



---

# COMMUNITY LEADER MANUAL

---

# TABLE OF CONTENTS

<b>Welcome</b> .....	<b>01</b>
<b>Mission and Vision</b> .....	<b>02</b>
<b>Statement of Faith</b> .....	<b>03</b>
<b>Role of a Community Leader</b> .....	<b>05</b>
<b>Role</b> .....	<b>06</b>
<b>GMO Structure</b> .....	<b>06</b>
<b>Role at a Glance</b> .....	<b>07</b>
<b>Heart of a Community Leader</b> .....	<b>07</b>
<b>Communication Guidelines and Commitment</b> .....	<b>08</b>
<b>Communication Guidelines</b> .....	<b>08</b>
<b>Community Leader Commitment</b> .....	<b>10</b>
<b>PATH CRM Overview</b> .....	<b>12</b>
<b>Introduction to the CRM</b> .....	<b>14</b>
<b>Guide Your Community</b> .....	<b>16</b>
<b>Help Your Community</b> .....	<b>21</b>
<b>Coach Your Community</b> .....	<b>24</b>

# WELCOME



Welcome to Global Media Outreach!

As an Online Missionary, you have the unique opportunity to reach people all over the world with the love and knowledge of Jesus Christ through the internet.

Technology helps us reach people and places we couldn't in the past. The hope of Christ can now be shared with anyone.

Thank you for partnering with us in ministry.

**MISSION** GIVE EVERY PERSON ON EARTH MULTIPLE OPPORTUNITIES TO KNOW JESUS.

**VISION** LEVERAGE TECHNOLOGY TO INVITE ALL PEOPLE TO KNOW JESUS CHRIST AS SAVIOR AND GROW IN A PERSONAL RELATIONSHIP WITH HIM.

**And He said to them, “Go into all the world and preach the Gospel to every creature.”**

Mark 16:15



# STATEMENT OF FAITH

---

## OUR FOUNDATION

---

As we actively and intentionally grow in our Christian faith, we aim to exhibit Christian character as demonstrated by our attitude, appearance, and conduct through our Statement of Faith.

The basis of our beliefs is the Bible, God's infallible written Word, the 66 books of the Old and New Testaments. We believe that it was uniquely and fully inspired by the Holy Spirit and that it was written without error (inerrant) in the original manuscripts. It is the supreme and final authority in all matters on which it speaks.

We accept those areas of doctrinal teaching on which, historically, there has been general agreement among Christians. We desire to allow for freedom of conviction on other doctrinal matters, provided that any interpretation is based upon the Bible alone, and that no such interpretation shall become an issue which hinders the ministry to which God has called us.

There is one true God, eternally existing in three persons—Father, Son, and Holy Spirit—each of whom possesses equally all the attributes of Deity and the characteristics of personality.

Jesus Christ is God, the living Word, who became flesh through His miraculous conception by the Holy Spirit and His virgin birth. Hence, He is the perfect Deity and true humanity united in one person forever.

He lived a sinless life and voluntarily atoned for the sins of men by dying on the cross as their substitute, thus satisfying divine justice and accomplishing salvation for all who trust in Him alone.

He rose from the dead in the same body, though glorified, in which He lived and died.

He ascended bodily into heaven and sat down at the right hand of God the Father, where He, the only mediator between God and man, continually makes intercession for His own.

Man was originally created in the image of God. He sinned by disobeying God; thus, he was alienated from his Creator. That historic fall brought all mankind under divine condemnation.

Man's nature is corrupted, and he is thus totally unable to please God. Every man is in need of regeneration and renewal by the Holy Spirit.

The salvation of man is wholly a work of God's free grace and is not the result, in whole or in part, of human works or goodness or religious ceremony. God imputes His righteousness to those who put their faith in Christ alone for their salvation and thereby justifies them in His sight.

# STATEMENT OF FAITH

---

## OUR FOUNDATION

---

It is the privilege of all who are born again of the Spirit to be assured of their salvation from the very moment in which they trust Christ as their Savior. This assurance is not based upon any kind of human merit but is produced by the witness of the Holy Spirit, who confirms in the believer the testimony of God in His written word.

The Holy Spirit has come into the world to reveal and glorify Christ and to apply the saving work of Christ to men. He convicts and draws sinners to Christ, imparts new life to them, continually indwells them from the moment of spiritual birth and seals them until the day of redemption. His fullness, power and control are appropriated in the believer's life by faith.

Every believer is called to so live in the power of the indwelling Spirit that he will not fulfill the lust of the flesh but will bear fruit to the glory of God.

According to scripture, God created us either male or female, and commanded that sexual intimacy is to only occur between a man and a woman who are married to each other. Any form of sexual behavior such as adultery, fornication, homosexuality, bisexual conduct, bestiality, incest, pornography or any attempt to change one's gender, or disagreement with one's birth gender is contradictory to scriptural living.

Jesus Christ is the Head of the Church, His Body, which is composed of all men, living and dead, who have been joined to Him through saving faith.

God admonishes His people to assemble together regularly for worship, for participation in ordinances, for edification through the Scriptures and for mutual encouragement.

At physical death, the believer enters immediately into eternal, conscious fellowship with the Lord and awaits the resurrection of his body to everlasting glory and blessing.

At physical death, the unbeliever enters immediately into eternal, conscious separation from the Lord and awaits the resurrection of his body to everlasting judgment and condemnation.

Jesus Christ will come again to the earth—personally, visibly and bodily—to consummate history and the eternal plan of God.

The Lord Jesus Christ commanded all believers to proclaim the gospel throughout the world and to disciple men of every nation. The fulfillment of that Great Commission requires that all worldly and personal ambitions be subordinated to a total commitment to “Him who loved us and gave Himself for us.”



# **ROLE OF A COMMUNITY LEADER**

# 1

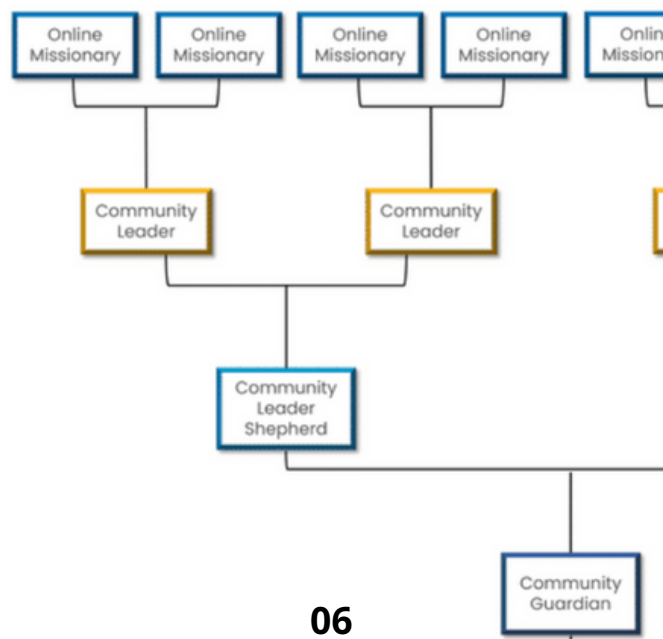
## THE ROLE OF A COMMUNITY LEADER

A Community Leader is an Online Missionary who leads a group of OMs, guiding and encouraging them to do the best they can in ministering to their Contacts and Disciples. The primary responsibility for a Community Leader is to provide guidance and assistance to members of his/her community. A CL is someone who has proven to be an excellent Online Missionary, and who is willing to help others grow and develop into compassionate and successful Online Missionaries.

# 2

## GMO STRUCTURE

Each CL reports to a Community Leader Shepherd (CLS). Each CLS reports to a Community Guardian (CG). These positions are supported and led by a Volunteer Coordinator for each language. The chart below illustrates this organizational structure. Note that it is “flipped” to show that GMO leaders are called to be servants.



### 3

## ROLE AT A GLANCE

Check your Online Missionaries' activity. Be sure they are responding to their messages in a timely way. Help and encourage those who may be falling behind.

- **Review OM responses** periodically for quality control.
- **Respond to questions** from members of your community. Help resolve any system problems they may encounter.
- **Send regular emails** of encouragement, instruction, and support to your community members.
- **Offer assistance** with re-assigned messages from your OMs; use them as training opportunities to help them grow in their confidence and ability by giving suggestions on how to respond.
- **Pray for your OMs** regularly.
- **Complete and return** reports as requested by your CL Shepherd.
- **Communicate** with absent or non-responsive OMs to encourage their ministry participation.

When necessary, work with your CL Shepherd to close the account of an OM who is not active.

### 4

## HEART OF A COMMUNITY LEADER

Our patient, loving Savior is our leadership model. We follow His example by caring for those entrusted to us. As a Community Leader, remember that God's grace, love, patience, and gentleness should characterize all your communications, especially when offering suggestions or coaching. Digital messages lack communication cues (facial expression, tone of voice, gestures) and may be perceived as unkind or even rude. The love and concern you feel as you write may be missed by the reader. Add words of encouragement, support, and care to each message you send.

# COMMUNICATION GUIDELINES AND COMMITMENT

1

## COMMUNICATION GUIDELINES

### **Keep It Short**

Members of your community receive many emails and notifications. Remember that digital messaging, by design, is a short-form medium. Many people read their messages on phone screens. Try to keep your messages under three paragraphs, or to what is visible on one screen without scrolling. Longer messages often go unread. Consider using bullet points to get your message across directly. Use links to refer people to articles or more complete information.

### **Balance How Often you Write**

How important is this message? Some CLs tend to overcommunicate, and some do the opposite. We suggest sending a general communication once or twice a month.

### **It's Official**

When you communicate with an OM, you are representing GMO. Personal comments to your OMs regarding GMO policies and activities are inappropriate. They may perceive those comments as coming from GMO rather than you personally. If you disagree with GMO on an issue, consult your leader.

### **Stick With GMO Resources**

GMO has developed many websites and materials to help with evangelism and discipleship. We ask you not to refer your OMs to non-GMO resources unless your leader approves it. We recognize that GMO resources do not cover every situation, and there are some wonderful teachings available. However, if it is not on our site, we cannot track it, control advertising on it, or evaluate the content. Please make sure your leader has reviewed any resource that is outside the GMO site to ensure their source is in alignment with the GMO Statement of Faith.

## **Do Not Resend GMO Emails**

Some emails from Global Media Outreach go out to only Community Leaders, others are also sent to OMs. Either way, you don't need to send GMO emails on to your OMs. People are understandably annoyed when they receive the same info from two or three sources. Instead, include short reminders of GMO announcements in your monthly email to your community.

## **Proofread**

We all make typing errors. Most are minor, but some can completely change your meaning. Make sure that what you write communicates clearly and with an encouraging tone. If it is a sensitive or complicated topic or issue, consider having someone else read it before sending it. Use spellcheck before you send the message.

## **Summary**

Clear communication with your community members helps to build strong relationships with them. Your guidance builds their confidence as they minister to Contacts.

## 2

# COMMUNITY LEADER COMMITMENT

As Online Missionaries, we want to introduce people to Jesus and His gift of eternal life, help them grow in their faith, and encourage them to connect to a local body of believers.

“We proclaim Him, admonishing every man and teaching every man with all wisdom, so that we may present every man complete in Christ.” Colossians 1:28 (NASV)

### **Definition:**

A Community Leader (CL) is an Online Missionary (OM) who also has responsibility for one or more Communities of OMs.

### **Qualifications for being a Community Leader:**

- A heart for God and a desire to help others.
- Demonstrably teachable attitude.
- A reliable/regular Internet connection.
- Experience using the PATH system and ability to guide Online Missionaries.
- Willingness to invest several hours per week.
- Willingness to perform some basic administrative tasks and submit reports as requested.

### **Main responsibilities of a Community Leader:**

As a leader/shepherd of Online Missionaries, I realize I play a significant role in GMO's outreach to thousands of seekers and new believers. I recognize that my active and faithful fulfillment of the Community Leader duties is necessary for the effective functioning of my Online Missionary team.

**THEREFORE, I COMMIT MYSELF TO THE FOLLOWING GUIDELINES:**

- Follow Christ’s example in exercising humble, gentle servant leadership.
- Always communicate with grace and love, believing in the best of others.
- Motivate Online Missionaries to respond to new Contacts within 4 hours and ongoing Contacts within 24 hours.
- Communicate regularly with my community, providing encouragement and guidance.
- When necessary, be willing to use communication channels beyond e-mail, such as phone, texting, or social media to contact Online Missionaries.
- Use OM contact information only for GMO ministry purposes, and keep it confidential.
- Reach out to inactive Online Missionaries to encourage them to re-engage.
- Check outgoing messages of my Online Missionaries once a month; offer guidance, encouragement, and coaching as needed.
- Pray for my Online Missionaries and their ministry.
- Raise up leaders within my community, watching for leadership qualities. Encourage members to step into leadership roles.
- Actively participate in my own training, so that I am fully equipped to help my Online Missionaries.
- Keep my leader informed of any needs or problems that arise.

**MY COMMITMENT**

I understand that by signing this commitment, I am agreeing to the expectations of the Community Leader position.

I understand my role to encourage and guide Online Missionaries, honoring the Lord through my leadership and service.

---

Full Name

---

Date



# PATH CRM OVERVIEW

# PATH CRM

The PATH Contact Relationship Management System (or CRM) is where you as a Community Leader will view and keep track of everything happening in your community. The CRM houses all the information about your Online Missionaries, their Contacts, conversations, and more.

Most of your work, as a Community Leader, will take place within the CRM. You will view the community metrics, review conversations between your OMs and their Contacts, communicate directly with your Online Missionaries, watch log-in times, etc.

## OVERVIEW

**1**

**INTRODUCTION TO THE CRM**

**2**

**GUIDE YOUR COMMUNITY**

**3**

**HELP YOUR COMMUNITY**

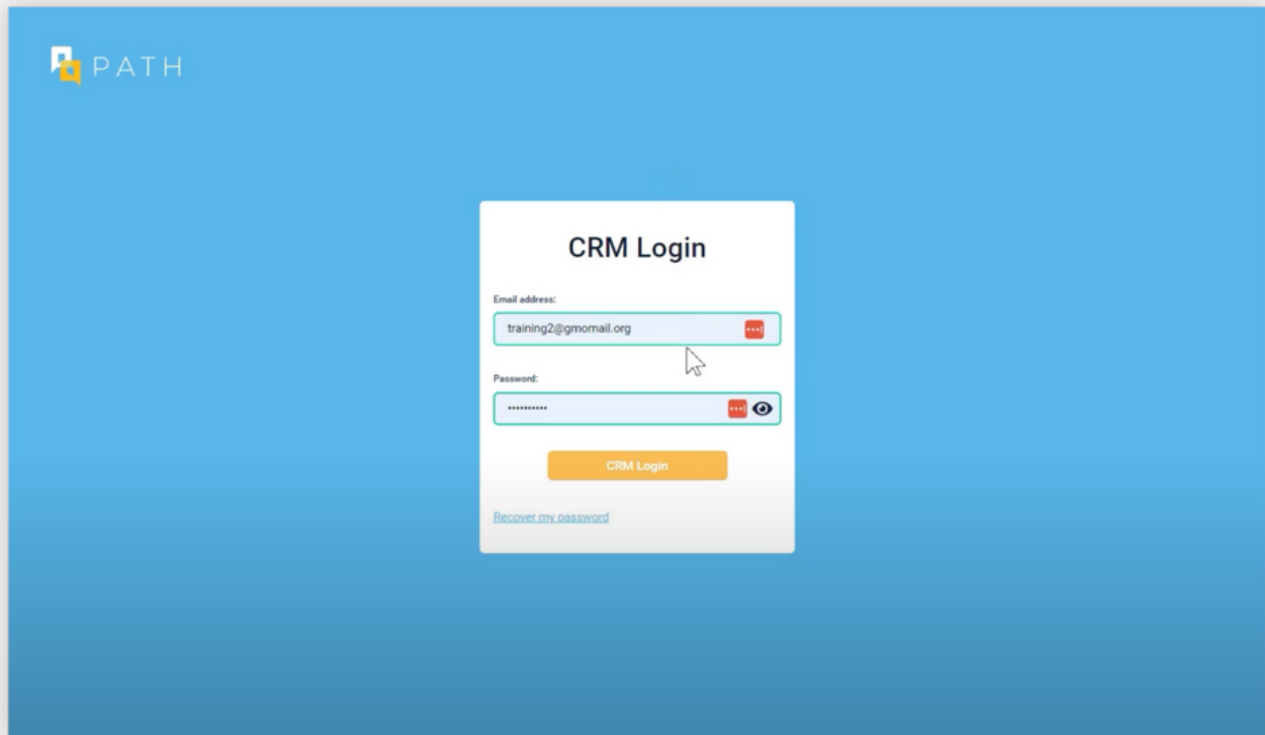
**4**

**COACH YOUR COMMUNITY**

# 1

# INTRODUCTION TO CRM

## LOGGING INTO CRM



PATH

**CRM Login**

Email address:  
training2@gmail.org

Password:  
\*\*\*\*\*

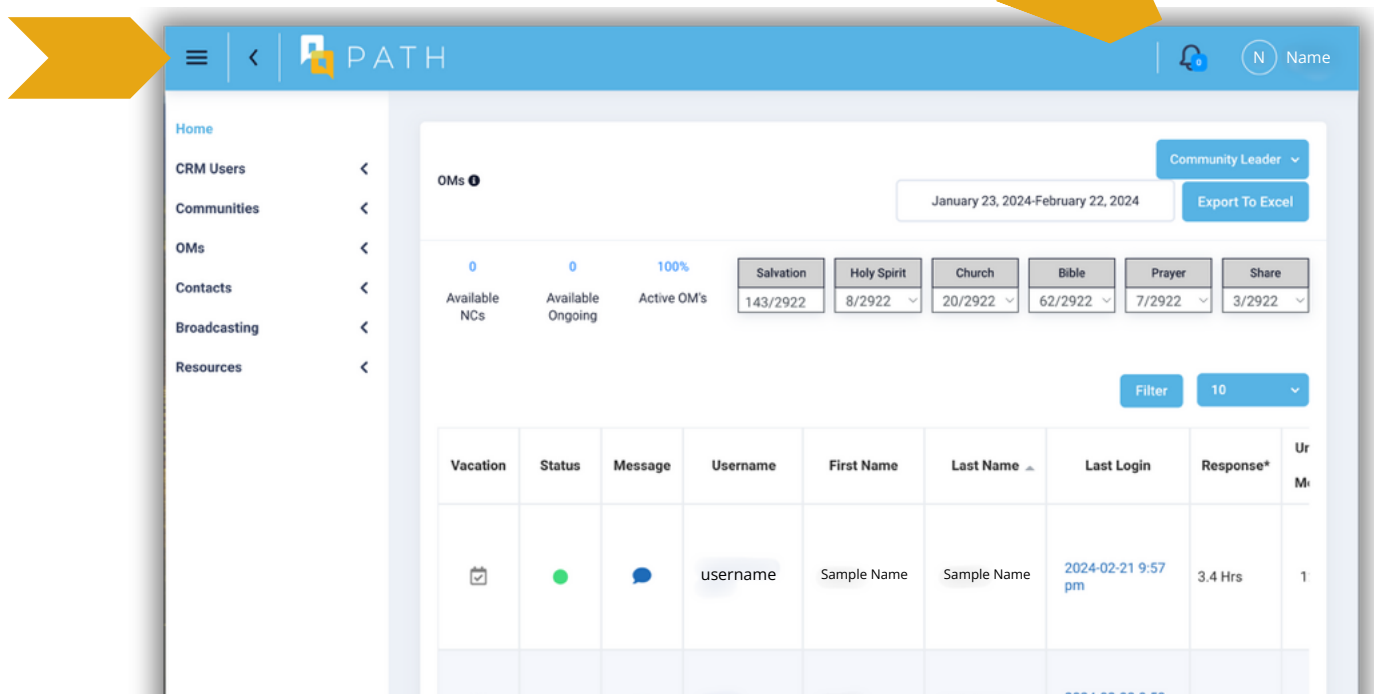
CRM Login

[Recover my password](#)

To log in, enter the same email and Password you use for PATH. Click CRM Login.

If you forget your PATH password, click Recover My Password in the bottom left corner of the screen.

# NAVIGATING THE HOME SCREEN



What you see first is the Home Screen. Just like in PATH, there is a menu on the left side of the screen to take you to different sections of the platform.

To the left of the PATH logo at the top, there are 3 lines. If you click these, the left-hand menu disappears so you have more room for items on your Home Screen. Click the 3 lines again to bring back your left-side menu.

You can see an overview of the information available to you in the CRM.

- Other CRM users (such as your leaders)
- Communities
- OMs
- Contacts
- Broadcasting
- Resources

You will see a Notification Bell and a number at the top right of the screen. To the right of the bell, you will see your name. This is the same notification bell you see in PATH.

When you click your name or the Letter icon, you will see several options including your Profile, Change Password, and Log Out.

As a CL, your home screen is the same page as the My OMs page in the left menu. This page gives you an overview of your community. At the top, you see many numbers and statistics; in the middle, you see a list of your Online Missionaries.

You can tell at a glance how many new Contacts are available. You can also see the number of ongoing Contacts. What is the difference? These Contacts are in the “pool” available for an Online Missionary to respond to. The combination of New Contacts and Ongoing Contacts gives you the total available Contacts that could be responded to.

# 2

# GUIDE YOUR COMMUNITY

## REVIEWING OM RESPONSE TIME AND METRICS

### How do I view information about my community?

On the Home screen, you can see a summary of information about your community. You can check the health of your community through these indicators.

In the **Response** column, you can see the average response time to New Contacts for each OM. The goal is to respond to New Contacts immediately and ongoing Contacts within 24 hours.

At the bottom of the Home Screen, you can see the **Totals and Averages** of the metrics on this page. Keep in mind that these numbers change over time.

At the top, you can check the date range of the statistics you are viewing and download the report. You can change the date range and observe how the data changes.

The screenshot shows the OMs dashboard. At the top right, there is a 'Community Leader' dropdown and an 'Export To Excel' button. Below this is a date range selector for 'January 23, 2024-February 22, 2024'. The dashboard features three summary cards: 'Available NCs' (0), 'Available Ongoing' (0), and 'Active OM's' (100%). To the right are six filterable metrics: Salvation (143/2922), Holy Spirit (8/2922), Church (20/2922), Bible (62/2922), Prayer (7/2922), and Share (3/2922). A 'Filter' button and a count of '10' are also visible. The main table has columns for Vacation, Status, Message, Username, First Name, Last Name, Last Login, Response Time, Average Response Time, NC/Max NC, and Ongoing Conversation. A yellow arrow points to the 'Response Time' column, which shows '3.4 Hrs' for the first entry.

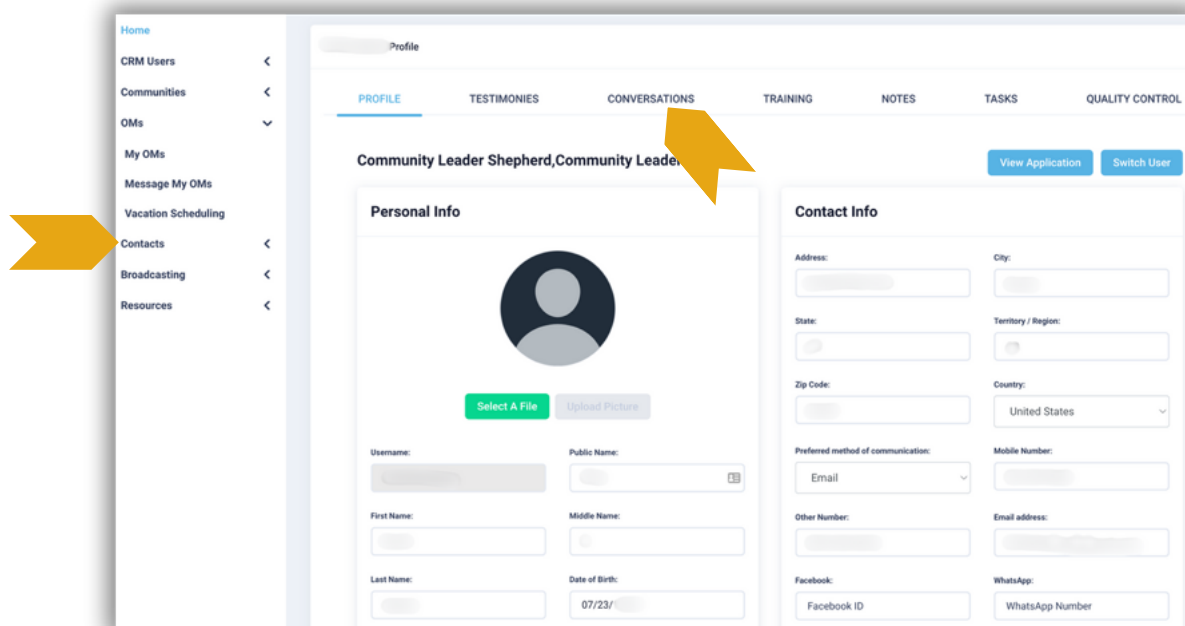
Vacation	Status	Message	Username	First Name	Last Name	Last Login	Response Time	Average Response Time	NC/Max NC	Ongoing Conversation
			[blurred]	[blurred]	[blurred]	2024- pm	3.4 Hrs	12	206/3 000	18

# REVIEWING CONTACT PROFILES

## How do I find information about a Contact?

There are two ways to view a Contact's profile in the CRM. The first is to select the username of an OM, and click **CONVERSATIONS**. You see the list of all of their conversations here and may select any of the Contact names to view their profile information such as the Contact's indicated decision, initial comments, and the source of the Contact.

The second way to find a Contact's information is to click on the **CONTACTS** button in the menu. From here, you can choose to view all Contacts in your community including, Active, Archived, Reassigned Contacts, or Abusive. From any of these lists, you can select an individual Contact to view their information. You can also use the Filter button to edit the search criteria and find a specific Contact.



## C. REVIEWING OM CONVERSATIONS

### How do I review the conversations between OMs and Contacts?

To view the OM's conversations, click on the OM's username from the Home Screen and then **CONVERSATIONS**. This is where you can review if an OM has unanswered or waiting messages. Select a Contact's name to review a conversation. First, is the Contact's profile information. When you click on **CONVERSATION**, you can see the dialogue between the OM and their Contact. You can also see if previous OMs corresponded with the Contact. From this screen, you can reassign the Contact to another OM if needed. Click **REASSIGN**, then choose the OM to reassign the Contact to or move the Contact back into the pool.

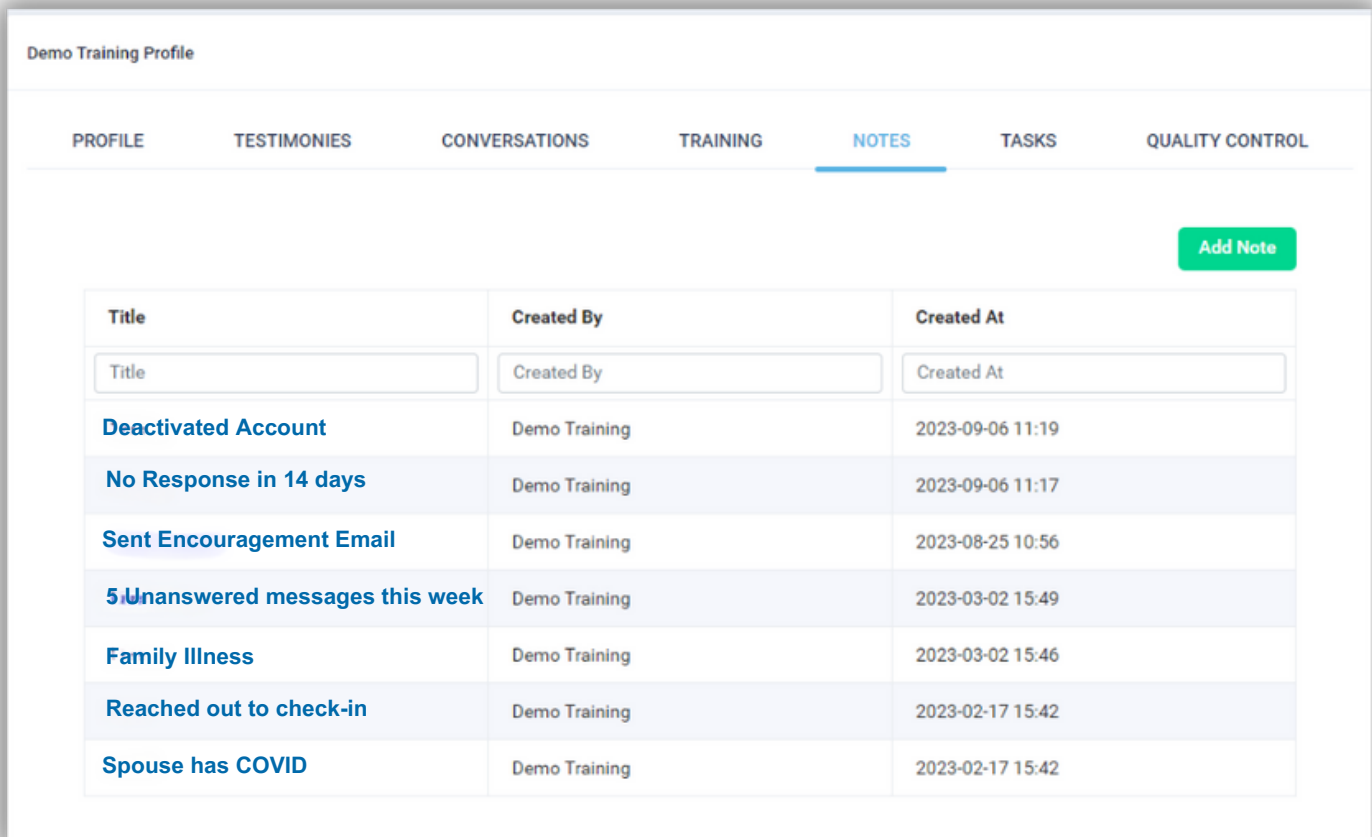
## D. ADDING NOTES ABOUT OM'S MINISTRY

### How do I add notes to an OM's profile?

To add a note to an OM's profile, first view their profile by clicking on the OM's username from the Home screen. Select the **NOTES** tab at the top. You will see any previous notes listed on this page. Click **ADD NOTE**. Now, you will enter a title and the note you'd like to add. Click **ADD**. To view your note, refresh the screen and your note will appear.

It is important that you keep the notes about an OM's ministry up to date. Notes you add may address their strengths or any concerns. For example, gaps in log-ins, temporary absences, and any advice or corrections given to the OM regarding performance.

You may also add personal notes about your OM such as special circumstances in their life, prayer requests, or general notes about their ministry. Adding objective notes here helps other GMO leaders get a good picture of an OM in case the OM comes under new leadership or leaves the ministry for a time and wishes to return. **Be sure to keep notes respectful and objective as your OM may become a CL one day and be able to read the notes you wrote here.**



Title	Created By	Created At
<input type="text" value="Title"/>	<input type="text" value="Created By"/>	<input type="text" value="Created At"/>
Deactivated Account	Demo Training	2023-09-06 11:19
No Response in 14 days	Demo Training	2023-09-06 11:17
Sent Encouragement Email	Demo Training	2023-08-25 10:56
5 Unanswered messages this week	Demo Training	2023-03-02 15:49
Family Illness	Demo Training	2023-03-02 15:46
Reached out to check-in	Demo Training	2023-02-17 15:42
Spouse has COVID	Demo Training	2023-02-17 15:42

# E. REVIEWING DOCUMENTS, TEMPLATES, AND LINKS

## How do I review resources used by my community?

The **Resources** menu item contains Documents, Templates, and Helpful Links that have been uploaded by OMs in your community or by GMO leaders. You can look at the documents your OMs have uploaded by clicking **RESOURCES**, then **DOCUMENTS**. You can sort the documents by those uploaded by OMs or those uploaded by GMO leaders. You can also filter by the other criteria listed here.

In **Templates**, you can filter the templates shown by any of these filters, including title, language, uploaded by GMO or OM, keywords in the template, or name of the OM who uploaded it. Click on the book icon on the left to view the whole template.

Perhaps you notice an OM is using a template that doesn't follow the GMO statement of faith or has outdated information and needs to be changed. Talk to the OM respectfully about this and work together to make the necessary changes.

**Helpful Links** works the same way. Use the filters button to find a specific link. You can sort the links by those uploaded by OMs or GMO leaders, title, URL, Name, or language.

The screenshot shows a web interface for managing documents. On the left is a sidebar with navigation options: Home, CRM Users, Communities, OMs, Contacts, Broadcasting, Resources (highlighted in blue), Documents, Templates, and Helpful Links. A yellow arrow points to the 'Documents' menu item. The main content area is titled 'Manage Document' and features a table with the following columns: Upload By, Title, URL, Language, Name, Create Date, and Username. The table contains two rows of document entries, each with a book icon in the URL column. The first row has a create date of -04-17 02:26 pm. The second row has a create date of -04-01 03:25 pm and the title '34 page Hygiene booklet'.

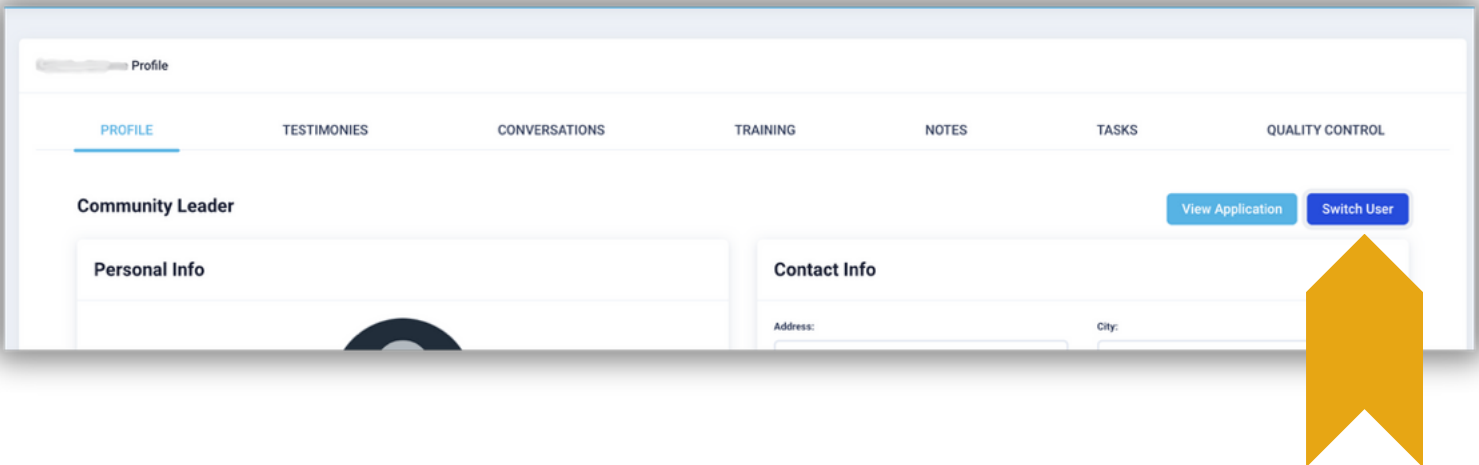
Upload By	Title	URL	Language	Name	Create Date	Username
					-04-17 02:26 pm	
OM	34 page Hygiene booklet				-04-01 03:25 pm	

## F. SWITCH USER FUNCTION

### How do I use the Switch User Function?

The *Switch User* function allows you, as the leader, to review an OM's PATH account on a "view only" basis. This means you cannot complete any actions or change anything within the OM's PATH account, but you can view their PATH account as it appears to them.

**Before using this feature, make sure you are logged out of your personal PATH account.** Access the Switch User function by first selecting an OM's username to view their profile. On the top right of the screen, click the **SWITCH USER** button. You will see the PATH login screen load briefly, and you will be automatically taken to the OM's PATH account. *Remember, you will not be able to make any changes to the account because your access is "view only."*



Once you are viewing the OM's PATH account, you can use this function for a few key tasks. By clicking on **CONTACTS** and selecting one of the *categories*, you can review an OM's conversation with any of their Contacts shown here. The Switch User function is also helpful when reviewing the resources an OM is using in their ministry. You can select and view any of their documents, helpful links, or templates by clicking on **RESOURCES**.

The Switch User function allows you to perform many of the same tasks that are available to you in the CRM but offers an easy alternative to complete these tasks.

**Be sure to LOG OUT after using Switch User for any OM account. If you don't you won't be able to log in to your PATH account.**

If you find something in an OM's account that needs to be addressed such as reassigning an unanswered Contact, you can return to the CRM to reassign that Contact for your OM. You can either reassign the Contact to yourself or the pool.

# 3

# HELP YOUR COMMUNITY

## G. MANAGE OM VACATIONS AND TIME AWAY

### How do I manage OM Vacations and Time Away?

You can see who has scheduled vacations from your home screen. If the calendar icon is red, the OM has scheduled time off.

To edit or add a vacation, click the calendar icon next to any OM or go to **OMs > Vacation Scheduling** in the left-hand menu. Here you will see the log of vacations and time away that have been scheduled. You can look at the vacation log by *Table View* or *Calendar View*. You can edit a vacation that is already scheduled by clicking the pencil icon to the left of the OM's username. Then you can change the dates.

You can add new time away by clicking **ADD NEW VACATION**. Click **SELECT TYPE** to search for an OM by name or by username. Then Click **SELECT OM**, choose the OM, and click the green **SELECT** button. From there the calendar appears. Click the boxes with dates to choose the time frame. You can choose the time frame as well as the date frame for the vacation or task. Then enter the title and description and click **ADD**.

Please note: you may need to reassign an OM's Contacts to yourself in the event of the OM's absence in order to answer them.

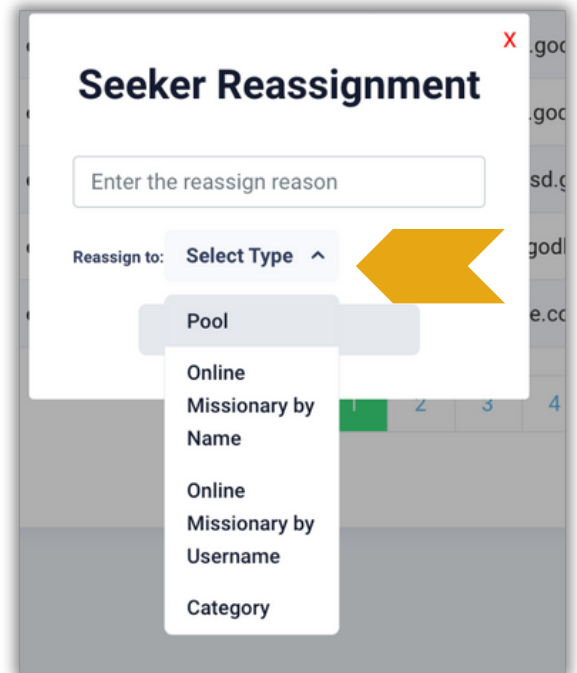
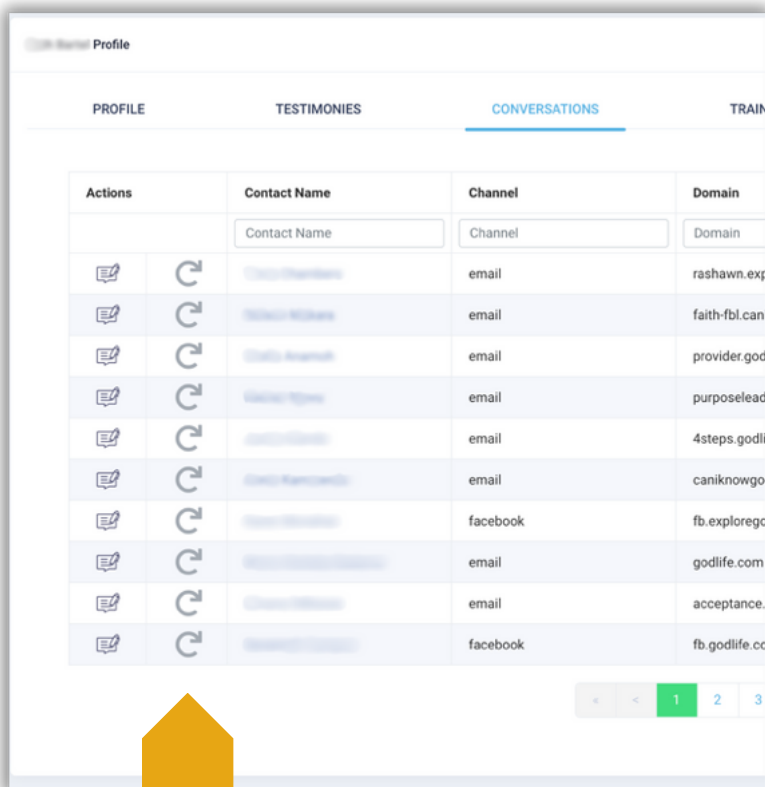
Actions	Username	First Name	Last Name	Title	Description	Start Date	End Date	Create Date
	John	John	Johnson	Vacation	Time out	2021-08-19	2021-08-21	2021-08-19 10:58 pm
	Debra	Debra	Johnson	Vacation		2021-09-03	2021-09-07	2021-08-26 8:49 pm
	Bob	Bob	Black	Vacation		2021-09-16	2021-09-24	2021-09-14 8:48 pm
	Sam	Sam	Johnson	Vacation		2021-12-18	2021-12-19	2021-09-15 4:23 pm
	London	London	Johnson	ill		2021-09-26	2021-10-01	2021-09-26 8:19 am
	London	London	Johnson			2021-09-26	2021-10-01	2021-09-26 11:10 am
	Mike	Mike	Shaffer	Vacation	away helping the hospitalized brother	2021-10-13	2021-10-18	2021-10-11 9:34 pm
	Sandy	Sandy	Johnson	vacation	trip	2021-10-17	2021-10-24	2021-10-12 4:35 pm
	Sam	Sam	Johnson	Vacation		2021-10-29	2021-11-04	2021-10-28 7:05 pm
	Joseph	Joseph	Johnson	Vacation		2021-11-05	2021-11-14	2021-11-03 11:22 am

## H. REASSIGNING CONTACTS

There are various reasons you may need to reassign a Contact for an OM. One example is, if the OM is going to be away, you may need to reassign their Contacts to yourself to reply to them. You may also message a Contact directly from within the "Conversation" interface for the OM's Contacts.

Let's say that an OM is away and they have received a message from one of their Contacts. To reassign this Contact to yourself and answer the Contact, go into the OM's profile and click **CONVERSATIONS**. By clicking the circular **REASSIGN ARROW** next to a Contact's name, you will be prompted to enter a reason for reassigning the Contact. Then you will select the drop down to choose who to reassign the Contact to. To reassign to yourself, select the option **ONLINE MISSIONARY BY USERNAME** and input your username. Click the **blue magnifying glass** search button. A drop-down will appear where you can confirm the OM you wish to reassign to. Click the green **ASSIGN** button to reassign the Contact.

When the OM returns and is available to communicate with Contacts again, simply reassign the Contact back to the original OM.



Once a Contact has been reassigned to you, you will see the Contact appear in your Contacts list in PATH. Reassigned Contacts have a green background until you reply to them. When an OM reassigns a Contact to their leader, they must include a comment. You will be able to view this comment by looking in the timeline of the Contact.

If a Contact is reassigned to you, you may either respond to them in PATH or reassign them back to the OM through the CRM, adding advice in the comments section. If you give advice and reassign the Contact back to the OM, that event will also show in the Contact's timeline.

## **I. KEEP OM INFORMATION UPDATED IN PATH**

### **How do I view an OM's profile information?**

In an OM's profile, you can view the OM's public name, Contact information, status, and communities they are in. Note that you can adjust the OM's daily new Contact limit and other information. You will see that many of the fields are required. If they are blank, you can send your OM a message to ask them to update their profile in PATH.

In addition, you can see the testimonies an OM's Contacts have shared with us, conversations with Contacts, and training the OM has taken. You can add notes to the OM's profile, assign tasks, and help coach your OM in response through the Quality Control section.

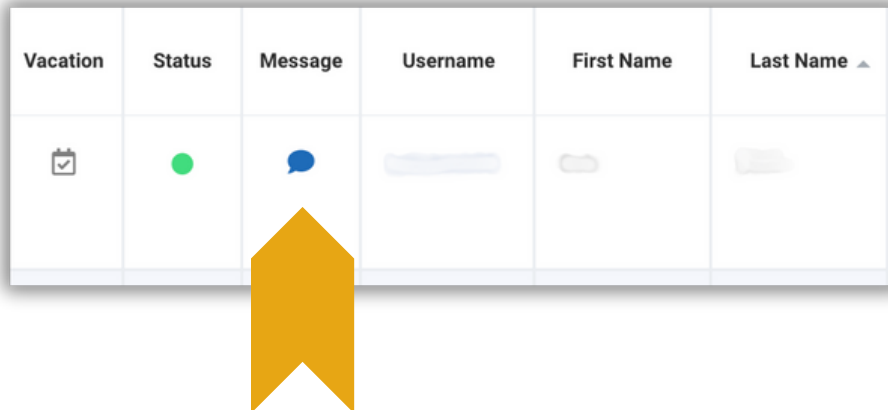
# 4







## COACH YOUR COMMUNITY

### J. INDIVIDUAL OM MESSAGES

#### How do I send an individual message to an OM?

To send an individual message to a single OM, you can click the bold next to their username. Another way to do this is to go to OMs in the menu, click **MESSAGE MY OMs**, and then select your OM to send a direct message.



Vacation	Status	Message	Username	First Name	Last Name ▲
					

### K. BROADCASTING

#### How do I send a message to my entire community?

Sending a group email is the most effective way to send a message to your entire community. Be sure to use the BCC line for the addresses to maintain OM privacy. Also, please remember to send a copy of any correspondence to your leader as well.

The CRM does have a **Broadcasting** feature that will allow you to send messages to your entire community, but it is limited. Let's go over briefly how this works. To send a message or announcement to your entire community, click on the **BROADCASTING** Tab, then **NOTIFICATIONS**. Click on **NEW NOTIFICATION** and from there you can compose the message and choose your community to send the message.

## L. COMMUNITY GROUP CHAT

### How do I chat with my community?

In the Menu on the left, click **COMMUNITIES**, then GROUP CHAT Select the community you would like to chat with. Type your message and click the **blue SEND arrow**. By sending a message here, all members of the community will be able to view it in their PATH account.

## M. LEADER CONVERSATIONS

### How do I message my leaders?

In the menu on the left, click on **CRM USERS**, then **LEADER CONVERSATIONS**. Your leader and other GMO leaders will be listed there. Click the name of the leader. Then type a message in the message box and hit the **ARROW** to send. They will be notified they have a message.

