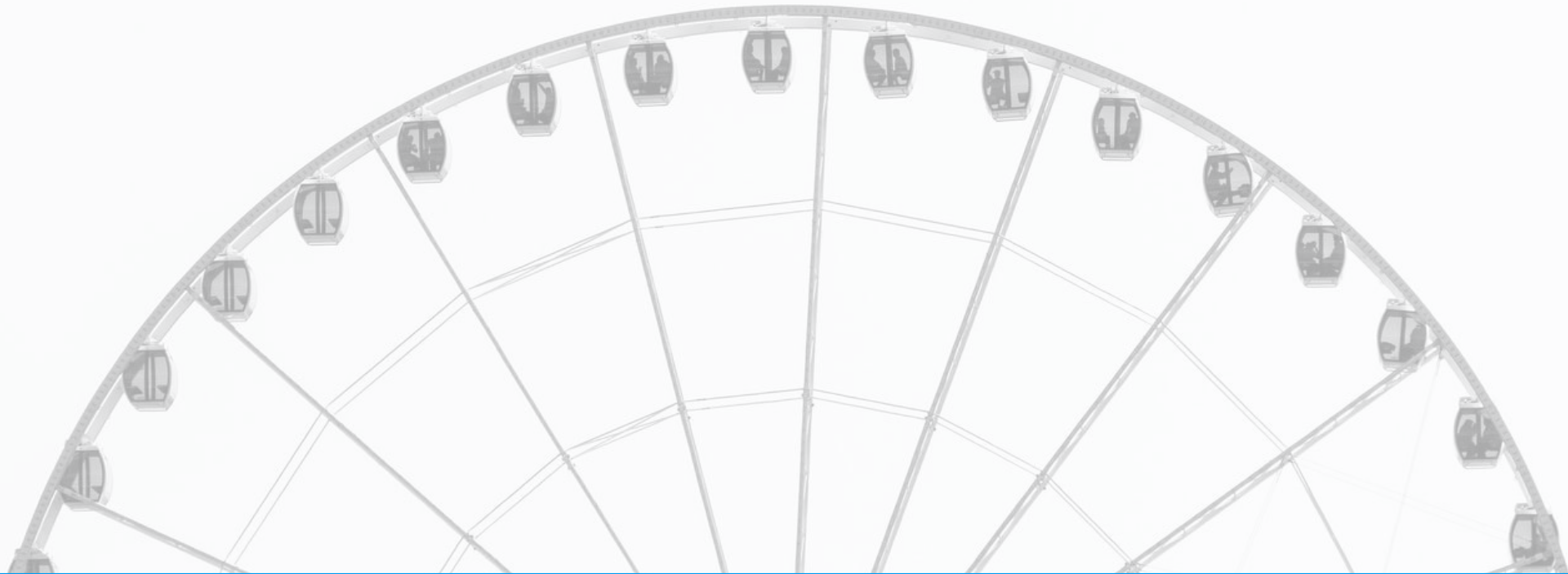


What's the Point...

of Measuring Engagement?

May 26th - 2pm Central



Presenters



Michael Faulkner
Vice President, Solutions



Chris Dolan
Vice President, Product &
Strategy



Greg Goulet
Technology
Hill Country Bible Church



Housekeeping

Submit Questions using Q&A Button in Control Panel





Agenda

- What's the point?
- Church Partner Spotlight
- Understanding Engagement Changes
- TouchPoint's Engagement Feature

What's the Point of Measuring Engagement?



~~Reactively Minister~~
Proactively Minister





Greg Goulet, Technology Expert



Understanding Engagement Changes



Identify Changes in Church Engagement



Learn from Congregants / Ministries
that are Engaging People Well.



Rising Tides Raise All Boats

Engagement Can Change Quickly




A Healthy Church is a Growing Church



How to Measure Engagement?



It Begins with Status Badges



Clark Kent

🏠 7669 Spirit Lake Cv, Cordova, TN 38016 ✎
✉ will.whitworth@touchpointsoftware.com • C (901) 848-7127 • H (901) 123-4567 • W (901) 308-7111

Primary Adult ✎ **Main** **Member** **Leader** **Volunteer** **Financial Supporter** **0**

Personal | Involvement | Profile | Touchpoints | Giving | Communications | Resources | System

General

Title	First Name	Middle Name	Suffix	Last Name
Mr.	Clark			Kent

Family Members +



Clark Kent
40 • Member • Head



Edit Saved Search ✕

Search Name
Financial Supporter

Owner
David

Public? Status Flag

Run Order **Limit to Role**
61 Finance

Display as Badge **Colors**

Store History **Points**
5

Cancel Save



Engagement Markers

Changing

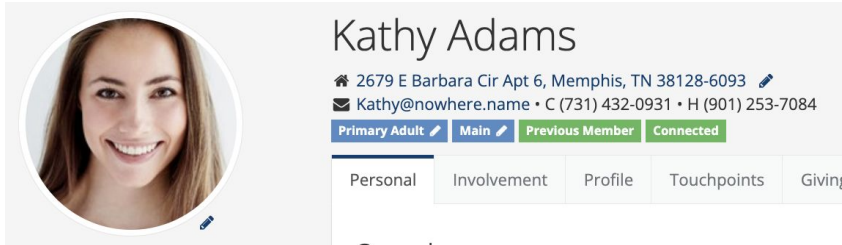
- Giving
- Attendance
- Leadership
- Serving
- Disciple Making
- Ministry-Specifics

One-time:

- Conversion
- Baptism
- Membership
- Other key milestones



Let's Compare 2 Engaged People



Kathy Adams

2679 E Barbara Cir Apt 6, Memphis, TN 38128-6093
Kathy@nowhere.name • C (731) 432-0931 • H (901) 253-7084

Primary Adult Main Previous Member Connected

Personal Involvement Profile Touchpoints Giving

- Attends 3 out of 4 Sundays
- Recurring Giving Monthly
- Attends Women's Bible Study 1x/Month
- No leading
- Volunteers at VBS each Summer



Jeff Cantrell

3545 Macon Rd, Memphis, TN 38122-2064
Jeff@nowhere.name • C (901) 356-4068 • H (901) 733-3988

Primary Adult Main Member Connected Seniors Expired Background

Personal Involvement Profile Touchpoints Giving

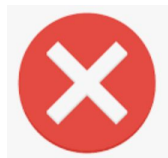
General

- Lucky to attend 1 Sunday / Month
- Writes a check at least 1x / quarter
- Leads and attends his SG every Wed
- Does not volunteer actively



Not about Ranking / Gold Stars





~~Not about Ranking / Gold Stars~~



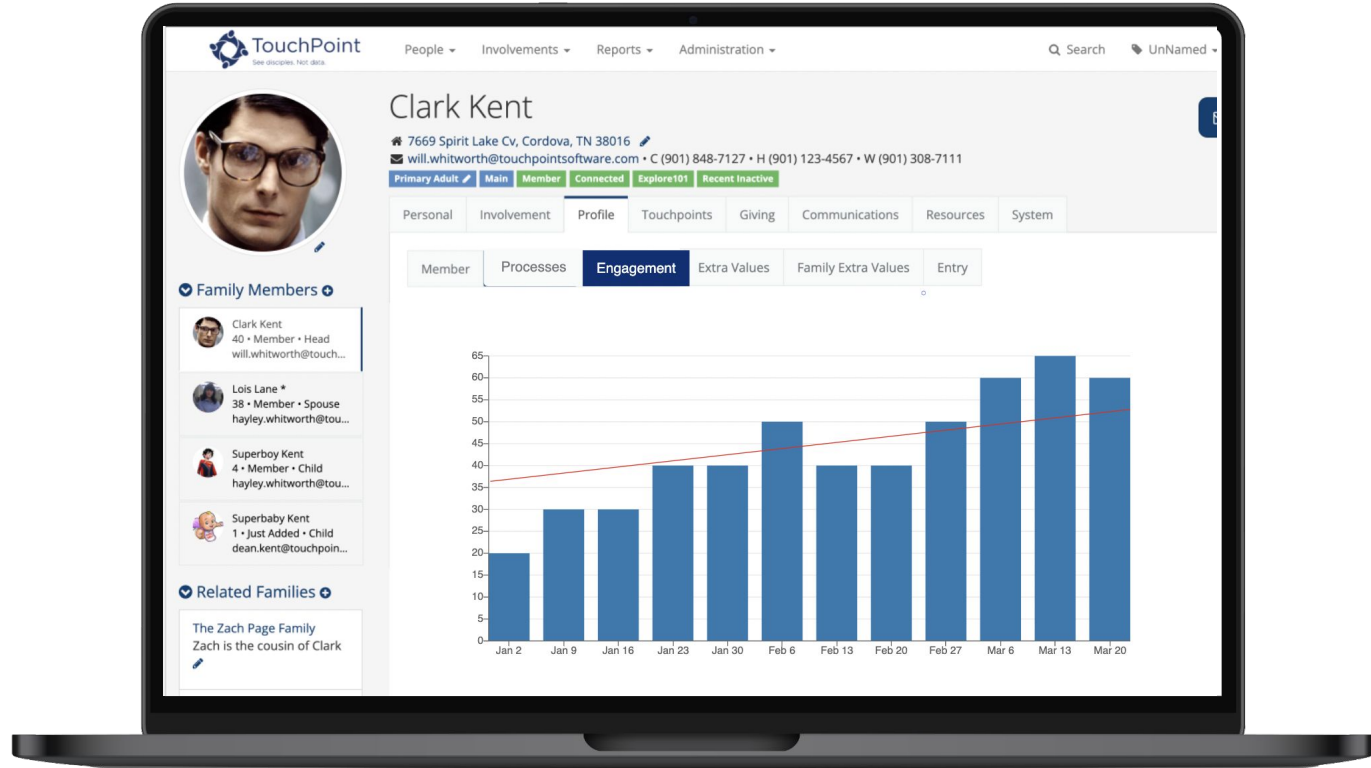
Baseline per Person



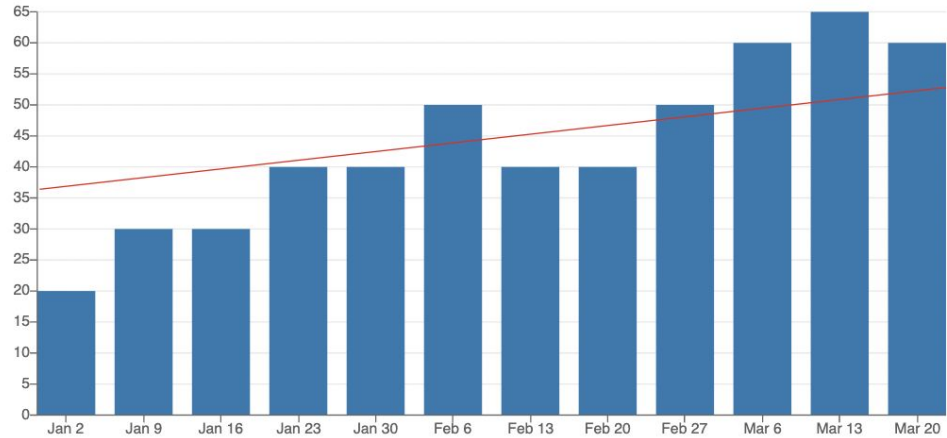
How?



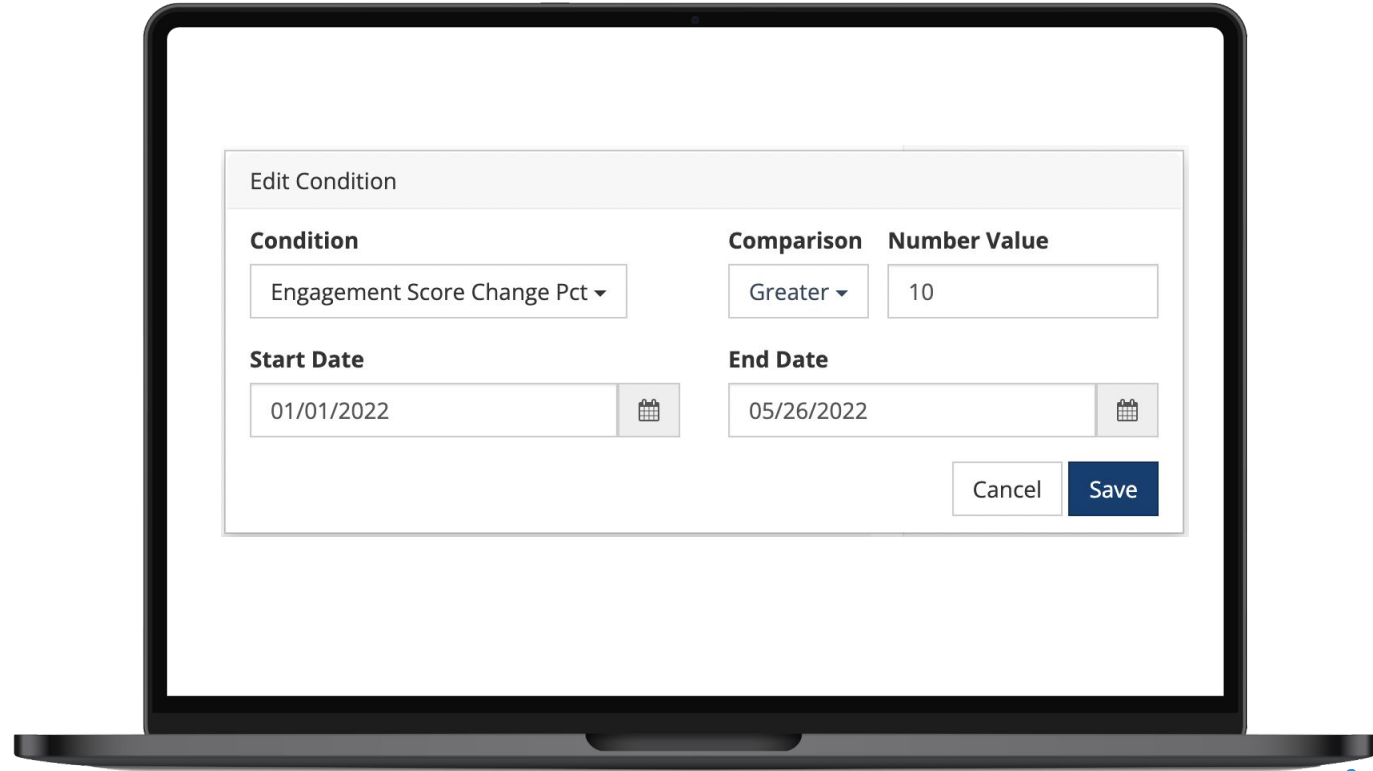
Viewing Over Time



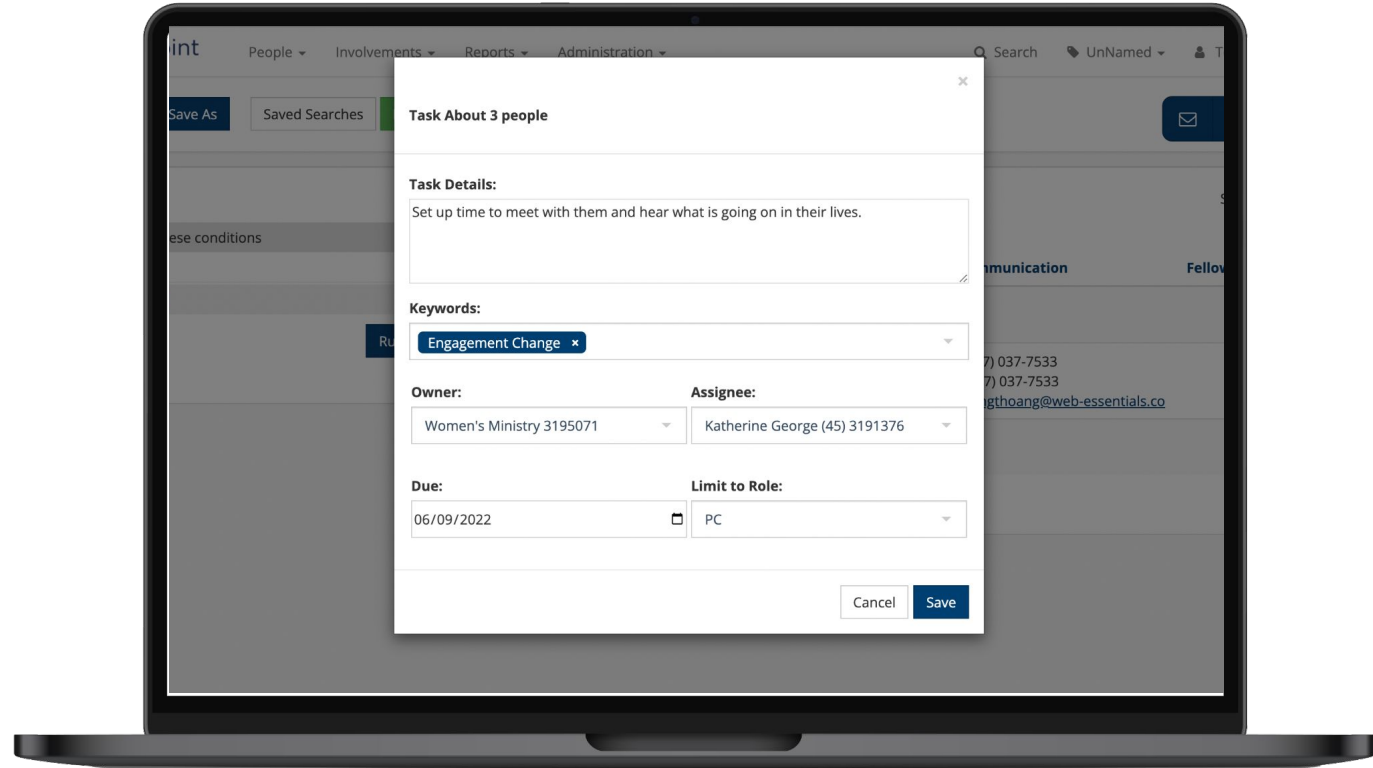
Direction of the Trend



New Search Builder Condition



Schedule a Task



QUESTIONS?





Thank You!