☐ Upcoming event

Scoring instructions

Score each question honestly based on either your most recent outreach event or the one you are currently planning. Do not score your intention. Score what is actually designed and likely to happen.

- 1 = Not true at all
- 2 = Weak or inconsistent
- 3 = Somewhat true
- 4 = Strong
- 5 = Very strong. Clearly true

How scoring works: Each ingredient has two diagnostic questions. Mark one box per row. Left to right is 1 to 5. Add Q1 + Q2 (raw total 2-10), then convert to a 10-50 ingredient score using the table below.

Raw total	2	3	4	5	6	7	8	9	10
Score (10-50)	10	15	20	25	30	35	40	45	50

Assessment

Mark one box per row. Left to right is 1 to 5.

1. Clear Cause

Clarity lowers invite friction. If the cause is fuzzy, people hesitate to participate and even more to invite.

Q1: Could a volunteer explain the cause in one sentence without insider language?	☐ ☐ ☐ ☐ ☐
Q2: Is the win specific and measurable (who, what, how many, by when)?	☐ ☐ ☐ ☐ ☐

2. Fun Factor

Joy makes service repeatable and shareable. If it feels flat, people will serve once and disappear.

Q1: Did the event feel energetic and celebratory, not like a work detail?	☐ ☐ ☐ ☐ ☐
Q2: Did volunteers leave with stories they wanted to tell (photos, laughter, pride)?	☐ ☐ ☐ ☐ ☐

3. Mass Mobilization

Scale turns outreach into an identity moment. Whole-church mobilisation requires structure, not hype.

Q1: Did participation move beyond the usual outreach crew toward broad church involvement?	☐ ☐ ☐ ☐ ☐
Q2: Did you build a leader-to-volunteer structure that could support 50% or more participation?	☐ ☐ ☐ ☐ ☐

4. Local Partnerships

Partnerships transfer trust. Serving with credible local partners increases community credibility and repeat opportunities.

Q1: Was a trusted local partner visibly involved in the event (not just a handoff of donations)?	☐ ☐ ☐ ☐ ☐
Q2: Would the partner gladly work with you again because the experience was aligned and helpful?	☐ ☐ ☐ ☐ ☐

5. Invite-Friendly Design

Invite-friendly design reduces social risk for the inviter. Predictable events are easier to bring friends to.

Q1: Was the event time-boxed and predictable with clear expectations for a first-timer?	☐ ☐ ☐ ☐ ☐
Q2: Did your invite copy answer: what we are doing, when, where, what to wear, and what to expect?	☐ ☐ ☐ ☐ ☐

Assessment (continued)

Mark one box per row. Left to right is 1 to 5.

6. Guest Experience

Guests decide quickly if they belong. Hospitality must be designed from parking lot to follow-up.

Q1: Would a first-time guest know exactly where to go within 60 seconds of arriving?	☐ ☐ ☐ ☐ ☐
Q2: Did every guest receive warm follow-up within 48 hours with the event referenced clearly?	☐ ☐ ☐ ☐ ☐

7. Media & Storytelling

If you do not capture the story, the impact stops at the event. Story multiplies credibility and future invites.

Q1: Did you assign a story lead and capture intentional photos, video, and quotes (not random shots)?	☐ ☐ ☐ ☐ ☐
Q2: Did you share at least one human story that showed why it mattered, not just what happened?	☐ ☐ ☐ ☐ ☐

8. Social Media Momentum

Visibility fuels momentum. When volunteers post, it creates social proof and normalises serving.

Q1: Did volunteers share the day from their own accounts, not just a staff post?	☐ ☐ ☐ ☐ ☐
Q2: Did you execute an afterglow plan in the first 24 hours (recap, thank you, next invite)?	☐ ☐ ☐ ☐ ☐

9. Weekend Celebration

What gets celebrated gets repeated. Sunday celebration turns one day of service into church identity.

Q1: Did you celebrate the outreach the next weekend with both stories and impact numbers?	☐ ☐ ☐ ☐ ☐
Q2: Did the celebration invite non-participants into next time, without guilt or exclusion?	☐ ☐ ☐ ☐ ☐

10. Next Step Invitation

Momentum fades without a next step. Clear pathways turn a crowd into community and leaders.

Q1: Did every participant receive one clear next step that matched their category (crowd, community, core)?	☐ ☐ ☐ ☐ ☐
Q2: Did you assign owners and timelines for follow-up instead of hoping it happens?	☐ ☐ ☐ ☐ ☐

Score Summary and Next Moves

Calculate each ingredient score (10-50) and write it below. Then circle your top 3 and bottom 3. Start improvement with the bottom 2 or 3.

Ingredient	Score (10-50)	Notes (what to fix or protect)
Clear Cause	-----	-----
Fun Factor	-----	-----
Mass Mobilization	-----	-----
Local Partnerships	-----	-----
Invite-Friendly Design	-----	-----
Guest Experience	-----	-----
Media & Storytelling	-----	-----
Social Media Momentum	-----	-----
Weekend Celebration	-----	-----
Next Step Invitation	-----	-----

Top 3 strengths: -----

Bottom 3 priorities: -----

Reflection prompts

- Which ingredient most limited our event's impact?

- Where did we assume strength but actually have weakness?

- Which weak area is most important to improve before our next event?

- Which training module should we rewatch first?

Action plan

Ingredient to improve first	Video/resource to revisit	One design change before next event	Owner
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Score interpretation

40-50: This ingredient is a strength. Protect it.

30-39: This ingredient is decent, but could be sharpened.

20-29: This ingredient is limiting your event.

Below 20: This is a priority area to address before your next outreach.

Module and tool map

Rewatch the module that matches your lowest-scoring ingredient. Then pull the matching tools and implement one upgrade.

Clear Cause: Clear Cause module; Crafting Your One-Sentence Clear Cause worksheet; From Idea to Clarity team discussion guide; Clarity Alignment Audit	Guest Experience: Guest Experience module; Guest Experience Checklist; 48-Hour Guest Follow-Up Playbook; Guest Experience Champion guide
Fun Factor: Fun Factor module; Fun Factor Design Checklist; Fun Factor Scorecard; Low-Budget Fun Ideas Playbook	Media & Storytelling: Media & Storytelling module; Must-Get Shot List; Volunteer Media Team playbook
Mass Mobilization: Mass Mobilization module; Mass Mobilization Master Plan timeline; Mobilization Org Chart Builder; 50% Target Calculator	Social Media Momentum: Social Media Momentum module; Designing Shareable Moments guide; Afterglow Strategy
Local Partnerships: Local Partnerships module; The First Conversation listening guide; Partnership Flywheel strategy	Weekend Celebration: Weekend Celebration module; Weekend Celebration Run Sheet; Celebration Story Bank; Inviting Community Partners to the Celebration Moment; Designing the Celebration Moment checklist
Invite-Friendly Design: Invite-Friendly Design module; Invite-Friendly Design Checklist; 3x3 Invite Challenge Toolkit	Next Step Invitation: Next Step Invitation module; Momentum Stewardship Checklist; Inviting People Forward conversation guide; Crowd, Community, Core Next-Step Planner



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