

Church Marketing ROI Calculator

Calculate Your Community Outreach Investment Potential

Input Your Church Information

Current Situation: - Current Weekly Attendance: ___ - Average Annual Giving per Member: \$ _ - Current Marketing Budget: \$ __ - Community Population within 5 miles: _

Proposed Investment: - Feather Flag Investment: \$ __ - Expected Attendance Growth: __% - Implementation Timeline: _____ months

ROI Calculation Framework

Step 1: Calculate Current Annual Value $\text{Current Weekly Attendance} \times 52 \text{ weeks} \times \text{Average Annual Giving} = \text{Current Annual Value}$

Step 2: Project Growth Value $\text{Current Annual Value} \times \text{Expected Growth Percentage} = \text{Additional Annual Value}$

Step 3: Calculate ROI $(\text{Additional Annual Value} - \text{Feather Flag Investment}) \div \text{Feather Flag Investment} \times 100 = \text{ROI\%}$

Step 4: Determine Break-Even Point $\text{Feather Flag Investment} \div (\text{Additional Annual Value} \div 12 \text{ months}) = \text{Break-Even Months}$

Sample Calculation

Example Church: - Current Weekly Attendance: 150 people - Average Annual Giving: \$1,200 per member - Current Marketing Budget: \$2,500 - Feather Flag Investment: \$400 - Expected Growth: 25%

Calculations: - Current Annual Value: $150 \times 52 \times \$1,200 = \$9,360,000$ - Additional Annual Value: $\$9,360,000 \times 0.25 = \$2,340,000$ - ROI: $(\$2,340,000 - \$400) \div \$400 \times 100 = 584,900\%$ - Break-Even: $\$400 \div (\$2,340,000 \div 12) = 0.002 \text{ months}$

Industry Benchmarks

Typical Church Marketing Results: - Traditional Signage: 5-10% awareness increase - Digital Displays: 15-25% visibility improvement - Print Advertising: 10-20% event attendance boost - Feather Flags: 25-40% new visitor increase

Investment Comparison: - Traditional Signs: \$3,000-8,000 (one-time) - Digital Displays: \$5,000-15,000 + ongoing costs - Print Materials: \$500-2,000 (recurring) - Feather Flags: \$300-600 (one-time)

Success Factors for Maximum ROI

Optimal Placement Strategy: - Main entrance visibility: 2-3 flags - Street-facing positions: 2-3 flags - Parking area guidance: 1-2 flags - Event-specific locations: 1-2 flags

Message Optimization: - "Welcome" and "All Welcome" for inclusivity - "Join Us" for community invitation - Specific program names for targeted outreach - Seasonal messages for special events

Timing Considerations: - Sunday morning visibility (peak drive-by time) - Special event promotion (holidays, programs) - Community outreach campaigns - New member drives

Long-Term Value Projection

Year 1 Benefits: - Immediate visibility improvement - Increased first-time visitor inquiries - Enhanced community awareness - Professional appearance upgrade

Years 2-5 Benefits: - Sustained attendance growth - Word-of-mouth referral increase - Community reputation enhancement - Reduced need for other marketing

Implementation Checklist

Pre-Installation: ☐ Check local zoning regulations ☐ Obtain necessary permits ☐ Plan optimal placement locations ☐ Coordinate with church leadership

Installation Phase: ☐ Professional setup training ☐ Weather-appropriate timing ☐ Community announcement ☐ Photography for documentation

Post-Installation: ☐ Track attendance metrics ☐ Monitor community feedback ☐ Adjust placement as needed ☐ Plan seasonal message updates

Contact Information

For personalized ROI calculations and implementation guidance:

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Free Consultation Available Our church marketing experts can provide customized ROI projections based on your specific community demographics and church goals.

This calculator is designed to help religious organizations make informed decisions about community outreach investments. Results may vary based on local factors, implementation quality, and community demographics.