

Barna

gloo

2020

Data Informed Leadership



**Savannah
Kimberlin**

Director of
Published Research



Matt Smay

Director of Strategic
Partnerships

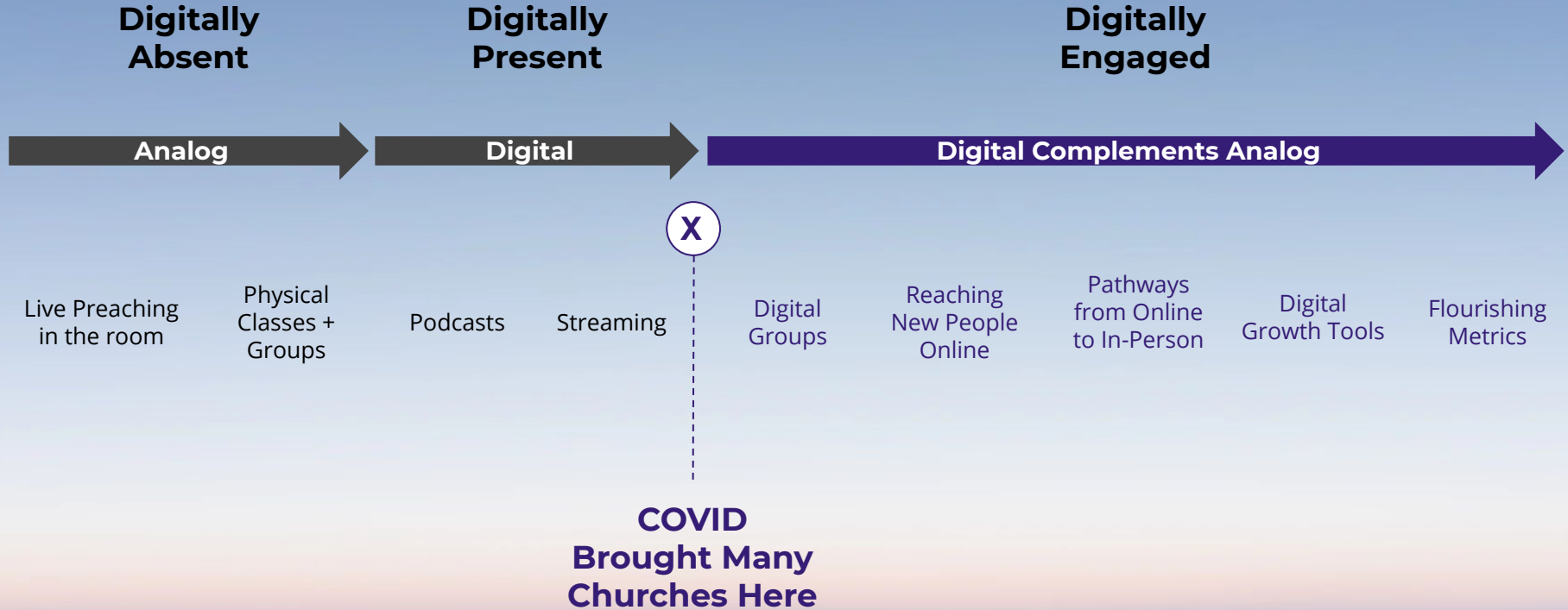
“Our purpose is to release globally the passion in every person to champion the growth of another, so they can be all they were born to be.”

SCOTT BECK

Co-Founder and CEO

gloo

Digital Church Strategy Continuum



Leaders Are Seeing New Engagement Opportunities



*Sean Allen, MDiv
Diocese of Ft. Wayne-South Bend*

"The model that I have found to be successful...is **moving from event-centered ministry to people-centered ministry.**"



*Nona Jones
Head of Faith-Based Partnerships
Facebook*

"Don't just think about how to connect people to your church. **Think about how to connect people to each other.**"



*Tim Stevens
Executive Pastor
Willow Creek Community Church*

"I wonder if we should prepare for a new way to do church—**less about gathering to learn and more about providing personalized experiences that synergize with everyday life.**"



**CHRIST
CENTERED**

+

**SPIRIT
LED**

+

**DATA
INFORMED**

Proverbs 27:23

Be sure you know the condition of
your flocks, give careful attention
to your herds.

Worship and Engagement Patterns are Changing

Churches thrive when they make **digital** a core part of their strategy

Frequency

Average congregant attends 1.3 times per month and will leave after 6.6 years. **With digital, churches are seeing more frequent engagement, all week long.**

Relationships

We are designed for relationship. It's where we grow. **All generations are now adopting digital platforms as a place to start, and grow, relationships.**

Personalization

Physical, church-wide gatherings offer the ability for mass consumption, while **digital ministry can follow a person-centered approach, matching resources to the right people at the right times.**

Communication

Analog communication is appropriate for general messages, while **digital communication can reach specific segments of a community.**

Measurement

Measuring life change is challenging; analog-only churches rely on attendance, involvement, and activity. **Digital platforms allow for more precise measurement of the true state of a person, enhancing the ability to impact them in either the digital or analog modalities.**



Adopting a Growth Journey Mindset

Know your people and the community you serve

in partnership with: **Barna**

powered by: **gloo**

When Do You Think Church Will Open Again?

Thousands of pastors have weighed in on when they think they can re-open their doors.

Want to stop guessing and get the information you need to **confidently lead** your people right now?

FIND OUT HOW



Our Latest Check-In: Ministry Leaders

Barna FREE

[Configure New Assessment](#)

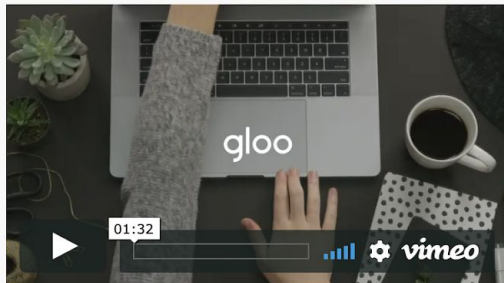
18
Questions

3-6 minutes
Average Duration

Free
Cost

Ready to learn more about your leaders? Use this quick and easy check-in to periodically assess the needs and state of the leaders in your ministry. It only takes a few minutes to set up and send to your people.

Why Do a Check-In?



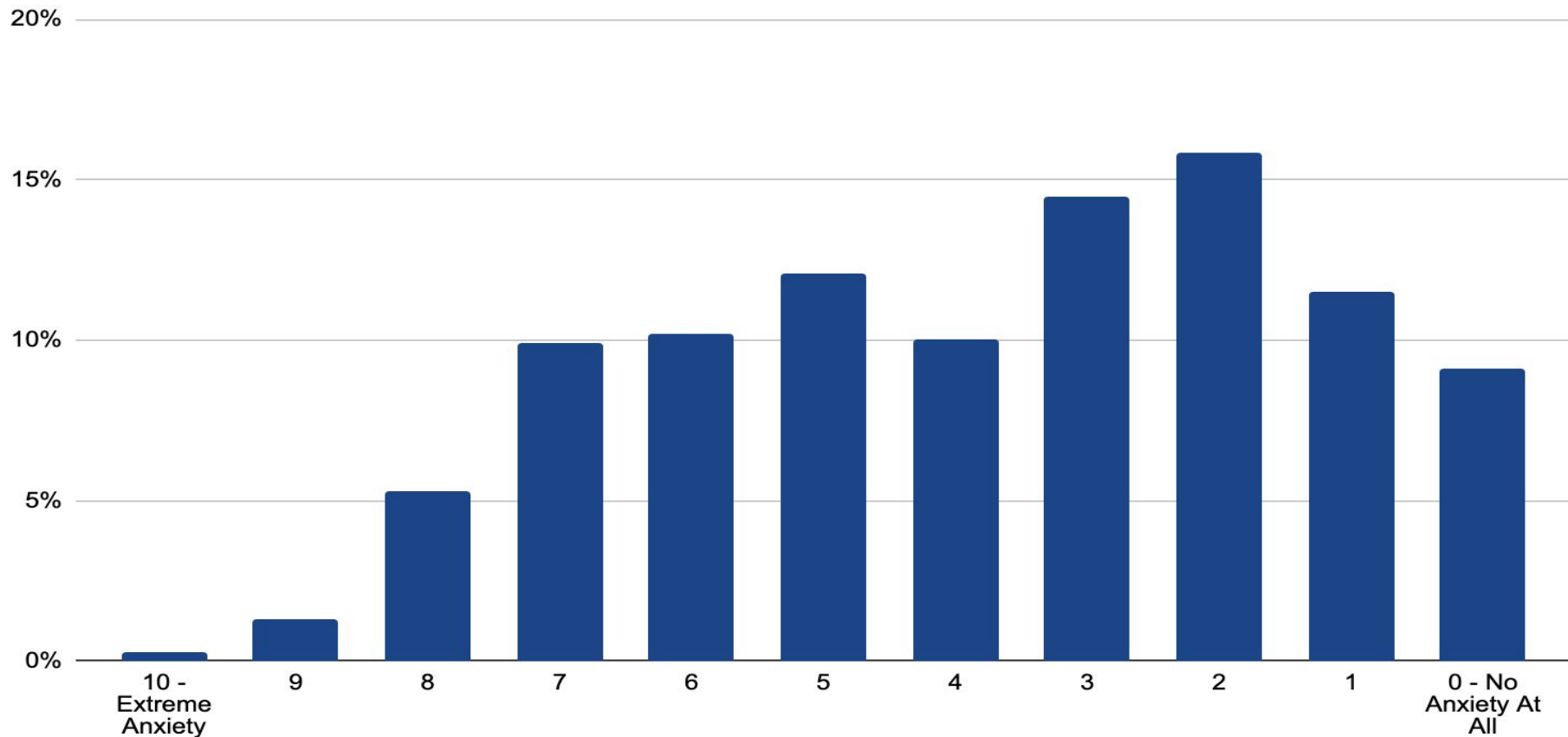
How to Configure a Check-In



KEY FEATURES

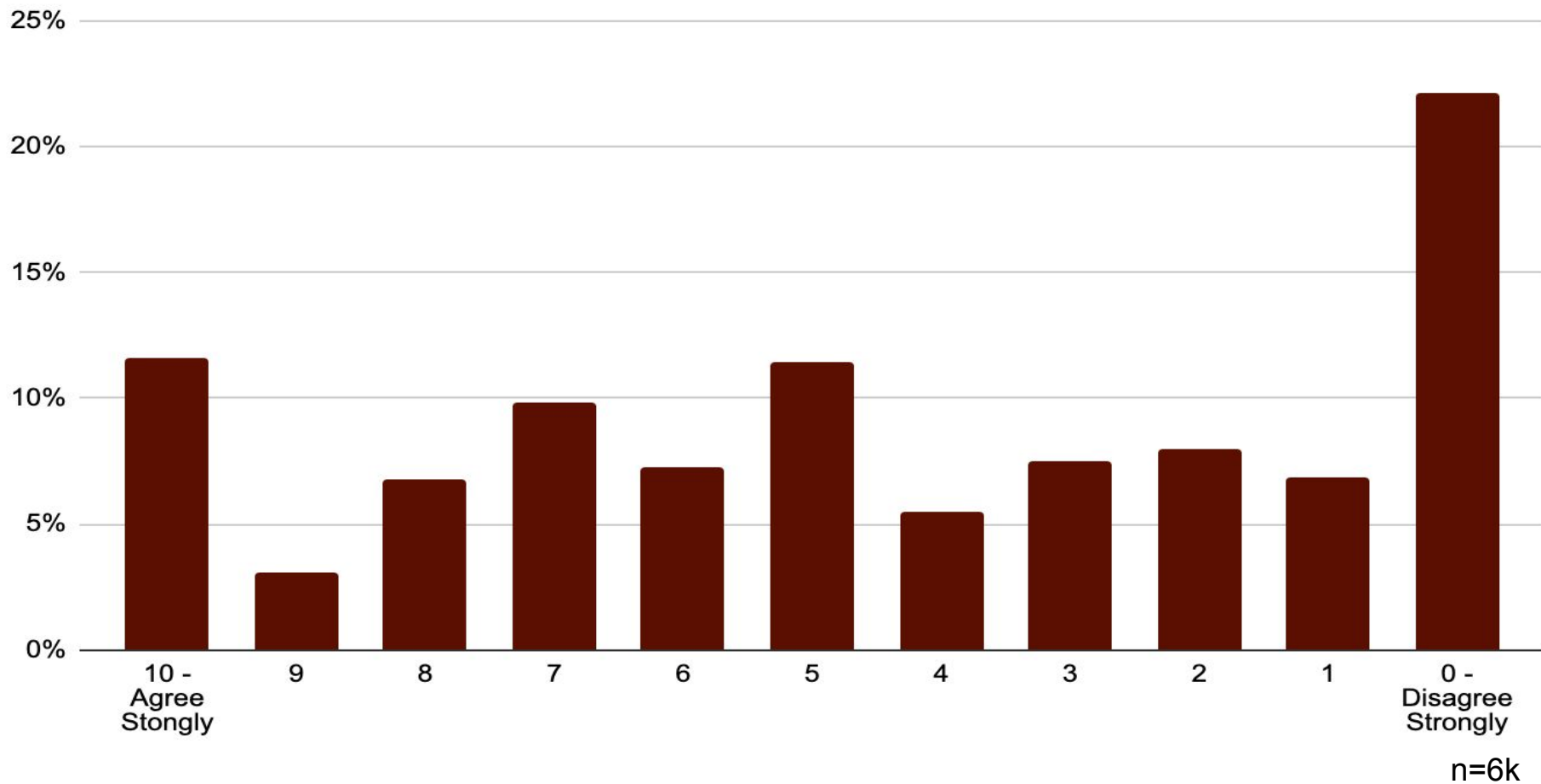
- ✓ Add your own questions
- ✓ Share with SMS, URL or QR Code
- ✓ Collect Contact Information and Responses
- ✓ Select a Custom Next Step
- ✓ Detailed Organization Report
- ✓ Export Raw Data to CSV

Personally, how much anxiety are you experiencing over the current pandemic?



n=6k

My job situation has been completely disrupted.



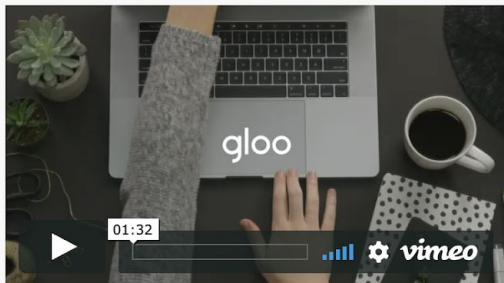


Returning to Church Check-In

Barna FREE[Configure New Assessment](#)14
Questions2-5 minutes
Average DurationFree
Cost

Churches are using the Returning to Church Check-In to better understand the sentiments of church congregants and leaders regarding the prospect of returning to regular in person church services. Learn more about their attitudes, willingness to observe precautions, and eagerness to return to church as normal. This survey also includes specific questions on current Faith, Vocation, Relationships, Finances, and Health.

Why Do a Check-In?



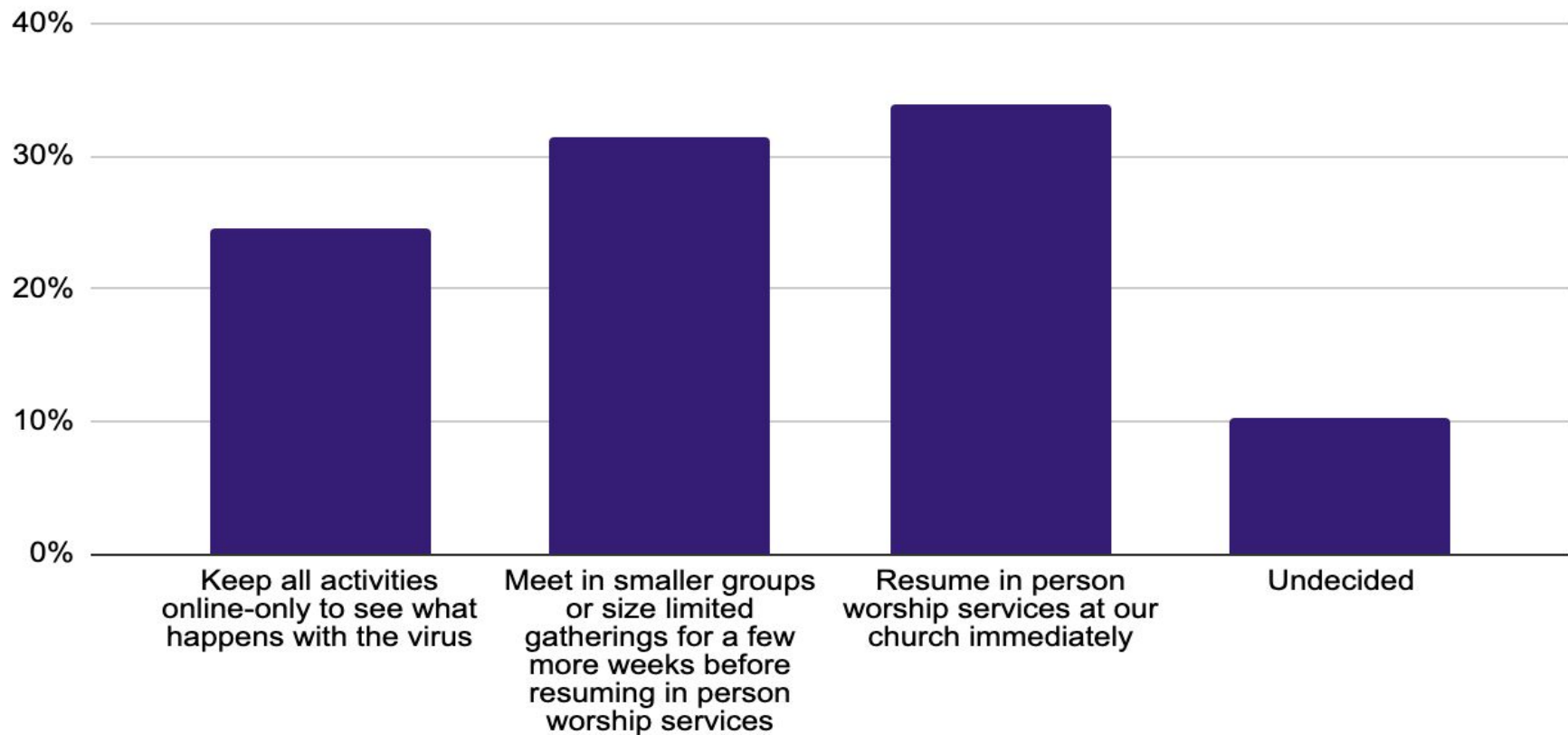
How to Configure a Check-In



KEY FEATURES

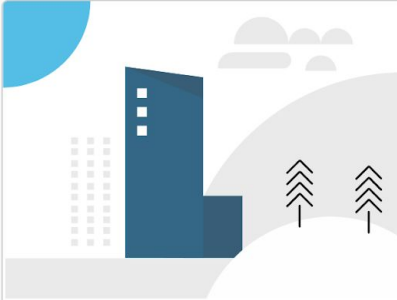
- ✓ Add your own questions
- ✓ Share with SMS, URL or QR Code
- ✓ Collect Contact Information and Responses
- ✓ Select a Custom Next Step
- ✓ Detailed Organization Report
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As soon as we receive clearance for public gatherings from our local officials, which of the following would you prefer for our church?



Hello Matt, Welcome to Insights

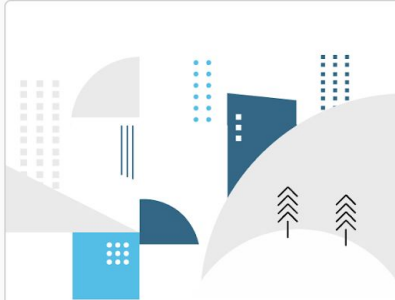
Our platform allows organizational leaders to discover and learn about groups of people. What would you like to focus on today?



My People

Learn about your people by uploading a member file in CSV format.

[Get Started](#) ➔



My Community

Learn about the people around you by defining a location & proximity radius.

[Get Started](#) ➔





Know More About Every Person You Serve.

Online, In the Community, or In Person.

Coming Soon - Online Audience Insights

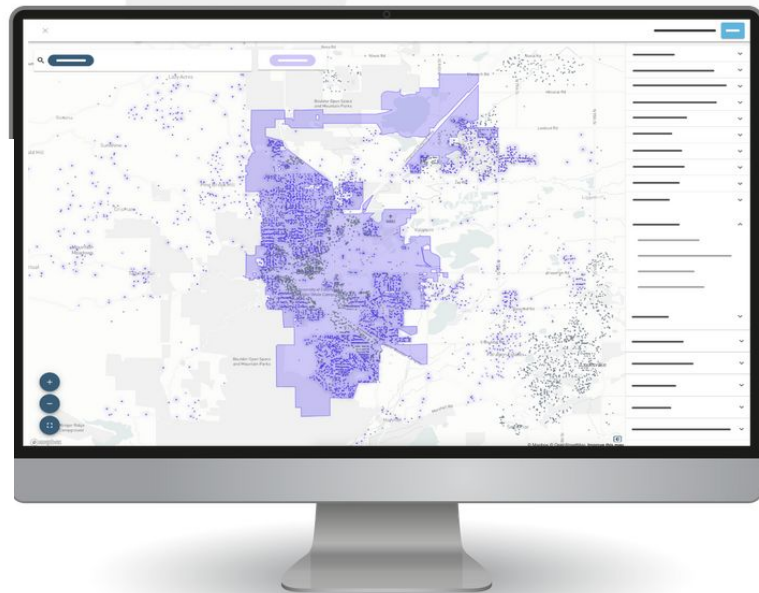
Information to make better decisions as a pastor

Know your
ONLINE VISITORS

Know your
REGULARS

Know your
COMMUNITY

Available Summer 2020



glooinights.com/thrive

Pricing starts at \$15/month