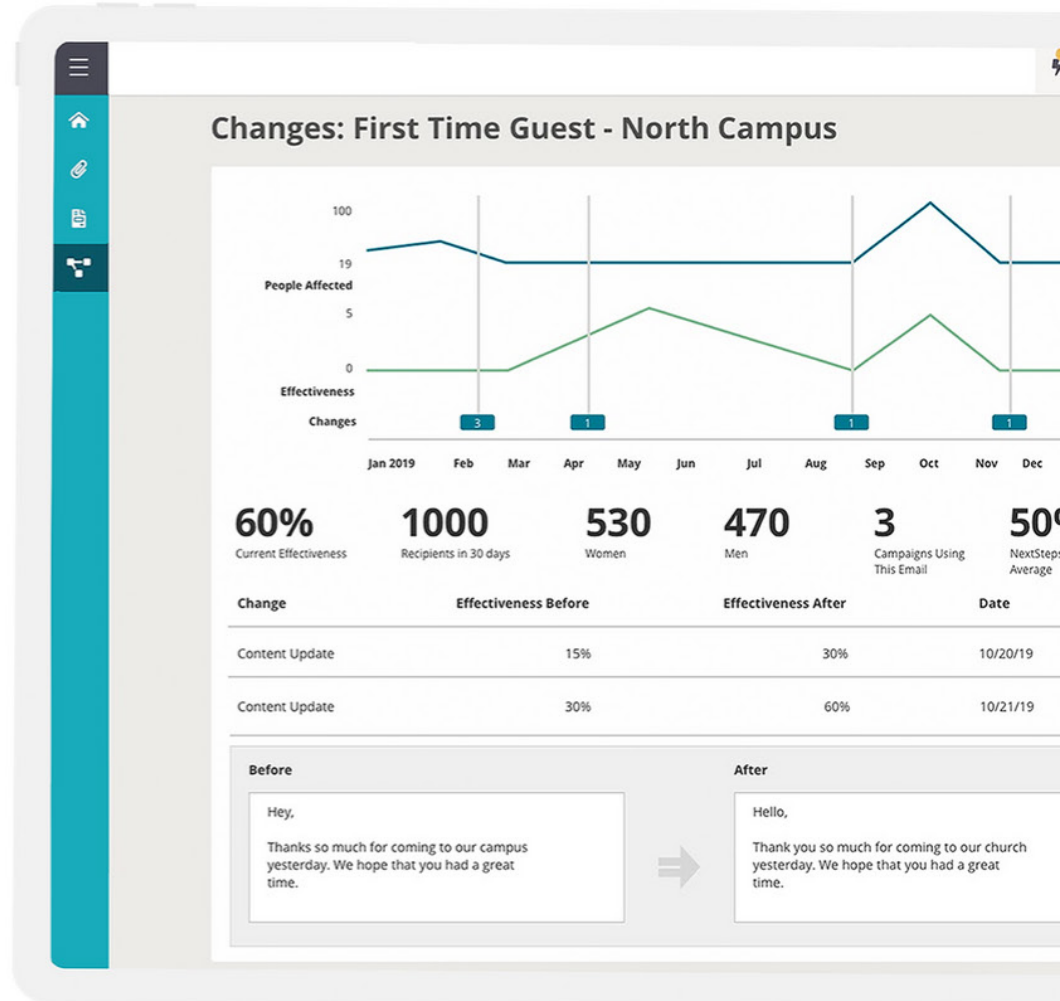


INTRODUCING FOCUS GROWTH

IF YOU ANSWER YES TO ANY OF THE QUESTIONS BELOW, THEN FOCUS GROWTH IS FOR YOU!

- | | YES | NO |
|--|--------------------------|--------------------------|
| 1. Do you struggle moving a first time guest to a committed church members? | <input type="checkbox"/> | <input type="checkbox"/> |
| 2. Is it a pain trying to gather guest info from online forms, connection cards, and children's check-in info? | <input type="checkbox"/> | <input type="checkbox"/> |
| 3. Do you see people fall through the cracks, because they haven't been followed up with? | <input type="checkbox"/> | <input type="checkbox"/> |
| 4. Is it impossible to identify changes in your membership? | <input type="checkbox"/> | <input type="checkbox"/> |
| 5. Is measuring assimilation success between an single or multi-campus location difficult for you? | <input type="checkbox"/> | <input type="checkbox"/> |



Focus Growth uses *Ministry Intelligence*[™] to help you effectively engage and assimilate visitors, members, ministry, and spiritual discipleship. Get insights that empower you to *Pastor People Better*[™]!



DATA ENTRY

Personal and ministry data is automated into your ChMS with no manual entry

TASKS

Individuals are entered into Focus Growth Tracks

3

4

DATA PROCESS

Data is processed by our Ministry Intelligence algorithms, conditions and data rules

MILESTONES

Individuals are assimilated through the milestones of Focus Growth Tracks

2

5

GROWTH

1

6

DATA CAPTURED

Personal and Ministry information is captured and analyzed from Connection Cards, digital forms or .CSV file

REPORTS

Advanced Live Ministry Intelligence and Membership Engagement reporting

KEY FEATURES:

- ✓ Capture key ministry data from ALL required sources: connection cards, digital forms and .CSV files
- ✓ Use Focus Growth Ministry Intelligence to create data conditional rules by building sophisticated IFTT statements (If This Then That)
- ✓ Advanced ChMS integrations that report LIVE reporting progress of ministry and spiritual formation assimilation
- ✓ Intelligent algorithms that prevent and clean up ChMS duplicates
- ✓ Measure the growth of your Church's members, ministry and impact
- ✓ No one falling through the cracks
- ✓ Results executed in real-time

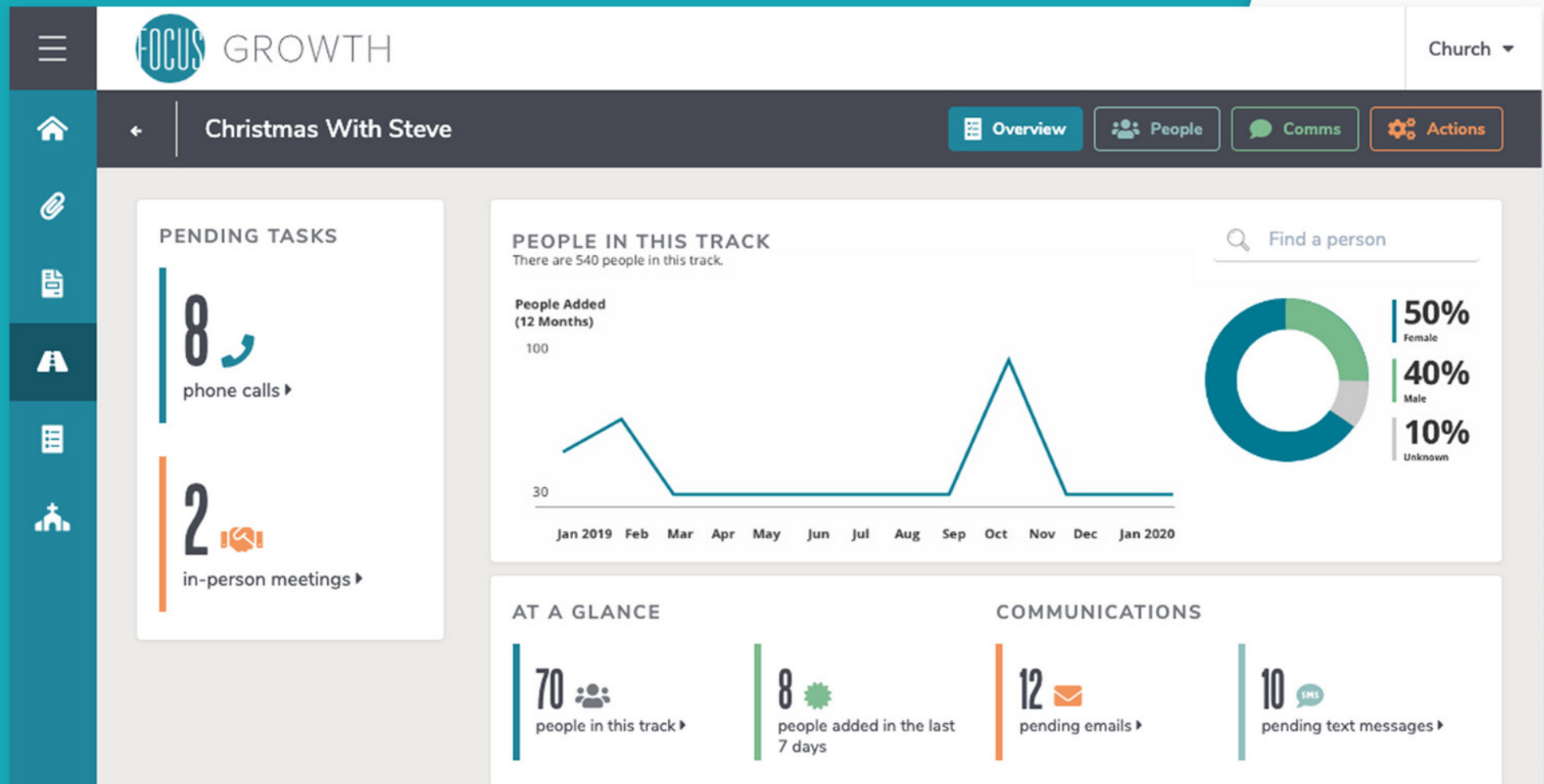
The screenshot displays the Focus Growth software interface. At the top, there is a navigation bar with the 'FOCUS GROWTH' logo and a 'Church' dropdown menu. Below this is a dashboard area with an 'Export' button and a 'Date Range' dropdown set to 'Past 90 Days'. The dashboard features six key metrics:

- 0 discrepancies
- 11 submissions
- 23 people added
- 80 actions taken
- 4 emails sent
- 0 texts sent

Below the dashboard is a section titled 'Form Submissions' with two columns. The left column shows a submission for 'Holly Alcock' with an 'Added' status and a 'View Submission' button. The right column shows a submission for 'Anne Riley' with an 'Added' status and a 'View Submission' button. Each submission card lists a series of actions performed, such as creating new persons, addresses, cell phones, email addresses, and updating marital status and gender.

LIVE MINISTRY INTELLIGENCE REPORTING

1. How long does it take 1st-time visitors to become members?
2. How long does it take a new member to become a contributing member or volunteer?
3. What % of your congregation are contributing members?
4. How effective are you at spiritually disciplining your congregation?
5. How long does it take new salvations to get to a point of spiritual maturity?



STEP 1 - IMPORT DATA INTO FOCUS GROWTH

Whether you collect physical connection cards during your service or have people fill out a digital form during your live stream, it's easy to get information into Focus Growth to initiate your ministry processes. Just batch scan your connection cards, set up your Focus Growth Digital Form, or import a .CSV file into Focus Growth to start your ministry follow-up.

1. Physical Connection Cards

Informational cards that people fill out during service

2. Digital Connection Cards

Digital forms that automatically sync every submission with your ChMS

3. .CSV File

If you pay for another form builder, then you can import submissions through our custom file importer

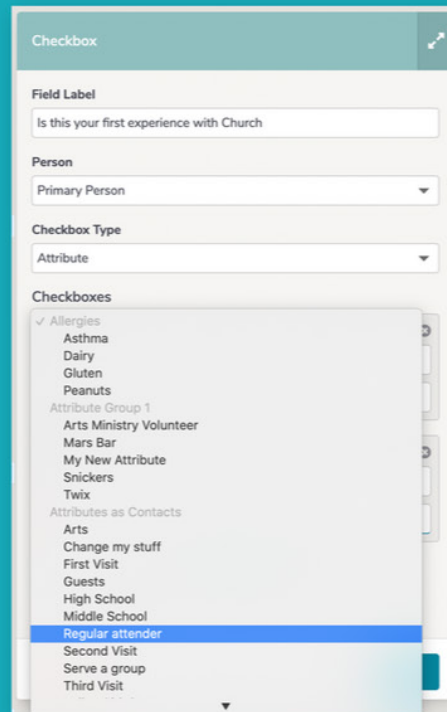
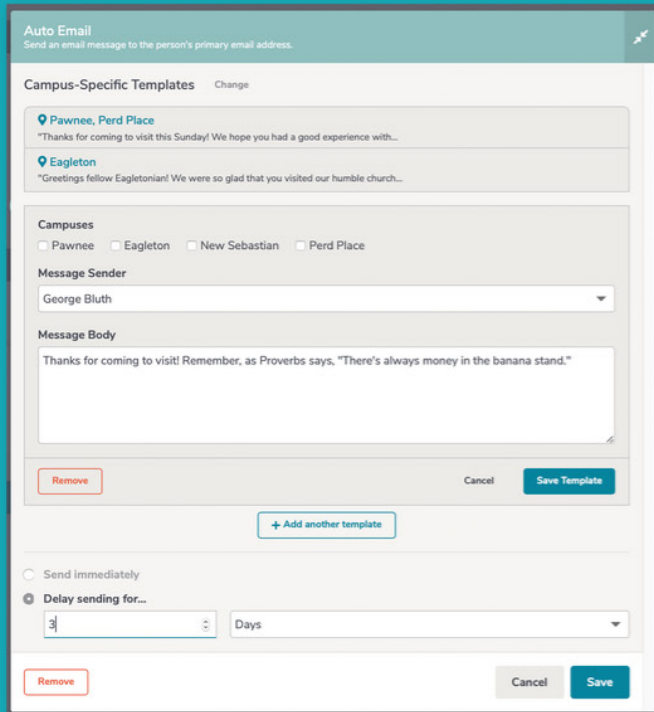
The screenshot shows the 'Digital Connection Card' editor in Focus Growth. On the left is a navigation menu with 'Dashboard', 'Batches', 'Templates', 'Tracks', 'Online Forms', and 'Campuses'. The main area is titled 'Form Fields' and contains several input fields: 'Name' (split into 'First' and 'Last'), 'Email Address', 'Mobile Phone', 'Address', 'City', 'State', 'Zipcode', 'Date of Birth', 'Gender' (with 'Male' and 'Female' radio buttons), and two checkboxes: 'Is this your first experience with Church' and 'I am interested in Growth Track'. On the right, a 'Form Fields' panel shows icons for Name, Address, Date of Birth, Home Phone, Work Phone, Mobile Phone, Email Address, Gender, Marital Status, School, Prayer / Notes, and Checkbox. A 'Save' button is at the bottom right.

The screenshot shows a filled-out 'MINISTRY RESPONSE CARD' form. The title is 'MINISTRY RESPONSE CARD'. The fields are: 'First Name' (Kaela), 'Last Name' (Wilson), 'Birth Date' (5/4/04), 'Gender' (Female checked), 'Address' (9829 Brownlee Ln), 'City' (Pittsboro), 'State' (TX), 'ZIP' (76244), 'Email' (Cinnabarkvanny77@yahoo.com), 'Home' phone (8172174361), and 'Work' phone. A 'Region Settings' panel is open on the right, showing 'Field Type' (Gender), 'Person' (Primary Person), and a 'Delete Region' button.

STEP 2 - INTELLIGENT DATA RULES AND MAPPING

Focus Growth allows you to create intelligent data conditionals from your handwritten or digital connection card responses. These rules help clean and organize your data, so that your ministry follow-up is accurate, efficient, and impactful.

1. Verify Batches and Discrepancies
2. Data Replacement
3. Automated Text and Email Communications
4. Conditional Data Rules



OUR CLIENTS FAVORITE CONDITIONALS:

1. If the person has prayed to receive Christ in the past 6 months, change the decision to recommited life to Christ
2. If the person is a male and checks interest in women's ministry, do not create ministry follow-up
3. If the person is female and requests ministry followup, do not assign to a male
4. If attendees address is more than 50 miles away, update status from attendee to visitor
5. If the person is less than 11 years old, route all ministry follow-up to children's ministry

STEP 3 - CHMS INTEGRATION

A reliable ecosystem of software is required to have an effective ministry process, which is why we integrated Focus Growth with your ChMS. With our seamless integrations, you can now automate all of your data entry and gain access to a new level of ministry and KPI reporting.

BEFORE ENTERING DATA INTO YOUR CHMS, FOCUS GROWTH WILL:

1. Check for duplicate records by using multiple proprietary algorithms
2. Update a person's status based on information provided
3. Add or update individual and household profiles
4. Add or update spouse information to the household
5. Add or update child information to the household
6. Add a person to a group or even take attendance based on conditions met
Enter additional ministry data for follow-up


FOCUS GROWTH PROUDLY INTEGRATES WITH:

FELLOWSHIPOne

MinistryPlatform

elvanto





Connect Your ChMS

To use Focus Growth, we need to link your account to your ChMS

Please enter your ChMS Code







Verify Your Church Code

Not sure what to do?

Learn how to setup your ChMS account for integrations.













[Read Our Helpful Guide →](#)

Fields Results

 Add to Track	 Send Text	 Send Email	 CCB Process Item
 CCB Membership Type	 CCB Group		

Discard Changes Save

Fields Results

 Newly Created	 Filled Out	 Age	 Gender
 Marital Status	 Address	 Phone	 Email
 Checkbox	 MP Status	 MP Opportunity	 MP Milestone

Discard Changes Save

*Integration details vary per ChMS

STEP 4 - ASSIMILATION TRACKS

Assimilation Tracks provide a way to automate the processes you create to ensure your visitors and guests are put on the right path to become an active member of the Church. This tool could also be used to help manage other people-flow processes, such as a volunteer pipeline, specific ministry interests, membership engagement or spiritual formation.

- Multi-Campus Structure
- Multiple Entry Points
- Milestone ChMS Triggers & Actions
- Required or Optional Milestone Fulfillment
- ChMS Milestone Association / Fulfillment
- Tracks and Milestones with Multiple People Assigned
- Auto re-assign people who complete a track to another track
- Live Reporting and Advanced Insights

New Member Integration

People In This Track
There are 540 people in this track.

People Added (12 Months)

Gender Distribution:

- 50% Female
- 40% Male
- 10% Unknown

In the United States, there are 10% more females in attendance on average.

Track Actions

Action	Recipient	Send Date	
Send Email	Tom Selleck	2/27/2020	⚙️
Send Email	Judy Dench	2/27/2020	⚙️
Send Email	Julie Andrews	2/27/2020	⚙️
Send Email	Dick Van Dyke	2/27/2020	⚙️
Send Email	Don Johnson	2/27/2020	⚙️
Send Text Message	Chuck Norris	2/27/2020	⚙️

200 Emails To Be Sent
100 Emails Sent (This Week)
430 Text Messages To Be Sent
370 Text Messages Sent This Week

Track Snapshot

There are 540 people in this track. Click on a milestone to see additional details.

- 10%** Current Effectiveness
- 800** People in 30 Days
- 430** Women
- 370** Men

Milestones In This Track

- Auto Email
- F1 Attribute
- Phone Call
- In-Person Meeting
- F1 Attribute

19 People Added This Week
3 People Who Progressed This Week
10 Average Days On This Step

19 People Who Completed This Milestone (12 Months)

Campaigns in this Milestone

Campaign	Actions To Be Taken	Actions Taken This Week	
Phone Call Preface	20	100	⚙️

FOCUS GROWTH INTEGRATES WITH YOUR SOFTWARE ECOSYSTEM

CHURCH MANAGEMENT SYSTEMS



IMPORT .CSV FILE FROM ANY FORM BUILDER



DIGITAL CHURCH STREAMING PLATFORM



1. HOW MUCH DOES FOCUS GROWTH COST?

Monthly cost is based on credit usage. Credit plans start at \$25 per month with no long-term contracts so that your cost can grow with your Church!

2. HOW DOES FOCUS GROWTH READ MY HANDWRITTEN CONNECTION CARDS?

Focus uses proprietary Machine Learning and Artificial Intelligence to image sharpen, straighten, read, review and render back batches in minutes, with full de-duplication logic to ensure the CHMS data integrity is upheld.

3. HOW ACCURATE IS FOCUS GROWTH?

With standard processes, 98%+ and with obscure images, 90%+. Our best in class Machine Learning makes it more accurate over time.

4. HOW DOES FOCUS GROWTH PREVENT DUPLICATE PROFILES OR HOUSEHOLDS?

Our product uses name, demographic information and multiple additional algorithms to ensure profile matching. Church's use our robust algorithms to cleanse their CHMS database multiple times a year.

5. HOW LONG DOES IT TAKE FOCUS GROWTH TO READ HANDWRITTEN AND DIGITAL DATA?

Batches of digital data is read in a matter of minutes and handwritten data can vary based on the cards and discrepancies.

6. HOW DO I CONNECT DATA FIELDS ON MY PHYSICAL OR DIGITAL FORMS TO FIELDS IN MY CHMS?

During form creation, users can match fields to their CHMS easily. Church's can manage an unlimited number of templates for different ministries.

7. WHAT ARE DATA CONDITIONALS?

Conditionals are like IFTTT statements (If This Then That). Our product allows you to create custom workflows from the field values of your .CSV or handwritten responses. This can correspond to existing workflows in your ChMS that you have already established.

8. DOES FOCUS GROWTH SUPPORT .CSV OR EXCEL UPLOADS?

Yes, any 3rd party digital forms like Gravity, Wufoo, Google, JotForm etc. forms are able to export a .CSV and import into Focus Growth.