



ONLINE MISSIONARY REFERENCE MANUAL

REVISED: 2023

He will tend His flock like a shepherd; He will gather the lambs in His arms; He will carry them in His bosom, and gently lead those that are with young.

Isaiah 40:11

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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.



TO VIEW THE 2022 GLOBAL MEDIA OUTREACH
RECAP, POINT YOUR SMARTPHONE AT THE QR
CODE OR CLICK ON IT

MISSION

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

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

Mark 16:15



VISION

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



AS OF 2023, GLOBAL MEDIA OUTREACH HAS SEEN:

250+ Million

indicated decisions for
Jesus



2+ Billion

Gospel presentations
shared online globally



400,000

average daily Gospel
presentations online



Thousands

of Volunteer Online
Missionaries



OUR STRATEGY

Through digital advertising and a powerful team of volunteer Online Missionaries, Global Media Outreach shares the Gospel in 13 languages—all day, every day.



REACH | ONLINE ADS

We present compelling ads through Google and social media, designed to relate to people's questions and struggles.

SHARE | GOSPEL PRESENTATIONS

After engaging, people are taken to one of our Gospel pages or ministry sites where they can learn more about the Good News and accept Jesus Christ.



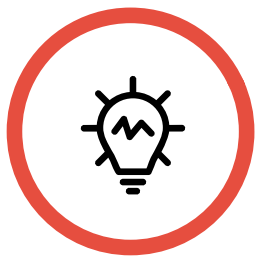
GROW | ONLINE MISSIONARIES

Every person can then connect with an Online Missionary to grow in their faith through 1-on-1 discipleship or through free self-directed resources.

OUR STORY

As the Internet made its way into homes worldwide, a man named Walt Wilson was sitting in an MIT meeting. God spoke a question: What if technology is the way to fulfill the Great Commission?

Since 2004, Global Media Outreach has been committed to a singular mission: to give everyone on earth multiple opportunities to know Jesus. Take a look at some of our biggest milestones.



2004

VISION

Global Media Outreach (GMO) is born with a driving question: "What if we can reach 1 billion people with the Gospel by 2020?"



2007

GOSPEL SHARED

Online ads explode, proving the power of Gospel advertising on the Internet. GMO creates a secure response system for volunteers to safely communicate with people responding to Gospel presentations.



2009

GROWING FAITH

Within 5 years, GMO shares the Gospel with 66 million people across 14 languages. More than 10 million people decide to follow Christ.



2013

100 MILLION FOR JESUS

Over 100 million people indicate decisions of salvation through Jesus.

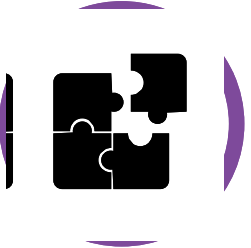
OUR STORY



2014

REACHING 1 BILLION

A vision becomes a reality. Six years ahead of schedule, GMO presents the Gospel to 1 billion people.



2016

CLOSING THE GAP

Global Media Outreach becomes YouVersion's largest referral partner, resulting in more than 430,000 downloads of the Bible app.



2020

REACHING 2 BILLION

GMO hits double the original goal, reaching 2 billion people with the Gospel.



2021

EXPLORE GOD

GMO acquires the Online ministry Explore God, vastly increasing the amount of Gospel content geared toward younger generations and Americans.

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.

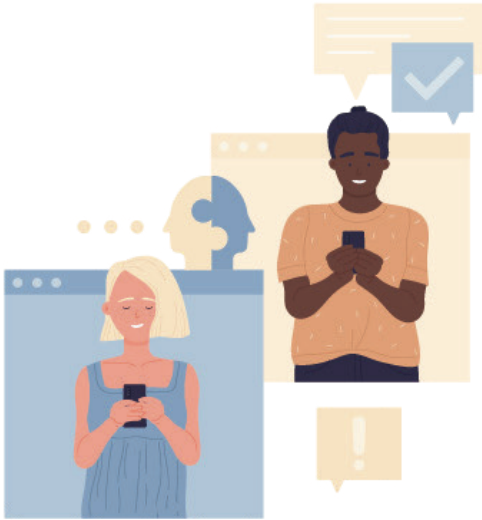
God admonishes His people to assemble together regularly for worship, for participation in ordinances, for edification through the Scriptures and for mutual encouragement.

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 AN ONLINE MISSIONARY

TERMS TO KNOW

SEEKER

Someone who clicks one of our ads or who is online seeking truth, answers, or Jesus.

CONTACT

Someone who fills out a Connection Form from one of our ads or sites. They reach out to connect with us.

ONLINE MISSIONARY

Online Missionaries (OMs) are responsible for starting conversations with Contacts and encouraging them to salvation and spiritual growth over time.

OM GUIDE

A Guide is the one-time initial point of contact for those seeking to know Jesus better (known as a Contact). Guides will welcome a Contact, help with their immediate need, pray for them, and invite them to continue on their spiritual journey.

WHAT DOES AN ONLINE MISSIONARY DO?

LISTEN

Listen to the needs of your Contact. Sometimes the needs are obvious, and other times they are more overt. Consider the message underneath the prayer request, questions, worries and anxieties.

PRAY

Pray for the Contact before you begin writing, asking the Lord to guide you. Pray that God would open their hearts to hear His for them and their needs in the message you send.

SHARE

Share God's love and saving power with them.
God created us to be with Him. (Genesis 1-2)
Our sins separate us from God. (Genesis 3)
Sins cannot be removed by good deeds. (Gen. 4-Mal. 4)
Penalty for sin was paid by Jesus' death. (Matt. - Lk.)
Everyone who trusts in Him alone has eternal life. (John)
Life with Jesus starts now and lasts forever. (Acts-Rev.)

MINISTER AND ENCOURAGE

We minister to Contacts who reach out to us after viewing ads placed on the Internet by GMO that contain Gospel truths. We share Biblical truth to encourage them as they discover and build their faith.

We want to ensure that our conversations are intentional rather than simply casual.

Our conversations should:

Intentionally acknowledge the needs and comments of the Contact.

Intentionally focus around Jesus.

Intentionally share the truth of the Gospel.

The conversations you have with Contacts as an Online Missionary have eternal consequences. It is a profound calling that is not to be taken lightly.

WHY DO WE DO IT?

The mission of Global Media Outreach is to give everyone on Earth multiple opportunities to know Jesus Christ, and the calling of EVERY Christian is to make disciples of all nations, teaching what God has revealed to us for our salvation and sanctification.

GMO utilizes the Internet to connect with people all over the world—in their language—as they search for answers, comfort, and/or distraction. The invention of the Internet created an opportunity to help fulfill the Great Commission by closing the gap of time and distance in communication. Biblical truths can now be shared across the world faster than ever before.

More than 5.16 billion people spend almost 7 hours a day on the Internet. We want to be where people are and share the hope of the Gospel.

The message of Jesus Christ transforms lives, and the power of the Holy Spirit is making a new creation with those who believe and trust that Jesus Christ is fully God and fully Man, died for the sins of the world, resurrected on the third day, and is coming back to judge the living and the dead.

At Global Media Outreach, we know that the message of Jesus Christ is real and true, therefore, we make ourselves available for Him to use us in telling others online about Him.

“Go therefore and make disciples of all nations, baptizing them in the name of the Father and of the Son and of the Holy Spirit, teaching them to observe all that I have commanded you. And behold, I am with you always, to the end of the age.”

- Matthew 28:19-20 ESV

HOW DO WE DO IT?



PATH, our communication system, was created by Global Media Outreach to meet the specific needs of the ministry.

Gospel ads are placed on different online channels. After viewing an ad, an online Seeker may click a prompt within the ad to learn more about what they have seen. They are then taken to one of our ministry pages where they can submit their contact information and chat with a volunteer. This information is immediately stored in our secure PATH system. An Online Missionary is able to connect with those who submit their information through PATH and start a conversation about Jesus.

One of the top priorities of PATH is privacy and security for the Online Missionary and the Contact.

No personal information is ever shared or given out by Global Media Outreach.

HOW DO WE DO IT?



SECURITY

PATH provides a secure way to communicate with people from anywhere in the world. It ensures your personal information is kept confidential at all times.



INTEGRATION

PATH integrates with Facebook Messenger, WhatsApp, and email. This means that Online Missionaries can communicate through PATH alone, while PATH sends responses to Contacts on their platform of choice.



BIBLICAL RESOURCES

An abundance of Biblical resources and Bible studies are available to assist you in encouraging your Contacts' spiritual growth.



COMMUNITY

All Online Missionaries are placed in a Community. Each Community is led by an experienced Community Leader who is there for guidance and assistance.



SPECIALTY COMMUNITIES

[Specialty Communities](#) exist in PATH to help minister to specific needs. OMs in these groups have experience working with things like: substance abuse, spiritual warfare, difficult theological questions, and other special topics.



LEADERSHIP

All Online Missionaries belong to a Community led by a Community Leader who can assist you as you minister to Contacts. PATH allows you to easily communicate with your leader and fellow community members.



TRACKING SPIRITUAL GROWTH

In PATH, Online Missionaries can track the spiritual growth of those who choose to enter in a Discipleship relationship.

HOW IT ALL COMES TOGETHER



- 1 SEEKER** People searching the Internet at their greatest moments of need are presented with a Gospel message through ads and videos.
- 2 PRESENT GOSPEL** We host hundreds of Gospel presentation landing pages in 13 different languages to engage audiences in their native tongue.
- 3 DECISION** Online Missionaries respond to Contacts' questions, comments, and prayer requests weaving the Gospel into every conversation.
- 4 DISCIPLESHIP** Discipleship is a relationship between a person who has been born again and their Online Missionary, who provides training on how to follow Jesus.
- 5 SHARE FAITH** Ultimately, we look to make disciples who can make disciples. The greatest expression of faith is sharing it with someone else.

BEST PRACTICES

1

PRAY FOR YOUR CONTACTS

Pray for wisdom as you step into someone's life to share Christ. Get to know your Contact, and pray the Gospel would be well received and understood.

2

ADDRESS CONTACTS' COMMENTS

It is easy to be overwhelmed by the situations of others. Remember that you are not trying to solve their problems or circumstances. You are stepping into a space where you can bring Gospel-truths into their specific comments and messages. Address all their questions, comments, doubts, prayer request, etc.

3

ENCOURAGE ENGAGEMENT

Ask open-ended questions that encourage Contacts to write back. Refer to Appendix A for examples. Create your own rhythm and flow of communication with each Contact.

4

PROMOTE GROWTH

As you get to know each person, encourage them to take the next spiritual steps as you walk alongside them in their journey: salvation, re-commitment, discipleship, church involvement, and sharing their faith.

5

URGE CONNECTION

Encourage Contacts to join a group of local believers if it is possible and safe in their context. [Point them to approved GMO follow-up and discipleship sites.](#) Track progress using the Spiritual Growth Tool.

6

INSPIRE SHARING

As you disciple your Contacts, equip and motivate them to start sharing their faith with others.

7

RESPOND IMMEDIATELY

Begin to pull new Contacts when you have some time set aside to answer as soon as the Contact writes back. Only pull one Contact at a time to ensure each gets an immediate response from you.

WORKING WITH HOSTILE OR ABUSIVE CONTACTS

While we cannot control how a Seeker responds to us, we can control our response to the Seeker. We can also determine if their response is too inappropriate for us to respond at all. With this in mind, here are some guidelines to help you have the best experience as an Online Missionary.

GMO values security for both our Online Missionaries and Seekers while communicating on PATH. Though PATH is a secure system, it is very easy for anyone with a smartphone or computer to take a screenshot of any conversation on PATH and email it or post it publicly online. These instances can make others reluctant to engage with us and can have an impact on the ministry's relationship with various social platforms.

If you receive a message asking you to respond with political opinions, uses inappropriate language, insults you intentionally or is abusive, here are the steps you can take:

1. Decide if the conversation is abusive by the definition below. "If you have a Contact who is using abusive language directed at you, the ministry, or Christ, the 'Abusive' reassignment option is available to you. Please only continue engaging if you are able to respond with grace, maintaining hope that they may awaken and recover themselves out of the devil's snare. (2 Timothy 2:26)"

NOTE: If the Contact is reassigned to the Abusive category, the conversation will be reviewed by a select group of OMs who either minister to legitimate Contacts, or who officially block the Contact or Spammer from our system.

Abusive Contact Definition:

- A Contact who sends a spam message, often including hyperlinks.
- A Contact who uses profane language or who is looking for an argument, rather than seeking answers or knowledge about faith, God, etc. You have the option to reassign a Contact to this category if you feel the language or intentions of the Contact are "abusive".
- This is NOT for Contacts who are a part of an abusive relationship or in a domestic violence situation. We have a specialty category for those situations.

2. If we have a frustrated Seeker and the conversation is not abusive, you can provide a neutral response. Make every effort to kindly redirect the difficult conversation, and put the focus back on the message of Christ or spiritual questions/answers. While it's true that you can't argue someone into the kingdom of God, this doesn't mean you shouldn't provide reasonable arguments when unbelievers ask for them. It means that becoming argumentative, or having a quarrelsome attitude, is never helpful.

"In your hearts honor Christ the Lord as holy, always being prepared to make a defense to anyone who asks you for a reason for the hope that is in you; yet do it with gentleness and respect, having a good conscience, so that, when you are slandered, those who revile your good behavior in Christ may be put to shame."
1 Peter 3:15-17

3. We do understand that seekers may intentionally lead an Online Missionary into a volatile conversation, however, we must maintain a respectful Christ-like response or reassign the person to the abusive category. If you respond to the Seeker in an angry or disrespectful manner, your CL will coach you through the proper response process and refer you back to the OM response training. If your responses continue to be inappropriate and insensitive, your account will be placed on a temporarily deactivated status. These actions may also result in a termination from Global Media Outreach.

SECURITY

IT IS IMPERATIVE THAT YOU DO NOT SHARE ANY SORT OF PERSONAL INFORMATION WITH CONTACTS. PATH WAS DESIGNED TO MAINTAIN YOUR PRIVACY AND KEEP YOUR PERSONAL INFORMATION SAFE.

SHARING PERSONAL INFORMATION INCLUDES:

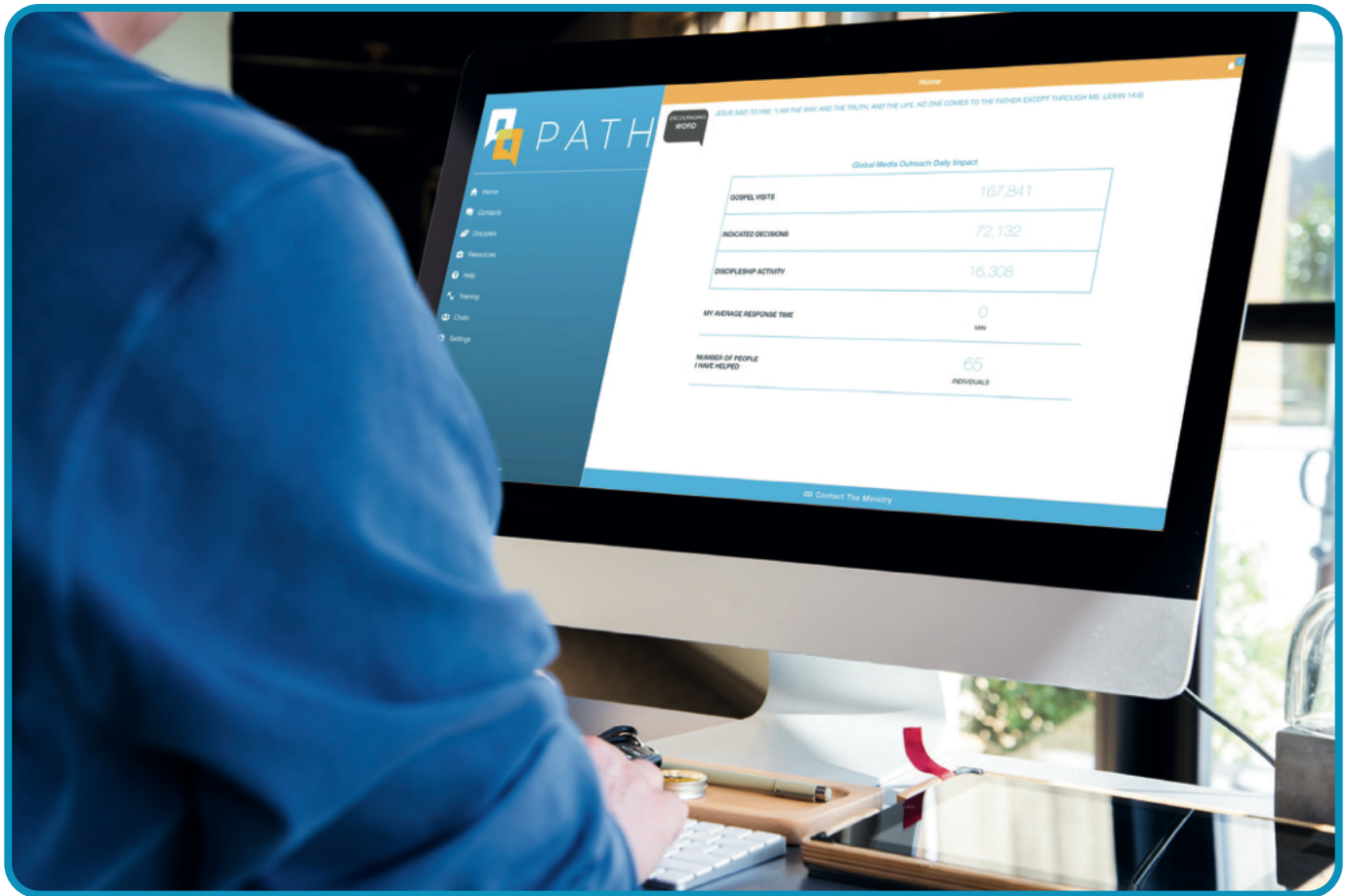
- Sending pictures of yourself, your family, or any documents containing personal information that could be used to determine your identity, that of your family members, or any other person.
- Consider not using your real name in this ministry. This helps to prevent Contacts from finding you in social media. Many choose a public name that is gender neutral which can be helpful in cultures that have gender bias.
- • Sharing your location, home address, email, phone number, or your church.
- • Sharing any social media handles, username, or any website with your information on it. Do not accept any “friend requests” on social media.
- • Sending any money or goods to Contacts.

NEVER SEND MONEY OR MATERIAL GOODS TO CONTACTS DIRECTLY.

HOW AND WHEN TO REASSIGN CONTACTS

As an Online Missionary, you will encounter people from a variety of life situations and circumstances. It is important to remember that some Contacts are better served by OMs who have experience with special circumstances. Here are some examples and what you should do, should you encounter such. The instructions on how to reassign will be covered later under “Reassign/Close” in the OPTIONS section.

- **SUICIDAL:** Contacts that mention suicide must be taken seriously. Reassign Contacts to the Suicide Specialty Community without delay! Contact your CL if you need assistance.
- **VICTIM OF PHYSICAL OR SEXUAL ABUSE:** Do not give yourself the role of counselor. Alert your Community Leader and reassign the Contact to the Violence Against Women/Men Specialty Community.
- **POTENTIAL PERPETRATOR/PREDATOR:** Contact your Community Leader and report to GMO staff immediately.
- **MINOR, UNDER AGE 18:** If you find that a Contact is under the age of 18, they must work with an Online Missionary who is of the same gender. If you find that your Contact is a minor and the opposite gender from you, please reassign them to your Community Leader with a note explaining this information, so they can be placed appropriately.
- **ABUSIVE LANGUAGE AND INNAPROPRIATE BEHAVIOR:** If your Contact uses inappropriate language and you are not comfortable continuing correspondence, you may reassign them to your Community Leader with a note explaining your reassignment. In extreme cases, you may also reassign them to the Abusive category, where the conversation can be reviewed and the Contact blocked if deemed necessary.



PATH OVERVIEW

GETTING STARTED

Go to <https://path.globalmediaoutreach.com/> to access the PATH login page (*Figure A.1*)

Note: Do NOT type “www” in front of the web address; it will not work.

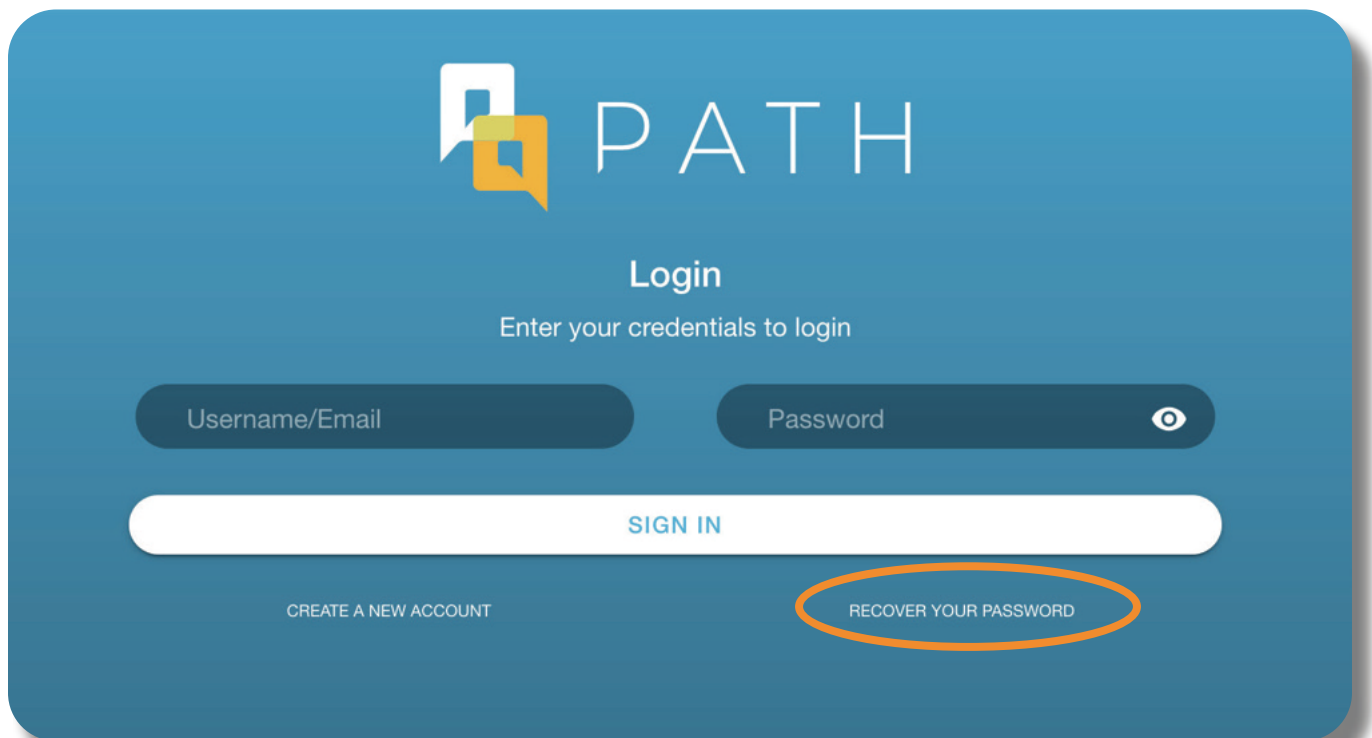
While you are there, you may want to bookmark the page or even make it the default home page on your browser.

Enter your username and password, then click on “Sign In”.

You created your Username and Password during the application process.

Note that using the “Recover Password” link (below the SIGN IN button) is the only remedy for a lost or forgotten password. *Your Community Leader does not know your password.*

If you continue to have issues, please send an email to either your Community Leader or to the OM Helpdesk at omhelpdesk@gmomail.org.



The image shows a screenshot of the PATH login page. The page has a blue background with the PATH logo at the top. Below the logo is the word "Login" and the instruction "Enter your credentials to login". There are two input fields: "Username/Email" and "Password". Below the input fields is a large white button labeled "SIGN IN". At the bottom, there are two links: "CREATE A NEW ACCOUNT" and "RECOVER YOUR PASSWORD". The "RECOVER YOUR PASSWORD" link is circled in orange.

Figure A.1

HOME SCREEN

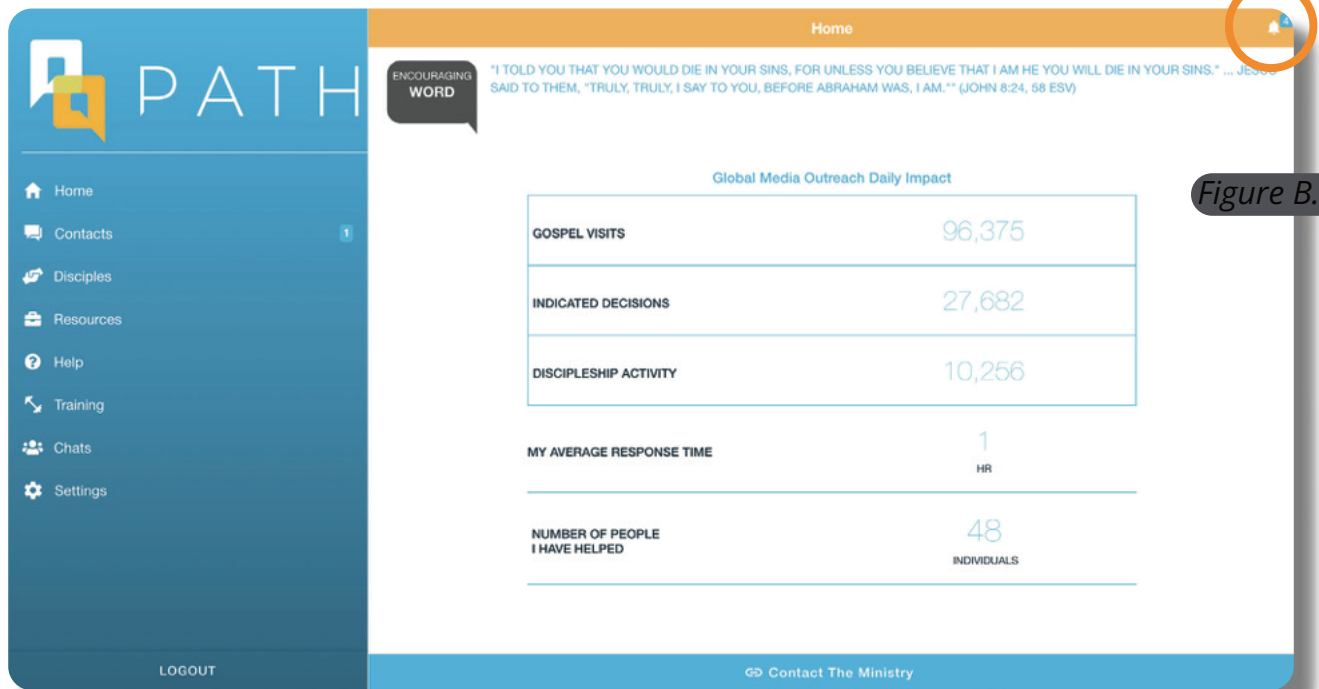


Figure B.1.b

Figure B.1.a

When you sign in to PATH, there will be two main sections: the blue menu located on the left hand side and the main screen on the right side of the screen. (Figure B.1.a) There will also be a map of the world with real-time ministry activity.

The “Home Page” main screen gives you three daily global statistics of: Gospel Visits- those who have viewed a Gospel presentation on one of our sites, Indicated Decisions: the number of Contacts who have indicated decisions for Christ, and Discipleship Activity: ongoing Contacts who have chosen to participate in ongoing discipleship with an Online Missionary. It also displays your average response time. That is, the time it takes you to send a first reply after pulling a new Contact.

A blue number by the bell on the top right hand corner indicates the number of “Notifications” you have received. These include incoming messages from a Contact, or a message from your leader. Click on the bell to read your notifications. (Figure B.1.b)

From time to time you will have an announcement window pop up after you log into PATH. This is our best way to keep you informed of new developments and other important GMO information.

Before you select “MARK READ”, copy and save important information from the Announcement so you have it for later reference—especially if it includes a link to something you will want to visit later.

CONTACTS



Figure C.1

Contacts is your “Inbox” from where you will pull new Contacts, and respond to the ones who write you back (Figure C.1).

When Contacts give us their information, they are classified into different Categories (Figure C.3). Within each Category, the “Contacts” screen displays the number of Contacts you have handled over time in your inbox, the Contacts that need replies, as well as the New Contacts that are available to be pulled.

Categories:

1. General English - Contacts who responded to GMO’s active advertisements.
2. Archive - where you can store your inactive Contacts.
3. Specialty Community - If you are a member of a Specialty Community such as Difficult Theological Questions or Suicide, you will be able to pull Contacts related to that category here.
4. Other Languages - OMs who handle Contacts writing in Other Languages have a separate category for that language.

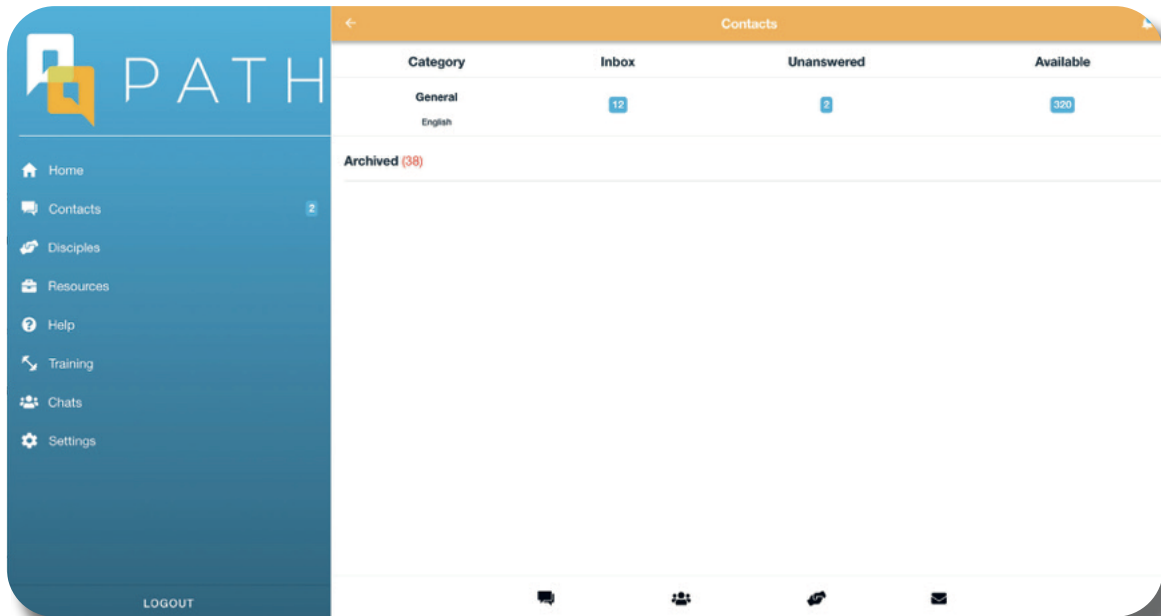


Figure C.3

When a Contact writes back, you will get an email letting you know that you have a message pending. Unanswered messages will have a gray shaded background and should appear at the top of your list. After you reply, the background will turn white. (Figure C.4)

Note: If your active Contacts number more than fifty, you need only scroll down to access the next page. You will have reached the end of your active Contacts list when your scroll-bar remains at the bottom of the screen.

On the right side of your Contacts list, you will see the last date and time of activity (Figure C.5).

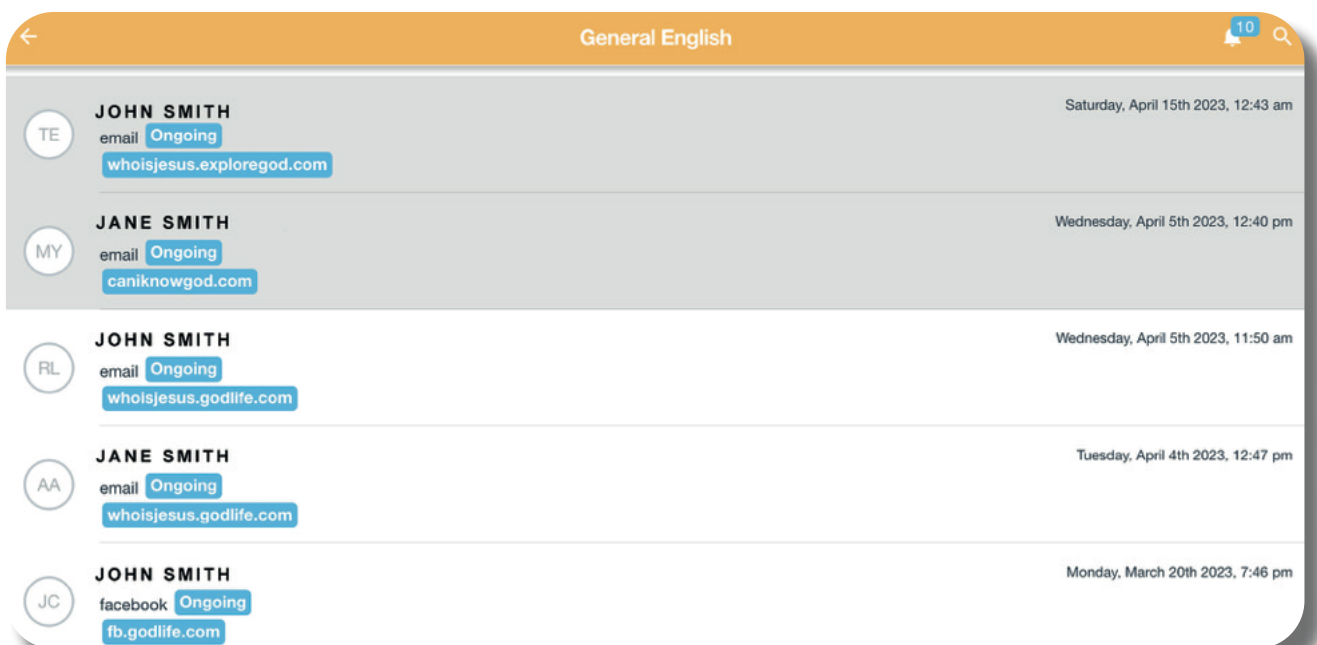


Figure C.4

Figure C.5

PULLING A NEW CONTACT

To begin answering new Contacts, click the “+” button at the bottom of your Category screen (Figure C.6). We ask that you only click the button when you are prepared to answer immediately. A prompt, well-thought-out response is our priority. Remember to pray over your Contact and message before responding.

In the Contacts main screen, you will see numbers to the far right of each Category under the column labeled “Available” (Figure C.7). This is the total number of Contacts waiting to be pulled in this Category. Each Online Missionary has a daily limit for the number of New Contacts that can be pulled from the “Available” number. When that limit is reached, a notification will appear.

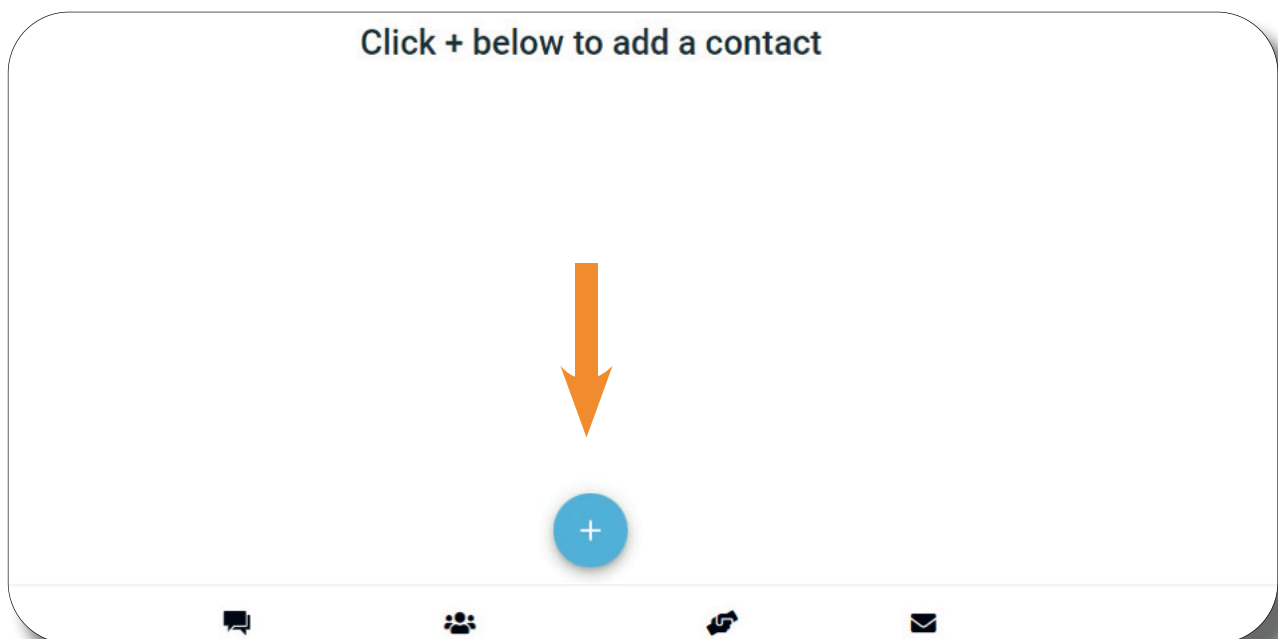


Figure C.6

Category	Inbox	Unanswered	Available
General English	15	1	1391
Archived (35)			

Figure C.7

OPENING A MESSAGE

Once you start pulling new messages, your inbox will start looking like Figure C.8 below. The category will be displayed on the yellow bar at the top of the screen. In this image, the category is “General English.” If you answer Contacts from other categories, that category name will be displayed here (Figure C.9). Be mindful of which category you are pulling from as you answer Contacts. Also note that the names in Figure C.8 are fake and generic. This was done to protect the identity of the names in this inbox. This is to show you what a full inbox looks like. Every line will have a different name in your inbox.



Figure C.8

OPENING A MESSAGE

When you pull a new Contact, the information submitted by the Contact is found at the top of the screen. If it is the first time that the Contact has reached out, your screen will look like Figure C.8 and if the Contact has written before, it will look like Figure C.9 below.

To read the person's message history, scroll up to the top of the message screen.

Below are two examples of new messages. *The information received is a matter of what they fill out on their form and sometimes they choose to leave fields blank.* If they are writing from a Sensitive Country, they might not even give their name.

This Contact HAS NOT written before

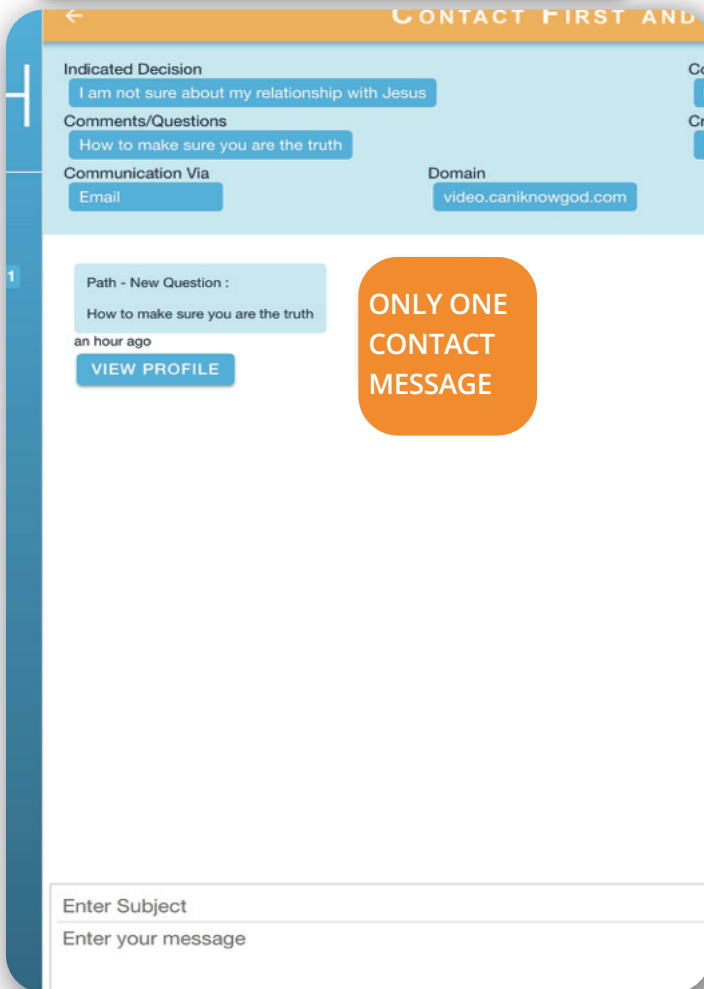


Figure C.10

This Contact HAS written before

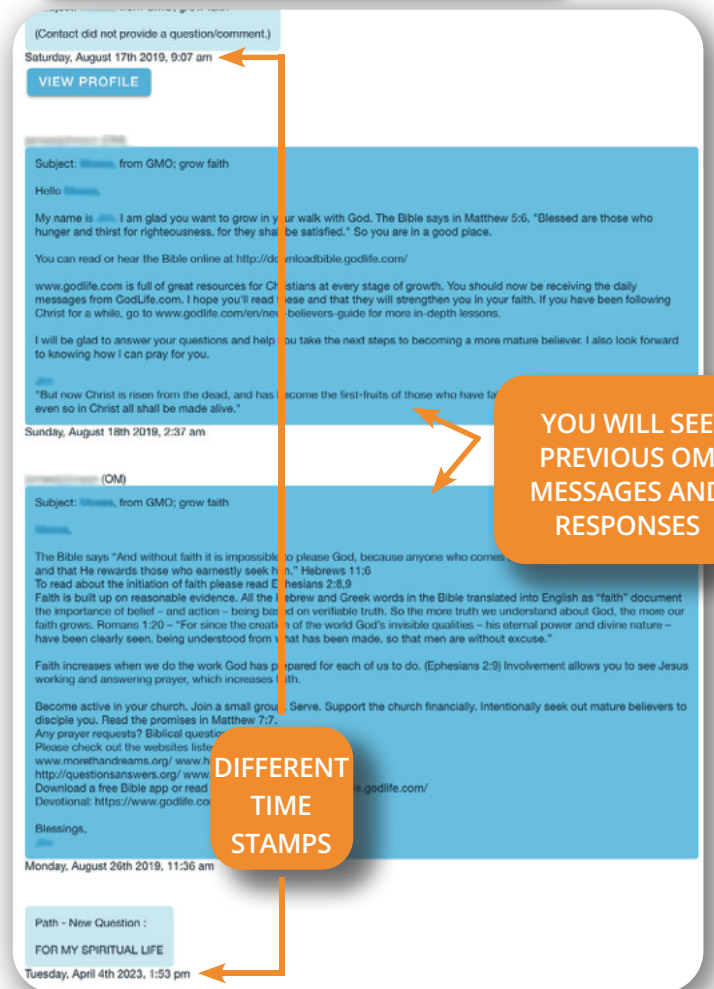


Figure C.11

PRIORITIZE YOUR RESPONSES

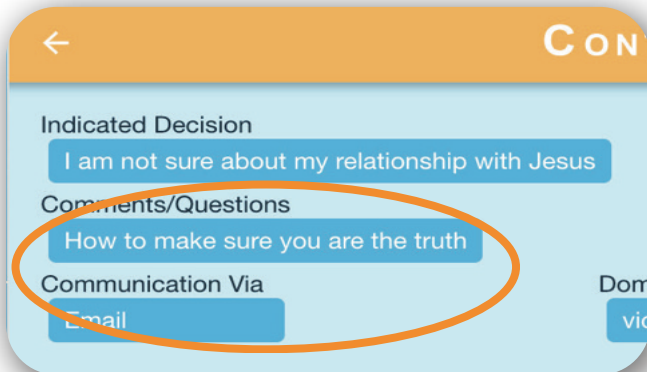


Figure C.12

The Comment/Question is the first priority because it is a direct message from the Contact you have pulled. The Contact may opt to give us their name and their indicated decision from a list of options. However, there are many times the Contact does not know what their selected decision means. Some Contacts may not leave a comment. Introduce yourself and ask open-ended questions to get to know them.

Second priority is the “domain” through which they write. This “domain” will give you information about the ad they viewed. There is a list of current ads running in the “Volunteer Resource Site”. This can be accessed by clicking on the “Help” tab and then “Support” in the PATH menu.

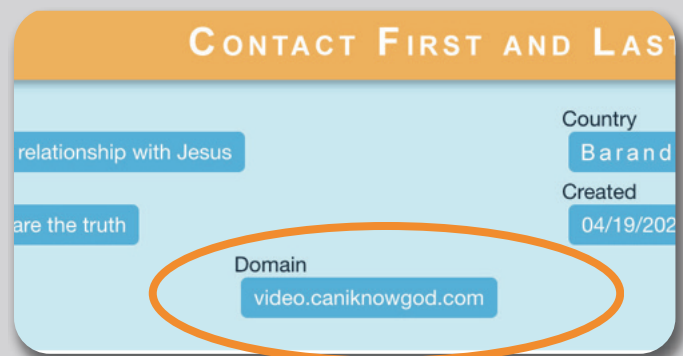


Figure C.13

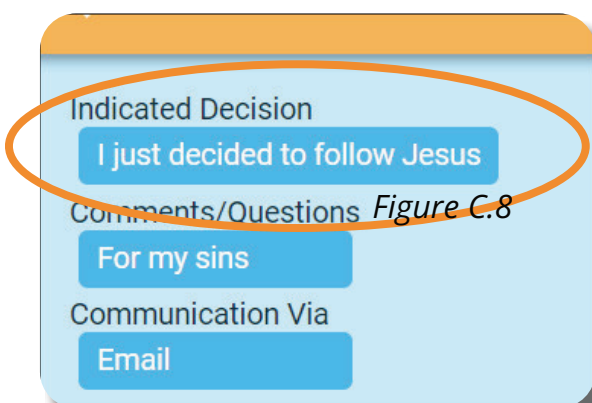


Figure C.14

Third priority is their indicated decision. They may not know what their indicated decision means when they select it, so it is imperative that you verify this decision through open-ended questioning and building a relationship with your Contact. For examples of open-ended questions see [Appendix A](#).

Show them you care!

CONTACT'S PATH PROFILE

The full information available for each Contact is in their “Profile. At the bottom of the Contact’s profile, you will see the Spiritual Growth tool. We will cover this in more detail in the section on Disciples.”

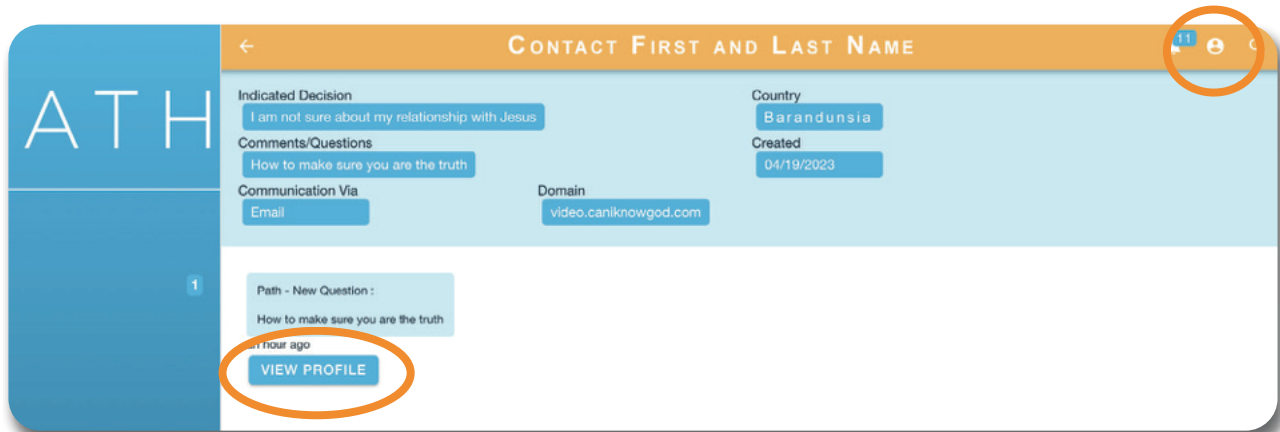


Figure C.15.a

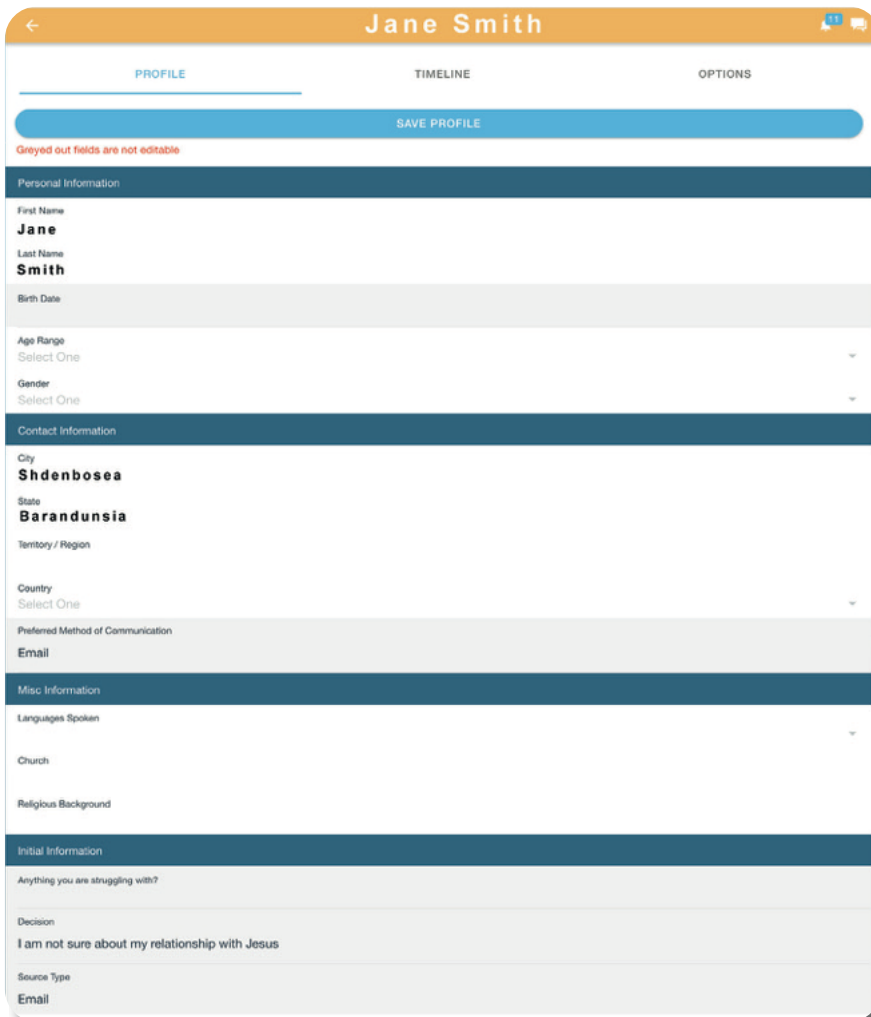


Figure C.15.b

When a Contact fills out a form after viewing one of our ads, a “Contact Profile” is created. This contains all the information they provided in that initial form. You can also add information shared as the conversation grows. This is not required but is helpful; especially if the Contact is reassigned or writes back after some time. Greyed out fields are not editable.

PATH REPLY

Depending on the communication channel the Contact chose, (Facebook, WhatsApp, or email), you will see either one or two separate boxes at the bottom of the screen when you reply. If there is a box for the Subject Line (top line), you have pulled an email Contact. If there is no subject line, you have pulled a Facebook or WhatsApp Contact.

A gray “character counter” is active in the lower right of each reply box. PATH will not allow a message to be sent if the character-count is over the limit. Send two messages if necessary to address comments or questions. But try to keep your replies short enough to read on a smartphone without scrolling until you know the Contact better.

Please note that if you send a link to a WhatsApp Contact, the URL will expand to a longer link to accommodate the transfer to that platform. So, plan on 100 additional characters per link in your reply. Facebook, WhatsApp and other social media communication formats dictate these limits. It is not an inherent limitation of the PATH software.

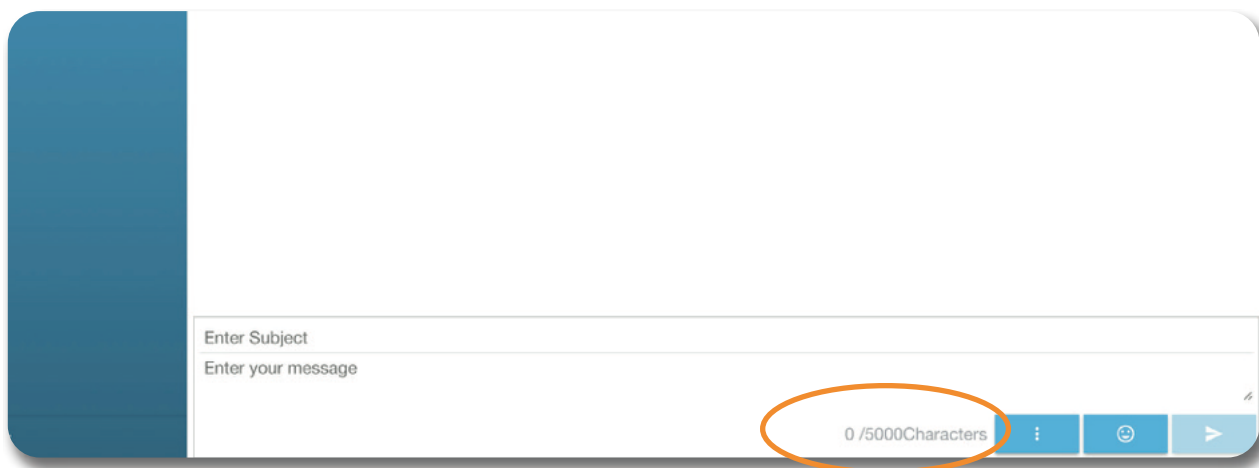


Figure C.16

When you see the Subject Line, *this field is required* and it is important for two reasons:

1. It is your introduction of yourself
2. It can be seen by anyone who is able to view your Contact’s email inbox (spouse or other family). See below for a note on Subject line security.

***Do not use Christian terms in the subject line (e.g., “Jesus,” “Church,” “Christian,” “Cross,” “Bible,” “Gospel,” etc.) This could be pose a threat to your Contact if the message was seen by a disapproving family member who shares their email account.**

You cannot “send” a message if you have not written something in the Subject Line. The first message should be short enough for all of it to be seen in one screen on a phone – about 200 words.

PATH REPLY CONTINUED...

You should mention or refer to their comment or question. It is also good practice to include Scripture or a prayer, depending on the character count you have available for the response, ex: E-mail has 5,000 characters, Facebook 2,000 characters, and WhatsApp has 1,600 characters. An appropriate Scripture, a personal prayer for the Contact, the Bible link, or a question that relates to their original message may encourage them to write back. All of these elements are not required in the initial message, but may be included in your conversation over time. Even though the character limit is high, each message should be short like a text message—able to be easily read on a smartphone screen—about 200 words or fewer.

Remember, in their first message to you, they want to know two things:

- Are you real or a computer?
- Do you care?

It is more important to REPLY and show them you care than to give them “perfect” answers.

TEMPLATES

These are located under the “Resources” tab where “Admin Templates” (written by GMO), and your own templates can be stored to help you write to Contacts.

Personalize the template every time you use one. *This is particularly important when the Contact has written a comment.* You may use a template as an initial framework, but make sure you modify it into a unique response. Using a template may help you be more prompt, remind you to use Scripture, and remind you to pray for your contact. Some social media platforms will label GMO as a spammer if templates are used without modification.

TEMPLATES

If you send a reply that would make a good template, there is a shortcut you can use to save it. In the conversations field, look to the upper left corner of the sent message and there are three vertical dots. Click on them and “Add as Template” opens. A title must be entered, then click on Add as Template to save it.

SECOND TOUCH MESSAGES

Contacts who have not replied may respond well if you send them a second reply or follow-up message shortly after the first one. We call these Second Touch Messages.

Simply click on the Contact's name again, just as you would on a regular message, and write something to the unresponsive Contact: perhaps a few lines asking if they need prayer, and reminding them you are available to answer their questions. You are not obligated to send these "Second Touch" messages, but this is one practice that you may find helpful in increasing your effectiveness.

Remember;

- *WhatsApp* will not deliver any messages to the Contact 24 hours after the Contact submitted their information to GMO. The best Second Touch window is 1-4 hours after your initial reply. The clock resets after the Contact replies.
- *Facebook* has more leeway. They will not deliver your message 7 days after the Contact submitted their information. Sending a Second Touch message after 3-4 days is fine.
- We recommend sending a Second Touch message to *email* Contacts at about 7 days.

To avoid spamming, GMO asks you not to send more than one message per week to a *unresponsive Contact* (or more than three total).

AUTO ARCHIVED MESSAGES

Although you may choose to archive Contacts at any time, PATH will automatically archive Contacts that have not responded to you for 60 days. You will receive an Expiring Disciple notification shortly before the Contact is moved to your Archived Contacts. This gives you an opportunity to try to reconnect with them.

Send them a message letting them know you are thinking of them, and are available to help them with questions they might have. Ask if they have a prayer request. Be careful not to place shame or guilt on them for not writing back.

If they do write back, they will appear in your Contacts box and the 60 day countdown will reset. You may find your Archived Contacts at any time by clicking on "Archived" on the Contacts page.

- In the "Archived Contacts" Category, you can find and unarchive Contacts that get Archived.
- PATH WON'T archive unanswered Contacts
- PATH WON'T archive Disciples
- PATH WON'T archive Conversations in which the Contact has responded to you within the past 60 days.

RESPONSE TIME

Please respond promptly to your Contacts and Disciples as soon as possible within 24 hours or less. WhatsApp contacts need to be answered within 24 hours of submission or WhatsApp will not deliver the reply. Response time is one of the highest priorities for this ministry.

Remember to also familiarize yourself with the “Cultural Evangelism” materials on the Volunteer Resources site. These will help you understand how different cultures react to “shame”, “guilt” or “fear” and how you can lessen those in the messages you write.

You can close a message without sending a reply. This should be done with careful thought because we are a ministry seeking to tell them about Jesus Christ. As long as someone writes, even with a simple “thanks” or “amen”, it means their heart is still open to know the next step in their relationship with Jesus. Read more about when it is appropriate to close a message under the “Reassign/Close” section.

If someone is persistently argumentative, please know that they are fighting with the Holy Spirit, not you. Do not take these things personally. Talk with your Community Leader for suggestions for such Contacts. It is preferable that these be reassigned to the Abusive Community so that proper steps and precautions can be taken.

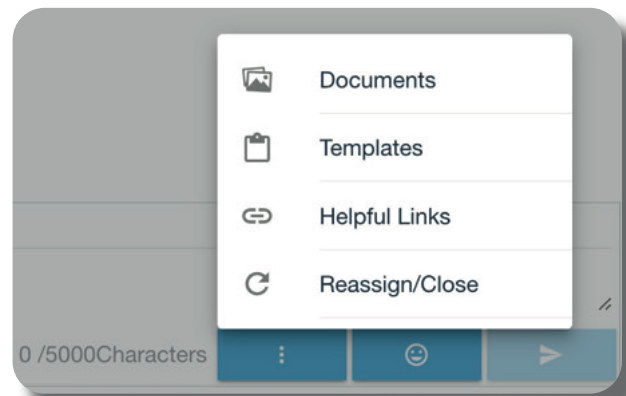


Figure C.17

If the Contact simply replies to you with “thanks” or “amen” view that as an invitation to the next step in their relationship with Jesus Christ. Always give the Spirit of God the last word: giving them Scripture that He can then use in their hearts.

A message can also be closed directly from the reply screen which is easier than going to the “OPTIONS” tab in the Contact’s profile. Click on the 3 vertical dots and one of the options is “REASSIGN/CLOSE.”

The goal of replying to Contacts who write back in less than 24 hours and not leaving unanswered messages open. Leaving messages that just say “amen” and “thanks” open continue to appear as unanswered messages in your account and add to your response time.

All incoming messages from Contacts either need to be answered as soon as possible with a well thought out reply, or closed if no reply is needed.

If a Contact’s question requires research, please write them a quick note telling them you will write soon with a more complete answer for them. If the Contact’s reply is “Amen” or “thanks”, either write them back, or you may close the message so it will not appear as unanswered in your account. Leaving messages unanswered will add to your response time.

ARCHIVE

When the conversation has come to a logical conclusion or the Contact stops responding, archive the Contact to keep your inbox from getting too full. You can easily do this from your Contacts Inbox. One way to do this is to drag the Contact listing to the left and then select “ARCHIVE”. When they write again they will return to your Inbox.

The system will automatically archive a Contact after 60 days of NO communication from him/her. The automatic archive will happen even if you (OM) continue writing.

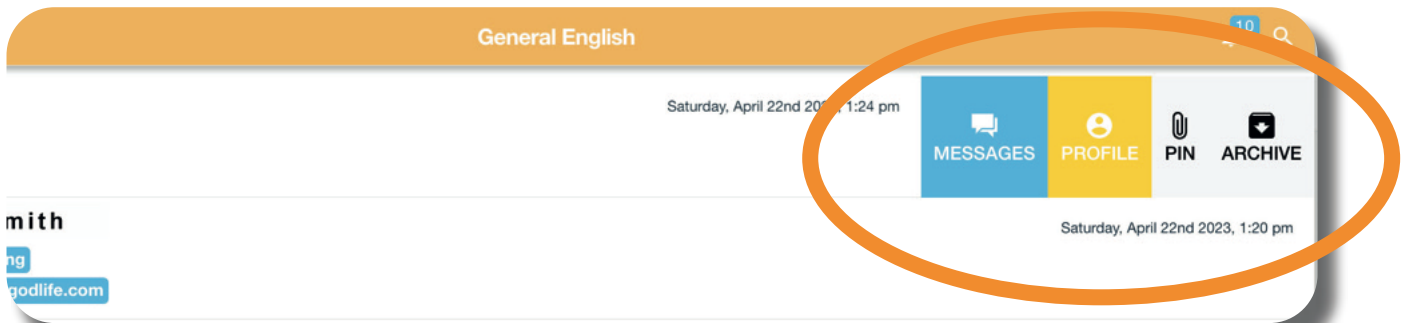


Figure C.18

Another way to archive is to click the profile icon in the top right hand corner. Select the “Options” tab from the top row and you will see the options like the image below. From here you can select to “Reassign/Close” or “Archive.” (Figure C.19)

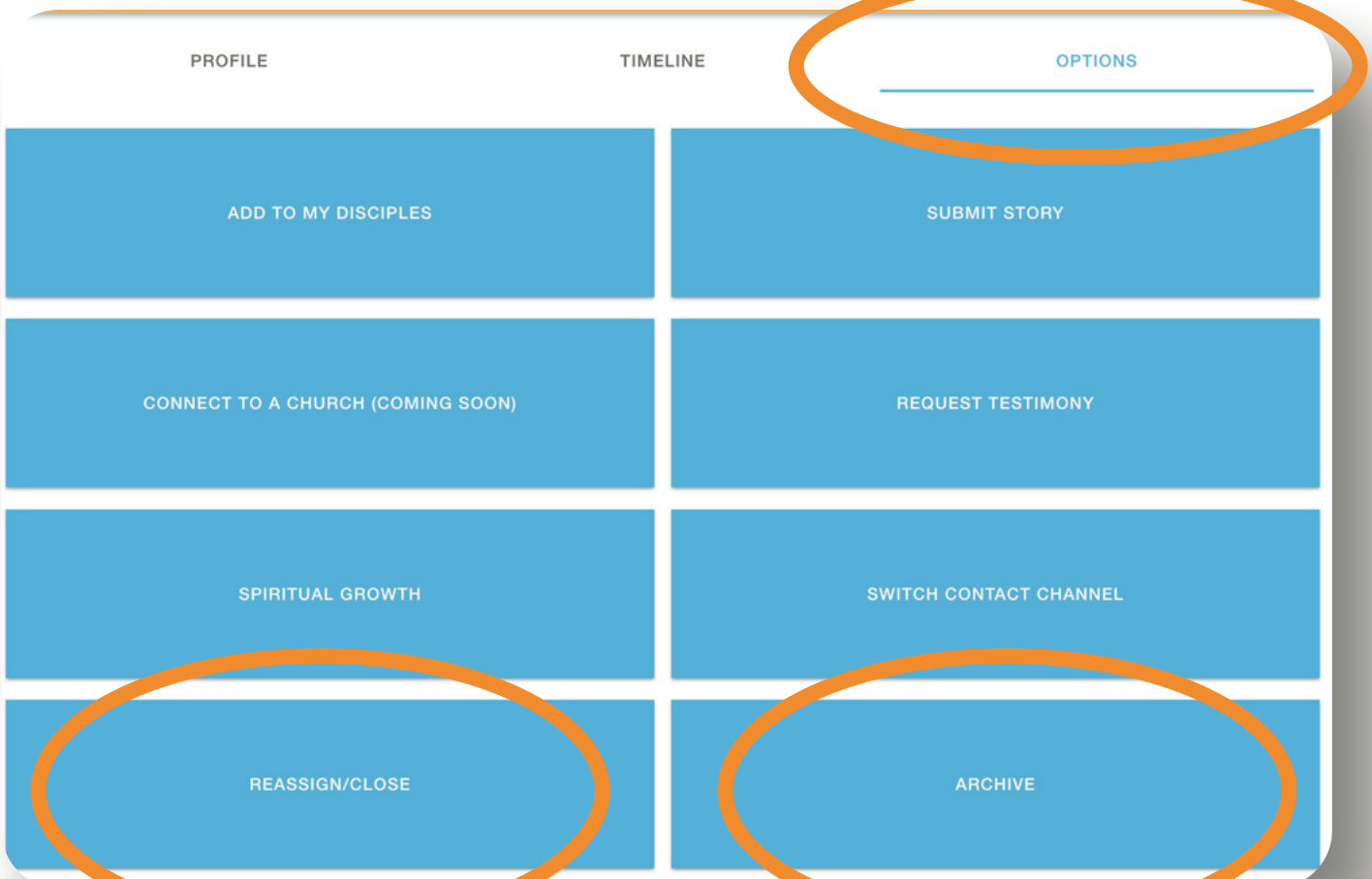
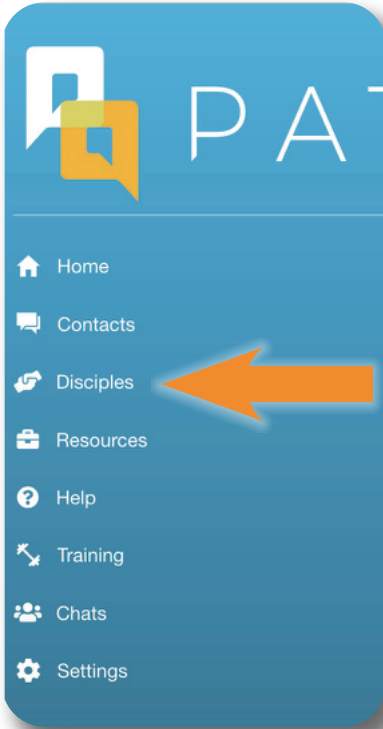


Figure C.19

DISCIPLES



This is where the Contacts you are discipling are found.

To designate someone as a “DISCIPLE”, go to the “OPTIONS” tab in their profile and select “ADD TO MY DISCIPLES.” Make sure you have filled their profile with the necessary and available information. Next, click the link in “OPTIONS” and click on the “ADD TO MY DISCIPLES” box. A window will pop up asking whether you want to send your Contact a “Disciple Request.” If you already have a discipleship relationship, you can mark them as a disciple. We ask that you use discernment and caution when using the term “DISCIPLE.” This can invite unnecessary trouble to people in different locations or situations. Their messages will continue to appear in your Contacts box but will now also display a yellow “DISCIPLE” designation.

From your left menu in PATH you will find their name in your “DISCIPLES” list. From here, you can interact them as you would from your “INBOX”

Please Note: A Disciple is not necessarily the same as an ongoing Contact. A Disciple is an ongoing Contact who has either *agreed* or *requested* to continue growing in their faith alongside you.

Figure D.1



Figure D.2

RESOURCES

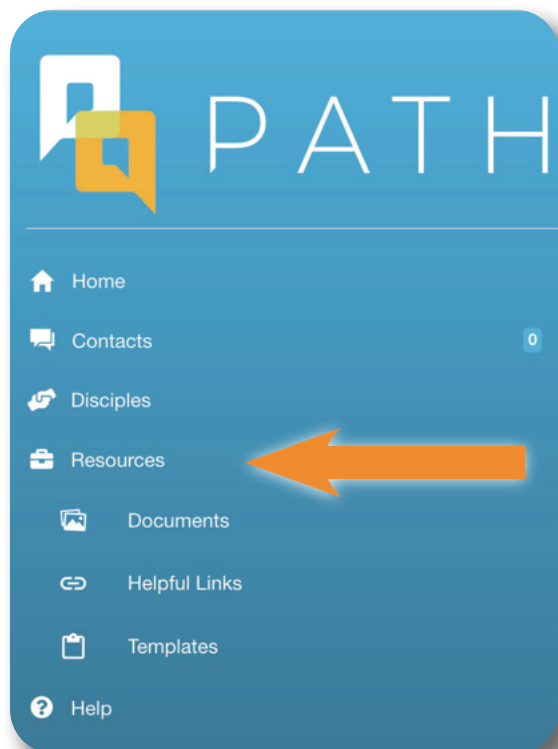


Figure E.1

Here are three categories of resources for your ministry:

- **Documents:** You will find documents uploaded by GMO, as well as the documents you have uploaded here. You may choose to upload documents you have created that help illustrate topics you teach.
- **Helpful Links:** These include a number of links provided by the system admins, such as the Bible, Got Questions, or links to our own websites or spiritual growth series: Look to Jesus, Next Steps, etc.
- **Templates:** Contains suggestions for oft-requested situations such as healing, wanting money, and many more. Familiarize yourself with the templates to help guide your replies when responding to these types of situations. Personal templates you created appear at the bottom of the page.

MORE ABOUT “RESOURCES”

The **Documents** section is where you will find regularly used documents that you can send to your Contact. These are usually infographs, diagrams, and pictures that help a Contact visualize something you are talking about. You can also upload your own. Work with your Community Leader to be sure they are grammatically and Scripturally correct, and that they meet GMO’s Statement of Faith.

The **Helpful Links** section lists links to other sites that may be helpful for Contacts, and also devotionals you can include in your replies to study with your Contacts (such as 30-Day Next Steps or the GodLife Weekly Devotional).

Templates are pre-written responses to help you formulate a customizable answer for your Contacts. These are not meant to replace a genuine answer from you in regards to what you and your Contacts/ Disciples are discussing. These are NOT meant to be sent without modification. Each of your replies, which is formed from a template, must be unique to each Contact.

These three resources will also appear under the 3 vertical dots located in the reply screen. When you select one of these resource types from within the reply screen, the resources will be automatically inserted into your reply message.

HELP

- Support: This will take you to the Volunteer Resources page.
- Training: Currently houses the training videos of the transition from ARC to PATH.
- FAQ: “PATH Quick Reference Guide” is a document with answers to the most- frequently asked questions by OMs. This document contains a broad range of information, and every OM should be familiar with what is available here.

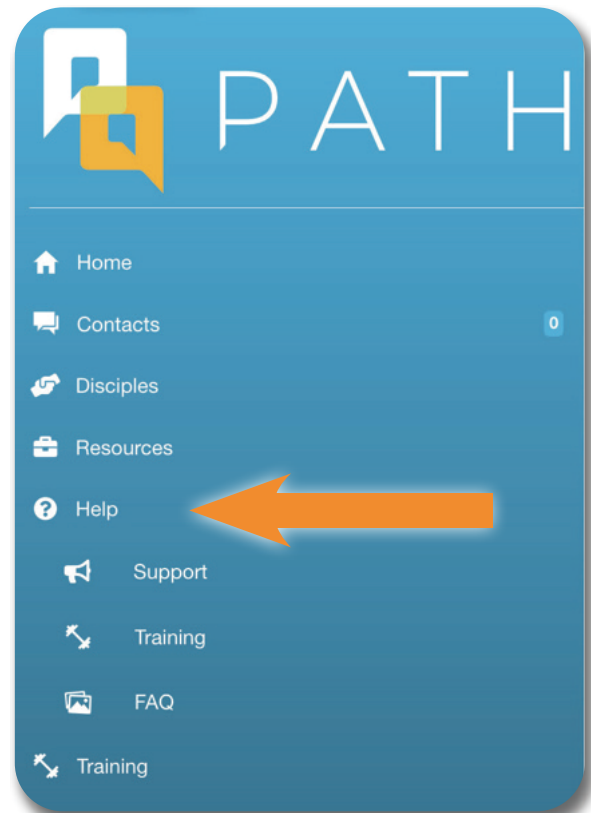


Figure F.1

CHATS

Under the “CHATS” tab you can communicate directly with your Community Leaders and be a part of Community Chats. You can chat with other OMs about best practices or other questions you have about your ministry. Please do not post about anything unrelated to Global Media Outreach or your work as an Online Missionary.

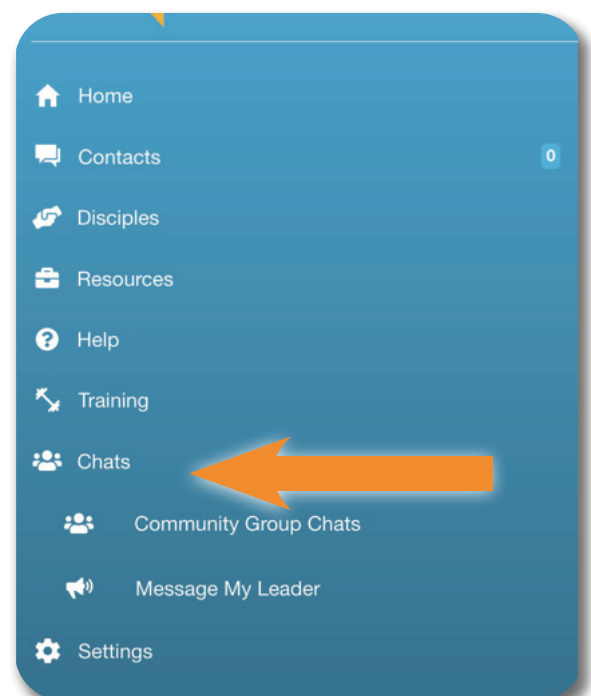


Figure G.1

SETTINGS

CALENDAR The Calendar is used to create reminders marking time away from the ministry, showing leaders you will not be available to answer messages for two or more days. Be sure to connect with your Community Leader know so they can watch your inbox. The Calendar can also set reminders for tasks to carry out or events affecting your Contacts.

First, select Add Event in the top right corner. (figure H.1) From here you can enter the details including dates, and description of the event. Be sure to click Save.

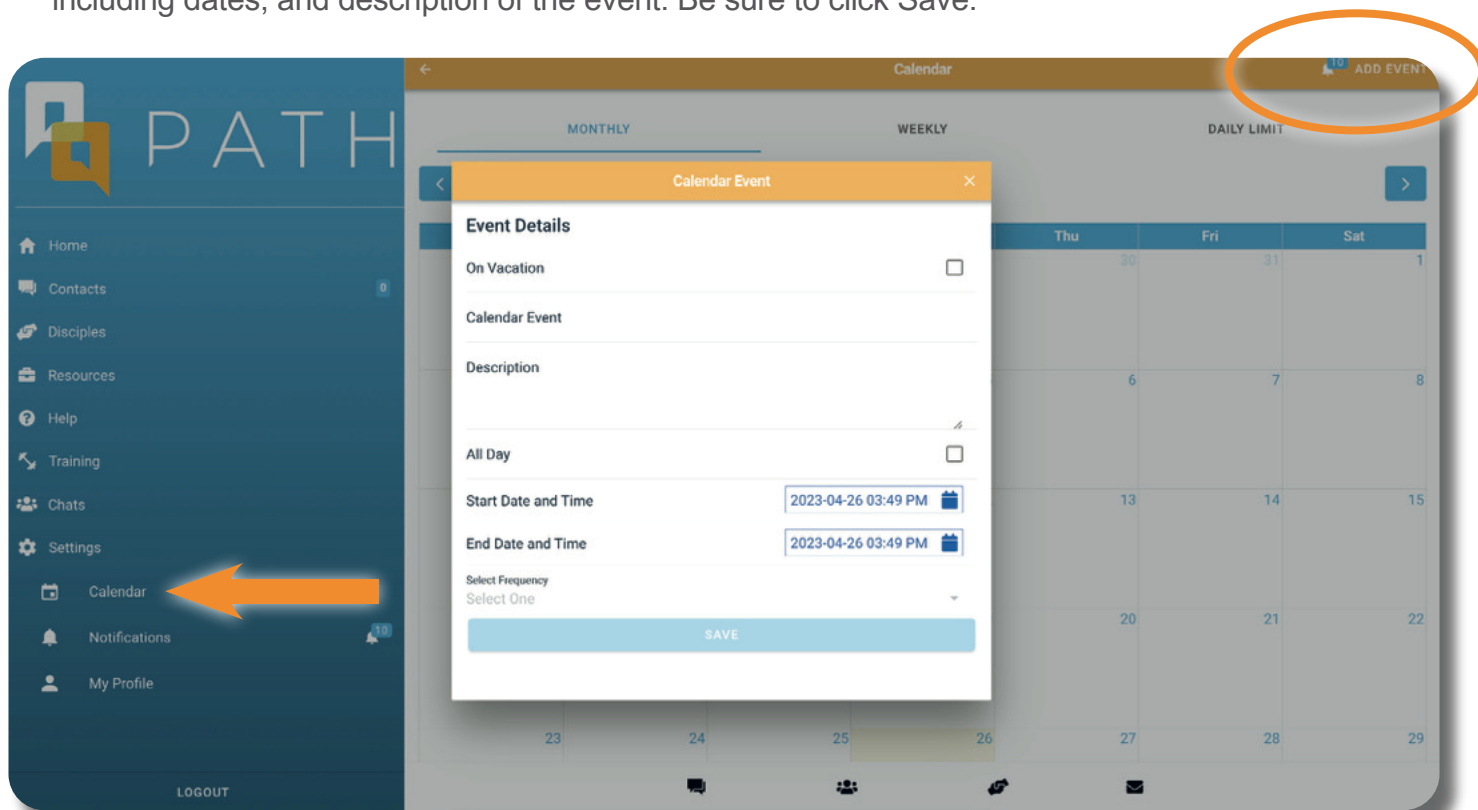


Figure H.1

NOTIFICATIONS – The number next to the notification bell will indicate any new notifications you may have. Such as:

- Receiving a new message from a Contact.
- Receiving a message from a leader or GMO administration.

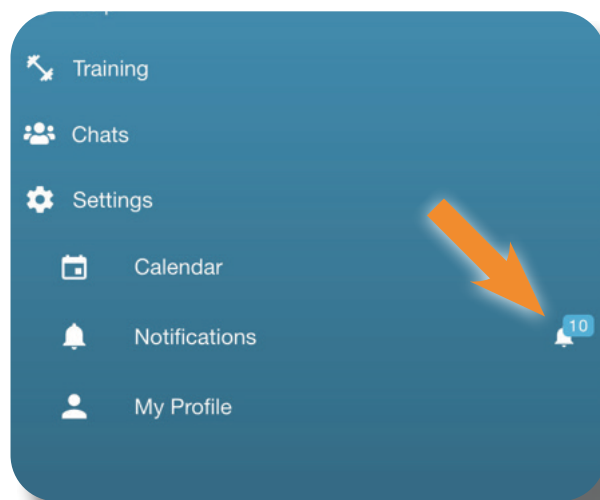


Figure H.2

MY PROFILE

- My Profile contains current records of your personal information within GMO. Please check this periodically to keep your Public name, address, email address, phone numbers, and other personal contact information updated.
- The My Profile page also has options to turn off the Map on the home screen (which saves bandwidth). Here you will also find the Server Side Search. If you have a large number of Contacts (over, 2,000) and find that searching for names among your Contacts or Archived Contacts is taking a considerable amount of time, consider going into your profile and turning on “Server Side Search” at the very bottom of your profile settings. Log out and log back in to see if that improves your search experience.
- If you click on the 3-dots at the top right of the screen, several more options are located here:
 - Change Password
 - Language Settings
 - Disable Chat Notifications

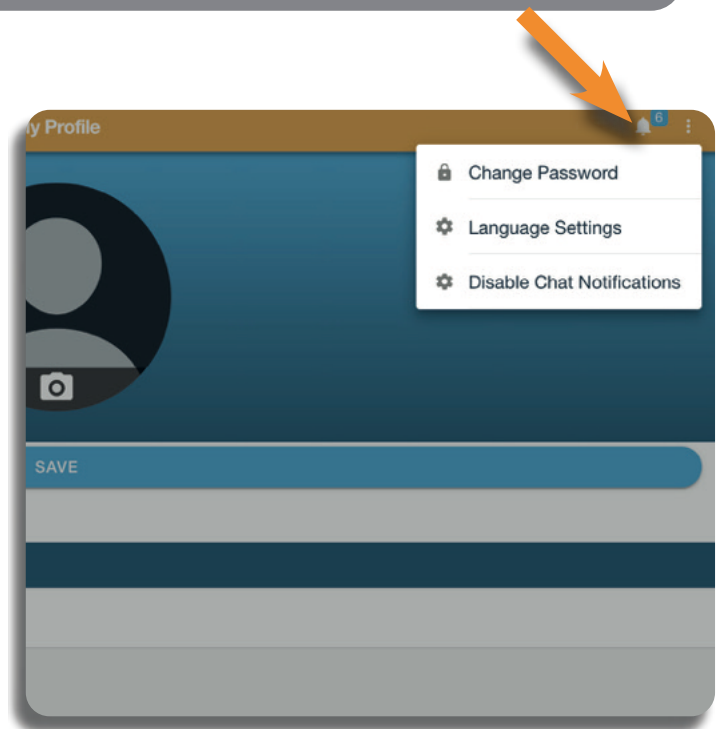


Figure H.3

LOGOUT

For security reasons, the system will automatically log you out after an extended period. However, you can also log yourself out by clicking the Logout button at the bottom left corner of PATH when you have completed your session.

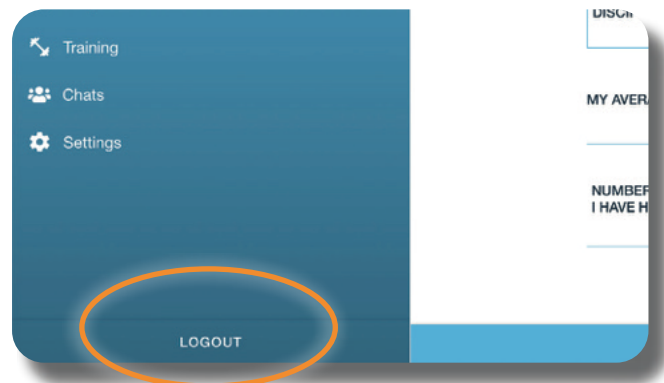


Figure I.1

OTHER FUNCTIONS WITHIN PATH

NOTIFICATION BELL

At the top right of the PATH screen you find a bell with a number – this is called the “Notifications Bell.” Like the Notifications under the Settings heading, it displays the number of of notification you have that are unread. These might include notifications of messages from Contacts, your leader, or GMO administration. Click the bell to view the Notifications.

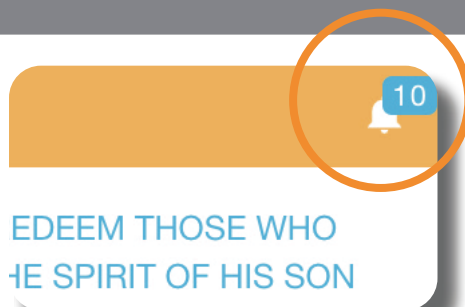


Figure J.1

MAGNIFYING GLASS

When you click into a Category where you can see Contact messages, you see another icon appear next to the Notification Bell. The Magnifying Glass is a search function for Contacts in that specific Category. When you click it, you have First and Last name fields available to search for your Contact.

If you have a large number of Contacts (over, 2,000) and find that searching for names among your Contacts or Archived Contacts is taking a considerable amount of time, consider going into your profile and turning on “Server Side Search” at the very bottom of your profile settings. Log out and log back in to see if that improves your search experience.



Figure J.2

ICONS AT THE BOTTOM OF THE SCREEN

There are four icons on the bottom of your screen:

- Conversation icon – This icon takes you to the Contacts screen where you can view your assigned categories and conversations.
- People icon – This icon takes you to the Community Group Chats screen.
- Handshake icon – This icon takes you to your list of Disciples.
- Envelope icon – This icon opens your Message My Leader screen where you can send a direct message to your Community Leader



Figure J.3.a



Figure J.3.b



Figure J.3.c



Figure J.3.d

ICONS INSIDE A CONTACT'S REPLY SCREEN



Figure J.4.a

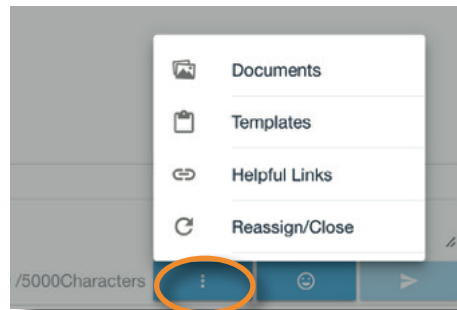


Figure J.4.b

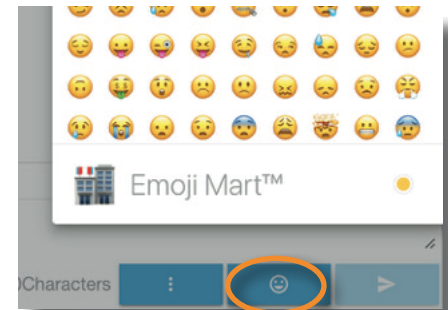


Figure J.4.c

There are three icons at the bottom of the Reply Screen conveniently located to the right of the character counter. They make your resources and other features accessible while you write your Contacts.

THREE DOTS:

- **Documents** – This opens the Documents that are loaded under the Resources tab, both those provided by GMO and your own documents.
- **Templates** – Your Personal Templates open when you click here, as well as several pre-written Templates from GMO addressing common topics.
- **Helpful Links** – This inserts the chosen link wherever the cursor is placed on the Reply Screen.
- **Reassign/Close** – Allows you to reassign a Contact to a different language, a specialty community where they can get specific help, or close a message if it does not need a reply. More information on this is below.

EMOJI:

- Be careful what you send to your Contacts because some of the emojis we use commonly in our country and culture are offensive to people in other countries and cultures.

ARROW:

- Clicking the arrow icon sends your message.

CONTACT PROFILE

OMs write to hundreds or thousands of Contacts during their time in the ministry. The Contact Profile helps to organize and store information learned about each Contact for quick reference including progress made in spiritual growth. When you open a category in “Contacts” and click on a Contact’s name, the Reply Screen opens for that Contact. In the upper right corner of the screen is an icon for the Contact’s Profile. Here you are able to update information as you learn more about your Contact. Greyed out fields are not editable.

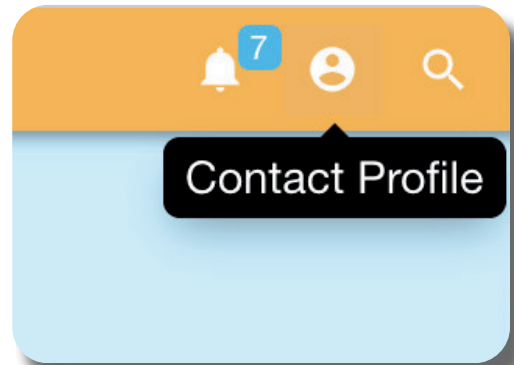


Figure J.5.a

← Jane Smith 11

PROFILE TIMELINE OPTIONS

SAVE PROFILE

Greyed out fields are not editable

Personal Information

First Name
Jane

Last Name
Smith

Birth Date

Age Range
Select One

Gender
Select One

Contact Information

City
Shdenbosea

State
Barandunsia

Territory / Region

Country
Select One

Preferred Method of Communication

Email

Misc Information

Languages Spoken

Church

Religious Background

Initial Information

Anything you are struggling with?

Figure J.5.a

TIMELINE

The Timeline contains a record of the notes and events of a Contact since they began corresponding with an OM. It helps OMs know details about the history of the Contact.

Most of the time when an OM pulls a New Contact, there is no information on the timeline. However, if the Contact has previously written to an OM who has retired from the ministry, or is a reassigned Contact, details can be found in the Timeline. Be sure to read through any previous entries to learn the history.

When you are ready to add notes to the timeline, click on the blue “Add Note” button and type in information about this Contact. An example would be listing Bible studies you have covered with the Contact. Any details about Spiritual growth is extremely helpful, especially if the Contact is ever reassigned to another OM. Some items you might include in a Contact’s timeline are: 1) A Contact’s progress through the Spiritual Growth steps. 2) Contact reassignments and reasons. 3) Personal information such as prayer requests or important events they share. 4) Any points you may wish to follow up on later. Your note will be dated automatically. Read your comment before clicking “Add Note” because what you write cannot be edited or deleted later.

Adding notes to a Disciple or a Contact is extremely helpful and valuable for any future conversations with the Contact.

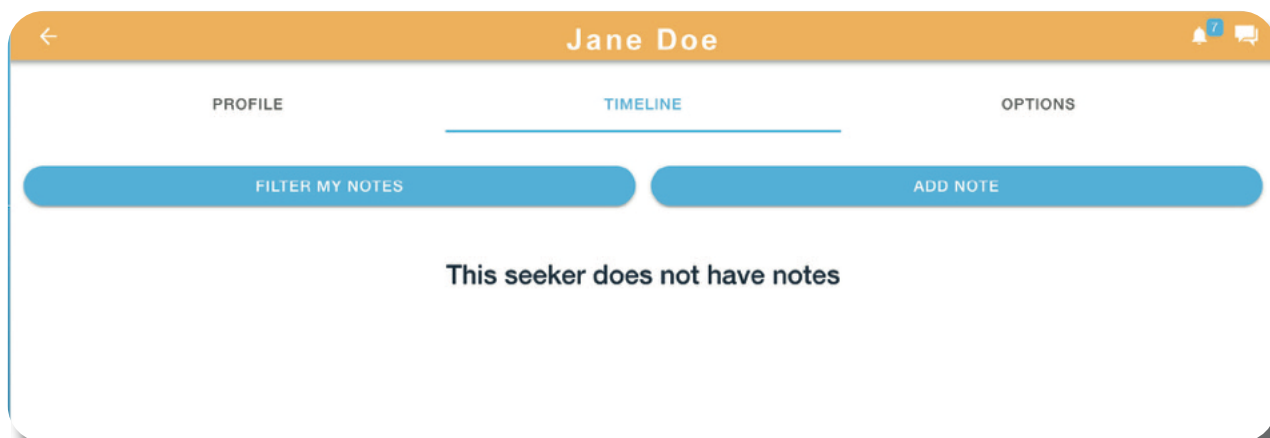


Figure J.6.a

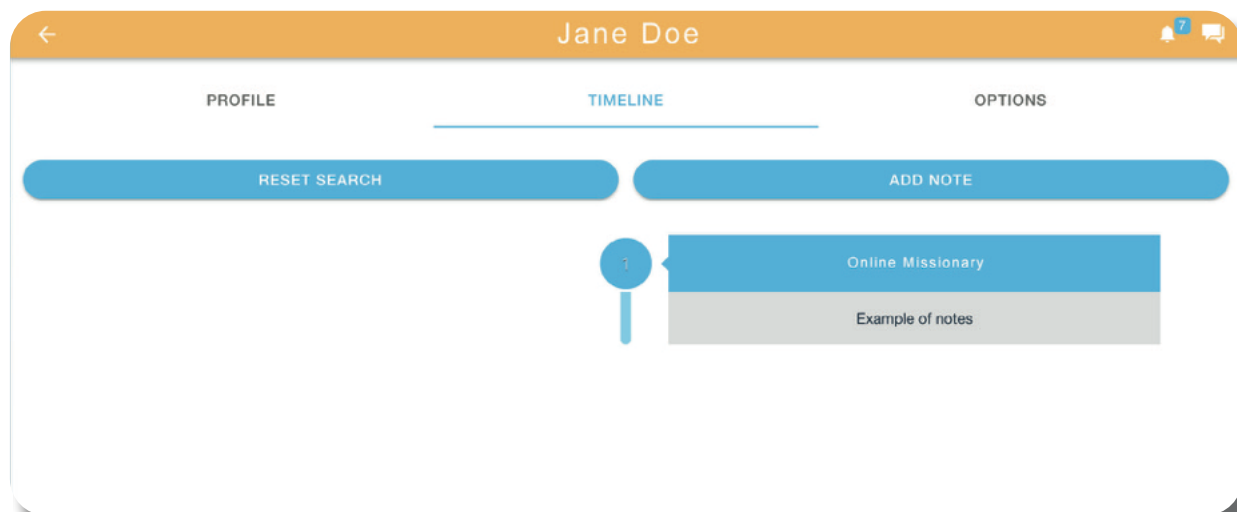


Figure J.6.b

OPTIONS

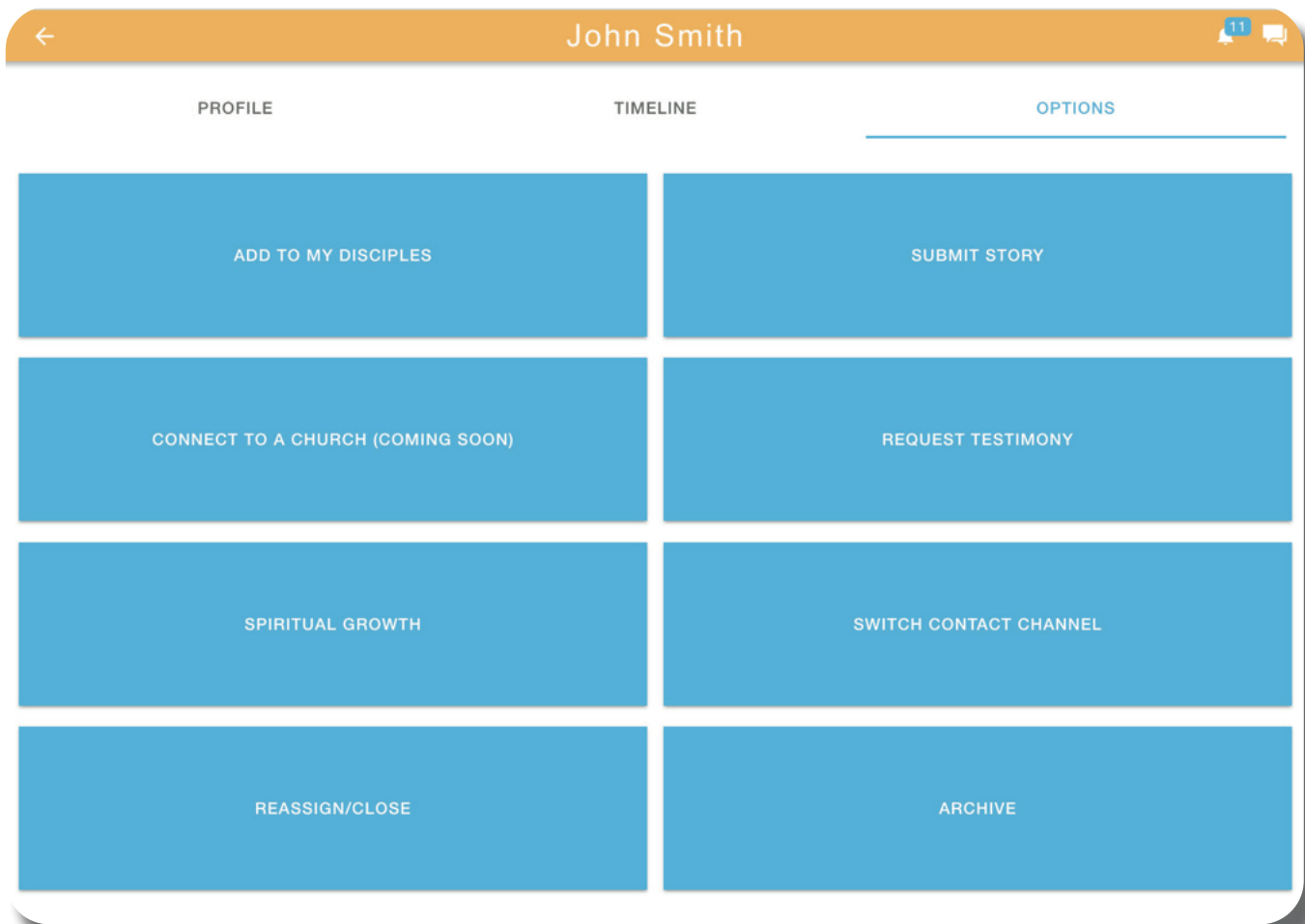


Figure J.6

ADD TO MY DISCIPLES

Why should an OM add a Contact to my Disciples? A Disciple is an Ongoing Contact whose relationship with Jesus has been verified by their assigned OM, and who has voluntarily entered into a mutually supportive relationship with this OM for prayer and spiritual growth. Your Disciples list gives you a designated list of those Contacts who are interested in actively growing in their faith alongside you. You will communicate with these Contacts regularly, sending them Bible studies and engaging in discussion about what you both are learning through the materials you share.

When you click “ADD TO MY DISCIPLES,” you have three options appear:

1. **Contact Requested:** This means the Contact asked to remain in contact with you and work together as they continue growing in their faith.
2. **Send Request:** Selecting this option will prompt PATH to send a request to your Contact asking them if they would like to continue working with you to grow in their relationship with Jesus.
3. **“Cancel”** returns you to the Options screen without any changes being made.

SUBMIT STORY

Part of the excitement of what God does through the ministry, is sharing the stories of how God changes lives. GMO loves to know the stories that are worth sharing to infuse hope and excitement about the role of the Online Missionaries across the globe. This link sends a notice to the GMO administration that you consider the selected Contact to be a great story or testimony. Sharing stories is a great way to encourage our Online Missionaries around the world.

REQUEST TESTIMONY

Just like “Submit Story”, clicking on “Request Testimony” sends a link to your Contact giving them an opportunity to share their testimony with GMO in their own words. Testimonies can be used in publications and be shared with other OM’s for encouragement. We will always keep the Contact and OM information confidential and change names in publications. Stories and testimonies are a crucial part of GMO’s journey and story.

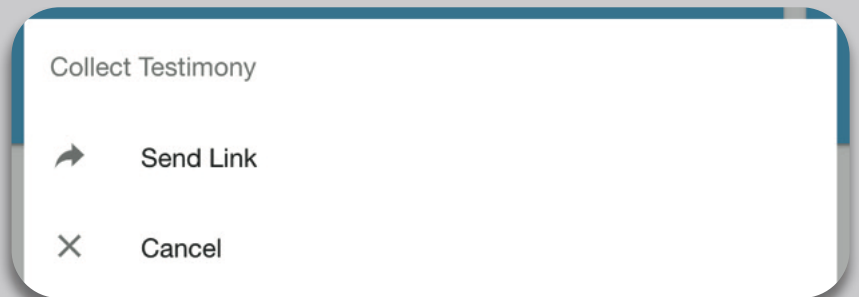


Figure J.7.a

CONNECT TO A CHURCH (COMING SOON)

The screenshot shows a web form titled "Spiritual Growth". It has a white background with an orange header bar. The form contains the following elements from top to bottom:

- A checkbox labeled "Presented The Gospel".
- A checkbox labeled "Salvation".
- A checkbox labeled "Connected On The Ground".
- A text input field labeled "Regular Church Name".
- A checkbox labeled "Baptism".
- A dropdown menu labeled "Share" with "Select One" below it.
- A dropdown menu labeled "Holy Spirit" with "Select One" below it.
- A dropdown menu labeled "Church" with "Select One" below it.
- A dropdown menu labeled "Bible" with "Select One" below it.
- A dropdown menu labeled "Prayer" with "Select One" below it.
- A blue "SAVE" button at the bottom.

SPIRITUAL GROWTH

You have access to this set of options from several places, here as well as the bottom of the Contact’s Profile. As you click in each section of this group, you will find different levels of status for each (except for “salvation”). The selections you make will automatically be recorded into the Timeline, giving you the dates there for their progress.

Figure J.7.b

Once you have verified a Contact’s salvation, marked it, and they’ve agreed to become a Disciple, you will start tracking their spiritual growth in the Spiritual Growth tool within their PATH profile. This tool allows you to follow the Contact’s spiritual growth over time.

The Spiritual Growth tool is divided into a few main sections: Presented The Gospel, Salvation, Connected On The Ground, Baptism, Share, Holy Spirit, Church, Bible, and Prayer.

Some of these areas are checkboxes, indicating a true/false metric, while others, like Share, Holy Spirit, and others show a drop down menu. As your Contact grows in each of these areas over time, you will revisit their profile to update their growth. Please see the Spiritual Growth Quick Reference Guide on the Volunteer Resources Site for more information on the Spiritual Growth tool.

SWITCH CONTACT CHANNEL

When Contacts begin writing, their account is classified according to the channel they originally used (Facebook, WhatsApp, E-mail, etc). Each time an OM writes, the message is sent to the channel of origin. Sometimes a Contact decides that using a different channel is more convenient and may ask you to switch it for them.

Clicking on “Switch Channel” opens several different options and allows the OM to accommodate the request. The options available will be dependent on which communication channel they have come through in your current conversation with them.

For example, Jan Christian is currently a Facebook Contact, so “Facebook” is not an option in this list. If any channel is not currently available (as this display shows WhatsApp “N/A” in this list) please advise your Contact of this non-availability if this is what they have requested. When that option is again available, you will see it listed here.

Selecting a change of channel automatically sends a link to your Contact where they can confirm this change. Please notify your Contact that you will be sending this link, and be sure you also tell them to write back on their current channel to let you know they’ve done that. Remember to make a note of this “switch” in the “Notes” section.

REASSIGN/CLOSE

OMs may use “Close Contact” when a reply is not needed. Often Contacts reply with “amen”, or “Thank you”. Although you certainly may write something encouraging back, you may also choose to Close the message if the conversation has reached a logical conclusion. If the message is left open, it will affect your response time in a negative way, and it will appear to your Leader as if you have Unanswered messages in your inbox.

Please do not close any Messages from returning Contacts who need a reply. Also do not close New Contacts that have no comment.

When you choose the “Reassign/Close” button, you will also see the following Reassign options:

- My Leader — There are many reasons you may want to reassign a Contact to your leader. It could be that you want your leader to look over the conversation and offer advice. Whatever the reason, be sure to enter a note letting your leader know why you reassigned the Contact to them. Also, note if you would like them to reassign the Contact back to you after they look over the conversation.
- Abusive — If a Contact persists in a rude, foul, and/or argumentative interaction, please use this after prayer and discernment. Do it only as a last resort. They need Jesus too. This is only for those who do NOT want to hear about Jesus or continue to use your interactions as a way to vent their frustrations without a dialogue. This category is NOT for *victims of abuse*. Those can be reassigned to VAW: Violence Against Women.
- Other Language — If the comment is in another language and you know what language it is, you can reassign them to the appropriate language category. If you are not sure what the language is, you can reassign them to “Other Language.” If you suspect they may speak a different language, please write them and ask what language they prefer. This list contains the languages GMO ministers in, such as French, Arabic, Hindi, etc. If you have another language to reassign to, please check the “Category” list to see if the necessary language is listed there.
- Category — Reassign if you think the Contact’s issues will be better handled by an OM in a specialty community. For example, if the Contact does not write well in English or prefers to use another language, reassign them by choosing their preferred language and if you do not see a specific language, choose “Other Language”. Specialty communities are categorized in alphabetical order in the drop down menu.

When you reassign to a specialty community, you will not receive the Contact back. This means that Specialty OMs are not able to reassign Contacts back to the OM who pulled them at the very beginning. When you are reassigning, you will be asked to give a detailed explanation as to why the Contact needs to be reassigned. We ask that you be as detailed and as clear as possible to help the next team navigate the transition well and help the Contact better. This must be filled in for the reassignment to complete.

REMEMBER: reassign open/unanswered message, if at all possible. This is especially important for Contacts who need to be reassigned to the Suicide or Depression categories because only open messages can be pulled from the “Category” to which they are reassigned.

ARCHIVE

Why archive? As you continue pulling Contacts over time, you may find that your inbox becomes cluttered with Contacts who no longer respond to you. The system will auto-archive these Contacts (not Disciples) after 60 days, but you can also elect to archive Contacts yourself. This will help you keep your inbox organized and manageable. If an archived Contact writes back, they will appear in your inbox.

If an archived Contact does write back, they will reappear in the OM's inbox.

The option here requires you to click for verification of this option. If you use the swipe-left option within your Contacts box, you can archive a Contact without that verification.

Please note that you can also choose to un-archive an account if there is a need. Do this by locating that name of the Contact in your archive list. You need the exact spelling of either first or last name if you use the magnifying glass option.



Figure J.7.c

Note:

- In the “Archived Contacts” Category, you can find and unarchive Contacts that get archived.
- PATH WON'T archive unanswered Contacts.
- PATH WON'T archive Disciples.
- PATH WON'T archive Conversations in which the Contact has responded to you within the past 60 days.

AUTO FOLLOW-UP EMAILS

TO CONTACTS WHO DO NOT WRITE BACK

Not every Contact responds to your first email message.

If you write a Contact who then does not respond, after a few days you can send a “Second Touch” message to reach out to the Contact again.

If the Contact still does not write, the automated system will send them emails starting at 14 days, and again at 21 and 30 days. These messages are from the “Internet Response Team” rather than from you, although they will refer to your public name (“Jim would really like to hear back from you”).

The 30-day message is much longer, re-stating the Gospel in different ways. In case this person never writes back, we want to make sure to leave them with the clear Gospel message. It will be our final effort to connect.

AUTOMATIC MESSAGES

TO CONTACTS WHO DO NOT WRITE BACK

Please note again that your “public name” is embedded in these emails.

This is why your “public name” must consist of only a name, without added titles or greetings, such as “John Smith, PhD” or “Yours Truly, John.”

14 DAY MESSAGE (FROM RESPONSE TEAM)

Dear \$contact,

We are so glad you expressed an interest in Jesus, or made a decision to follow Him. We would like to hear how you are progressing in your relationship with God. Are you receiving the "Look To Jesus" series from us? If so, did you find it helpful? (See www.godlife.com/look-to-jesus) \$public_name is eager to answer any questions you may have and to pray for you. Please write back at your first opportunity.

Sincerely,
{domain} Response Team

21 DAY MESSAGE FOR CONTACT WHO DOES NOT WRITE BACK

Subject: Are you receiving our messages?

Dear \$contact,

You sent us an email three weeks ago indicating you had made a decision to follow Christ. \$public_name is eager to hear how things are going and to help you develop your relationship with God. <https://godlife.com/look-to-jesus> is a site that will give you some helpful resources. Please email an update and let us know how we can help or how we can pray for you.

Sincerely,
{domain} Response Team

30 DAY MESSAGE FOR CONTACT WHO DOES NOT WRITE BACK

Subject: We haven't heard from you: before we lose touch, here are some important things to know

Dear {contact}:

Thank you for visiting our website and giving us a way to contact you.

It's because there's nothing more important than knowing and following Christ that we reach out again. Acts 4:12 says, "Salvation is found in no one else, for there is no other name under heaven given to men by which we must be saved."

About four weeks ago, your online volunteer, {public_name}, reached out to you hoping for a response. We try to ensure you do not miss the crucial truths outlined below and explained at www.godlife.com/look-to-jesus.

When we say we have received Jesus, we affirm the following:

- I believe that Jesus is the eternal, unique, and sinless Son of God who died the death I deserve, rising from the dead as He promised.
- I believe I can be forgiven and have eternal life by forsaking sin and self, placing my trust in Jesus.

Does this raise questions? {public_name} will answer your reply to this message.

Sincerely in Christ,
{domain} Response Team

Here are important insights from the Bible:

- God said: "You shall say this to the sons of Israel, I AM has sent me to you." Jesus said: "Before Abraham was, I AM... If you do not believe that I AM, you will die in your sins... unless you repent, you too will all perish... For God so loved the world that he gave his one and only Son, that whoever believes in him shall not perish but have eternal life..." This means Jesus is the one true and living God, embodying the promise of salvation for those who repent and receive Him.
- He said, "I am the way, the truth, and the life; no one comes to the Father except through me... Whoever comes to me, I will never drive away... My sheep hear my voice, and I know them, and they follow me. And I give them eternal life, and they shall never perish; neither shall anyone snatch them out of my hand. My Father, who has given them to me, is greater than all; and no one is able to snatch them out of my Father's hand. I and my Father are one." This means Jesus is the sole source of salvation, which, once received, is irrevocable.
- When you receive Jesus, He comes into your life. You begin to see things differently, no longer contented in sinful practices. You should also develop reverence for God's commands, loving His perfection, even though you're not perfect yourself. Your love for others, especially fellow believers, grows. Fear of God's judgment fades, replaced with love and desire for guidance. Your trust in Jesus should steadily grow. Even St. Paul admitted that in his own strength, he couldn't live as God intended, but through Christ, he could "do all things."

Do you believe these truths apply to you? If you want to explore how the Holy Spirit empowers believers to do God's will, you can visit <http://tiny.cc/holyspirit>.

OTHER MESSAGES FROM GMO

Contacts who choose email as their communication channel may sign up to receive a variety of email devotionals or studies from GMO:

Look to Jesus— The first series of follow-up emails sent to Contacts who sign up to receive free resources to help them grow in their faith.

30-Day Next Steps—This is a series of basic follow-up messages by John Beckett, a businessman and friend of GMO. A Contact can sign up to receive these at GodLife.com.

Godlife Weekly Devotional—Contacts may also check a box to receive the Weekly Devotional from Godlife. This devotional contains Biblical content and also mentions specific prayer needs—sometimes for a country, or a particular issue. It also asks Contacts to share their prayer needs with us.

When Contacts respond to either of these, their message comes to the OM's inbox. They may address their e-mail to "John" (Beckett) or "Godlife" (source of the Weekly Devotional). In that case, just answer the email and respond to their need or question. If they request prayer, please acknowledge their request, and include a prayer in your response. If a Contact does not want to receive either of these, they have to Unsubscribe the link at the bottom of the email they receive.

It is highly encouraged that you subscribe to receive these resources, and become familiar with them, to better help your Contact. You can do so at: <https://godlife.com>

REMINDERS

- Please don't use Christian jargon. Terms such as “born again” and “saved” are easily misunderstood, especially by people outside of Western culture. The term Disciple is dangerous in some cultures. It is better to substitute with “Follower of Jesus.” Use simple language, and avoid slang or idioms. Also, avoid “text talk” such as “BTW” or “LOL” unless the Contact is already using these kinds of terms.
- Do not send materials or promise physical aid. Tell them we are solely an online ministry helping people know God better. For those wanting a Bible, please check the options available on the Volunteer Resources site page by clicking Resources - Helpful links. From there, you can send them a link to an online Bible.
- Exercise great caution with website links someone sends you. Sometimes an innocent-looking link will lead to an unsecured or pornographic website.
- Ask your leader if you wish to share sites that are not included in the Volunteer Resources. Is this site relevant to their current spiritual needs? Is what is taught on this website in agreement with GMO’s Statement of Faith? You can find the GMO Statement of Faith at <https://globalmediaoutreach.com/about/statement-of-faith/>
- Do not promote anything that detracts or distracts from helping meet basic spiritual needs (merchandising sites, personal blogs, etc.). If in doubt, ask your Community Leader. Always start by sending Contacts to the GMO follow-up sites (Look to Jesus or 30-Day Next Steps), where the system can track their progress.
- Do not just send a list of links because many people cannot afford the Internet time to be able to search through sites. Read through the web content that is relevant to the Contact’s situation.
- Do not use titles or credentials with your signature, such as “Dr.,” “Rev.” or “PhD.” This helps keep your exchange on a friendly level rather than authoritative. Also, do not present yourself as a counselor or as acting in any professional or official capacity. You are simply offering prayer and scriptural advice.
- Contacts under age 13 must have a parent’s permission to correspond with you. You rely only on what they tell you but use God-given discretion. If you pull a Contact under age 18 of the opposite sex, please reassign them to your leader who will give them to an OM of the same gender.
- Note: Current forms do not ask for age, so if it seems a Contact is young, just ask their age.

GETTING HELP

Thank you for your faithful partnership with Global Media Outreach!

We are here to support you.

If you have questions or technical difficulties, ask your Community Leader first.

You may also check the articles under “Tech Support” in the Support section of GMO Volunteer Resources. search volunteer resources before (or while) Contacting their Community Leader.

If still in need, contact us by clicking “New Support Ticket” and filling out the form.

You can also contact the OM Helpdesk at omhelpdesk@gmomail.org.

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APPENDIX A

SAMPLE OPEN-ENDED QUESTIONS

- What was your childhood like? What is your favorite memory?
- What do you want most out of life?
- What do you spend the most time thinking about?
- How do you usually use your money?
- How do you usually spend your leisure time?
- Whose company do you most enjoy?
- Who and what do you admire?
- What makes you laugh?
- What was the best part of your week?
- What was the worst part of your week?
- What's been on your mind most recently?
- When was the happiest time of your life and why?
- What are you good at?
- What are your dreams for the future?
- If you had all the money you wanted, what would you do? Why?
- What were you like as a child; do you think you're different now?
- Are you close to your family members? Why or why not?
- Who is your best friend, and what is the best thing about them?
- How would your close friends describe you?
- Who has had the most significant influence in your life?
- If you could change anything about yourself, what would it be? Why?
- If there was one law you could make, what would it be?
- If there was one law you could break, what would it be?
- What are the sources of your stress?

SAMPLE OPEN-ENDED QUESTIONS

SPIRITUAL QUESTIONS

- What is your understanding of God?
- What are your thoughts on the existence of a God?
- What is the purpose of your life?
- Why do you think humans were created? For what reason?
- What do you believe about an afterlife?
- How can you know that there is a God?
- Who is Jesus Christ?
- What makes a person good? What makes a person bad? Which one are you
- According to the Bible, there is a heaven and hell. Who goes where and why?
- What is the most important thing in life?
- What is love?
- Is it possible to know and relate to God in a personal way?
- What is the thought that brings you the most peace?
- Why do you think there so much pain in the world?
- Who defines what is good and what is bad?
- What elements of morality and ethics do you believe to be subjective?
- Are ethics subjective?
- What is the most frustrating thing about religion?
- What do you know about Christianity?
- What has been your experience with Christians?

APPENDIX B

FACEBOOK / WHATSAPP CONTACTS

- Do not use templates when answering Facebook or WhatsApp contacts. The same wording on multiple messages could be perceived as spamming by Facebook and WhatsApp. Make each reply unique and personal.
- Keep the length of your reply very short, just 2-3 sentences. Remember this is communication through text messaging. The character counter has shorter limits for these platforms. (Hint: Adding their name is one way to make your reply unique.)
- The response clock starts as soon as the Contact submits their information to GMO. Facebook will not deliver your responses after 7 days unless the Contact writes back and WhatsApp will not deliver them after 24 hours. You may send several messages within these time frames. Encourage them to write back to keep the conversation going.
- Consider replying even if their response is “Amen” or “thank you”.
- There is no subject line for Facebook/ WhatsApp replies.
- Consider adding links for a Bible and GMO’s Godlife site where they can sign up for devotionals, the 30 Day Next Steps daily emails, and more to keep learning. (Hint: Sign up for the 30 Day Next Steps series yourself so you are familiar with the material.)

YouVersion Bible

<http://downloadbible.godlife.com/>

APPENDIX C

CODE OF CONDUCT & ETHICS

- I will comply with my responsibilities according to the policies and guidelines established by Global Media Outreach.
- I will respect and honor the confidentiality of my Contacts.
- I will abide by the Statement of Faith delineated by Global Media Outreach (GMO) when in communication with Contacts.
- I will not communicate outside of GMO's provided channels of communication (PATH), and I will not share my personal and/or social media information with my Contacts.
- I will submit to my Community Leader's guidance and authority, maintain constant communication, let them know in advance of absences or changes in my involvement, and handle disagreements with love and respect.
- I will not engage in online activities that compromise my testimony and/or my walk with God. Be honest and vulnerable to confess if this occurs.
- I will not promote any political viewpoints or generate business nor solicit funds from Contacts or other Online Missionaries
- All my communications must reflect and point to Christ. I will only use GMO's PATH for my role as an Online Missionary.
- I will be a good steward of my time both within GMO and outside.
- I understand that this is an unpaid volunteer position.
- I will participate in ongoing training as required by Global Media Outreach.

APPENDIX D

DISCIPLESHIP SITES

LOOK TO JESUS

EXPLORE GOD

30-DAY NEXT STEP

CAN I KNOW GOD

GODLIFE WEEKLY DEVO

GOT QUESTIONS

NEW BELIEVER'S GUIDE

LIST OF SPECIALTY CATEGORIES

TOPICAL CATEGORIES

- Alcoholism & Drug Addiction
- Depression (English)
- Difficult Theological Questions
- Explore God
- Family & Marriage Crisis
- Heaven or Not
- Homosexuality
- Innovation
- LifeRocks/CanI knowGod
- Porn/Sex (female)
- Porn/Sex (male)
- Something Better
- Spiritual Warfare
- Suffering Loss/Grieving
- Suicide English
- Violence Against Women
- More Categories available.

RELIGIOUS CATEGORIES

- Hindu
- Islam

LINGUISTIC CATEGORIES

- Afrikaans
- Amharic
- Bangla/Bengali
- Bosnian/English
- Burmese
- Croatian
- Dutch
- German
- Gujarati
- Hausa
- Hebrew
- Hungarian
- Japanese
- Kinyarwanda
- Luganda
- Malayalam
- Marathi
- Oriya
- Romanian
- Serbian
- Seselwa Creole French
- Shona
- Slovenian
- Swahili
- Tagalog
- Tamil
- Telegu
- Thai
- Vietnamese
- Yoruba