

Gloo Connect User Guide



Gloo marketing campaigns aim to bridge the gap between online explorers and the local church. People in your city are actively searching online for help, but the Church is noticeably missing from these searches. Our program aims to bridge this gap.

We connect online Explorers directly with churches, allowing you to have real conversations with the people in your community in their moment of need.

Gloo helps you connect directly to hurting people in their time of need by:

Reaching people in your community that you couldn't reach before, to start building personal relationships.

Having impactful conversations when people are looking for answers to heavy topics such as loss, divorce, anger, and anxiety. Your conversation can bring hope to, and change, someone's life.

We call these online seekers "**explorers.**"

How Does It Work?

- **Reach:** During a moment of need, an explorer performs a web search or discovers an advertisement.
- **Encourage:** The explorer lands on one of our web pages addressing the specific topic and presenting the Gospel.
- **Connect:** The explorer submits their contact information and we route each response to a local church who's a part of our program. Our system identifies the nearest church to the explorer.

Your Role in the Program

- Designate a person or a small team to receive incoming responses
- Receive between 0 and 10 responses per week via email
- Reach out to the explorer ASAP (within 12 hours) via text and email to schedule a time to meet
- Provide a caring conversation for people looking for answers
- Provide ongoing feedback to Gloo on the explorer connections and process

How to Join This Program

Connect your church to explorers by clicking the Get Started button on this page:

<https://platform.gloo.us/people>

This program is available in the following cities: Dallas/Fort Worth, South Florida, Kansas City, Columbus, and Charlotte.



Start Connecting to Explorers

How to Create an Effective Plan to Respond To Explorers

By Michael Lukaszewski of Church Fuel

Michael Lukaszewski, founder of Church Fuel, has put together a two-part training to help churches create an effective plan when responding to Explorers.

First, watch this highly informative video from Michael where he walks us through how this plan can fit into your church's overall strategy to reach and engage with people in your community.



<https://vimeo.com/580852259/443beb6678>

Next, [grab these templated responses](#) for the most common inquiries that you might receive. Simply copy and paste then customize to feel personal and relevant to your church community.

How to Respond

Quick Tips

- Keep it short and light
- Treat this like a friendly face-to-face conversation
- Ask open-ended questions
- Provide next steps, i.e. have a ministry contact reach out to the individual to help him/her get connected, provide the individual with some local counselor references, schedule a second meeting or follow up call with the individual, etc.

Voice Message

This is my first time calling an explorer, what do I say?

Example: "Hi Lynette, this is Pastor Robertson from Grace Fellowship Church. I received your message you submitted online and I wanted to follow up to see how I may help. Feel free to call or text anytime. I'll also send you a text with my contact info. Thanks! I look forward to speaking with you soon."

Text Message

This is my first time texting the individual, what do I say?

Example: "Hi Jonathan, I'm Greg from First Baptist Church. I received the message you submitted online and saw that you had some questions about your current relationship. I'd be glad to chat via text, phone, or even meet for coffee this week. Which of these options works best for you?"

Email

This is my first time emailing this individual, what do I say?

NOTE: Emails work best AFTER you've texted or called the individual first, only use email if the individual didn't provide any other contact information.

Example: "Hi Alex, I received the message you submitted online and wanted to follow up to see if I can help with some of your questions. Feel free to email me or we can schedule a time to talk by text, phone, or in person. Just let me know what works best for you! Sincerely, Paul, First United Methodist."

What if they don't respond?

If the individual doesn't return your call or text, call one more time and leave a voice message.

If he/she still doesn't return your call/text, it's ok. You've planted a seed that someone cares and is available to talk.

Best Practices Guide

As a participant in Gloo Connect, you're clearly passionate and dedicated to supporting individuals on their growth journey. This Best Practices Guide outlines issues we feel are particularly important when it comes to replying to referrals and inquiries received from Gloo. It is very important that you take your responsibility to these individuals seriously and treat them as you would others seeking assistance from your organization. While each inquiry is different and will need to be addressed appropriately by you, below are certain recommended best practices and important resources that may be of help in a particular situation.

1. Responsiveness

Review communications sent to you by Gloo regularly (e.g., once per day) and provide responses on a timely basis. The timing of your response should also be appropriate in the context of the nature of the inquiry or request (e.g., a more urgent request may need to be addressed right away while a general inquiry could be addressed in a longer timeframe). Ideally, communication should be answered within 12 hours unless urgent.

2. Qualified Personnel

Utilize only qualified personnel or other trained individuals to review inquiries and provide responses and/or determine how to address an inquiry. In particular, such individuals should be able to determine what if any mandatory reporting (e.g., obligations to report certain concerns or complaints to law enforcement) could apply in a particular circumstance or escalate to the appropriate resource.

3. Confidentiality

Treat all inquiries as confidential and in accordance with your organization's privacy policy or other promises made to individuals.

4. Honesty

If your organization is not the right organization to address a referral or inquiry, please let the individual know right away. You may also wish to redirect the individual to the appropriate resources and/or clearly communicate during your initial interaction what services your organization is equipped to provide.

5. Additional Resources and Emergency Reporting

If an individual making the inquiry appears to be in crisis and/or need immediate assistance, consider directing them to additional resources, such as those set out below in addition to any other assistance offered by your organization. If the situation appears to be a life threatening or other emergency, consider contacting law enforcement or other emergency personnel.

Additional Resources for Responding to Explorers

Emergency Services

911

National Suicide Prevention Hotline and Resources

1-800-273-8255 and suicidepreventionlifeline.org

National Domestic Abuse Hotline

1-800-799-SAFE (7233) and www.thehotline.org

National Human Trafficking Hotline

1-888-373-7888 and humantraffickinghotline.org

Substance Abuse Hotline and Resources

1-800-662-HELP (4357) and www.samhsa.gov

National Center for Missing & Exploited Children

www.missingkids.org/HOME

National Problem Gambling Helpline and Resources

1-800-522-4700 and www.ncpgambling.org

National Hotlines

<https://f.hubspotusercontent10.net/hubfs/2568162/USA%20Helplines.pdf>

Trauma Healing Basics

<https://www.traumahealingbasics.org/>

Association of Christian Counselors

<https://www.aacc.net/>

Help Finder

<https://helpfinder.org/>

** In addition to the resources listed above, many states, counties and cities offer similar types of resources that can assist on a more local level.*

*** Please note, the information above is meant to be a guideline of best practices to support individuals referred to your organization. As always, you should consult with your legal counsel with any questions or to ensure you're meeting any legal obligations.*

Gloo Connect FAQs

Making a Connection

How do I build a relationship with an individual via text or email?

Treat this interaction like the person is standing right in front of you. Text or call the individual and listen with care. Make it a goal to meet them in person for coffee.

Who is the best person on our team to reach out to our connections?

The ability to successfully manage responses does not require a doctorate in theology, but it is necessary to have a heart for pastoral care. Although we do utilize technology to reach people, this is not a technical role. The right volunteer is someone who feels equipped to provide pastoral care and who has the time to reach out and connect with explorers. Research shows it is best to have one person contacting the Explorer and building the relationship with them.

What is the best way to reach out to an individual?

Text messages work best; phone calls are a good second option; short emails are the third option. It's important to listen first to understand the person's situation. Long emails can seem disconnected and "preachy".

DO treat a text message or phone call like an in-person conversation.

- Make it quick (no long dissertations)
- Ask open-ended questions
- Move the individual on to the next step

DON'T invite an individual to church right away.

You will "win" an individual with care, love, & Christ. It's all about the relationship, not getting a new member. Caring, listening, and building a relationship are most important.

Should I include scripture verses in my follow up text or email?

- It's best to keep your text email responses short and approachable. The goal is to talk with the individual either by phone or in person.
- As a best practice, don't include many scripture references in your follow up text or email. The person with whom you're speaking may be feeling uncertain, may not relate, or may even feel alienated by scriptural references.

What if I don't reach the individual the first time I call?

- Always leave a voice message
- Follow your voice message with a text or short email letting him/her know you're available to talk
- Call 1 more time within the next two days and leave another voice message

Most importantly, let the individual know you genuinely care about connecting with him/her and you're available when he or she is ready.

What do I do if an individual doesn't answer or return my call?

- Although a person may have submitted the contact form, they may not respond. Don't be disheartened! You have planted a seed that someone cares about them. Use this as an opportunity to continue to pray for the person.
- This is also why we recommend you contact them in various formats, i.e. text, phone, email, etc.

The message the individual submitted isn't very detailed.

Sometimes an individual only submits limited information on the form. Additionally, the internet is filled with "spam" or "bot" activity. We work to filter out invalid responses, but there is the possibility your response didn't come from a real person. Please reach out to each response and attempt to start a conversation to learn more about his/her situation.

What do I do if an individual shows signs they're at risk?

It is important that all team members are careful not to give specialist advice or offer counseling – this must only be carried out by qualified professionals. If, during an engagement, a staff member, partner or volunteer senses that the person they are helping is "at risk" in some way, then they must seek the support and advice of their supervisor and make an offer to link the person to specialist help. We recommend that you put together a list of local resources that your church feels confident about recommending to the Explorer.

Is it okay to meet with a connection in person?

The way you minister is up to you. Following an initial phone call, many ministry leaders meet individuals for coffee to lend a listening ear, pray, and refer them to local professionals who can help. We recommend meeting in a public setting whenever possible.

Will these individuals become members of my church?

The individuals we're sending to you most likely desire a listening ear more than a church to attend at this moment. Their situation has become serious enough that they're reaching out through an online ad. Listen first, connect at a heart-level, and then see what the future holds.

What do I do if a minor contacts me?

People submitting their contact information must agree to terms of service that excludes their

participation if they are a minor. However, you may still have a minor who contacts you, but you are not advised to engage with them. Please encourage them to speak to an adult they can trust, such as a parent/guardian, a church leader or teacher. If you receive a high-risk response from a minor, please follow local guidelines. Contact your local public school to learn the procedures in place.

What if I'm not equipped to help an individual in his/her specific situation?

Please refer the individual to a local professional, ministry, or department/contact within your church or community who can help. Make personal introductions face-to-face, by text, phone, or email when possible. Refer to a list of local resources that you have put together for your church or organizations and professionals in your community that you trust.

Is there anything I need to do after I've connected with an individual?

We'll be checking in with you regularly by email, phone, and periodic surveys to see how things are going with your connections. You're always welcome to email us at connect@gloo.us if you have any questions or stories to share.

How The Program Works

In what format will I receive my connections?

We will email you name, contact information, and the message an individual submitted once we have assigned the individual to your church.

Is this an ongoing commitment? Or does the campaign have a specific timeline?

You're welcome to participate in this program as long as you like. If at any time, you'd like to cancel simply toggle of your Explorer Settings within your organizations Gloo profile. You may also email us at connect@gloo.us.

How much time should we expect to commit to this program?

- We're hearing on average, churches receive something like one contact per day and spend somewhere around 10 hours per week on the project. All of this is dependent on the number of contacts in your location and the number of people who choose to engage with you after you reach out.

How much does this program cost?

The program costs you \$0 if you are located in one of our target cities. This opportunity has been made possible by generous donors, through scholarships, who want to help more individuals get connected with local churches.

When or how long will the ad campaigns run?

The ad campaigns started July 20, 2021 and will be running continuously.

How can I see the ads? Why am I not seeing the ads?

The ad platforms we're using display the ads at different times for different reasons to different people. You may or may not be included in the audience for a specific ad at that exact moment.

How are explorers found?

- With the donations of generous donors in your area, we are running ads on multiple platforms to various audiences. We're watching closely and researching constantly to determine which ads are performing best and which audiences are the most engaged.
- For example, an individual could see a sponsored ad on Google when performing a search for "marriage", click the ad, view a video or take a quiz, and submit the form to connect with someone. Then, we match them with the church nearest their location and they await your call.

How do you develop the content?

Christian Vision (CV) is a global Christian charity with evangelism at their heart that provides content for the ad landing pages. We are utilizing some of their content and creating some of our own. CV's strong desire is to serve and equip Christians, and the local church, in their evangelistic endeavors. You can check out their sample content [here](#).

How did you select my church for these individuals?

We route connections based on the geographic location of the individual. We'd like to connect them with a local church in their area so they can easily meet you in person if so desired, build new contacts & relationships in their community, and also receive references of other professionals nearby who can help with their needs.

How can I pause or cancel my participation in this program?

If at any point you need a break, are going on vacation, or want to cancel your participation in the program, simply toggle of your Explorer Settings within your organizations Gloop profile. You may also email us at connect@gloop.us.

I'm receiving too many connections and can't keep up. What can I do?

Please let us know if at any time you are feeling overwhelmed or unable to contact all of the individuals with whom you're matched.

I'd like to receive more connections. What can I do?

The number of contacts will fluctuate depending upon the number of individuals who respond to ads in your area. We cannot guarantee a number of connections, but we will send as many your way as possible.