

Gloo User Guide

Help your church reach & serve more new people each week.

Gloo is a new kind of outreach platform designed to help your church reach your city in a way that saves you time, activates your team, and increases your impact. Our goal is to help your church serve more new people, and see more lives changed—each week.

Online campaigns on Gloo are designed to help you reach people who don't typically go to church, but need prayer, have questions about Jesus, or need help—and we deliver them directly to you.

We've designed this Gloo Premium User Guide to help you quickly navigate the features in Gloo, set up your team for success and effectively start making connections with Explorers and with people already in your organization.



Inside, you'll find:

Getting Started Checklist

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Quick Start Guide: Receiving and Responding to Explorers

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Best Practices: Responding to Explorers

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Account Management: Manage Your Explorer Settings

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Got questions? Need help?

Reach out to our team at Support@gloo.us

Our team would be happy to help.

Getting Started Checklist

Use this checklist as a guide when starting to receive and respond to Explorers.



Account Setup:

Claim your phone number

How To >

Add your team members

How To >

View and manage your Explorer Settings

How To >

Upon being automatically matched with your first Connection:

View your Connection in the Explorer Inbox and send a response!

Quick Start Guide: Receive and Respond to your First Explorer

Use this guide to kickstart conversations with Explorers you've been matched with!

Getting matched with your first Explorer:

1. You will be automatically matched with Explorers in your area.
2. Depending on your location, you can expect to receive your first Explorer between 1-2 weeks after signing up.
3. You will receive an email notification upon receiving your first Explorer, prompting you to login and respond to an Explorer's message.

<input type="checkbox"/>	☆	📧	no-reply 3	You have received a new prayer request! - A new prayer requ...	Feb 3
<input type="checkbox"/>	☆	📧	no-reply 2	A new message was just received that needs your attention. -	Feb 3
<input type="checkbox"/>	☆	📧	Strine Integration	Win Announcement for Havana COGOP-Havana, FL - Haven	Feb 3



Best Practices Guide: Connecting with Explorers

As a church within Gloo, you're clearly passionate and dedicated to supporting individuals in your community who have felt needs or are curious about faith. This guide outlines our recommendations and collection of best practices from churches that have been successful connecting to Explorers. It is vital that you take your responsibility to these individuals seriously and treat them as you would others seeking assistance or walking into the front door of your church. While each inquiry is unique and will need to be addressed appropriately, we hope you find this guide helpful and practical, regardless of the situation.

Building a Team to Respond to Explorers

We highly suggest that from the very beginning, you build a ministry team to assist in responding to Explorer connections. Don't do this alone! Ideally, a team is two people - a male and a female. Men should be responding to men and women should be responding to women. We do see more women Explorers connecting than men, so consider three women and two men on your team as the number of Explorers getting connected to your church increases.

Choose people on your team who are committed to reaching hurting people or curious people in your community. They must be trustworthy and agree to confidentiality. Ideal team members that already exhibit empathy, kindness and sensitivity. Folks willing to meet people right where they are at. The goal is simply to help them with their current need and begin to build a relationship.

You also need people who will be committed to responding to Explorer conversations as soon as possible. Consider assigning days or times to respond for your team so that no one has to be "on" every day.

We've designed Gloo so that you can invite your team and assign Explorer conversations. As the admin, you can assign conversations to members on your team.

Be sure your team feels comfortable with logging in, finding the Explorer Inbox and where to find past conversations. We have on-going webinar tutorials your team can attend live or watch a recording. You can also schedule a time with one of our Customer Service Managers to provide a demo with your team.

The first connection is the last connection. Be sure the team member you've assigned to connect to the Explorer has the capacity to continue a relationship and the posture to provide pastoral care.



Texting Tips when Responding to Explorers:

Create a connection and start a conversation

Gloo is a digital tool to help you make a connection to someone looking for help. The goal is simple: create a connection and start a conversation. You want to move the relationship off-line as soon as possible. The following list is our top ten best practices when responding:

1. Pray. Before you respond, take a moment to pray for the Explorer and over your response.

2. Responsiveness. Review connections regularly and respond within a quick and timely basis, ideally within 2-12 hours, depending on time of day. Respond to urgent messages as soon as possible.

3. Keep it simple. Introduce yourself, share how you got their information and provide an open next step. Here are three examples:

"Hi David, my name is Ken. I received your information and message from the interest form you recently filled out. I'm sorry that you are feeling discouraged and depressed. You don't have to go through this alone. I'd love to offer support, whatever that might look like. I can give you a call tonight or tomorrow morning?"

"Hi Kristine! I just read your note about the challenges you're currently facing. It sounds very difficult. My name is Anna and I'm on a team that responds to these messages. I'd love to help. Do you have time to connect?"

"Hi Jonathan, I'm Greg from First Baptist Church. I received the message you submitted online and saw that you had some questions about your current relationship. I'd be glad to chat via text, phone, or even meet for coffee this week. Which of these options works best for you?"

4. Be empathetic and trustworthy. Work on establishing a trusting relationship through listening and meeting them where they are at. Be interested, not interesting by asking open-ended questions. This is not the time to preach or tell your own story at length.

5. Be the bridge. If they need crisis resources or professional services, help them find it. You don't need to be their counselor or therapist.

6. Be sensitive and culturally aware. Don't use overly religious verbiage, Bible verses, or be political. Treat this like a face-to-face conversation. Your goal is to establish trust, not offend, alienate or turn them off.

7. Go slow. This helps you establish trust. Don't assume that they want prayer at first.

8. Don't promote. Don't invite them to church right away. This isn't about getting new attendees or members at this point in the journey. Caring, listening and building a relationship are most important.

9. Meet up. Move the relationship off-line as soon as possible by inviting them to connect in person.

Pick a neutral location that will be disarming for the Explorer, such as a coffee shop.

Avoid meeting one-on-one with opposite sex. If necessary, bring your spouse or a church staff member.

10. Don't spam. Do not add them to a broadcast list in Gloo. It's not the time to begin sending them devotionals or invitations to church events.

Our Expectations

Confidentiality and Trust. Treat all inquiries as confidential and in accordance with your organization's privacy policy. Do not use the Explorers submitted information for any other purpose.

Mandatory reporting and crisis resources. If an Explorer appears to be in a crisis situation, direct them to a local resource who can meet their immediate need. We strongly suggest creating a list of local crisis resources that your church has vetted and feels comfortable recommending. If the situation appears to be a life threatening or other emergency, consider contacting law enforcement or other emergency personnel. Know your county's mandatory reporting requirements. You might find this resource helpful: [US Crisis Resources](#)

Minors. People submitting their contact information must agree to terms of service that excludes their participation if they are a minor. However, you may still have a minor who contacts you, but you are not advised to engage with them. Please encourage them to speak to an adult they can trust, such as a parent/guardian, church leader, school guidance counselor or teacher. If you receive a high-risk response from a minor, please follow local guidelines. Contact your local public school to learn the procedures in place.



We're Here to Help!

Our Success Managers are ready to answer any questions you may have.

[Schedule a quick call today.](#)

Manage Explorer Settings

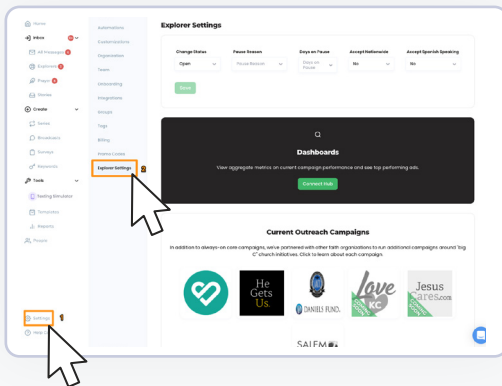
Manage your Explorer Settings under Settings to pause and review related campaign resources.

You can manage your settings for receiving Explorers and set other expectations.

- Update Status
- Set reason for pausing
- Set duration of how long to pause
- Discover resources about campaigns and metrics for reaching Explorers

Manage Explorer Settings

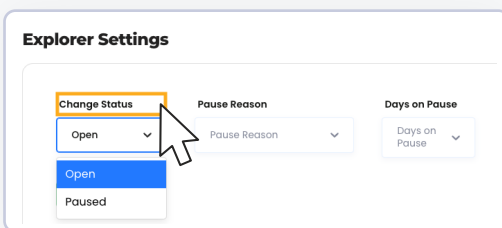
1. Navigate to **Settings**
2. Click the **Explorer Settings** tab



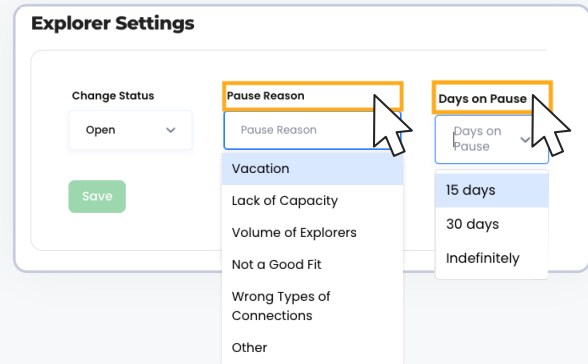
Pausing Connections

Note: Explorer Status is set to Open by default when you activate your subscription.

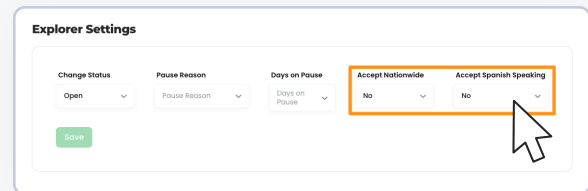
1. Click the **Change Status** drop down and choose **Open** or **Pause**



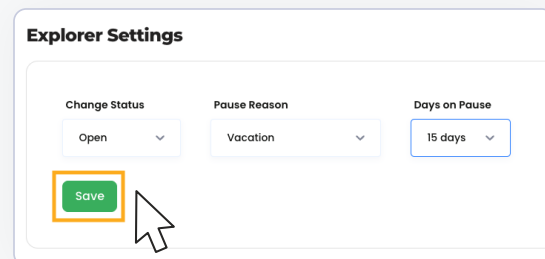
2. If pausing, click the **Pause Reason** drop down to select an option
3. If pausing, click the **Days on Pause** drop down to select an option



4. Use the **Accept Nation Wide** and **Accept Spanish Speaking** dropdowns to specify which types of Explorers you would like to accept

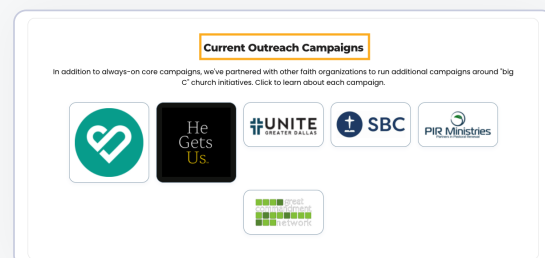


5. Click the **Save** button for the changes to take effect



Discover Campaign Resources

Learn more about current Outreach Campaigns



See live metrics on current campaigns by clicking [Connect Hub](#)