Congregation Relationship Management (CRM)

The Digital Ministry Notebook That Ensures No One Falls Through the Cracks

Centralize. Automate. Care Better.

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The Challenge: People Falling Through the Cracks

Every ministry leader knows the feeling. A new family visits on Sunday, fills out a connect card, and then nothing happens. The card sits on a desk. The pastor means to call but gets pulled into a crisis. A week later, the family has moved on. This is not a failure of heart. It is a failure of system.

Scattered spreadsheets, paper sign-up sheets, and reliance on individual memory create gaps that prevent consistent, reliable pastoral care. When information lives in multiple places, no one has a complete picture of who needs attention, who is engaged, and who is drifting away.

The Solution: Congregation Relationship Management

Grow Ministry's CRM is a centralized, shared "ministry notebook" that your whole team can access and update in real-time. It is designed specifically for the ministry context, replacing scattered systems with a single source of truth for every person, every request, and every follow-up in your congregation.

Think of the CRM not as a corporate tool, but as a shared ministry notebook that ensures no one falls through the cracks and leadership has clarity.

Core Features

Contact and Household Management

Store contact details, family relationships, attendance records, small group involvement, and giving history in one secure location. No more searching through different files or asking multiple people for the same information.

Care and Prayer Request Tracking

Track care requests from submission to resolution, ensuring no need is overlooked. The CRM creates a safety net of accountability, ensuring that every prayer request is acknowledged and every pastoral need is addressed.

Automated Workflows

Build automated processes for common ministry scenarios. When a new visitor fills out a connect form, the CRM can automatically create a household profile, assign a follow-up task, send a welcome email, and schedule check-in reminders. This ensures a consistent and welcoming experience for every guest.

Event and Volunteer Management

Coordinate events, track attendance, manage volunteer pipelines, and ensure the right people are in the right roles. Volunteer scheduling, appreciation tracking, and role-based access keep operations running smoothly.

AI-Assisted Drafting and Reporting

Integrated AI tools assist with drafting follow-up messages, summarizing care requests for pastoral review, generating content ideas, and preparing leadership scorecards. All AI output is reviewed and approved by a human before use.

Leadership Scorecards

Weekly reports provide visibility into visitor growth and follow-up completion, care request response times, volunteer participation, attendance trends, communication activity, and operational alerts. This creates transparency, accountability, and confidence.

Real-World Workflow: The New Visitor Experience

Without CRM

A family fills out a paper connect card. The card sits on a desk until Tuesday. The pastor sees it, means to call, but gets pulled into a crisis. A week later, he finds the card and feels guilty. The family, having heard nothing, tries another church.

With Grow Ministry CRM

The family scans a QR code and fills out a digital connect form on their phone. The moment they submit:

- A new household profile is created automatically
- A task is assigned to the Connections Pastor for a personal call within 48 hours
- A personalized welcome email, drafted by AI but approved by leadership, is sent instantly
- A reminder is set for the Children's Ministry Director to reach out about their kids
- The Connections Pastor sees the task on his dashboard, makes the call, and logs notes

The family feels seen and valued. The system ensures a warm, personal, and reliable follow-up happens every single time.

Pricing

Plan	Price	Includes
CRM Standard	$79/month or $740/year (22% savings)	Full CRM platform with AI assistance, workflows, reporting
Free First Year	$0 for 12 months	Full CRM access to integrate into operations before committing
"Done For You" Setup	$297 one-time	Professional data import, configuration, and workflow setup
Managed Plan	$297/month	CRM + Social Media + dedicated management and consulting

Start free. No credit card required. Full access for 12 months to prove the value before you invest.

Security and Safeguards

Grow Ministry takes data security seriously. The CRM is built with role-based access controls, ensuring that sensitive care information is only visible to authorized staff. All data is encrypted and stored securely. Our Pastoral Assurance Statement guarantees that technology supports the mission without replacing pastoral authority.

- Role-based permissions protect sensitive data
- AI does not counsel, preach, discipline, or communicate with minors
- No automation runs without human oversight
- Full logging and accountability on all system actions

Ready to Get Started?

Thank you for taking the time to review this report. Grow Ministry is committed to providing faith-based organizations with the tools, technology, and experiences they need to thrive in the modern world.

We would love the opportunity to learn more about your ministry and discuss how we can partner together for growth.

Schedule a Free Consultation

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