✨ Lead Qualification Framework

🎯 Lead Form Structure
Touchpoint 1:
Touchpoint 2:
✅ Company readiness signals
💸 Contact buy intent signals

🎯 Lead Form Structure

✅ Match our customer data patterns

✅ Non-Threatening / Easy to Answer

✅ Easy to Verify & Enrich

Touchpoint 1:

First Name*

Last Name*

Work Email*

Mobile Phone Number

🇧🇷 ▾ | +55

Ministry/Organization URL*

Where is your ministry currently investing to reach people?*
Select all paid distribution channels you're actively using.

- ☐ 📺 Christian TV networks
- ☐ 📻 Christian radio networks
- ☐ 📡 Satellite radio
- ☐ 📺 YouTube advertising or promoted content
- ☐ 🎙️ Podcast hosting/distribution platform
- ☐ 🖥️ Streaming TV platforms
- ☐ 📲 Custom mobile app (iOS/Android)
- ☐ 💻 Church/ministry website with video streaming infrastructure
- ☐ 📧 Email marketing platform
- ☐ 📱 We only use free platforms
- ☐ 🌱 Just getting started (no active distribution)

50%

Next

Touchpoint 2:

Would you like to meet with a specific team member?
If you talked to someone at our booth, please select their name below. If not, you can skip this question.

What are your top priorities for ministry growth this year?
Select up to 3 that matter most.

- [ ] Reaching more people beyond our current audience
- [ ] Expanding to new platforms
- [ ] Going global with translated content
- [ ] Automating content workflows and reducing manual work
- [ ] Consolidating multiple tools into one platform
- [ ] Getting our team out of admin tasks and back to ministry
- [ ] Improving member and donor engagement
- [ ] Building or improving our mobile app
- [ ] Creating recurring touchpoints with our audience
- [ ] Growing our donor base and recurring giving
- [ ] Proving ROI on our content and media spend
- [ ] Monetizing our content or audience
- [ ] Understanding who's watching/listening and how they engage
- [ ] Tracking content performance across all platforms
- [ ] Connecting media exposure to attendance and giving
- [ ] We're exploring what's possible - show us everything
- [ ] Pricing and partnership options
- [ ] Not actively growing right now, just staying informed

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100%

[Previous] [Reserve Your Time Slot]

👑 **Lead Score**

✅ **Company readiness signals**

Attribute	Signal	Score
Donor Management Tools	Uses or evaluates systems like Tithe.ly, Pushpay, Planning Center Giving, Kindrid, Breeze, or DonorPerfect.	40
Content & Engagement	Active Content Creation, recently posted content on YouTube, Spotify, or has a Public RSS Feed	50

Leadership Changes	New Executive Pastors, Development Directors, or Marketing Heads	30
Recent Growth or Outreach Expansion	Hiring digital ministry, communications, or development staff.	30
Campaign Activity	Launching paid ad campaigns	20
Funding or Grant Wins	Recent grants or partnerships from foundations (e.g., Lilly Endowment, Barna Group)	20
Website Platform	Often built on WordPress, Squarespace, or Subsplash with donation or prayer widgets.	10
CRM / Communication Tools	May already use HubSpot, Mailchimp, Constant Contact, or Faithlife for email or automation.	10

💸 Contact buy intent signals

Attribute	Signal	Score
Visited Page	The user viewed any pray.com website page	10
Viewed a Form	The user viewed the Book a Meeting form on pray.com/ministries	30
Submitted a BOFU search form	The user submitted the Book a Meeting form found on the pray.com website	50
Submitted a BOFU ad form	The user submitted the Book a Meeting form seen on a paid social media ad	
Interaction on Social Media	The user commented or liked any post on PRAY IG or LinkedIn.	10

Replied DM	The user replied to any direct messages we sent on Instagram or LinkedIn.	30
Booked a Meeting	The user self-booked a meeting with an AE using a public meeting link	100