



ST Missions - *Participant Experience*

January 12, 2022

Problem Statement:

How might we create a short term trip experience that truly inspires living an Unleashed lifestyle?

Discovery

1. Customer Service: Explainer Video

- Remember the moments of a trip and build on
- Create “peak” moments
- Build peaks
- Law of diminishing returns
- Better moments, not problem fixing
- cost/benefits of logistics
- Don't just “whelm”
- Journaling moments
- Share and celebrate moments
- Be enthusiastic and fun
- build/create exciting moments
- Share and celebrate moments
- Be enthusiastic and fun
- “Some” special moments
- Find what they want and provide it
- Create “i want to come back” attitudes
- Simple and easy
- Provide joy
- Don't worry overly about potholes
- Peaks are important
- Don't be average

2. Popsicle Moments: Ted Talk

- Sharing stories that are impactful
- Create a moment, earn a memory
- Listen carefully and respond thoughtfully
- Point of affirmation
- Define the spark
- Don't have an overwhelming plan
- Create stories to be shared (impactful)
- Tell member what you saw them do that had an impact/used their gifts
- Helping the staff leader be in the frame of mind to make memories for participants
- Instant response
- Words and attitudes are critical in winning the heart of customers

- Want customers to have an experience they can not find anywhere else
- Story moments — encourage and reward stories
- Use words of kindness through the tone in which we say
- Create something that draws attention that benefits the customer
- Actively seek out ways to make experiences for participants
- From start to end there are multiple peaks
- Personalized notes to the person
- Memorable moments
- Making someone feel valued
- A moment doesn't have to be expensive; words and attitudes are free
- Listen carefully, respond creatively
- Ordinary to elevated
- What can we “get away with”
- Create moments. They just don't happen
- Moments help people spread “good news”. we have the best.
- Attitude is free
- Appreciate the person for being there
- Create stories
- Create a moment - earn a memory
- Ordinary setting to elevated experience
- Defining the moment should be related to field work
- Earn a memory
- Words and attitudes are free
- Share service reflex is needed
- Make the moments so they will want to go again or tell others
- Life is measured in moments; seek them out
- Slow down and focus
- Go extra mile for customers
- “Mind blowing”
- Create defining moments
- Fast isn't better - robs focus and care
- Earn a memory
- Does service make me return?
- Service isn't always one size fits all
- Seek ways to create moments for individuals - not all the same
- Create a moment to have a memorable memory
- Create defining moments

3. Learning from Others: Austin Stone

- Stats to goals
- “Whats your role?”
- Teams used “advocate” an “care”
- Meetings listed before they apply
- Centrally led training for prayer, support, evangelism, and team leaders
- Info request one page can sign up classes into prayer, giving, etc
- Promote long term, 9-month, on going
- Details trio were readily available
- Lets you browse without having to provide email immediately
- Pictures are clear and fun
- ST/MT/LT description of differences
- Every one included “advocate, care, give, pray”

- Expectations are clear - whats expected of me, cost, responsibilities
- Promote mid-term trips
- Missionary care
- They give break down of trip costs
- Looks like a safe place
- Various cultures
- All ages
- Expectations of trip leader are on web page
- Clean UI
- Trips open to the whole church
- All levels of involvement; go, advocate, care, give, pray
- Show as aspects: budget, meetings, all info is conscience
- Storytelling to engage you in the scope of the mission
- Name communicates simply/clearly
- App is available
- Trip description transparency 100%
- Categorize info into chunks by need
- Mission trips are included alongside groups and classes. Not separate website.
- Strong images
- Shows everything
- Selection was easy to navigate on main website
- Clear content
- Pray humbly
- Focus on prayer by team members
- Prepare your heart to serve humbly
- Serve with the end in mind
- What's your gift? Serving, giving, praying?
- Categorize info into chunks by need
- selection was easy to navigate on main website
- Trips pen to all church

4. External Excellence: EF Ultimate Break

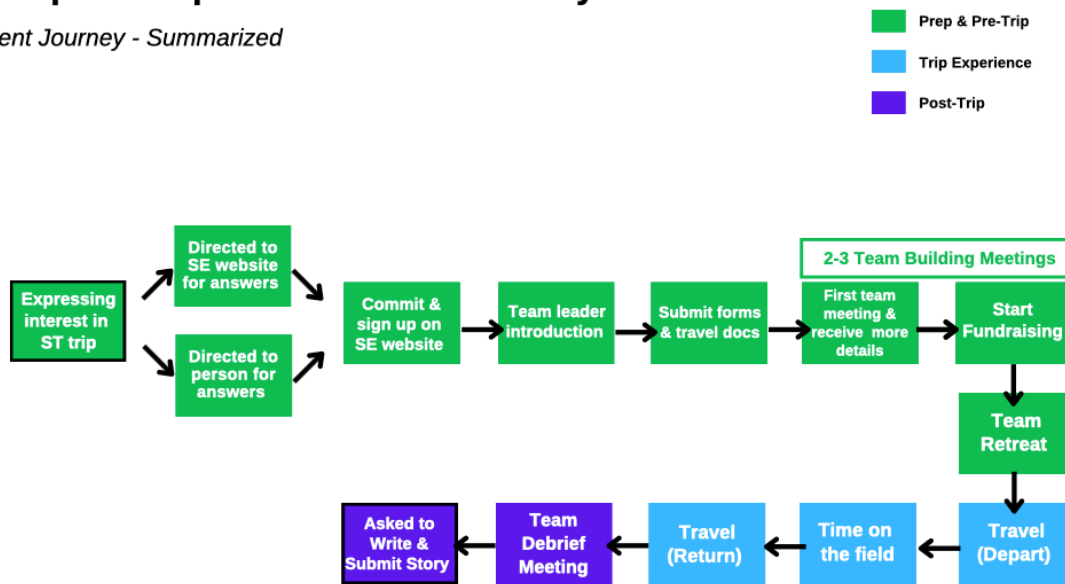
- Reward with discounts, swag for recruiting others
- Trip details bullet points
- Obsessed
- Making fun experiences
- Previous pics of trips and quick “reviews”
- Organized by category length
- Clear in the ages
- Choose by filters where, type, when
- Menu of questions on next steps
- Contact us button
- Attention span, bullet points - not wordy descriptions
- Points a pic of what the trip looks and the itinerary
- Multiple years - gives times to plan
- Choice to check dates that work for you
- Ability to save favorites
- “Reviews”, “photos”, stories
- Cheering on others
- Chat availability
- Why go button

- We will handle the confusing parts for you
- All inclusive
- Clear to see who audience is
- Scheduling is very easy
- most of questions are answered
- All information available + reviews
- Strong UI
- Pictures are inviting
- “Picture yourself doing “__”
- Its inspiring, exciting things
- Buttons where trip, type, when
- Abbreviated itinerary - you can expand to full itinerary
- Type of trip and activity level
- Fun
- Pictures of key items - accommodations, food, play, work
- Explains what taken care of - brings comfort
- Travel guides - hat to expect
- Clearly discussing main questions
- Emphasis on learning things about yourself and others (partners)
- Full service
- Gave options to fit needs
- Tithe with quick length optional button for details
- Clear search/information
- Take away “concerns”
- Abbreviated itinerary - you can expand full itinerary
- Clear to see who audience is
- All information available + reviews

Customer Journey Exercise

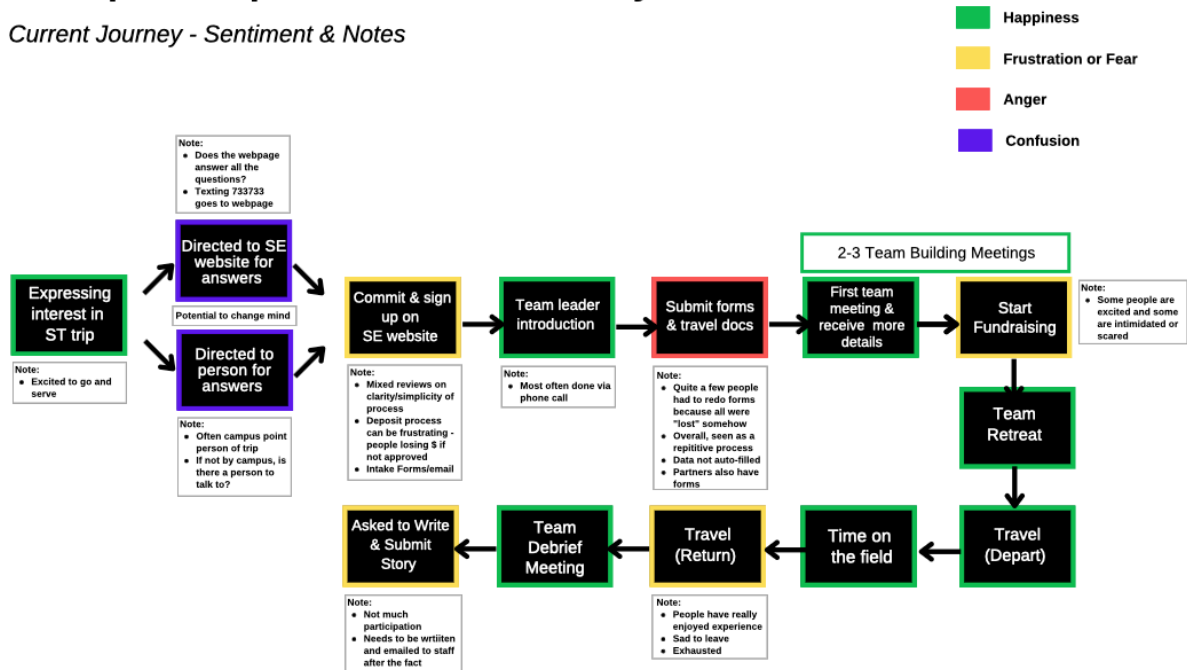
ST Trip Participant Customer Journey

Current Journey - Summarized



ST Trip Participant Customer Journey

Current Journey - Sentiment & Notes



Brainstorming

Opportunities

- Create effective form processing
- Celebrate trips
- Delay deposit until approved with link seat
- How to engage prospective team members
- Focused ability to find trips
- Upfront exposure to trip churchwide
- Remote ways to continue serving the partner
- Mission wall at every campus
- Developing more trip leaders
- Clarity of all trips
- Filter red tape
- Dont call it “unleashed”
- Coaching on fundraisers
- international ministries promote
- Remove 6 months requirement
- Group highlight trips

Remove

- Remove “faith” questions - let leaders engage
- Similar application questions
- Remove repetition of forms
- Streamline clicks to trip

What is Working

- Shoulder tapping
- Provide opportunities
- Connection to partners
- Read the news different
- Many repeat participants
- Friendships
- Relationships
- Involvement and home
- Church feels smaller
- Connection with missions team
- Communication
- Team relationships
- Get to try sharing gospel in a different culture away from friends
- Leader development
- Fundraising
- Partner relationships
- Letting others help you with giving
- Learning experiences
- Team retreat
- Personal experience of serving
- Experiences
- Connecting with others
- Team leaders
- Learn to give testimony
- Connections
- Missions organizes the travel
- Field experiences

What Doesn't Work

- Promotion of opportunity
- Form processes
- Streamline
- Finding trips
- Talk about re entry at retreat - in advance
- Story telling
- Lack of exposure
- Knowing where to find info / contact person
- Info finding a list of what/how to do
- Automate process to have deposit after acceptance
- Fundraising suggestions
- Data lost with forms
- Storytelling on front end
- Getting people engaged here after trip
- Lack of marketing exposure
- Personal contact
- Next steps
- Deposit not refunded if they're vetted out
- Previous forms - available to edit for new

Types of Trips

- IT
- Medical
- Those that don't feel like international travel
- Online virtual
- Marriage
- construction
- Multinational
- Recovery
- Sports
- New member
- Women's and men's
- Site visits to new potential
- Causes trips (ie: homelessness, trafficking, etc)
- Evangelical
- Limited time commitment
- Fun but helpful
- Variety of ages
- Pastor training
- disaster/emergency training
- Long term
- Short terms
- Shoulder tapped
- Disabilities
- Entry level
- Church plant
- Evangelism
- Spouse
- Trade
- Mid-term
- Family with children
- Prayer
- Entry level
- Encouragement
- Care
- Esports
- Family
- Father and son
- Mother and daughter
- Youth trips
- High risk
- Local
- National
- International
- Youth - perspective gaining
- Unreached groups

Best Practices

- Clear language/name
- List by local and international
- Leader training
- Resources to share stories
- Levels of involvement

- Daily notes → story
- Atrium displays / missions volunteers
- rest/reflection time
- Close partner relationships
- Special moments
- Opportunity to share Jesus
- Invitation
- Stretching internationally
- Relationships built
- Celebrate moments God worked through them
- Devotions
- Follow through
- Thinking outside the box
- Team is important and values
- Open door communication
- Debrief process
- Availability
- Shoulder tapping
- Fun
- Family not “team”
- Ownership
- Did local research for you - guide
- Service minded
- Less is more
- surprises

Groups or Tactics to Emulate

- Chick Fil A
- Compassion christian member care
- Automate where you can
- Swag
- Video of ministry leader
- Special vent
- Savannah bananas
- Reward / discount / \$50 recruitment
- Award ideas
- Menards app - map to any items in store
- Journal
- Creative assets to share

Impactful Moments

- Someone called to the field
- In position to succeed
- From non-believer to believer
- Someone decides to accept Christ
- Team bonding
- Seeing God move
- They have value
- They seen how the way God made them can be used
- Space to share days God moments
- God’s heart for world developed
- Being remembered by person you helped
- Being stretched

- Conflict resolution
- Walking in church and knowing people
- Provision of funding
- Sharing their experience with other
- Sharing testimony for the first time
- Realizing that painting a kids face gives time to engage and connect the parent with Jesus
- Faith crisis restoration
- Seeing the international body of christ
- Legacy shift
- Story of the day
- Person on location tells them how impactful they were
- Witnessing true growth
- One at a time
- Legacy shift
- Experience ministry partner across the world
- Story of the day
- Culture shock is good
- Personal invites to next steps “co-leaders” “classes”
- Seeing the international body of Christ
- Enlarge view of God - faith impact
- Seeing gifts used in ways not expected
- Understanding barriers

Prototyping

Prototype #1

Main reasons to join a mission trip:

1. To see God move
2. Experience how big the Gospel is
3. Bond with others
4. Learn and be fulfilled
5. Be energized for God

Details available about types of trips:

1. Age and demographics associated with trips
2. Differing lengths and focuses of trips
3. What costs to expect
4. Fundraising aspects and expectations
5. Trip safety
6. Travel, accommodations, food, and insurance coverage
7. How to apply for a trip
8. Trip leaders picture and contact information

Before going on a trip:

1. There is a process and specific trainings to follow and attend leading up to a trip
2. A mission trip isn't a vacation; be ready to server others
3. Be ready to tell others about Jesus
4. Be ready to share the ways in which you see God moving on a trip

5. You'll get a journal to document major God moments on your trip and to process what He's teaching you.
6. Scan this QR code to help with fundraising process

Impact of going on a mission trip:

1. Amazed that you are more blessed than the people you serve
2. You'll see you've planted seeds and built relationships with the people you serve and serve with
3. Be an encouragement to the staff and community of mission partner you are serving with
4. See first hand what God is doing

After coming back from a trip:

1. Bring family and friends to debrief of mission trip to see how God was working in your life
2. Get involved with perspective classes
3. Because we are confident this trip will be transformative in your life and you'll want to sign up again, we are going to give you a \$100 discount for the next trip you sign up for
4. If you bring a friend, you'll receive up to \$500 of discounts towards your trip

Prototype #2

Creative Campaign

1. Trip Selfie Campaign – Can you see yourself...playing with refugee children, helping with dental care...etc.?
2. Feature 3 or 4 trips – prioritize high need
3. Have engaging image of a silhouette or person in the setting of the trip
4. Take opportunities to market one trip at a time instead of the whole list every time
5. Each trip has the same imagery template, but contextualized
6. Start each trip with a participant story or story from partner (maybe a video)

Access to Trips & Information

1. QR code that takes you directly to a trip listing or a smaller batch of trips
2. Paper version for those less comfortable with tech
3. Simplify the whole process so more direct and streamlined
4. 3 or 4 trips featured as most upcoming and then basic description – click for more info
5. All responsive to mobile

Streamlining & Improving the Experience

1. Automating the forms – auto filling options for duplicate requests of information
2. Simplifying the auto communication and number of emails people receive
3. Turning in forms on time gets you \$50 or X amount off the balance of your trip
4. Reward referrals to friends with exclusive, branded swag
5. Incorporate partner calls or videos into team meetings

Recommended Focus Areas

1. **Learning More** - After interest, streamline the process of getting more information/speaking to a person
2. **Applying** - Improve the application step - less questions, simplified form, consistent experience
3. **Submitting Forms** - forms have gone missing, questions are often repetitive, lack of motivation to submit forms on time
4. **Fundraising** - access to more resources and ideas
5. **Traveling (Return)** - how can you help ease exhaustion, talk through emotions, be productive
6. **Sharing Story** - encouraging people to write stories earlier, and collect them during instead of after trip