every pew

# Why Every Pew is *different.*

Hallway talks, homegrown polls, town halls and national surveys each leave a gap. Every Pew is built to close them.

| WHAT YOU GET | Every Pew | DIY survey | Hallway talks | Town halls | National surveys |
|---|---|---|---|---|---|
| **Anonymous, so people speak honestly**<br>Honest input without the awkwardness | ✓ | ◐ | ✗ | ✗ | ✓ |
| **Reaches quieter, less engaged members**<br>Not just the loud or ever-present | ✓ | ◐ | ✗ | ✗ | ✓ |
| **Plain language, no insider terms**<br>Questions crafted for clarity | ✓ | ✗ | – | – | ✓ |
| **One idea per question**<br>Results without ambiguity | ✓ | ◐ | – | – | ✓ |
| **Built around your actual programs**<br>Not generic, not one-size-fits-all | ✓ | ✓ | ✓ | ✓ | ✗ |
| **Results crossed with demographics**<br>See who really wants what, by life stage | ✓ | ◐ | – | – | ◐ |
| **Interest checked against participation**<br>Who wants it vs. who would show up | ✓ | ✗ | ✗ | ✗ | ✗ |
| **Checks who actually responded**<br>Flags bias against your real congregation | ✓ | ✗ | ✗ | ✗ | ◐ |
| **Clear direction, not just a score**<br>Double down, hold back, or look closer | ✓ | ✗ | ✗ | ✗ | ✗ |
| **A resource for call and search teams**<br>Inform candidates about your direction | ✓ | ◐ | ◐ | ◐ | ◐ |

✓ Yes ◐ Sometimes ✗ Rarely – Not applicable

ANONYMOUS BY DESIGN

## Honesty is easier when it's anonymous.

People hold back when a program isn't working for them, or when sharing a need feels too personal. Anonymous answers make it safe to say it.

BENEATH THE TOP LINE

## The top request isn't the whole story.

Say parenting classes rank first. Cross that with who has children at home, and you may find parents are the only ones who didn't ask for them.

## Let's build a clearer path forward.

EVERY PEW · HEAR THE WHOLE CONGREGATION

LET'S TALK →