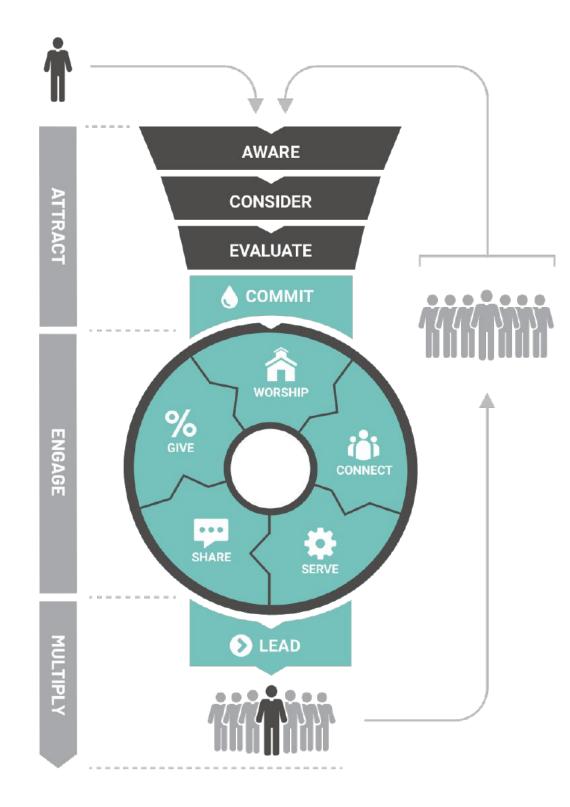


Member Engagement

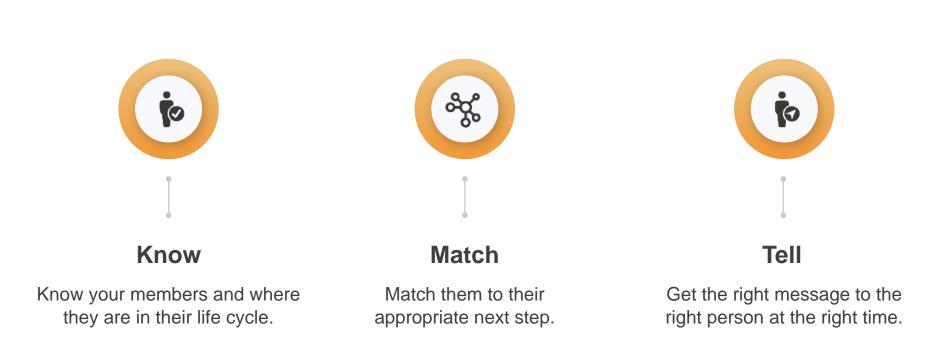


Member Life-Cycle





Engagement Methodology

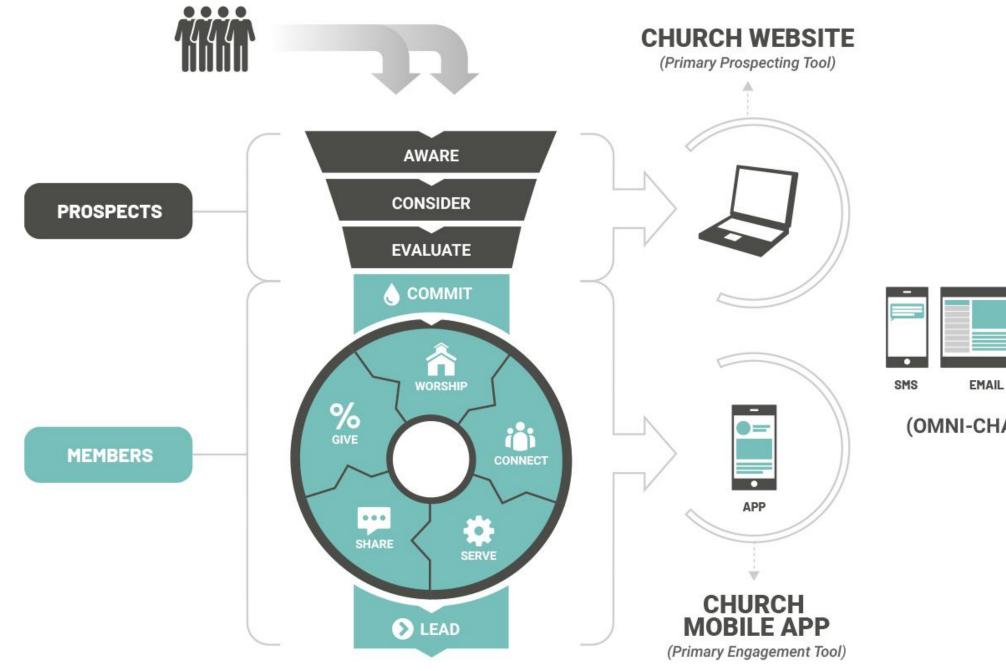




Analyze

Measure and review throughout the process.

Member Life-Cycle Tool Set





(OMNI-CHANNEL ENGAGEMENT)

WEBSITE

SOCIAL

	•••
01-02	
	=

Member Dashboard

PERSONALIZED **CONTENT GENERATES**



HIGHER RESPONSE RATES



For You



Emily, there are groups in your area!

Building friendships with others in your area is vital to a strong faith. Connect in a group and tackle this life together.

Find a Group





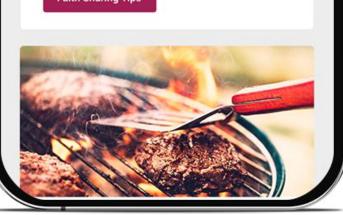
For You



David, you have a great story!

Your unique story of faith just may be the catalyst that will lead them to Christ. Sharing your story is a great way to strengthen your faith.

Faith Sharing Tips





Architecture

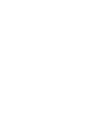


CHANNELS



The Building Blocks of Engagement



















Organizational Structure



Support Services (HR, IT, Finance, Legal, Facilities)



Contacting Blue

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