



# Church University

## CONNECTIONS TRACK (CT)

### *Course Description*

Connections is a crucial component of a healthy, thriving church. Without a great connections process for both in-person and online attenders of your church, next steps cannot happen! The Connections Track is designed to equip you with the best practices, practical examples and wisdom about how to take your Connections, both in-person and online, to the next level. Everything you need to know about connections in ministry can be found in this online course.

### Module 1 – Understanding the Big Picture in Connections

- CT 1.1 – Understanding the BIG PICTURE in Connections
- CT 1.2 – Develop a New Way to Connect In Our Ever-Changing World
- CT 1.3 – Understanding the BIG WIN in Connections
- CT 1.4 – Learn the Connections Pathway to Move People From a Viewer To a Disciple

### Module 2 – Moving a Viewer to a Guest

- CT 2.1 – How Do You Move Someone From a Viewer To a Guest
- CT 2.2 – Keys to a Great Website to Move Viewers to Guests
- CT 2.3 – Harness the Power of Social Media to Catch the Attention of Your Community
- CT 2.4 – How to Create Content That Keeps your Audience Coming Back
- CT 2.5 – How to Cultivate An Invite Culture to Empower Your people to Reach Others

### Module 3 – Moving a Guest to an Attender

- CT 3.1 – 6 Keys to a Great Guest Experience
- CT 3.2 – How to Help Your Volunteers Think Like a Guest
- CT 3.3 – How to Use Outreaches to Create Attenders
- CT 3.4 – Having a Comprehensive Guest Follow-Up Plan

### Module 4 – Moving an Attender to a Participator

- CT 4.1 – Understand How Involvement is More About Relationship Than Process
- CT 4.2 – Learn How to Engage Those Online Through a “Welcome Event”
- CT 4.3 – Develop a Process Like “Growth Track” to Connect People
- CT 4.4 – How to Run a Great In-Person “Welcome Event”

### Module 5 – Moving a Participator to a Partner

- CT 5.1 – Moving a Participator to a Partner
- CT 5.2 – How to Have a Great Connections Process for Ministry Involvement
- CT 5.3 – Understanding How to Reduce Turnover on Teams
- CT 5.4 – How to include Generosity as a Part of your Involvement Process

### Module 6 – Moving a Partner to a Disciple

- CT 6.1 – How to Have a Leadership Culture
- CT 6.2 – How to Develop a Leadership Training Structure
- CT 6.3 – How to Have Great Volunteer Training Meetings and Events
- CT 6.4 – 5 Mindsets for Empowering and Releasing Disciples in Your Church

### Module 7 – Building a Winning Connections Team

- CT 7.1 – 5 Connections Values
- CT 7.2 – 3 Types of Connections Team Members
- CT 7.3 – 4 Positions in a Connections Team
- CT 7.4 – How You Can Develop Your Connections Team

### Module 8 – Essential Connections Processes

- CT 8.1 – Explanation of Circles
- CT 8.2 – Improve Engagement
- CT 8.3 – Follow-Up Process
- CT 8.4 – Follow-Up Play
- CT 8.5 – Tracking Guests
- CT 8.6 – Additional Downloads

### Bonuses – Resource Videos

- What You Need In a Connections Director
- The 3 Must-Haves in Connections
- Connections Process

[Click Here to Enroll >>](#)