



Second Episcopal District of the African Methodist Episcopal Church

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SAMPLE 2024 VIRTUAL METRICS REPORT SAMPLE

Annual Conference: _____
Conference Opening Date: _____
Pastor's Name: _____
Pastor's Address: DOES NOT APPEAR ON PUBLIC FORM
City: _____ State: _____ Zip Code: _____
Telephone: _____ Email Address: _____

Presiding Elder District: _____
Presiding Elder's Name: _____
Name of Church: _____
Church's Address: _____
City: _____ State: _____ Zip Code: _____
Telephone: _____ Website: _____

Which platform(s) does the congregation regularly use for worship during the pandemic? [] Zoom [] Facebook [] YouTube

[] Church Website [] Phone/Teleconference [] In Person/Parking Lot [] Other virtual platform? _____

Who is the owner of the virtual platforms used for broadcasting worship services? ___ Pastor ___ Church ___ Other

Who is the owner of the giving platforms used for receiving church donations? ___ Pastor ___ Church ___ Other

If owned by Church, are login credentials for platform known or accessible to at least one officer in the church? ___ Yes ___ No

If owned by Pastor or Other, is a plan in place to transition access to church if needed? ___ Yes ___ No

VIRTUAL CHURCH OVERVIEW

- 1. Total number of conversions from all virtual platforms? _____
2. Total number of accessions from all virtual platforms? _____
3. Has your weekly bible study numbers increased? [] Yes [] No
a. If yes, by how many people? _____
4. What new ministries have you been able to implement to be a blessing to your church and community?
5. How did the congregation regularly receive offerings during the pandemic?
6. Have you experienced an increase/decrease in giving since last Annual Conference? Amt of increase \$ _____ Decrease \$ _____
7. Have you applied for and or received any government stimulus money? Total amount received? _____
8. As we continue to navigate the need for virtual church experiences, what training or professional development needs do you have that the church can assist you with?

VIRTUAL WORSHIP METRICS

Zoom Engagement

Services per week? _____ Average participation per service? _____
When did you launch your first service (month/year)? _____

Facebook Engagement

Services per week? _____ Average views per week? _____
12 Month Audience Reach? _____ Avg concurrent viewers? _____
When did you launch your first service (month/year)? _____

YouTube Engagement

Services per week? _____ Avg. watch time per service? _____
Avg. engagement per week? _____ Avg. viewers per week? _____
Number of subscribers? _____ When did you launch your first service (month/year)? _____

Website Engagement

Services per week? _____ Avg. pageviews per service? _____
Avg. visitors p/week? _____ Avg. engagement p/week? _____
When did you launch your first service (month/year)? _____

Teleconference Engagement

Services per week? _____ Avg. callers per service? _____
When did you launch your first service (month/year)? _____

Other Virtual Platform Engagement

Which platform(s)? _____
Services per week? _____ Avg. participants per service? _____
Average engagement time per week? _____
When did you launch your first service (month/year)? _____