



# Shepherd Reference Manual

*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*



# Table of Contents

CL Vacations	6
Decommissioning OMs	8
Mission Statement	5
My Commitment	9
New CL	7
Relationship with CL	6
Reports	9
Response Rate	9
Suggested Weekly Task List	6



# Welcome, Shepherd!

Thank you for your willingness to follow the Lord's leading by shepherding Community Leaders. We thank the Lord for you, and we thank Him for building GMO with the people whom He has called. This is His ministry, a voice for the Gospel going throughout the entire world, and we praise Him for placing willing servants in critical places so we keep moving forward. Your willingness to serve is a gift to the ministry, and we appreciate your heart to serve in this strategic position!

Your Guardian is here to serve you and to help you. There are no "silly" questions, we are all learning more about this ministry each day. Consistent and clear communication is the best way for us to function as a team.

The Parable of the Talents in Matthew 25, tells us clearly what the Lord expects from servants to whom He has given valuable resources - He holds us accountable for how we use what He has given us. Verse 19 states "the master of those servants returned and settled accounts with them." In Luke 16, Jesus told his disciples "There was a rich man whose manager was accused of wasting his possessions. So he called him in and asked him, 'What is this I hear about you? Give an account of your management...'" We read in Luke 12:37 that the Master is so appreciative of the obedient servant that the Master 'dresses Himself to serve, will have them recline at the table, and will come and wait on them.' This is our Servant King, and this visual should motivate us to want to keep our eyes on Him and to do our absolute best for our Savior!

1 Corinthians 4:2 - "Now it is required that those who have been given a trust must prove faithful."

Your role is critical in preparing and equipping your Online Missionaries. Run the race to win the prize! Let our lives glorify the One True Living God, and help thousands of lost souls across the world learn about Jesus and give their hearts to Him. May we all be found faithful in giving our best efforts to fulfill the tasks the Lord has set before us. It's all about HIM. We pray that as GMO leaders we will always be faithful, investing time into equipping Community Leaders and Online Missionaries to compassionately respond to the talents the Lord gives us - the contacts who come to our inboxes.

God bless you abundantly as you serve Him in GMO!

Your GMO Community Guardian Team



# Community Leader Shepherd Response Team Mission Statement

As Online Missionaries, our desire is to introduce people to Jesus and His gift of eternal life and help them to grow in their faith.

## Definition:

- A Community Leader Shepherd (CLS) is a Community Leader (CL) who also has responsibility for one or more Community Leaders who report to him or her.

## Qualifications for being a CLS are similar to those for being a CL.

- A heart for God and a desire to help others.
- A reliable/regular internet connection.
- Experience using the ARC system and ability to explain it.
- Willingness to invest several hours per week helping others.
- Beginning to intermediate level computer skills.
- Willingness to perform some basic administrative tasks and submit reports.
- Demonstrate a teachable attitude.

## Main responsibilities of a CLS, in addition to CL responsibilities:

- Assisting new Community Leaders to serve and guide their own communities.
- Answering their questions about how to use supervisory-screens, how to deal with OMs who are not logging on, etc.
- Copying their CLs on any mailings sent to their own community as appropriate.
- Praying for all team members.
- Receiving and reading their CLs' Monthly Checklist Reports.
- Completing the Shepherd Monthly Checklist Report to their Guardian in a timely manner.



- **Monitoring their CL's communities regularly to make sure they are keeping up with community maintenance.**
- **Consistent use of Health Report and Aging Board.**
- **Helping team members with any difficult or unusual contacts they may reassign.**
- **Encouraging CLs to look for potential CLs in their own communities.**
- **Monitoring and forwarding Decommission of OMs information as necessary.**
- **Communicating regularly with their Community Guardian.**

## Shepherd Duties

As a Community Leader Shepherd (CLS), you may continue to serve as Community Leader (CL) with responsibility for your own community. You will have responsibility for one or more Community Leaders who report to you. You remain an Online Missionary (OM) and continue to respond to contacts.

An important privilege you will have is to pray for the Community Leaders that are under your leadership. Get to know them and understand how they work. You will be the person responsible to help them keep their communities current, active, and vibrant. During their first few weeks, new CLs may need help on basic issues and have a number of questions. As a CLS, you may always contact your own supervisor, your Guardian, if you help is needed.

Church Branches are organized by region, so these CLs will be from a particular geographic region. In the General Branches, the CLs who report to you will often be ones you yourself have recruited from the OMs in your community. You do not lose touch with community members who become CLs, rather you continue to encourage them and multiply CL's through them.

It is most effective to communicate with your Community Leaders on a weekly basis. If there is an urgent message from GMO that needs to be shared immediately, that should be sent to your Community Leaders as soon as possible. We recommend getting into a regular routine of sending updates and encouragement to your team, including in those updates any technical information about any software changes. Use these updates to remind your OMs/CLs about on-going items you want them to work on. If you have spot-checked the replies being sent by your CLs and/or the OMs with them, this would be a good time to address any issues or offer encouragement to all.

When sending email to multiple leaders/OMs, please be sure to use the BCC space on your email rather than the CC space, as a courtesy to respect the privacy as well as the protection of all recipients.

Should I ever send an email to all OMs?

You do not want your CLs to believe that you are by-passing them. If you do choose to write all OMs, it might be a good time to remind them of the goals of GMO, tell them how many emails the whole group has replied to in the past month and offer encouragement as they bring others to Jesus. This is done by some Shepherds on a monthly basis.



# Suggested Basic Weekly Task List

Daily, if possible:

- Pray for your CLs and their teams, GMO's ministry.
- Log in, check for any maintenance issues in communities.

Weekly:

- Check Aging Board two to three times during the week, follow up with your teams.
- Spot check communities for issues – logins, backlogs, History and/or comments that need attention.

Monthly:

- Remind your CLs about their Monthly reports.
- Respond to each prayer request and concern brought to you by your CLs.
- Submit your Shepherd Checklist to your Guardian.
- Communicate to all CLs with any needed updates.

As needed:

- Troubleshoot CL/OM issues; enlist Guardians' help as needed.

## Building a Relationship With Your CLs

New Community Leaders may be feeling insecure in handling ARC for CLs. They may have many questions, and you are the one to answer them. If you do not know the answer, talk to your Guardian and then pass the answer back to the CL. Help them to build confidence by encouraging them and offering positive feedback. Let them know when you are available to help. You may want to use Zoom or Skype or some other face-to-face program to communicate, or call them on the phone.

As your group of CLs grows, you may want to share information to encourage them to pray for each other. You might create a document that includes a short biography and a picture of each CL, using just their first names. You could also share prayer concerns within the group. Please keep last names and email addresses confidential; use BCC when sharing info within your Shepherd circle.

## CL Vacations

You are their Vacation relief, just as your Guardian is there to watch your community when you are away. A CL should let their community know when they will be away, passing your email and/or phone number to them in the event they need some urgent help.

Community members may continue to reassign emails to their CL's account. You have access to the CL's inbox and can monitor for any reassigns. Watch their community as you would your own for any late OMs or individuals with aging messages.

If you need to return a reassigned message from the CL's account to one of their OMs, you can easily do that by following the detailed instructions in the CL Reference Manual.



## Have a New CL? Hints to help!

Traits and practices to look for in an Online Missionary to let you know they may be a potential Community Leader:

- Attention to reply details – they edit templates and personalize replies.
- Receptive to correction – they quickly correct course with consistency.
- Comfortable handling the system technology - they have basic computer handling skills.
- Prompt in logging in - keep answered messages up to date.
- Demonstrate spiritual maturity in the content of their replies.
- Comfortable performing administrative tasks and submitting reports.

## Setting up a New CL

If you and/or one of your CLs feel an individual might be a good CL, communicate with your Guardian to see if new CLs are needed. When the Guardian indicates such a need, ask the OM how they are enjoying their service with GMO. Let them know that they are doing a good job and ask them if they might be interested in taking on more responsibility as a leader. Some OMs will say no, and some will be excited to serve the Lord in a larger role. Send the OM the 'CL Challenge' letter, located on the Volunteer Site under Training -\* CL Ongoing Training -\* CL Challenge Letter (which you may edit to personalize) and the 'CL Job Description - CL Agreement' for them to pray about for a few days.

When you have received an answer from them, if they say 'Yes!', let your Guardian know and the OM will be set up as a CL so he/she can access the CL Manual and the CL Training Course.

When they have completed the course, let your Guardian know so that the new CL can be added to the Community selected for them. If they are placed into a new community, they may be the only one in their community until OMs are added, but that time will give them a chance to become familiar with the role and software for CLs.

New CLs may need to change their Password – Leaders need a minimum of ten characters, a mix of upper and lower case letters with at least one number.

## Checklist - When a New CL is in Place, What They Need to Do and Know

You have a new CL and he/she probably has many questions. What should you remember to share with them? Here are some suggestions on how to help them:

- Send their Introduction letter to their OMs as soon as possible.
- Use BCC (Blind Carbon Copy) when sending out a mass email to their community.
- Develop a routine to check each OM's work at least once a month and more often in the beginning. Make suggestions in a kind way to OMs who may need to make improvements.
- Request that they complete their Monthly Checklist promptly.



- Prepare community wide emails once or twice a month. Include encouragement, updates and maybe interesting community facts or statistics.
- COPY those community-wide emails to YOU.
- COPY YOU on any individual emails to OMs when there are issues that need resolution.
- Send OMs any additional training materials that would be helpful, such as the list of
- Specialty Community definitions, a list of Resource links, reminders of training guidelines, etc.

## Keep the 90-Day-Trial Period in Mind

We hope that every OM who steps up to CL will settle into this position and be successful. Keep in touch with them if you are not hearing much from them. It often takes time for a person to get into a routine of knowing how to help a new community of OMs.

If you notice reports are not coming back, new OMs are not continuing to grow in attention to ministry issues, or you are not receiving copies of community-wide letters sent out to the CLs' community, kindly remind your CL of the tasks that need doing. If you do not see improvement, talk to them and ask if there is a reason things are not getting done. Ask them if they are comfortable with their new role. It may be that after spending some time leading a group, being a CL is not what they expected and they might want to step down.

Sometimes a CL might just not want to pay such close attention to this task, and you may have to decide if they are suited for the job. Talk to your Guardian, and talk to the CL. If no improvement is seen, they may need to be returned to serving as an Online Missionary.

The 90 Day Trial Period is a target for you to keep in mind. In the beginning a CL should show enthusiasm about helping others in this ministry, and if that is not evident, the Trial period gives you a reason to return them to OM-only status.

A CL can step down any time, and can be removed from the CL position at any time.

## Decommissioning an OM

When should an OM be decommissioned?

One action you will be responsible for is confirming requests for decommissioning OM's at the suggestion of a CL who is in your group. You will want to verify with the OM that they understand what is happening, and give them the chance to offer comments, in case there is a misunderstanding between the CL and the OM. Common reasons to decommission an OM's account include:

- They want to resign their online ministry because of changes in their personal situation.
- They cease logging in and do not respond to your emails of inquiry.
- There are performance, conduct or doctrinal issues that are not in line with GMO standards.
- There is demonstrated disrespect to their Community Leader.
- An illness or travel prevents them from serving for 30 days or more.

Review the CL Manual for the decommissioning process to be sent to your Guardian for completion.



# Reports

Reminders for the CL Monthly Checklist from the CLs under you:

In an effort to help your Community Leaders stay current, send the link to the CL Monthly Checklist provided by your Guardian, and remind them to complete it early every month. Remind them that any immediate prayer requests or concerns they have should be sent to you as they occur rather than waiting to put them on the Monthly Report.

Read through their responses and address their concerns. This is a good opportunity for you to write back and encourage their efforts. Additionally, it gives you an opportunity to let them know you are praying for them.

You do not have to pass any of the Checklist information to your Guardian.

If there is an issue to address and you are unsure of the direction to take, work with your leader to get it resolved.

Complete the Shepherd Monthly Checklist.

Your Guardian has many tasks to keep him/her busy, so please complete the checklist early in the month. Just as you desire your CLs to share their status with you, it is important for you to share with your leader as well.

## How is Response Rate determined?

The system calculates how effective you are at responding promptly to a first-time contact. Therefore, it only tracks the SECOND email any contact sends to you which you respond. It does not count replies to subsequent messages you send to a particular person.

Why do we see percentages listed at over 100%? Example – an OM sends messages to two new visitors who have never written before, and so a number 2 gets posted in the ‘New Visitors’ column. During that same week 4 people whom the OM wrote to in the past finally write back for a second time, so a number 4 goes in the ‘Return Visitors’ column. The percentage listed in the Response Rate will then be 200% because of the ratio of New Visitors to Returning Visitors (second visit only). The OM wrote to twice as many Return Visitors. The main point to remember is that New Visitor means never having visited a GMO OM before. Return Visitor only means the second visit. All other returning contacts are not counted in the response rate. New Visitor means someone who has not written before.

## MY COMMITMENT

Thank you so much for your interest in reaching the world with the Gospel! I understand that by signing and returning this document I will start serving as a Community Leader Shepherd.

---

Your Signature to become a Community Leader Shepherd      Date

***Thank You! We trust you will find your Community Leader Shepherd role fulfilling and spiritually enriching!***

