

5 Keys to Successful Connections

1.

Timely Response

We encourage you to respond as quickly as you can. Data suggests that response rates climb from 25% to 70% when Explorers receive a response from a church within 15 minutes of submitting their information.

2.

Connect Using the Gloo App

Open rates for texts are 98%, much higher than emails. Additionally, many people have been conditioned to ignore incoming phone calls from numbers they don't recognize. The Gloo app provides a variety of features to help you in connect to Explorers including data dashboards, tracking connections and assigning team members.

3.

Build and Train a Team

Churches who build volunteer teams as a part of their outreach strategy report high volunteer engagement and fulfillment. Gloo provides churches with both Getting Started, on-going training resources, and workshops so teams are equipped and feel confident.

4.

Adopt a Listening Posture

Focus on the Explorer's needs by listening and meeting them where they are at to create a trusting relationship. Be interested in asking open-ended questions and keeping the conversation going.

5.

Keep a Relational Mindset

Connections are relational. Each Explorer is looking to be met with empathy and kindness. 100% want to connect with a person, but only 30% are comfortable engaging with a church.