Rock Connections (primarily Connect Card)
Vision and Roll-Out Doc
May 2020

Overall Vision
Each connection in Rock is an opportunity for us to be on mission to introduce people to Jesus and the life-changing adventure with him. As a staff and DreamTeam, when we align on how to consistently and clearly serve our guests together through connections, we have an opportunity to help each guest continue to take steps on the life-changing adventure with Jesus.

Goals:
- o   To responsibly and diligently take care of guests who have a Connection in Rock.
- o   For all Connections in Rock to be worked consistently across all teams, including clearly defined and agreed-upon definitions of follow-up, connect and closing the connection.
- o   For the agreed on steps of connection to be reflected in Rock by all staff and DreamTeam to provide consistent metrics.
- o   Effectively measure the strategies we have in place in reaching our mission.
- o   Rather than the number of open connections, focus on how the connection helps the guest take a next step (what was offered, did they take it, etc.).

When:
- Connections from the Connect card or any other connection received through a Rock form
- Connections entered by staff or DreamTeam after a conversation with a guest

Where:
- Rock Connections, particularly Connect Card (*Please note that Make a Difference connections are specific to GrowthTrack and are on a separate vision doc due*)

Who:
- All Staff and DreamTeam members that receive Connections

How:
- The flow chart for Connections can be found on Creekhelp/Standards and Information/Ministry Services/Connections. This chart outlines each step of a connection – from who enters to who receives to how to connect based on the particular next step; however, as we work connections:
    - o   Capture each attempt by adding an activity to the Connection. The activities match what is on the flow chart on CreekHelp and will include the following options:
        - ▪   Contact Attempt #1
        - ▪   Contact Attempt #2
        - ▪   Contact Attempt #3 (typically as a future follow-up if 1 and 2 are no response)
        - ▪   Unable to complete contact
        - ▪   Made contact
    - o   Choose the appropriate activity in the drop-down menu and make a note. *E.g., Select "Contact Attempt 1" Add a note of your message – called and left vm.*
- If contact is made with the guest:
    - Make sure to capture the result of the contact by selecting, "Made Contact" from drop down, and make a note. *E.g., Offered next step of baptism for next month*
    - Once the connection has been made and the guest is either equipped with their next step or has had their questions answered, close the connection out by hitting connect; or, consider using future follow-up when it serves the guest well.
    - Recommend using different methods for each attempt to serve guest well. For example, first contact is email, second is a text, third a phone call. In addition, 2X within a short

amount of time after connection is submitted, and then the final follow-up set as a future follow-up for one last attempt.

- If contact is not made with the guest:
  - If you have reached out to the guest the recommended amount of times, and they do not respond to you, select *Unable to complete contact, Note: attempted to contact the guest multiple times but was not successful in making a connection. I am closing out this connection,* or *"Called, emailed and sent a text. I received no response. Their next step was offered to them via email"* then hit connect.

Important note: Hitting "Connect" for the connections made off of the Connect card means that we have made contact and the guest has their next step or we've attempted 3X to make contact and are not able to make contact.

FAQ:
Why do we need a vision doc for connections?
While we've all been working connections since we came on staff, as we continue to provide consistent and clear on-ramps and steps on the life-changing adventure, we want to serve our guests well, as well as measure the effectiveness of those strategies. The best way to do that is have a consistent and cohesive approach to connections across all teams.