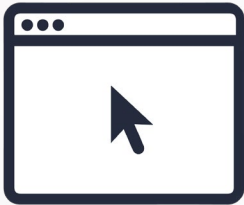




Why is providing a connection card a ministry best practice? It is a joy to build relationships with the guests and visitors that God draws into our ministry. Connection cards are a valuable tool for pastors and staff to build relationships and hear from guests and members. Following up on questions and requests from the connection card gives you the opportunity to answer any questions, as well as meet any spiritual or practical needs a guest may have. To disciple online guests, a digital connection card is a great way to provide a next step for guests.

Want to see an example digital connection card? [Click here to see our template.](#)



How can we provide a digital connection card?

- You can create a survey like the above using resources like [Typeform](#), [Google Forms](#), or [Survey Monkey](#).
- If you use a church management system, like Planning Center, there are form templates that you can use.
- If you have a GCI microsite, you can link to the Contact Us page on your microsite and invite online guests to connect with the pastor.

Where should we share our digital connection card?

- If you stream your online service or meet via Zoom, add the link to your connection card in the comments.
- If you post your online service on your website, provide the link there.
- You can even use the digital connection card as a contactless connection point in person by projecting the link or a QR code for guests to scan and use.



How do we follow up with them? Lastly, make sure to have a follow-up plan in place. Have a template email ready with an invitation for a next step, like a new members' class, a church event, or a meeting with the pastor that you can personalize for each guest. Also, make sure to have a designated system for following up within 48 hours of each service.