

# A Connected Congregation

Enabling Connected Growth Among Church Congregants



## A Custom Program and Platform for your church.

Designed with key modules to build a connected and flourishing congregation along with add-on collections focused on topics such as marriage, the Gospel, flourishing lives, and evangelism.

# CHURCH MEMBERS' DESIRE FOR DIGITAL

## Members see unique benefits that a digital and hybrid ministry can offer.

By providing online options, churches are able to:

- **Reach new demographics.** Some attendees are people who would never (or could never) come in person, including a number of people in correctional facilities or senior care facilities. It's not just an augmented way of delivering a worship service to our existing congregation. It's sort of a whole new congregation that's developing as a result. – Glenn Packiam, Lead Pastor
- **Reach non-Christians.** Unchurched adults with high digital openness are much more likely to consider online classes designed to explore the Christian faith (40%) than in-person classes with this aim (23%).
- **Encourage openness among their church attendees.** Overwhelmingly, churched participants feel that digital forums for discipleship provide a safe space to speak openly (87%).
- **Better disciple their attendees.** Three out of four churched adults who participate in digital forms of discipleship share some positive relational outcomes.



**6 in 10**

churched adults hope that, even after COVID-19, churches will keep using digital means of gathering people together,

**7 in 10**

agree that, post-pandemic, churches should use digital resources to reach and engage their neighborhoods.

**8.7 in 10**

of churched participants of digital discipleship feel that digital forums for discipleship provide a safe space to speak openly

Source: Barna



# BUILDING RELATIONAL BELONGING

## NEED FOR RELATIONAL BELONGING

“The Church is really a different kind of space. It is a different kind of people, and it’s a different kind of community. Educating people on that is part of the hard, slow, personal work of discipleship, saying [to people], ‘When you come here, this is not just an arena to consume content. This is a family in which to belong.’”

- Glenn Packiam, Lead Pastor, New Life Church Downtown, Colorado Springs



## TECHNOLOGY FOR RELATIONAL BELONGING

People are **not** looking for technology to **merely consume information** about their faith, but are **seeking relational belonging**. Church members want experiences that are consistent with the ways that they’re using media to interact with friends, stay up-to-date on their news, and engage most of the other media in their lives.

Members are looking for relational spaces where they can **connect with the people, ideas, and stories** that matter to them, and that advance their relationship with God and others. **They want a place that is about them, people and stories they care about, and is designed to support their spiritual formation and discipleship.**

- In fact, 63% of churched adults believe **churches should use digital resources** for purposes of **spiritual formation and discipleship**.

However, 60 percent of those participating in a church say that the **Sunday services are the only digital offering** the church makes available. While this can be useful in some situations for some people, this is not the most powerful possibility or impact of a digital shift—especially if the goal is to build relational belonging and not simply disseminate content.

# PASTORS' REASONS FOR DIGITAL APPROACH

## MORE SCALABLE AND FLEXIBLE

"Usually it's quicker and more scalable. You can engage all sorts of people in different time zones and seasons of life and provide next steps that can fit their timeframe. It's kind of like choose-your-own-adventure."

—Jay Kranda, Online Pastor, Saddleback Church

## MORE FREQUENT CONNECTION

"I enjoy the fact that our services and moments are evergreen. **I receive some connection cards and prayer requests throughout the week that you otherwise wouldn't get on Sunday.**"

—Tyler Volkers, Online Campus Pastor, The Ridge Community Church

## INCREASED ACCESS TO SUPPORT

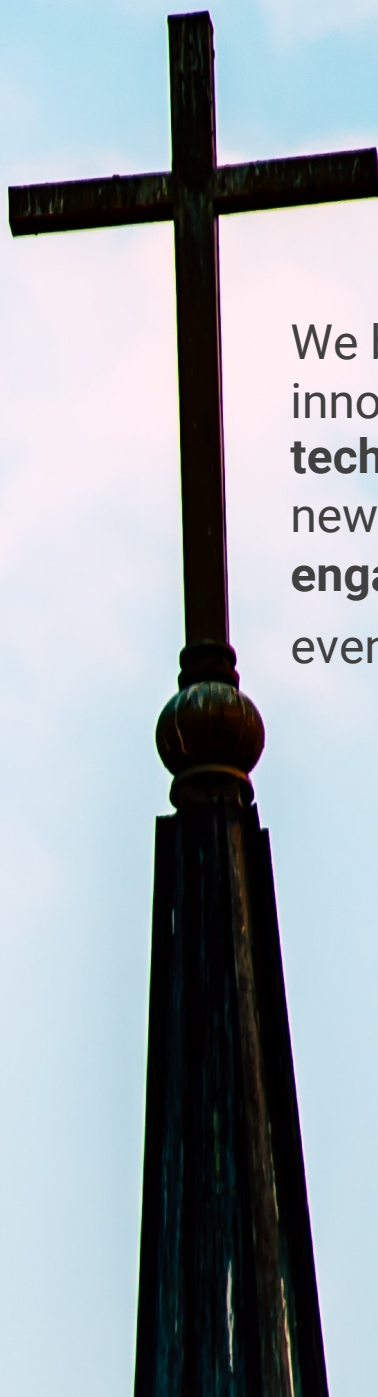
"In our TV stream, we also have a chat function that has breakout rooms. Those breakout rooms are for people who need immediate prayer or connection before the service. We have staff on those chats 20 minutes prior to each service."

—Melissa Johnson-Matthews, Alpha Minister, Lutheran Church of Hope

## GREATER VULNERABILITY

"There has been a shift in how people engage with us as a church. They are sitting in their homes, in their living rooms or bedrooms, and this creates an atmosphere where they feel more comfortable to be more open and share more. I love connecting with people who don't have their walls up and allow you to be vulnerable with them."

—Justin Woelk, Online Campus Pastor, North Metro Church.



We believe that with innovative **platform technologies** and with new **models for engagement**, we can even do more.



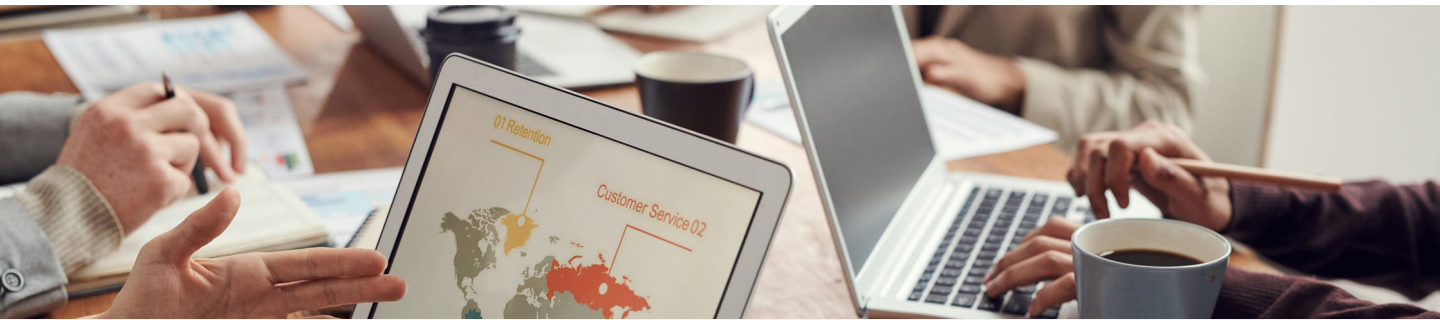
# UNLOCKING HUMAN POTENTIAL

## THE CHALLENGE WITH GROWTH

While people long for growth and impact, they often fail to self-activate. The content isn't the problem, as we have plenty of experts disseminating advice and numerous products, programs, and services designed to support growth.

| The problem is that **content and desire are not enough**.

Most online learning platforms are designed to transmit expert content. Yet, **people grow when they feel inspired, supported, valued, and validated**. Platform innovation and advances in how people learn make it possible to do more.



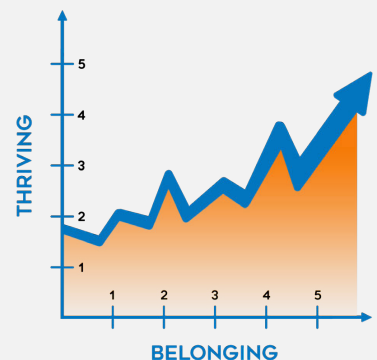
### What is really needed are tools that...

- ☐ focus growth on activities that are **personally meaningful** to your members
- ☐ are **available anytime, anywhere** in technologies that members already use
- ☐ **connect members** with believable stories from relatable peers pursuing change
- ☐ provide facilitated groups where members are **seen, supported, and valued**
- ☐ **track member progress** across experiences and **validate threshold achievements**
- ☐ allow facilitators to provide support and organizations to **track progress**

## CONNECTED GROWTH

Instead of placing sermons and other teachings within an innovative technology, we have built a transformative learning framework that begins with member goals that matter to them, and their real-world application stories.

| We support learners to engage and apply their learning to achieve goals that matter to them (thriving), and doing so in a way that connects them with others (belonging).



Built on decades of research, we utilize a mobile-first, connected growth framework that starts with the goals the member wants to achieve, provides content in the service of those goals, and catalyzes growth through connection with others.

# SMALL GROUPS AS A PATH TO BELONGING

## OUR OFFERING

**A Connected Congregation** was designed by learning scientists, with feedback from church leaders and partners to enable churches to help ensure that their members feel connected, supported, and valued on their faith journey. Our platform brings together what we know about **human learning, motivation, relationship, and innovation**.

At the core of the platform is celebrating member stories as they share how they are using what they are learning in their life (becoming), while working in small groups who are supporting each other's growth (belonging).

# A CONNECTED COMMUNITY

## STARTER GROWTH MODULES

Members join the whole-church community, where they see your welcome message and timely announcements, see and share posts, connect with stories, add comments, and complete the starter growth modules designed to build a connected congregation.



### Why This Church?

- **WHAT WE BELIEVE.** Understanding the foundation of our theology.
- **WHAT YOU BELIEVE:** What you are looking for from, and bring, to a church.
- **HOW WE ALIGN.** Sharing how we engage with one another.



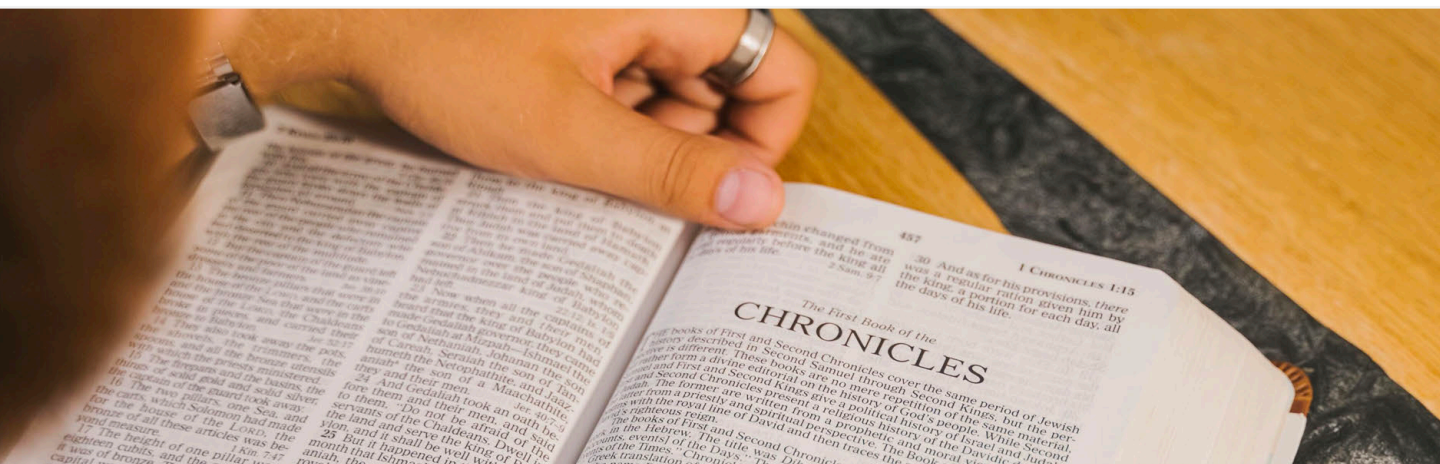
### Fully Seen and Loved

- **YOUR "WHY?".** We would love to understand what is your story.
- **CONNECTING TO OTHERS.** How are you experiencing connection to others
- **YOUR PRAYER REQUESTS.** How all of us can better support you?



### My Relationship with God

- **WHAT IS THE GOSPEL?** Knowing the God who knows and loves you.
- **HOW DOES YOUR RELATIONSHIP WITH GOD TRANSFORM YOU?** We all have a unique relationship with God. Understanding how different people foster that relationship and how, in doing so, it changes their life.



## THRIVE GROUPS

As a managed connected-growth platform, members join small groups with whom they interact during their growth journey. These groups are created by you, with custom invitations that can be shared with particular members and with group settings that you feel are most useful for that particular group.

Each group is led by a facilitator with special rights, and this can be an individual from our organization or yours based on capacity and issues of trust. Groups tend to form a first level of intimacy and trust, and therefore range in size from 15-30. As members share out accepted stories to the Modules, they choose whether their story remains private, only visible to group members, or visible to the larger communities that you create.

1

### Create Groups

- Establish Guidelines
- Determine Members
- Send out Invite Link

2

### Personalize Growth

- Assign/Adapt modules
- Define Thresholds
- Clarify Expectations

3

### Support Progress

- Facilitate Activity
- Post Announcements
- Provide Feedback

4

### Validate Success

- Celebrate Stories
- Award MicroCerts
- Iterate for Impact



# CONNECTED GROWTH PLATFORM

**JOURNEY.DO:** We offer a mobile-first, anytime, anywhere platform where members pursue goals, connect to inspiring peer stories, and get personal feedback from experts.

## KEY DESIGN PRINCIPLES:

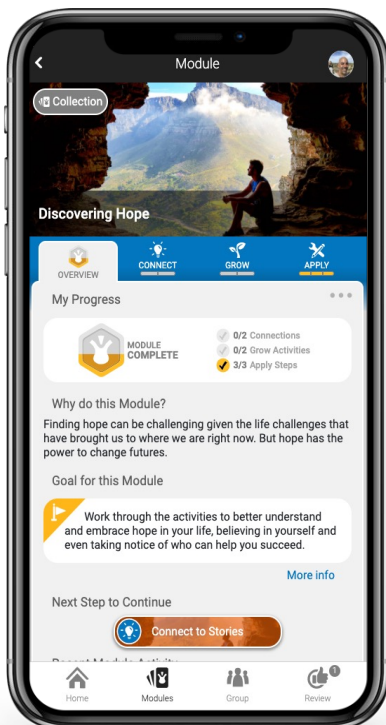
1. **Starts with “Why?”**, then cultivates connection with others who are on the same journey
2. **Utilizes expert content** which has been curated to help members reach their goals with reliable and accurate information
3. **Provides a sense of belonging** by valuing member stories and validating their progress
4. **Uses multiple incentives** – program, personal, and social relevance – to encourage progress
5. **Powers organizations with data** to enable continuous improvement



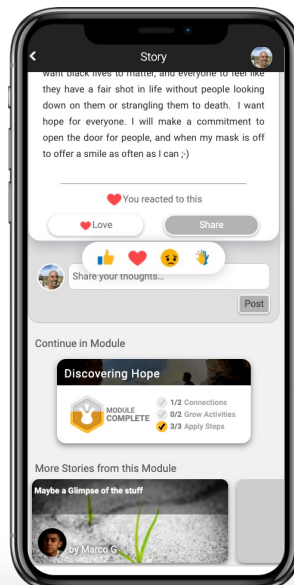
## OUR CONNECTED GROWTH CYCLE

Modules are the building blocks of MicroCerts that live in managed groups run by your team (or ours, if preferable). The four core elements of our Thrive module begins with the goal that each user hopes to achieve, connecting them to the ideas and peer examples to support their growth. 🌱

### Start with Why?

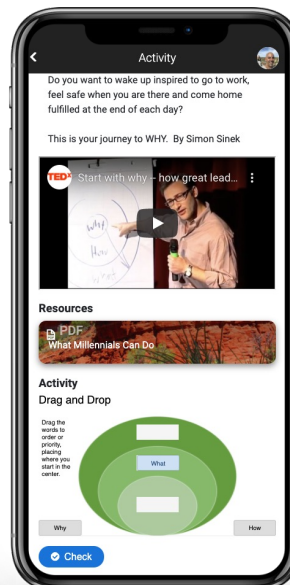


### Connect

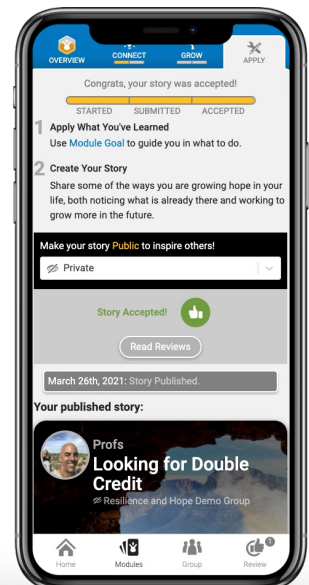


### Inspire

### Grow



### Apply





# PROGRAM COMPONENTS

## JOURNEY.DO

A Custom Program and Platform for your church, designed with key Modules to build a connected and flourishing congregation, social interaction features to build a sense of belonging, and with the potential to create or make available add-on Collections focused on key topics of value to you and your members.

Partner organizations setup their organizational instance, including local branding, custom Modules, and with the ability to create announcements, add posts, share personal messages, support member connections, and other ways of supporting member connection.

1

**Congregant Connection** - As a Connected Growth Platform, you can add posts, share personal messages, support member connections, and benefit as members join small groups around focused growth areas that you produce or make available from our growing library. (**\$500 base cost for up to 250 members, \$1 per additional member**)

2

**Available Growth Programs** - As a managed platform, you decide which content is available to your members and then you setup and manage groups. Members have the option of selecting groups and purchasing content, from which you benefit from sales based on the value-add you provide through the group support. (**Cost depends on the specific growth program**)

3

**Create Your Own Programs** - We also enable you to create own your programs using our Designer Toolkit. You can upload existing content, link to videos, create learning activities, and build custom Modules with goals and imagery that matters to your members. Then, members can join groups and use for free or purchase your content. (**You Set Member Costs – per content or subscription, we earn 15%**) (design services available)

## JOURNEY.DO IS A PLATFORM BASED ON THE ASSUMPTION THAT:



# ABOUT LIFELAB STUDIOS

## WHO WE ARE



Lifelab Studios is led by a team of learning scientists, platform engineers, and successful entrepreneurs.

Our design solutions bring together what we know about human learning, relationship, and innovation.



We offer platform, design, integration, and research services to our partners to **unlock the potential** of those they serve.

## OUR SERVICES

We power people, organizations, and communities to thrive.



### GROWTH PLATFORM

Designed from the ground up to motivate positive change within supportive communities, providing a research-based, next-gen platform.



### DESIGN SERVICES

We partner with you to identify needs, build or adapt content, and create applied growth opportunities as part of personal journeys.



### ECOSYSTEM SUPPORT

Partners utilize the services that are needed by you, allowing organizations and individuals to power your community using our platform.



### RESEARCH ANALYTICS

We use data analytics to examine your community engagement, and work with you to iterate to maximize community impact.

**INTERESTED? CONTACT US AT [SUPPORT@LIFELABSTUDIOS.ORG](mailto:support@lifelabstudios.org)**

Lifelab Studios, Inc | Rancho Del Juego – 27500 N 115<sup>th</sup> St, Scottsdale AZ, 85262

Email: [support@lifelabstudios.org](mailto:support@lifelabstudios.org) | [info.journey.do](mailto:info.journey.do)