

SPIRITUAL CONDITION	NOT INTERESTED	SPIRITUALLY CURIOUS	BELIEVER	BEING DISCIPLED	DISCIPLE MAKER
Engagement Goal	Introduce church to new people by addressing the key questions they are wrestling with in their lives.	Create interest in what the Church has to offer.	Convince them to take a first step in the discipleship pathway.	Lead them towards ownership of their faith and engagement of the mission.	Equip them to build relationships with people outside the faith.
Audience	People outside the faith and/or Church		People connected to the faith and/or Church		
Primary Message	Help and answers for living life	Help and answers for faith questions	What it looks like to follow Jesus	Equipping + Empowering	Disciple-Making
Call to Action	Point them to take small next steps	Point them towards making a decision for Jesus and/or taking next step	Point them to begin following Jesus	Point them to engage fully in the discipleship pathway and take ownership of their faith	Point them to help others become disciples of Jesus
Primary Messaging Medium/ Environments	Digital Content	Digital Content, Digital Classes, Virtual Events (for some churches) In-person/online church experience	New Believer experience (specific onboarding experience for people new to faith) In-person/online church experience	In-person/online church experience In-person/online small groups	GroupMe Messaging Apps that connect believers with one another and/or pastors with key leaders in the church. In-person/online church experience
Small Next Steps <i>examples</i>	Engage with more digital products Apply fresh perspective to everyday life Go to other social media (website, social media) Subscribe to channel Request a downloadable resource	Engage with content related to spiritual questions. No longer anonymous... asking questions/ prayer/help /engaging with pastors. Subscribing to content and/or joining environments in this space (i.e. Facebook group, Alpha type course)	Sign up for new believer experience Attend online or in-person gathering Practice spiritual disciplines Discover spiritual gifts Start giving	Attend online or in-person gathering Use spiritual gifts to build the church Start tithing Join a serve team Join a group	Mentor others inside the faith Pray for people outside the faith Spend time with people outside the faith Serve others outside the faith Sharing helpful digital content with others
Big Next Steps <i>examples</i>	Become Known (i.e. <i>provide email address by subscribing or signing up for something</i>)	Put faith in Jesus (i.e. <i>register for an online/in-person new believer class, explore faith in a small group setting, respond to an invitation to receive Jesus</i>) Connect with online service, and/or in-person service	Take first step on discipleship path Connect with online service, and/or in-person service	Take a next step on the discipleship path	Share your story with someone outside the faith and outside the church.
Measuring Movement <i>examples</i> <small>Lead measures track the critical activities that drive, or lead to the lag measure. They predict success of the lag measure and are influenced directly by the team.</small>	Lead Indicators: <ul style="list-style-type: none"> Online views/ engagement with targeted digital content in this space Webpage views of people who are new to your site. Social Media engagement Lag Indicators: <ul style="list-style-type: none"> New Content Subscribers # of new people added to your database (because you got an email address, etc) and/or email list designed for this target audience. 	Lead Indicators: <ul style="list-style-type: none"> Online views/ engagement with targeted digital content in this space Lag Indicators: <ul style="list-style-type: none"> Joining environments designed for this phase (facebook group, alpha type course) 	Lead Indicators: <ul style="list-style-type: none"> # of people attending online or in-person gatherings Lag Indicators: <ul style="list-style-type: none"> # of baptisms/ conversions/ professions of faith Number of people in New Believers experience 	Lead Indicators: <ul style="list-style-type: none"> # of people attending online or in-person gatherings Lag Indicators: <ul style="list-style-type: none"> # of people in groups # of people serving # of giving units 	Lead Indicators: <ul style="list-style-type: none"> Content "Sharing" #'s Lag Indicators: <ul style="list-style-type: none"> Stories shared # leaders engaged in leading others in ministry # of new people
Sample Digital Products and Experiences to help people take small steps and big steps	Digital vehicles to a provide help & answers for living life: <ul style="list-style-type: none"> Podcast Articles and blog posts Short teaching videos eBooks Assessments Webinars Sample topics: Marriage, parenting, relationships, finances, mental health, fear, dealing with loss, current events.	Digital vehicles to a provide help & answers for faith questions: <ul style="list-style-type: none"> Podcast Articles and blog posts Short teaching videos eBooks Online group experience on relevant topic Virtual event where attendees can "Ask Anything" related to faith questions Digital version of an Alpha-type course Sample topics: Address issues skeptics raise. What does God say about...? Where's God in...? Who is Jesus, really?	Digital content and experiences that help people begin to follow Jesus: <ul style="list-style-type: none"> Online service designed for online viewers Online spiritual gifts assessment Online small group experiences Facebook Live devotions Online financial coaching 	Digital content and experiences that help people fully engage in the discipleship pathway and take ownership of their faith: <ul style="list-style-type: none"> Online courses on finances and giving Online serving opportunity assessments Online group connect events Online serving roles that connect with new engagers 	Digital content and experiences that help people build relationships outside the faith and be a disciple-maker. <ul style="list-style-type: none"> Easily shareable, relevant digital content in the "Not Interested" phase Opportunities for high level volunteers to facilitate digital experiences in the "Spiritually Curious" phase Online small group leaders