



CONNECTIONS TRACK

DISCUSSION GUIDE

MODULE 1: UNDERSTANDING THE BIG PICTURE IN CONNECTIONS

MODULE INTRODUCTION

Connections is an ever-changing art in a world that is so subject to change. Technology is on the rise like never before, new avenues of follow-up strategies have emerged, and connections in ministry has changed immensely. Here, we discuss the importance of understanding the big picture in connections for your ministry.

VIDEO 1

UNDERSTAND WHY HAVING A STRONG CONNECTIONS MINISTRY IS VITAL

In this episode, we unpack the reasons why having a strong connections ministry is vital to the success of your church. The reality is, without a strong connections ministry, there are facets of effective ministry that are being forfeited.

What Makes People Get Up and Get Ready and Come to Your Church?

1. _____ compels people to come to your church.
2. The worship experience compels people to come to your church.
3. The kids or _____ ministries compels people to come to your church.
4. Connections is also a huge part of people coming to your church.

What Does a Strong Connections Ministry Do?

1. Strong connections creates an environment of _____

 - a. In rows yes, but best in circles.
 - b. Accountability
 - c. Friendships, discipleship, and support in the community.
2. You can _____ people.
 - a. Need to do a campaign? Launch a ministry? Reach your community? A group of connected people are your greatest asset.
 - b. This course will help you move people from a viewer to a guest to an attender to a participator to a partner to a disciple.

Discussion Questions

1. What types of benefits have you witnessed first-hand within your ministry as a result of connections?
2. How have you ensured that your connections ministry is strong?
3. What are some ways that you can create an environment that champions circles over rows?
4. What can you do to utilize a group of connected people?

VIDEO 2

DEVELOP A NEW WAY TO CONNECT IN OUR EVER-CHANGING WORLD

In this episode, we are discussing the various nuances of discovering a new way to connect with people in the church. We will take a specific look at how technology is pushing us forward in our attempt to connect with people, and how to leverage that.

Develop a New Way to Connect in Our Ever-Changing World

1. How people consume content is different.
 - a. Through the iphone, internet, etc.
2. Connections should reflect a _____.
3. Connections is still relational.
4. Competitive _____.
5. Online systems vs. in-person systems should be _____.
 - a. Create a process for someone who is 100% virtual to connect.

Discussion Questions

1. How can you leverage technology to improve your connections ministry?
2. In what ways have you had to adapt because of the rise of technology?
3. Think of the person who is 100% virtual. How can they become connected in your church?
4. What does your digital process look like right now? How can it be tweaked?

VIDEO 3

UNDERSTANDING THE BIG WIN IN CONNECTIONS

Connections is considered one of the most important facets of church ministry. Why? What makes connections so important? What is the BIG WIN in terms of connections in ministry?

3 Key Elements of Connections

1. Stick
 - a. You want people to come multiple times, to get plugged in. You want them to “stick.”
 - i. Gather information through: Connect cards, Kids Pre-Registration, Plan your Visit.
2. Learn
 - a. You want people to develop and grow, to be discipled, to interact and connect with others.
 - i. Team nights, Connect Nights and Rallies over Zoom to learn, mobilize & move them down a pathway.
3. Transform
 - a. The BIG WIN of connections is _____.
 - i. Do you have great stories to share?
 - ii. Are peoples lives being changed?

Key Ingredients for Accomplishing the 3 Elements of Connections

- a. _____
- b. Systems
- c. _____
- d. Content

Discussion Questions

1. How do you see transformation happening as a result of your connections ministry?
2. Walking through the 3 key elements of connections, how does each one look in the context of your church?
3. How would you say your church is doing when it comes to prioritizing your promotion, systems, leaders, and content?
4. On a scale of 1-10, how well do you think you are hitting the mark on the BIG WIN of connections: transformation?

VIDEO 4

LEARN THE CONNECTIONS PATHWAY TO MOVE PEOPLE FROM A VIEWER TO A DISCIPLE

Creating a process in which people can get from point A to point B is critical. What does this mean in terms of the connections process? How can you lead the people in your church so that your viewers and guests ultimately become disciples.

The Connections Pathway to Move People from a Viewer to a Disciple

1. Pathway should have a clearly _____ stage.
2. Pathway should have a clear next step.

Define Terms:

- a. A _____ is someone who is familiar with your church but has not visited in-person and/or shared their contact information.
- b. A guest is someone who has visited in-person and/or shared their contact information during an online service.
- c. An _____ is someone who regularly attends your church in-person or online.
- d. A participator is someone who regularly attends and is involved in the community of the church.
- e. A _____ is someone who is making significant contributions to the church.
- f. A disciple is someone who is helping others move through the connections process.

Discussion Questions

1. What are some ways that you can streamline your connections ministry in order to prioritize the "pathway."
2. Assess your current connections ministry. How well is your current connections pathway working?
3. In what ways could you ensure that your next steps are clear and compelling for your people?
4. Think through some strategies to develop an effective pathway for the context of your church.

Answers

Video 1: Understanding the BIG PICTURE in Connections

What Makes People Get Up and Get Ready and Come to Your Church?

1. **Preaching** compels people to come to your church.
2. The worship experience compels people to come to your church.
3. The kids or **student** ministries compels people to come to your church.
4. Connections is also a huge part of people coming to your church.

What Does a Strong Connections Ministry Do?

1. Strong connections creates an environment of **spiritual growth**.
 - a. In rows yes, but best in circles.
 - b. Accountability
 - c. Friendships, discipleship, and support in the community
2. You can **mobilize** people?
 - a. Need to do a campaign? Launch a ministry? Reach your community? A group of connected people are your greatest asset.

Video 2: Develop a New Way to Connect in our Ever-Changing World

1. How people consume content is different.
 - a. Through the iphone, internet
2. Connections should reflect a **digital process**.
3. Connects is still relational.
4. Competitive **advantage**.
5. Online systems vs. in-person systems should be **duplicated**.
 - a. Create a process for someone who is 100% virtual to connect.

Video 3: Understanding the BIG WIN in Connections

3 Key Elements of Connections

1. Stick

- a. You want them to come multiple times, to get plugged-in. You want them to “stick.”
 - i. Gather information through a connect card, kids pre-registration, plan your visit.

2. Learn

- b. You want people to develop and grow, to be discipled, to interact and connect with others.
 - i. Team nights, Connect Nights and Rallies over Zoom to mobilize & move them down a pathway.

3. Transformation

- a. The BIG WIN of connections is **transformation**.
 - i. Do you have great stories to share?
 - ii. Are peoples lives being changed?

Key Ingredients For Accomplishing the 3 Elements of Connections

1. **Promotion**
2. Systems
3. **Leaders**
4. Content

Video 4: Learn the Connections Pathway to Move People from a Viewer to a Disciple

1. Pathway should have a clearly **defined** stage.
2. Pathway should have a clear next step.
3. Define terms
 - a. A **viewer** is someone who is familiar with your church but has not visited in-person and/or shared their contact information.
 - b. A guest is someone who has visited in-person and or shared their contact information during an online service.

- c. An **attender** is someone who regularly attends your church in-person or online.
- d. A participator is someone who regularly attends and is involved in the community of the church.
- e. A **partner** is someone who is making significant contributions to the church.
- f. A disciple is someone who is helping others move through the connections process.