

Leads Program Details

For Pastors and Leads Leaders

The System:

1. We get fresh Bible study leads from current marketing (Facebook ads, postcards, other sources) and from other Adventist ministries.
2. We pass the leads immediately to the closest participating church through the Interest Tracker software for immediate follow up (ideally within 1-3 days).
3. We work primarily with pastors and leads leaders, and they in turn communicate with their team of volunteers. The pastors and churches choose their leads leader(s) (*sometimes it's good to have two co-leaders*), which can be either a hired Bible worker, the personal ministries leader, the interest coordinator, or another qualified member. Please keep us updated with the latest leads leaders' contact information (email us: leads@gccsda.com).
4. Some churches have a conference Bible instructor assigned to them to help train and equip the members (*unfortunately we don't have enough to help all churches yet*).

Leads Leader Recommended Responsibilities:

1. To be aware of all leads coming in, and to assign each lead to an available volunteer member for follow up.
2. To make sure that the volunteers have all the materials they need to follow up with their Bible study requests.
3. To set up regular meetings (maybe monthly) with the volunteer church members for updates, testimonies, and prayer.
4. To attend conference update meetings to be aware of upcoming events.
5. To keep track of what happens after the leads get assigned to the volunteers. To find out which ones become Bible studies, and which ones are not currently responding and could be added to a list to be mass contacted later.
6. To be aware of the involvement and needs of the volunteering members.

Materials needed (for setting up Bible studies):

1. Training videos and instructions on using the Interest Tracker software to manage your leads.
2. Bible study guides (your church's choice). Each member should have their own set, plus several sets for their leads. They can also use pdf Bible studies to email to their leads. Some give-away books can also be used at certain times.
3. Scripts and recommendations for leads follow-up.
4. Training materials that teach members how to give Bible studies such as books, or online training schools (AFCOE, ARISE, SALT), or a Bible instructor.

Steps and Recommendations:

1. Log in to your church's Interest Tracker account and get familiar with the software. If you need to, find a tech volunteer at your church to help you and the team with this.
2. Watch the software short training videos on www.InterestTracker.org/Training, as well as other updates and training videos found on the leads program conference page: www.gccsda.com/leads
3. Plan and decide what Bible studies, free books, or resources your members can offer to their leads, and order and distribute those in advance.
4. Recruit willing members, and have them go through the training that your church chose.
5. Pair them up with a prayer partner either with each other or with prayer warriors from the church who only want to pray (instead of giving Bible studies).
6. Add each ready member to the Interest Tracker account, and start assigning them leads. Keep a list of all their contact info and how many leads they each want.
7. Set up regular team meetings (maybe monthly) for updates, testimonies, and prayer. Also consider setting up a WhatsApp group for them for prayer requests, questions, or updates.
8. Keep track of the leads, the volunteers, and the supplies.
9. Plan occasional mass marketing, such as quarterly emails or postcards to the leads that didn't respond.
10. Plan yearly reaping series and other events where you can invite the Bible study students.