

Escalate Your Church Growth

with the right tools

**digital engines to
reach your community**

Class 1

Free Tools for Digital Engine

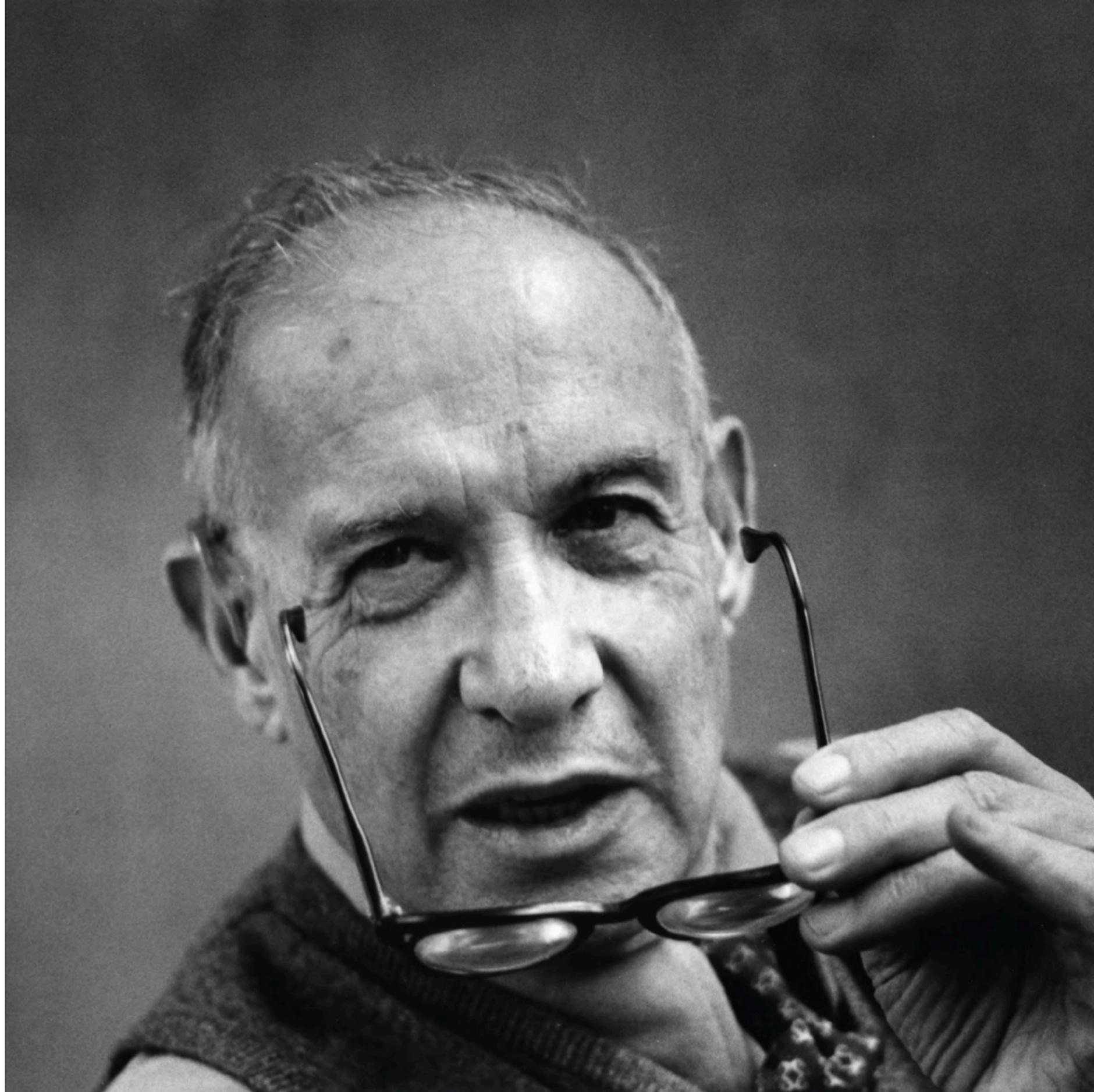
The Pastor Poll

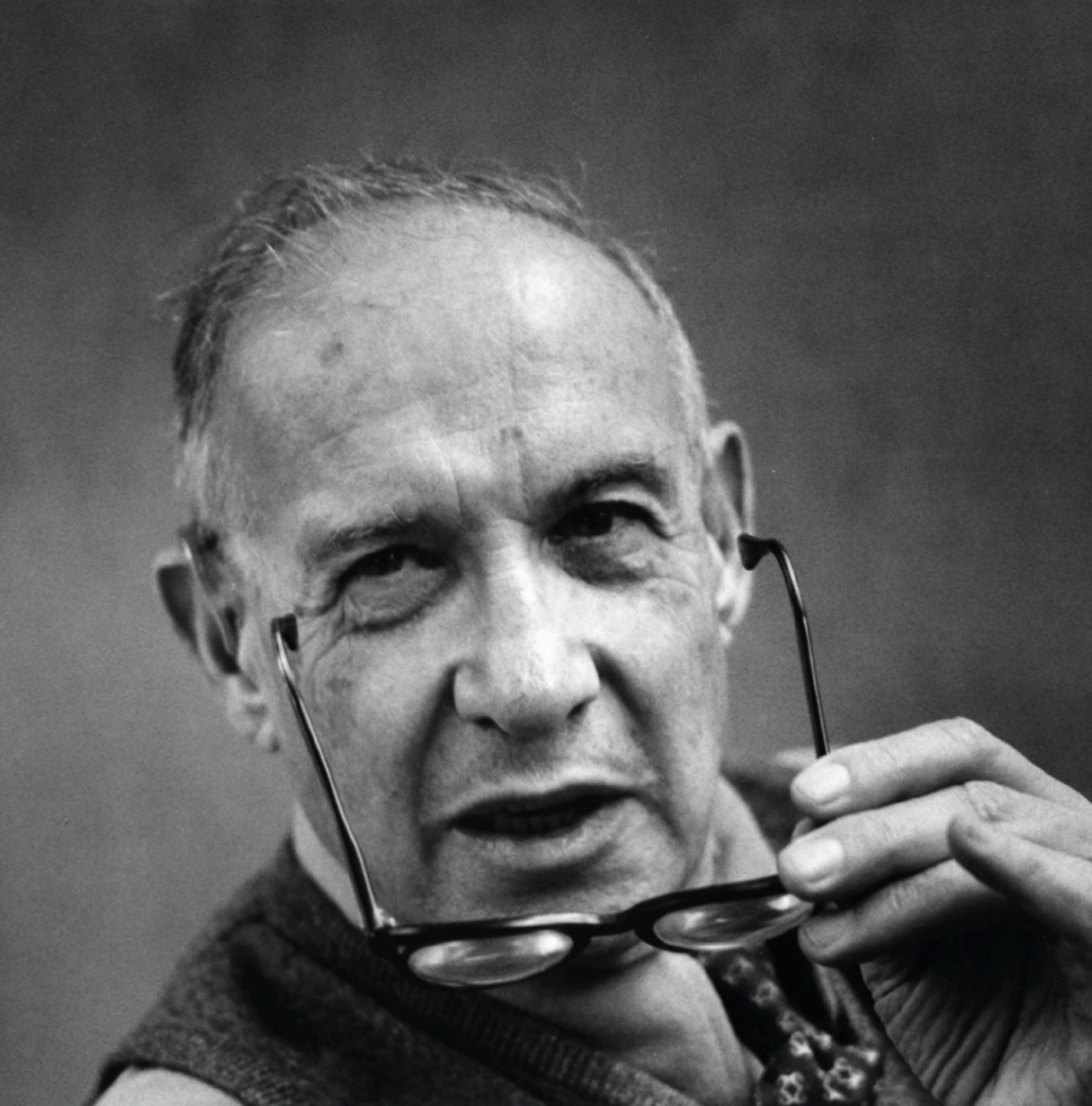
Rick Warren considered Peter Drucker a mentor.

Drucker told me:

The function of church management is to make the church more churchlike, not more businesslike.

It's to allow you to do your mission.



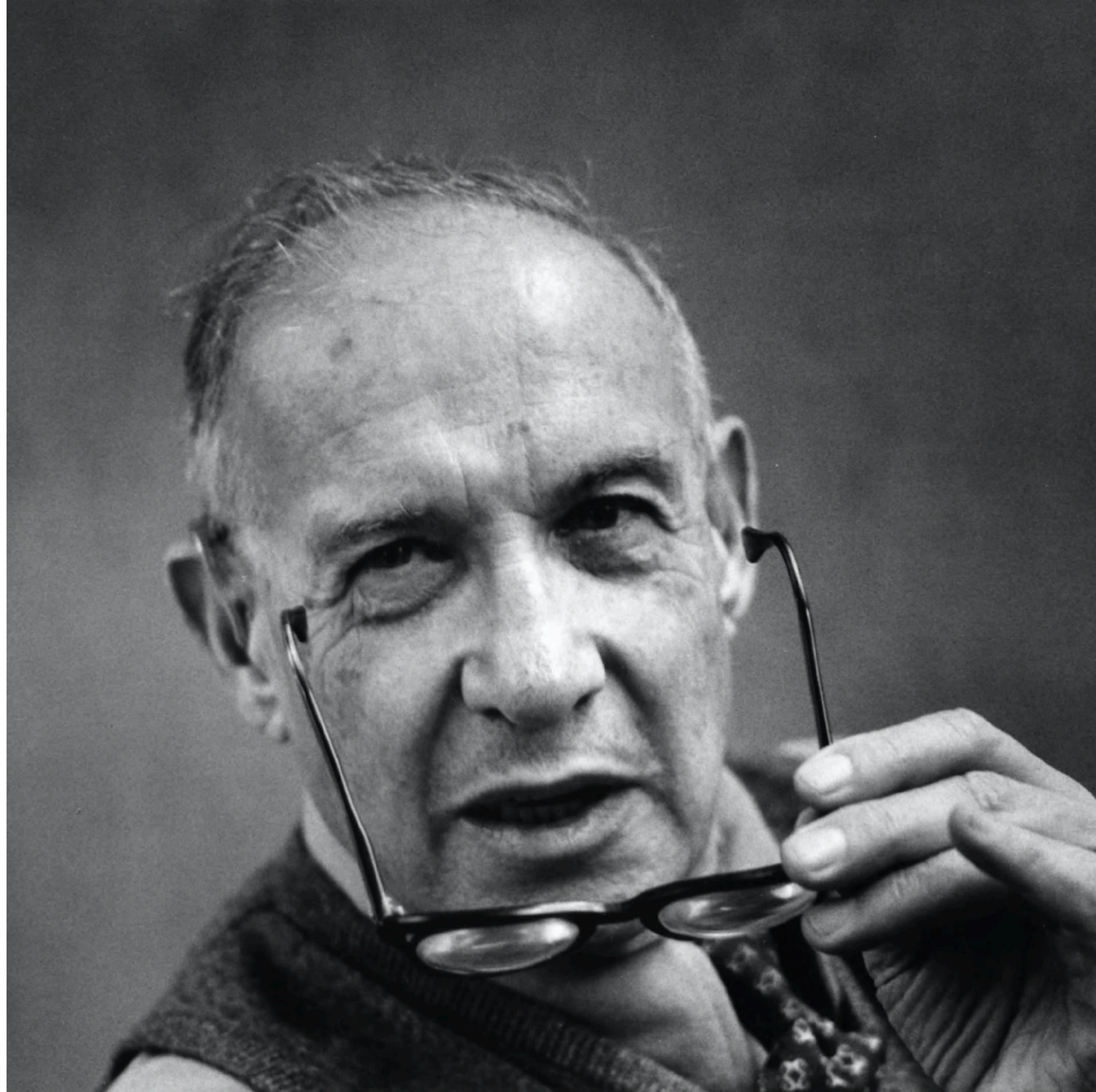


Peter Drucker, 1909-2005, is best described as the founder of modern management.

He coined the term “knowledge worker” and considered that to be the next frontier of management.

***Knowledge workers
main capital is
knowledge for
engineers, physicians,
programmers,
architects, scientists,
lawyers, et al.***

***Their work requires
one to “think for a
living.”***



Defining Digital Engines

Church Digital Engines

Personal Computers	1990
Cell Phones	2000
Websites & Analytics	2005
Church Management Systems	2007
Social Media, Podcasts	2010
Online Giving	2015

A Plethora of Digital Engines

Website—Wordpress ...



Web Analytics—Google ...

Maps with church info—Apple, Google ...

Online Giving—Pushpay, Gyve ...



Ratings & Comments—Yelp, Facebook ...

Mobil Aps—Subspash ...

Broadcast Tools—Churchonline, Resi ...



Change Accelerated in COVID-19

Broadcast Worship 2020

Barna State of the Church 2020

Gloo Assessments 2020

Tron

The Innovator

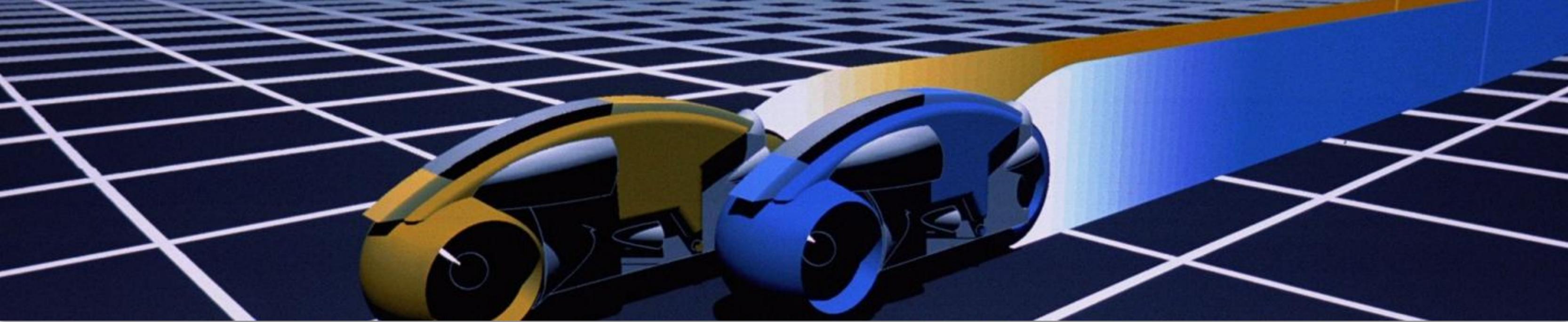
Tron, 1982

Jeff Bridges transports inside the software world of a mainframe computer to interact with programs in his attempt to escape.

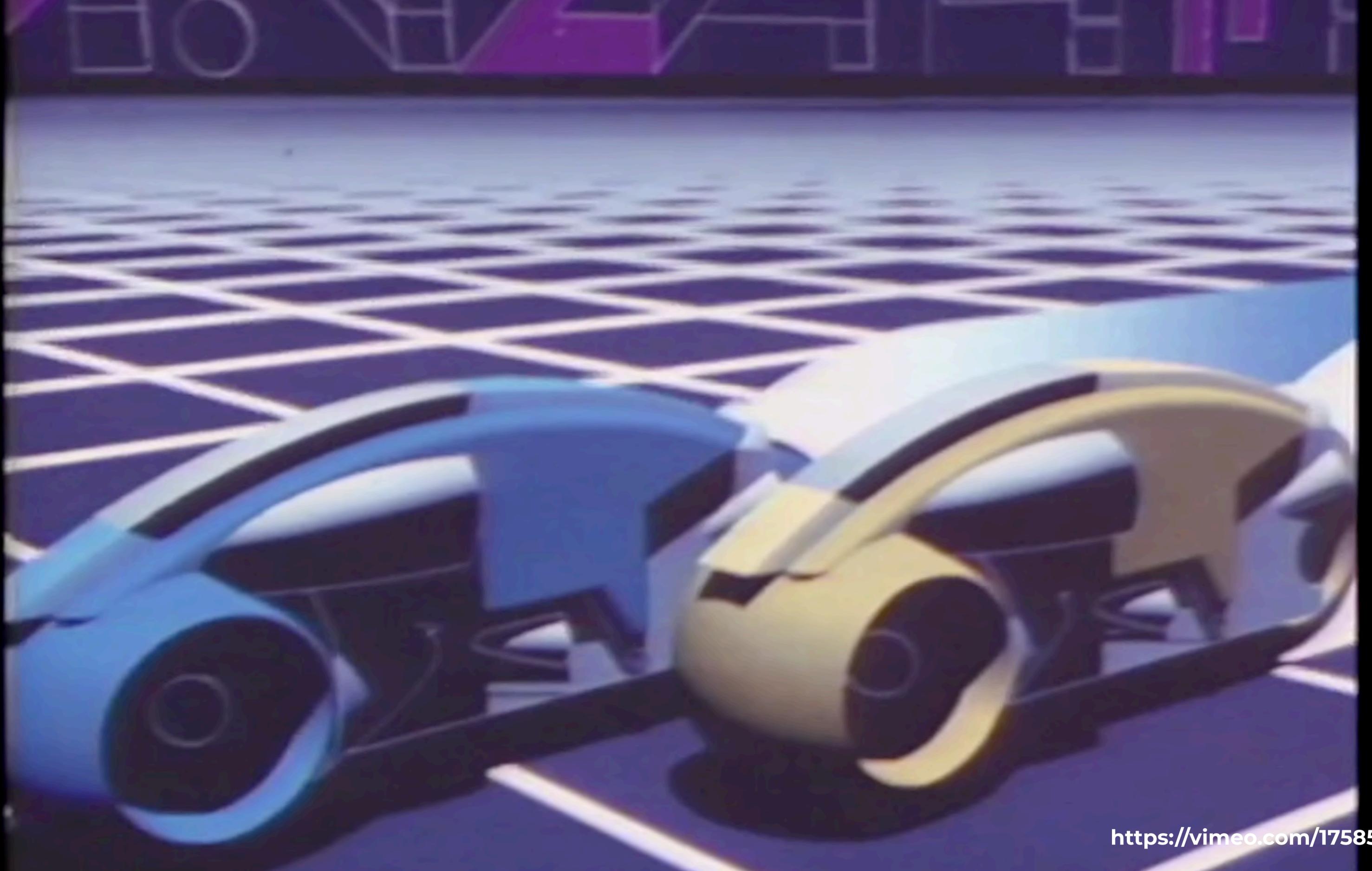


Moviestore/REX/Shutterstock

Tron is a unique cultural artifact, sitting on the divide between old and new cinema.



The Master Control Program has chosen you to serve on the Grid. Those of you who continue to profess a belief in the Users will receive the standard substandard training, which will result in your eventual elimination.



Game Changing Movie

It isn't a great movie, but an important one. Released in 1982, Tron tried to plug into the immense popularity of video arcades.

Tron Sets the Stage

Although the film was an initial failure, the video games based proved to be a hit and out-grossed the film.

A Threat

The threat of Tron was that computers were going to get involved with movie making.

Steven Lisberger, Tron Director

A Terrifying Threat

It's difficult to emphasize enough how terrified of computers and technology people were, and Hollywood in particular.

Steven Lisberger, Tron Director

Fear of Change

Many Disney animators refused to work on Tron because they feared that computers would put them out of business.

22 years later Disney closed its hand-drawn animation studio.

Computers as Common?

Hollywood was shocked.

Disney suggested that

*computers were going to be
part of everyone's lives.*

Steven Lisberger, Tron Director

Computer Cheating

The Motion Picture Academy refused to nominate Tron for a special-effects award because, “The Academy thought we cheated by using computers.”

***Without Tron, there
would be no Toy Story.***

**John Lasseter
Disney/Pixar**

Tron in Nostalgia

Over the decades, Tron gained a patina of nostalgia. It's more of a Disney film now. It was very upsetting that Disney crossed the line and did something for which there was no precedent.

Steven Lisberger, Tron Director

**Practical
Takeaways
*The Innovator***

In the rise of digital engines, we went from few computers in 1982 to CGI on your phone

PHILLIPS is both old school and new school.



"I'll be back. I'm going to go mail my email on this computer to Whitley at our West Coast office."

Digital Engines at Church

Website Conversation

I never look at a church website.

What if you are traveling?

***Oh, to find a church in a new city,
of course I check the web.***

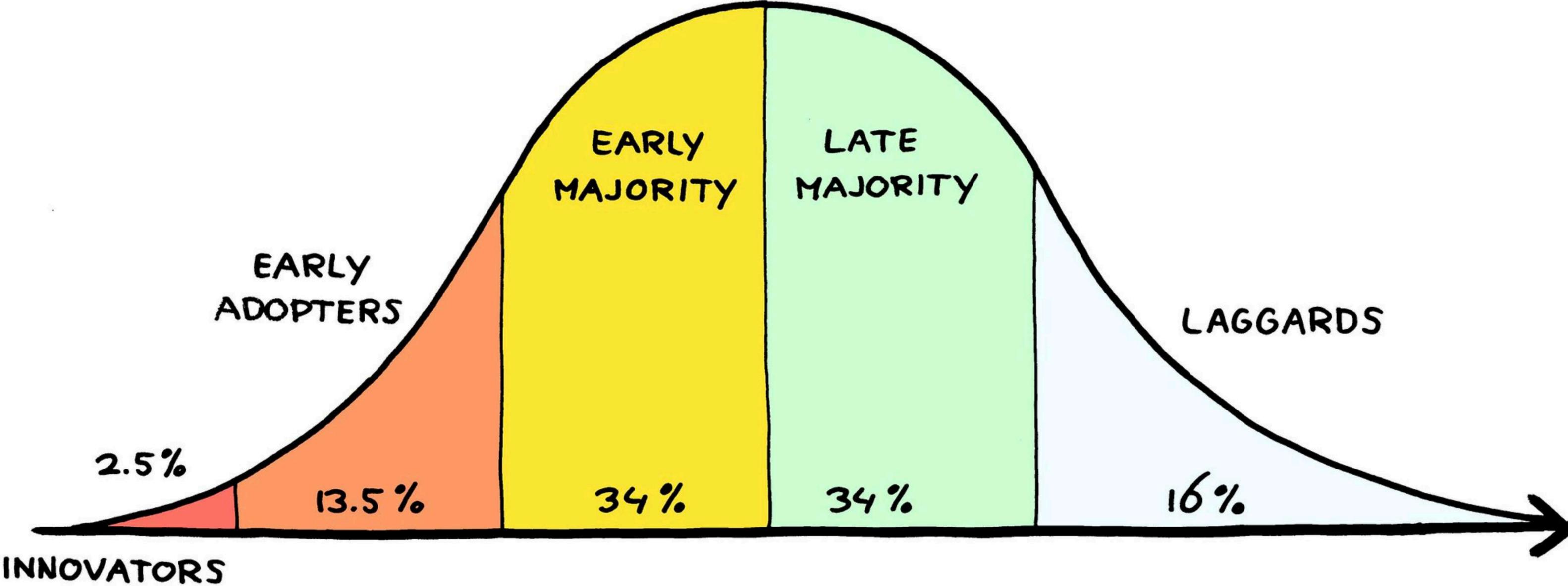
Digital engines are cheating

***It's impersonal—not
pastoral***

We haven't done it this way!

Diffusion of Innovation

Everett Rogers originated the theory and introduced the term *early adopter*



Adoption Patterns

***Society moves from fear,
acceptance to adoption.***

***Church digital engines follow
the same pattern.***

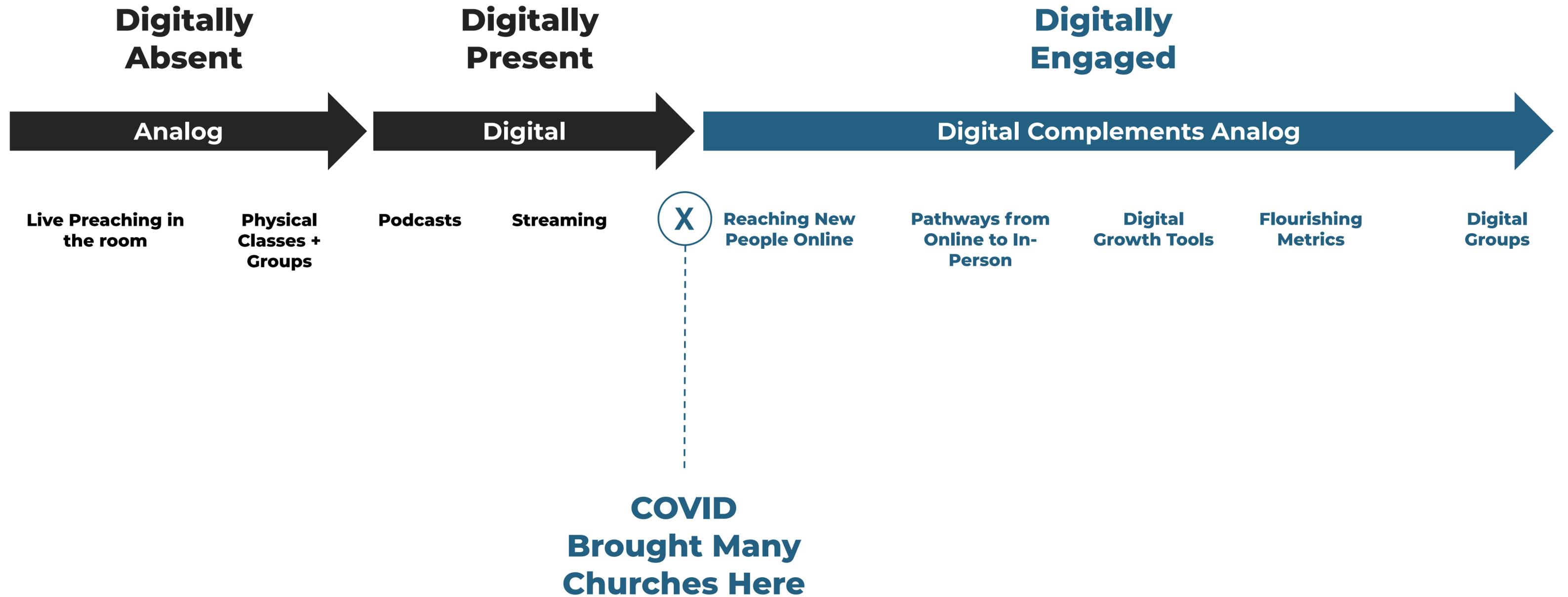
Brad Hill

The Heart of Gloom

gloo

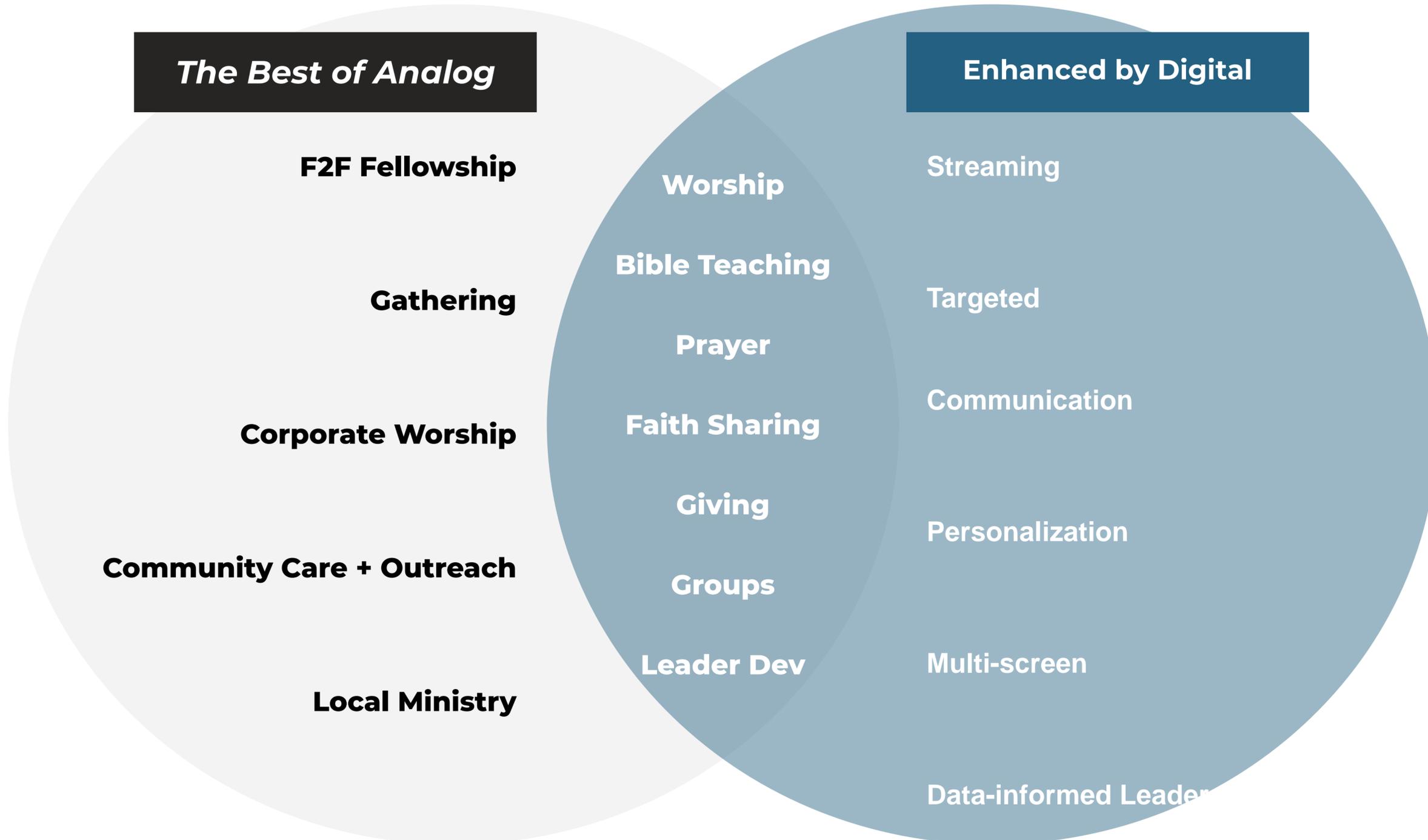


Digital Church Strategy Continuum



The Digitally Engaged Church

enables the Growth Journey Mindset



When a church thrives, what does it look like?

Attract



Get



Keep



Grow



Multiply

It identifies and attracts **more of the right people**, including those who would not otherwise attend in-person.

It **knows exactly who is connecting** with the church (either online or in person), and has the right tools to measure and refine this process.

It builds a habit of checking in with people, **assesses each person's** baseline and potential as they begin and continue their journey.

It matches each participant to a **personalized growth journey** in the context of relationship (leader, teacher, peer, or other).

It produces a steady stream of **flourishing, transformed people** who contribute to the growth of others.

Solutions to help the church engage digitally

gloo



Get the pulse of your people, your leaders and your community.

Insanely high completion rates, built for the church.



Regain visibility into your online audience. Know your people and community.

Get the right messages to the right people at the right time.



The essential learning platform for busy leaders.

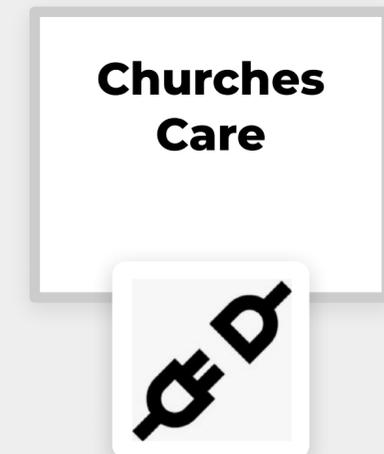
All the wisdom, learning and tools from Barna in one place.

Coming Fall 2020



Real-time data / analytics for networks and churches.

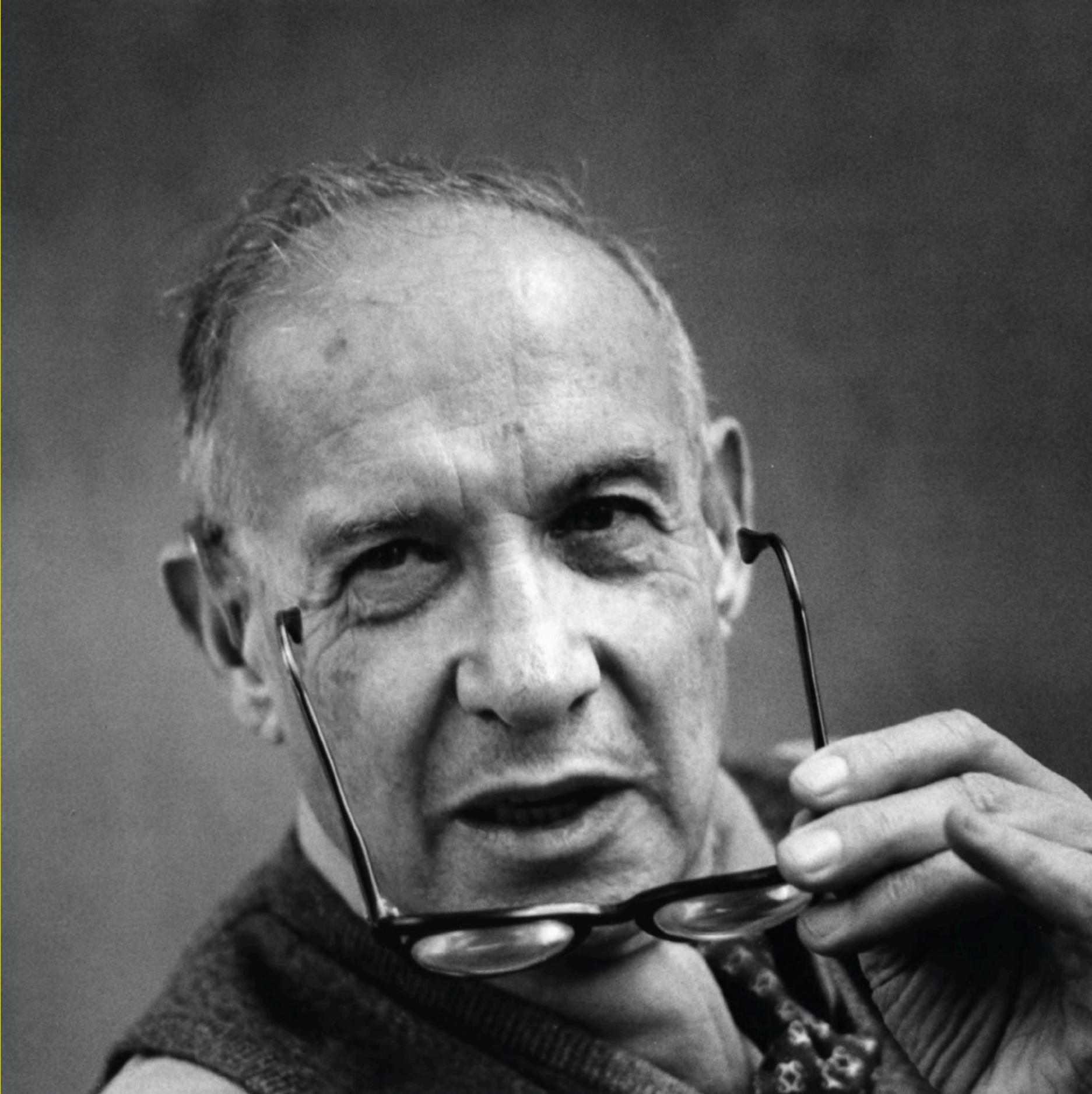
See what's working where.



Get people from behind their digital screens so you can start a relationship. No new staff or tech required.

**Gloo is our
poster child
and subject of
analysis**

If you want to do something new, you have to stop doing something old.

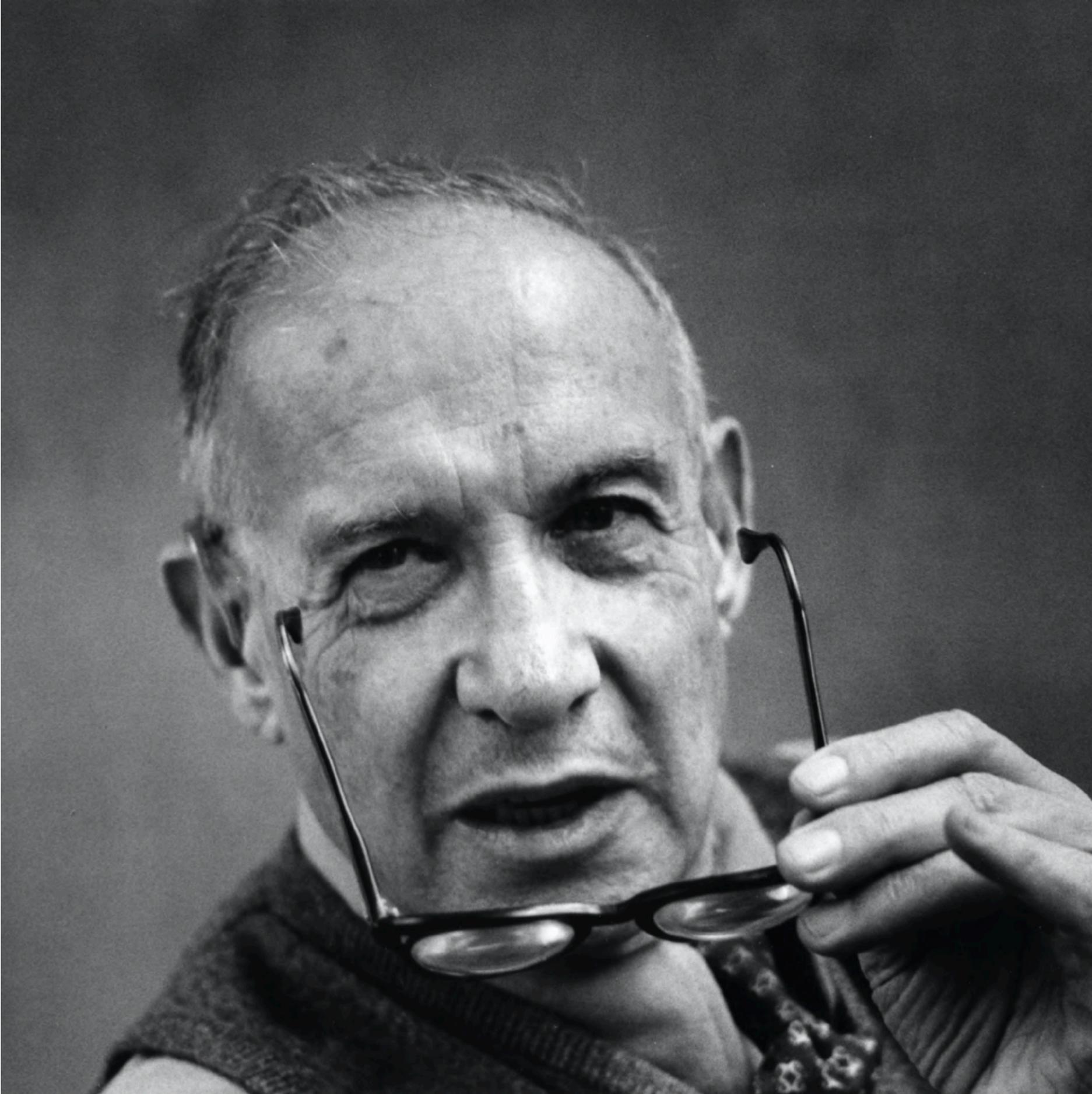


WHO USES GLOO



***Management
is doing
things right.***

***Leadership is
doing the
right things.***



Introduction to Assessments

**Digital warmth
and connection
is vital**

Warmth



XPastor

Connected





Gain wisdom and guide next steps by asking the right questions.

Validated assessments ensure you ask meaningful questions that give you a clear evaluation of your congregants and church so you don't let opportunities to connect slip through the cracks.



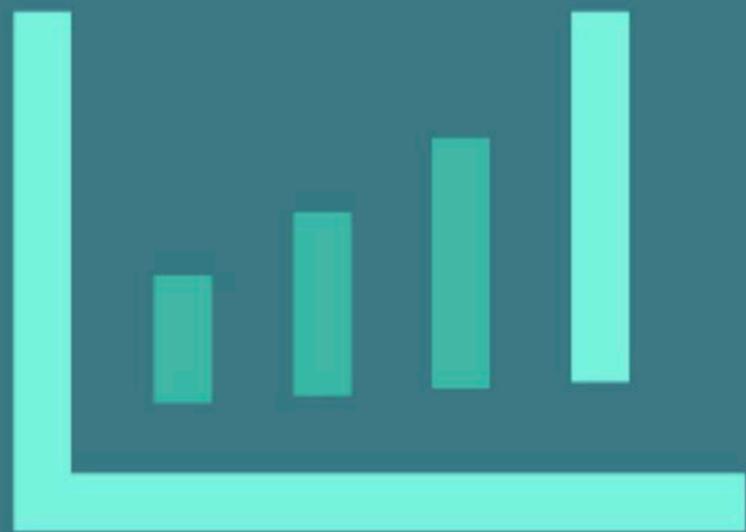
Deploy anytime, anywhere, on any device to maximize participation.

Ready-to-go evaluations can be used right away. Launch assessments via text message, email, and web. Maximum participation means you keep your finger on the spiritual pulse at your church.



Put data on display, measure results, and know what works—in real time.

Real-time reporting means when you ask today, you know today, so you can take action fast. Guide next steps after completion with content suggestions that keep people engaged and growing.



**With digital assessments,
your options of distribution
increase with ease, and can
drive higher participation.**

Assessments

Can the questions be trusted?

Am I qualified to use an assessment?

How do I reach different groups in the congregation?

Are they hard to deploy?

Is engagement and participation challenging?

Do I have to wait a long time to get results?

Will the results be presented clearly?



ChurchPulse
by Barna

Assessment

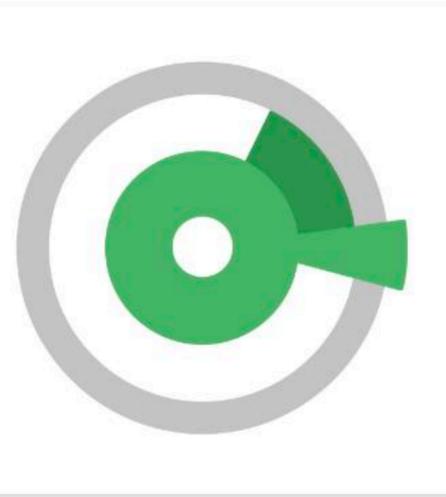
FREE



Barna Access
by Barna

Content

FREE



Insights+
by Gloop

Application

PREMIUM



Crisis Toolkit
by Barna

Toolkit

FREE



Community Services Directory
by Gloop

Application

FREE



Network Discover
by Gloop

Content

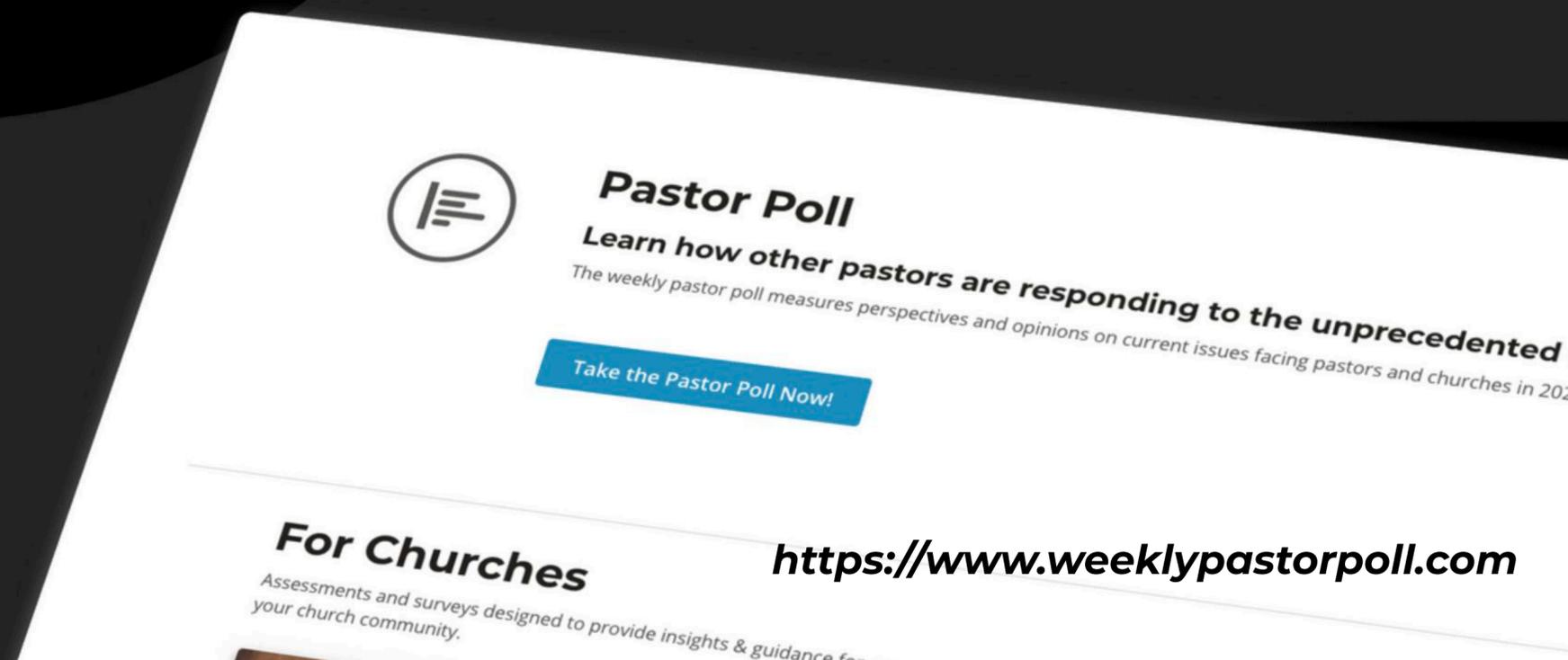
FREE

Assessments from Gloop

DEAR PASTOR, THIS IS A RACE YOU CAN'T AFFORD TO LOSE

Get ahead with the **FREE**
Digital Church Pastor Poll.

START YOUR FREE POLL



Kurt Vetterling

***Getting Inside the
Free Weekly Pastor Poll***

How are you doing? How's the church? What's important now?

Personally, how are you feeling (physically and emotionally) in the midst of this crisis?

How are you doing? How's the church? What's important now?

Last week, how did online attendance compare to the typical in-person services?

THIS WEEK TRENDS OVER TIME

■ It was much less ■ It was slightly less ■ It was about the same
■ It was slightly higher ■ It was much higher ■ We don't know
■ We don't stream our services online

8. **In the next week, what will work look like for your staff?**

Our staff will go to the church or office as usual

We are adapting our work space to practice social distancing and other protective measures

We will be working remotely for the indefinite future

Staff are making their own workspace choices

9. **What's primarily happening with small groups or Bible studies?**

They continue to meet in person as usual

NEW QUESTIONS EACH WEEK

Weekly Pastor Poll

(... cities?)

(... marriages?)

(... finances?)

(... schools?)

What's the state of my/the **church**?

(... congregation?)

(... denomination?)

(... pastors?)

(... future?)

(... how do you **know**?)

Questions...

Pastor Poll Past Questions by Week

APR 6-12

APR 13-19

APR 20-26

APR 27-MAY 3

MAY 4-10

MAY 11-17

MAY 18-25

MAY 25 - JUN 1

JUN 1 - JUN 8

THIS WEEK

TRENDS OVER TIME

Church Size

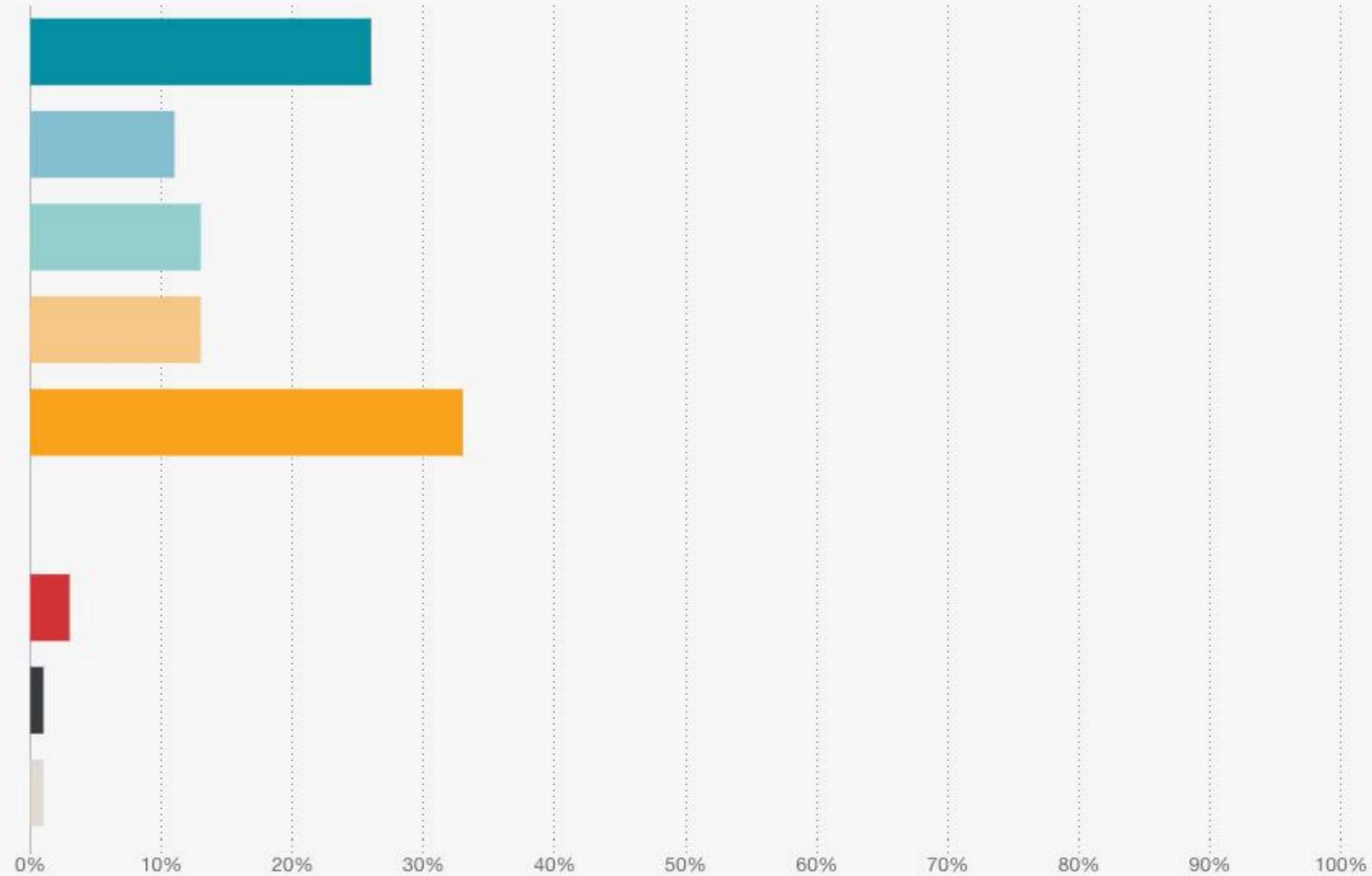
all

How difficult has it been to remain connected with the older members of your congregation?

How are you reaching out to congregants who are less familiar with the technology to access online worship services?

Which method has been most effective for connecting with your church community outside of regular worship services?

Which topic would you most like to see addressed in next week's poll?



- Phone calls
- Text messages
- Emails
- Group video calls
- Social media

Pastor Poll Past Questions by Week

APR 6-12 APR 13-19 APR 20-26 APR 27-MAY 3 MAY 4-10 MAY 11-17 MAY 18-25 MAY 25 - JUN 1 JUN 1 - JUN 8

THIS WEEK TRENDS OVER TIME

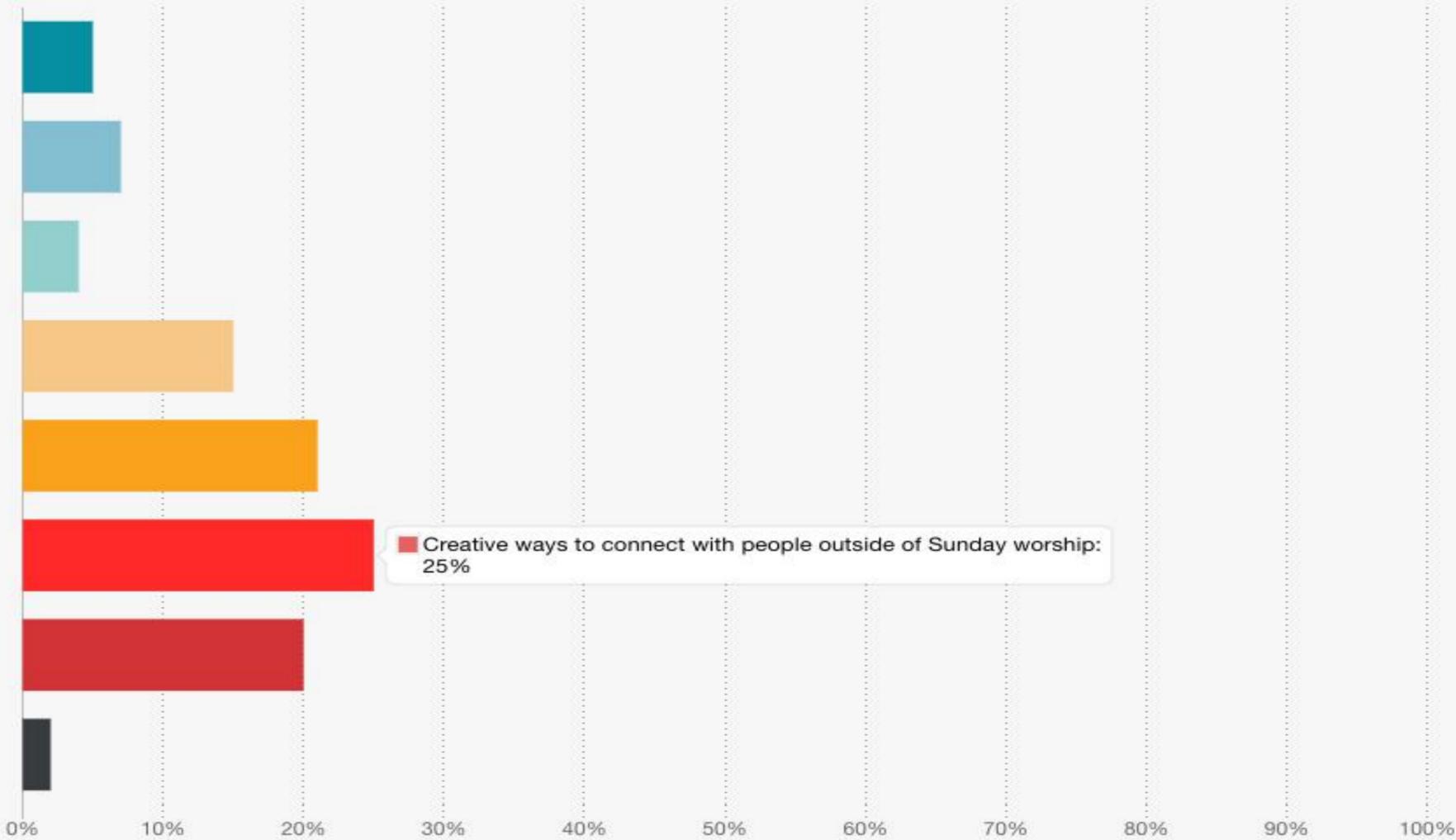
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- How churches are responding to COVID-19
- How churches might apply for grants and loans from the stimulus bill (CARES Act)
- Motivating volunteerism
- Tracking online attendance
- Ways churches are engaging people during online services

Pastor Poll Past Questions by Week

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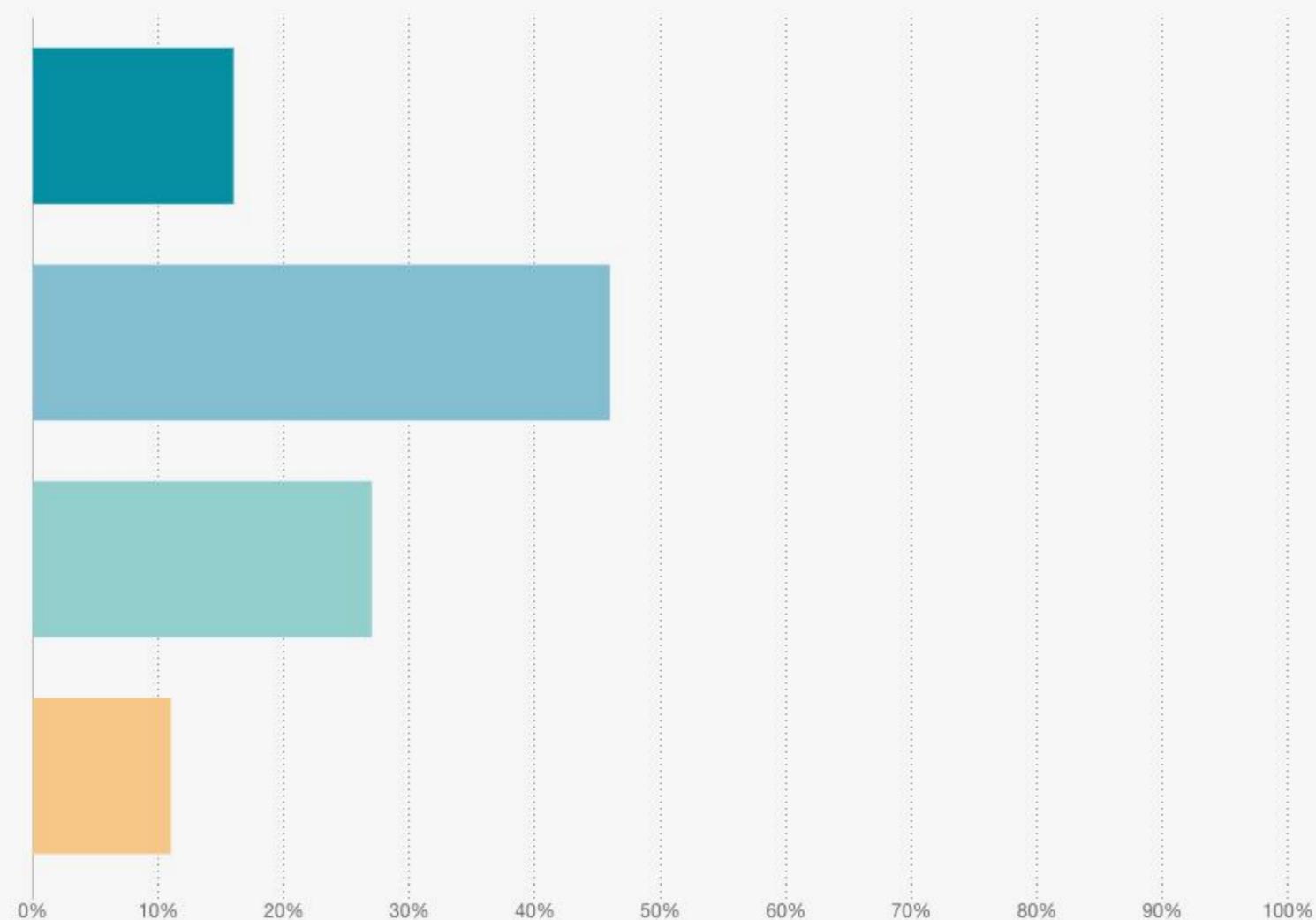
Compared to Easter last year, how many people did your church connect with during Easter 2020?

Based on your observations, which of the following represents the most immediate need for people in your congregation?

How difficult has it been for you to find time in your ministry schedule to invest in your own spiritual development?

Which of the following has been the most innovative means for you to understand the needs of your congregation?

Which topic would be most helpful to have addressed in the next pastor poll?



- Very difficult
- Somewhat difficult
- Somewhat easy
- Very easy

THIS WEEK

TRENDS OVER TIME

Church Size

all

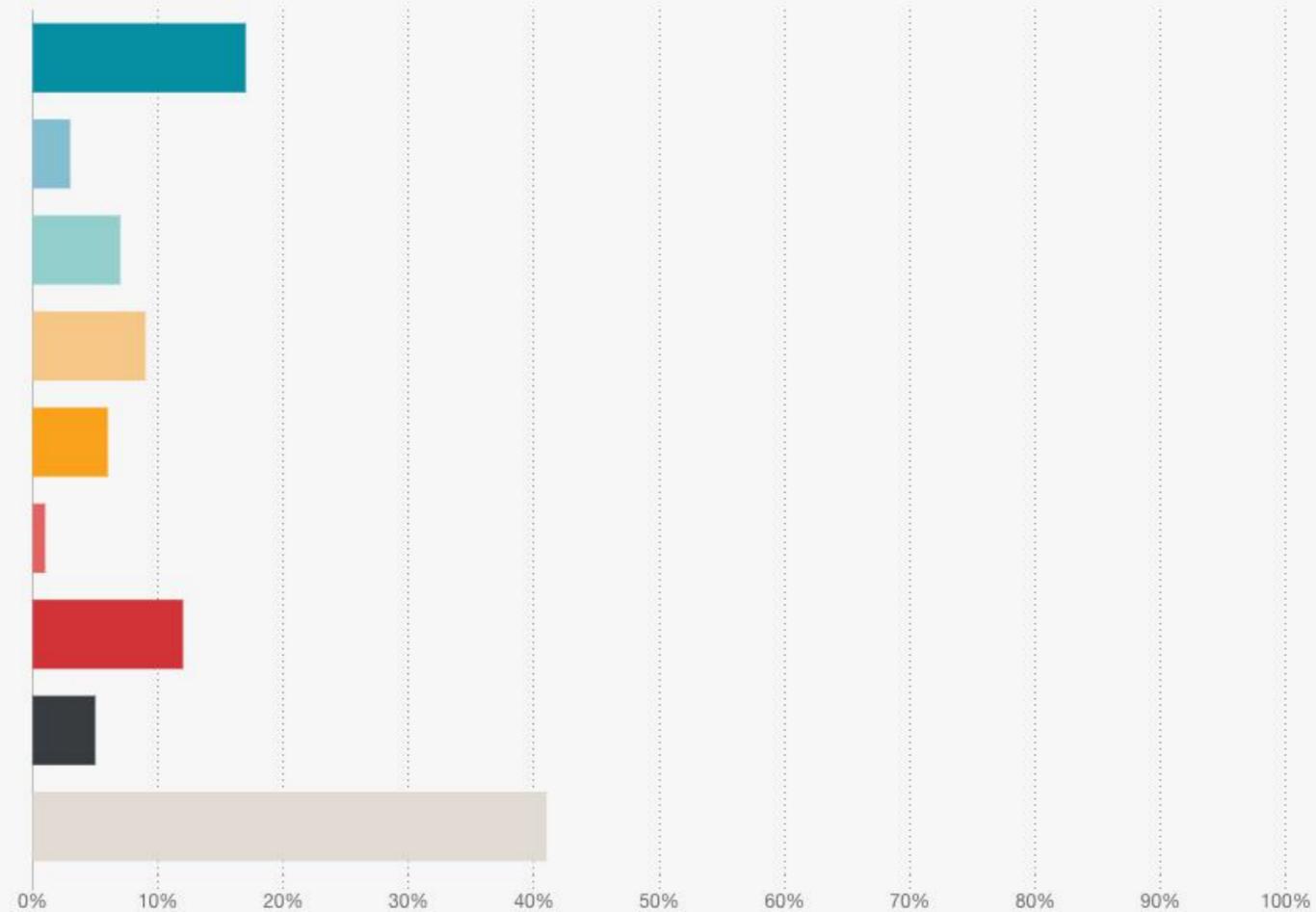
Once social distancing guidelines are no longer in place, how is your church planning to structure worship services?

Which of the following precautions would be the most challenging for your church to implement?

Did you apply for funding in the first wave of the paycheck protection program through the CARES Act?

Which of the following is the PRIMARY operational change your church is considering in order to reduce costs?

What is your greatest hope for THE CHURCH after COVID?



- Revisiting our overall strategy
- Simplifying our worship services
- Reducing our program offerings
- Implementing staff changes (reductions, reorganizing, etc.)
- Pausing all building projects (construction, remodels, etc.)
- Reducing our giving towards external missions and outreach
- Continuing with the move towards online worship
- Other
- We don't plan to make operational changes at this time

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TRENDS OVER TIME

Church Size

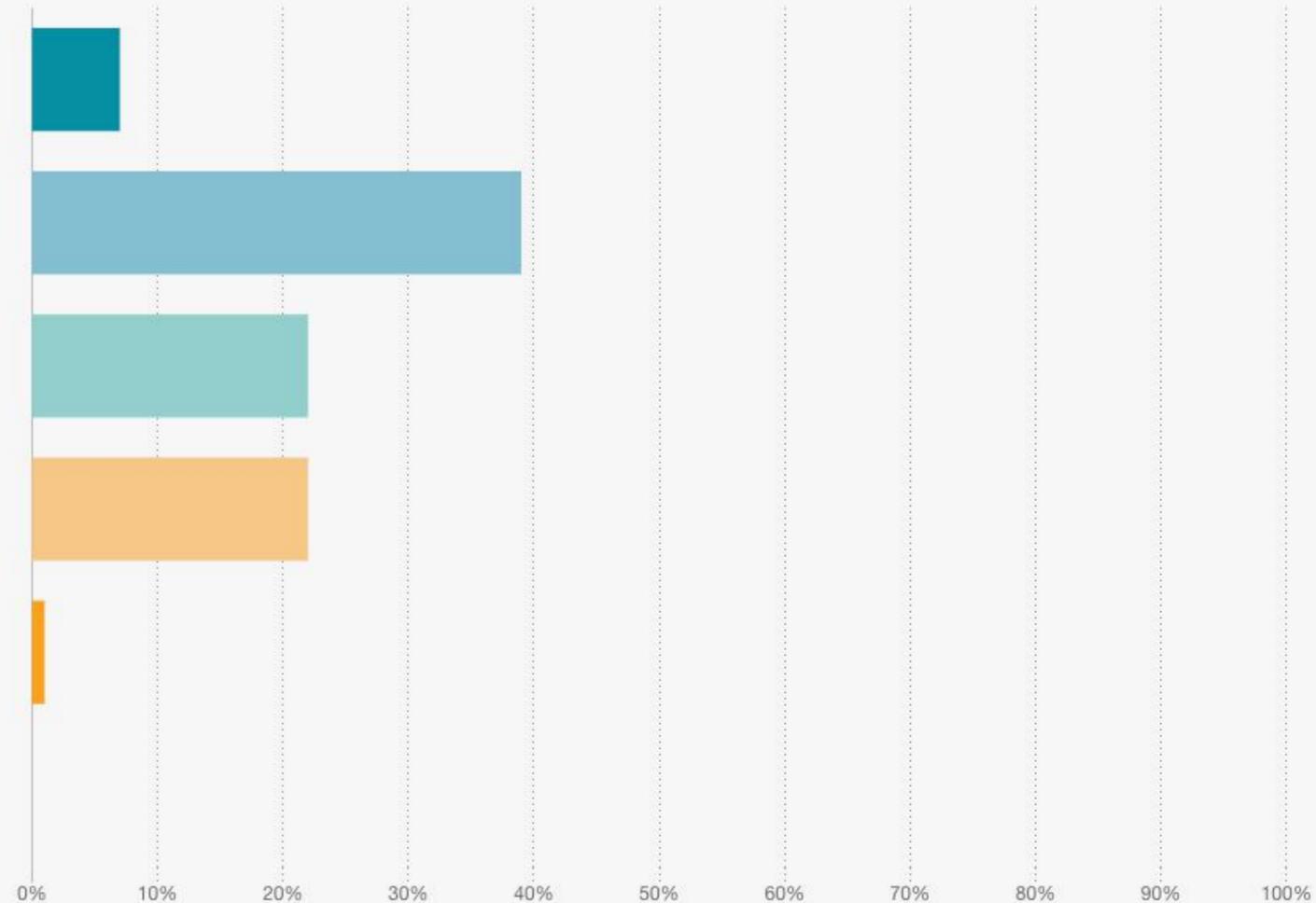
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Based on congregant feedback, realistically how has your overall ministry effectiveness changed over the last 8 weeks?

As a church leader, it is important for me to follow all government regulations regarding the current pandemic.

It is more important that I do what is best for my church, even if that means going against government guidelines.

Which of the following is emerging as the biggest emotional challenge for your congregants? They are primarily feeling:



- Increased significantly
- Increased somewhat
- Stayed about the same
- Decreased somewhat
- Decreased significantly
- I don't know

Pastor, how are you doing?
How is your church doing?

March
2020

When do you hope to reopen?

May
2020

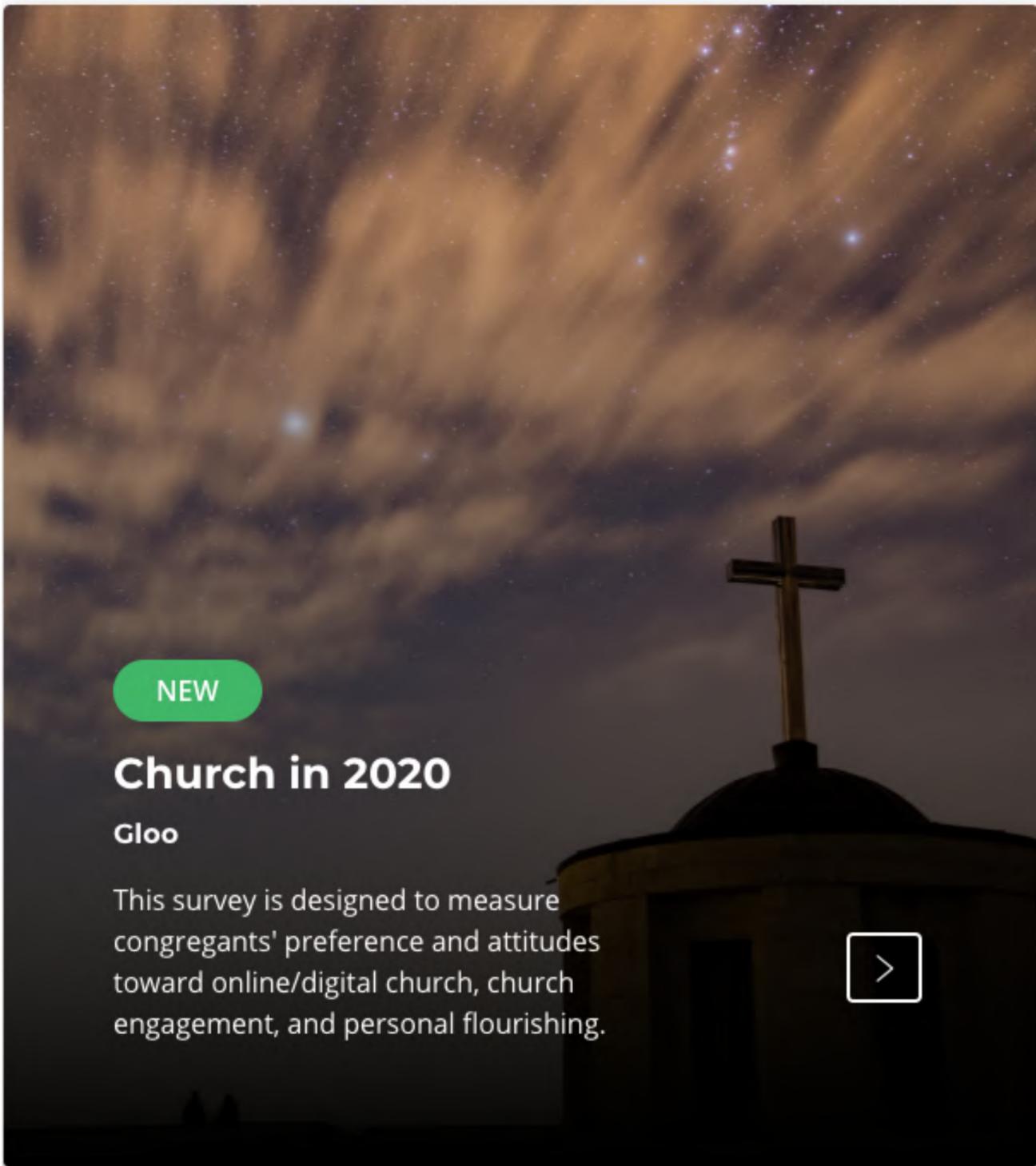
How are your people doing?
Have you started digital

April
2020

Faith & Race, how are you/we
going to respond?
What is our new reality?

June
2020

We're all disrupted



NEW

Church in 2020

Gloo

This survey is designed to measure congregants' preference and attitudes toward online/digital church, church engagement, and personal flourishing.



gloo Church in 2020

Gloo FREE

Configure New Assessment

17 Questions

3-6 minutes Average Duration

Free Cost

This survey is designed to measure congregants' preference and attitudes toward online/digital church options they are experiencing in the midst of the current pandemic. Understand congregant likes and dislikes by asking just a few key questions. The survey also looks at church engagement and tracks personal wellbeing across five areas of flourishing including: faith, relationships, work, finances and health.

- KEY FEATURES**
- ✓ Add your own questions
 - ✓ Share with SMS, URL or QR Code
 - ✓ Collect Contact Information and Responses
 - ✓ Select a Custom Next Step
 - ✓ Detailed Organization Report
 - ✓ Export Raw Data to CSV

Why Do a Check-In?



How to Configure a Check-In?



QUESTION 1

In the midst of the current pandemic, what is your preference for attending church worship services?

- In-person
- Online - LIVE
- Online - RECORDED, so I can watch or listen anytime
- A Hybrid model - I like having the flexibility of both online and in-person options
- N/A - I am not attending church at this time

QUESTION 4

Overall, what is your opinion of online / digital church?

- I think it is GREAT
- I think it is GOOD
- I think it is OKAY
- I think it is POOR
- I think it is TERRIBLE
- N/A - I have not participated in online services

Church In 2020



In Closing ...

***You can either
take action, or
you can hang
back and hope for
a miracle.***

***Miracles are
great, but they
are unpredictable.***

