

Tips on Introducing Gloop Messaging to Your Congregation

Watch this [video](#) to learn how to engage and connect with your members throughout the week.

Make an announcement from the stage about the new texting system:

The first step in introducing the new Gloop communication platform is to make an announcement. This can be done by putting a QR code on the screen or in the bulletin, encouraging the congregation to text your toll-free number in real-time. This ensures that no one mistypes the number and quickly adds them to the platform. It is important to inform them that a mass text message, called a broadcast, will be sent later in the week to their phone.

Follow up with a church-wide text message: The second step is to follow up with a church-wide text message in the next few days after the announcement. This message should express excitement about Gloop Messaging and inform the congregation about its various benefits, such as sharing prayer requests or subscribing to devotional series. Encourage them to save the number in their contacts. It is also recommended to announce this on social media channels and email blasts.

Introduce additional features gradually: After a week has passed, it is advisable to introduce additional features of Gloop's Messaging platform slowly. This approach ensures that the congregation becomes familiar with Gloop's features without feeling overwhelmed.

Collect feedback on the texting platform: The final step is to collect feedback from the congregation on how they perceive Gloop Messaging. This feedback can be gathered yearly or bi-yearly and can be included as part of the church's assessments. The goal is to ensure that the communication between the ministry and the members is clear, engaging, and meaningful. Feedback can be collected through assessments available in the Gloop account's Measure tab.