



Wesleyan District Superintendents Gathering

May 21, 2025



Brad Hill

Chief Solutions Officer

bhill@gloo.us

Roadmap for Today

What is Gloo?

State of the Church: Trends We're Watching

State of Your Churches:
Equipping Your Churches to Lead with Confidence

gloo

Where faith meets technology





A Technology Platform Built to Serve the Faith Ecosystem

Trusted by over 100,000 church, ministry, and nonprofit leaders

Focused on values-aligned AI and human flourishing

Barna

//
CAREY
NIEUWHOF
//

OUTREACH
REACH MORE



Midwestern
Interactive

ChurchLaw&Tax



Faith Assistant
by gloo

CHURCH.TECH



VisitorReach

Servant.

ChurchSalary
MAKE AN INFORMED DECISION

inspirehub

Our **Why**

Vision

A world where every person can be all they were created to be

Mission

Build the leading technology platform for the faith ecosystem

Why

To shape technology as a force for good

Belief

We believe relationships catalyze growth and when technology serves relationships, the world can be changed, one life at a time.

Core Principles

Shape Technology for Good

Tech is shaping culture. Our people need guides

Release Collective Strength

We have God-designed limitations. He meant for us to be connected. Technology can help.

Enable Ecosystem Trust

The church can lead when it comes to trust, transparency, and safety.

Serve Those Who Serve

From pastors and donors to network leaders and content creators... we serve you with advanced technologies that help you do more of what you're called to do.

glooworkspace

Engage,
Communicate,
See, and Grow

glooi

Values-aligned
intelligence for ministry

gloopen

Transparency,
standards,
collaboration

gloomedia network

Messages that matter,
audiences that respond

Capabilities

Why it Matters Now

- Digital fragmentation is rising
- Faith journeys are multi-modal
- Churches need connected tools to stay relevant and relational



Specific Tools We'll Cover Today

Barna Access Plus

Lead with Confidence. All of Barna in one place.

State of Your Network

See and know your churches, reach your leaders, empower them to grow

State of Your Church

Know your people, give them growth tools for their journey, know where to apply your energy



Join the Gloo Feed

Get today's slides
Stay updated
Community of leaders



The nation's largest initiative built for every network, every church, and every person they serve.

STATE OF THE CHURCH

gloo

Trends We're Watching

Three Hopeful Trends

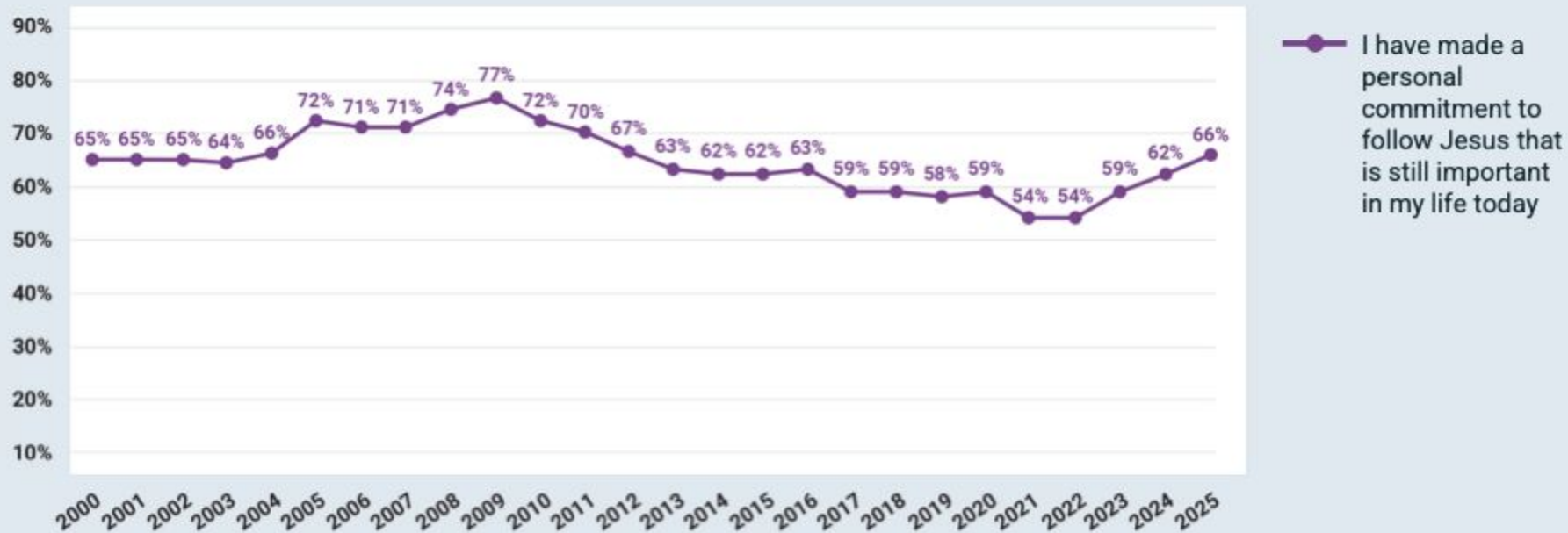
1

Belief in Jesus is rising!

Steady, Multi-Year Increase in Commitment to Jesus

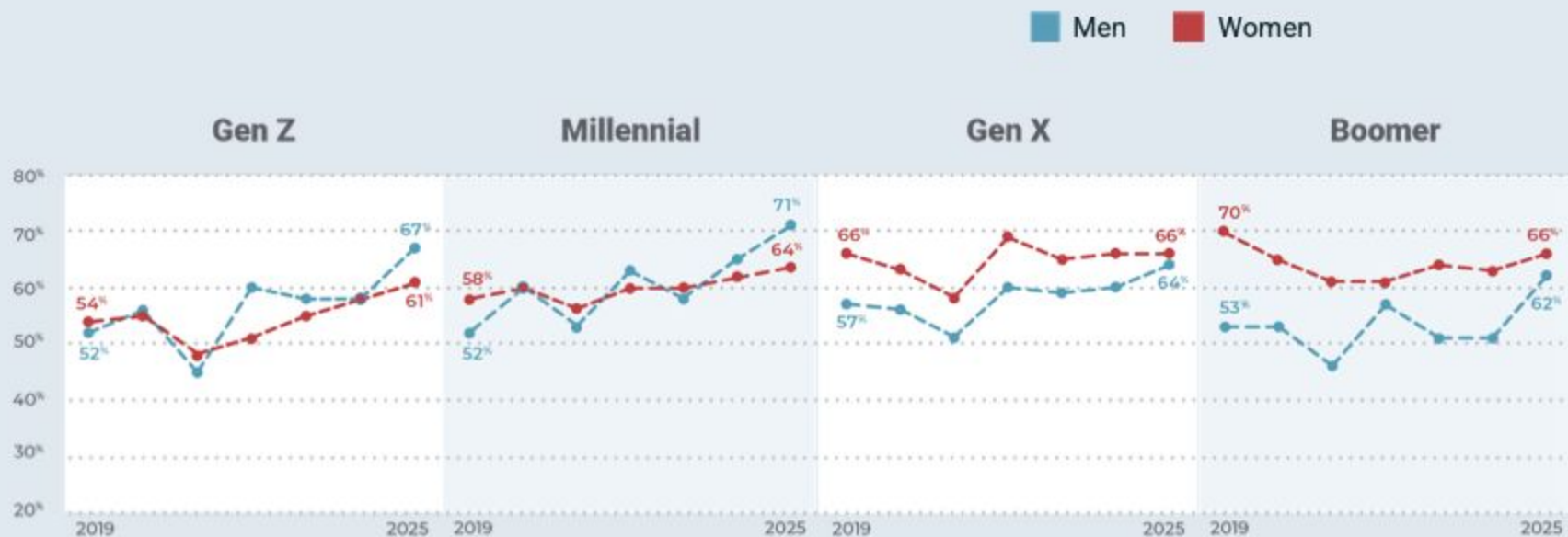
% of U.S. Adults Who Say...

"I have made a personal commitment to follow Jesus that is still important in my life today"



Young People—Especially Men—Are Leading the Shift

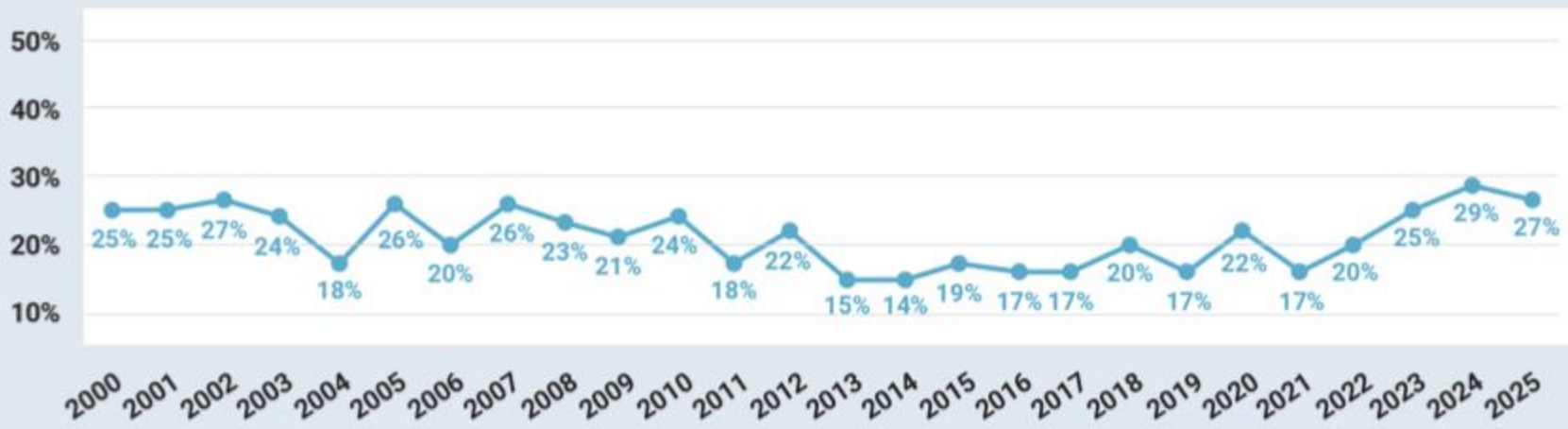
U.S. Adults say, "I have made a personal commitment to follow Jesus that is still important in my life today"



Growing Percent of Non-Christians Have Committed to Christ

% of non-Christian U.S. adults who say...

"I have made a personal commitment to follow Jesus that is still important in my life today"



When you consider your spiritual beliefs, what would you say you are looking for?

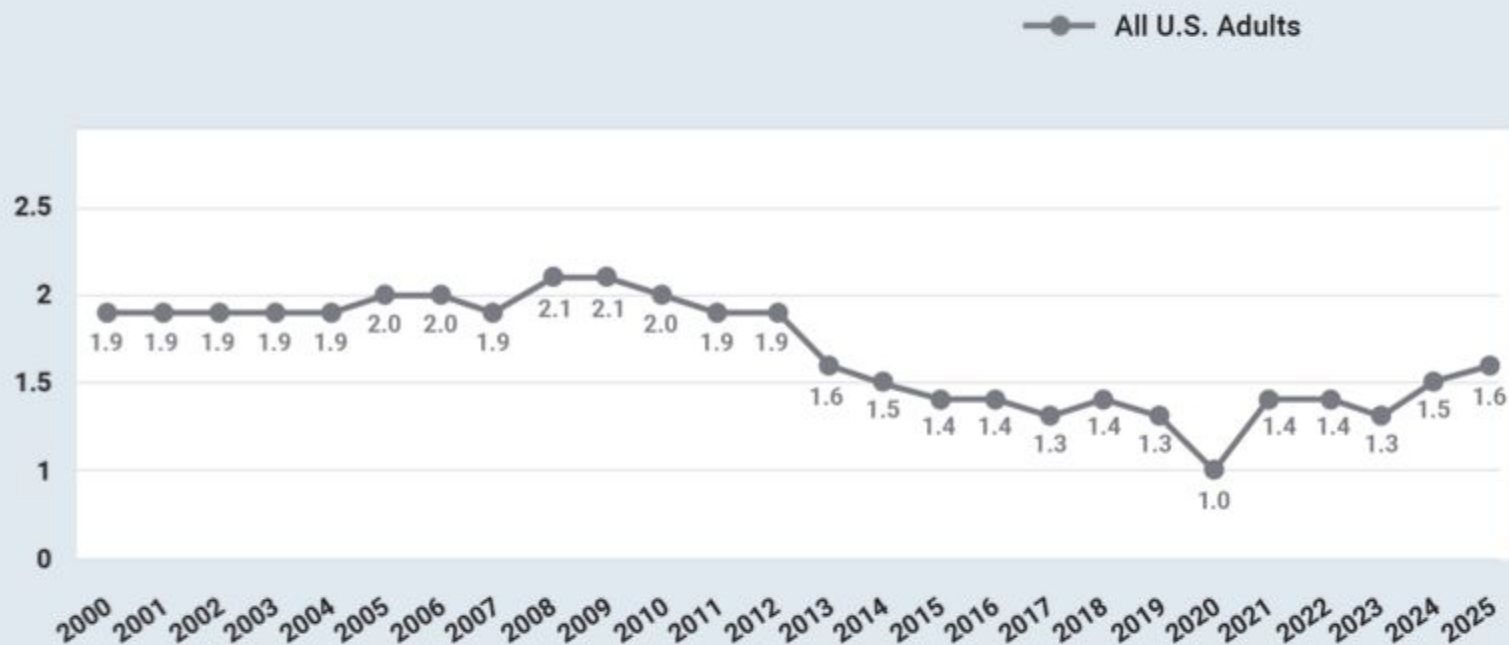


2

Church attendance

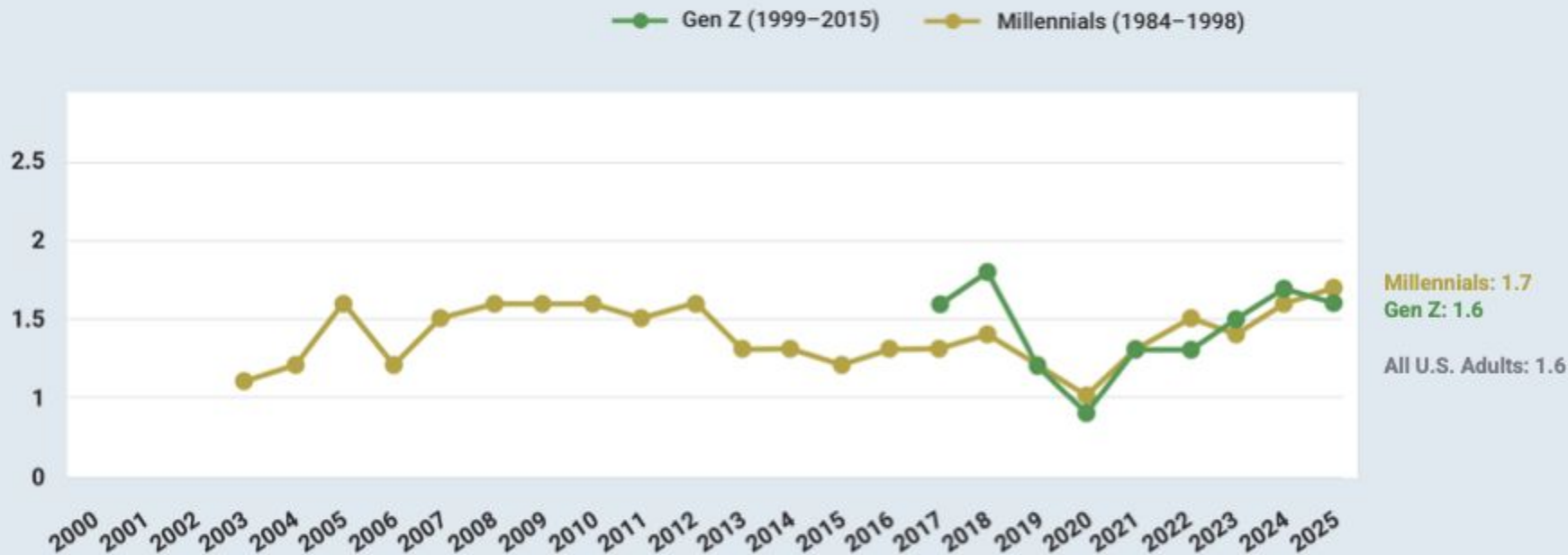
is trending up, especially among younger generations.

The Average Churchgoer Attends 1.6 Times Per Month



Younger Generations Are Attending Church More Often

The average churchgoer attends church X times per month





STATE OF THE CHURCH



- 1. This is an unpredictable moment of change**
- 2. People are a patchwork of religious ideas**
- 3. Spiritual renewal is possible**
- 4. Younger generations are leading the way**



STATE OF THE CHURCH



**What an absolutely
incredible time to be on
mission with Jesus!**

Three Cautionary Trends

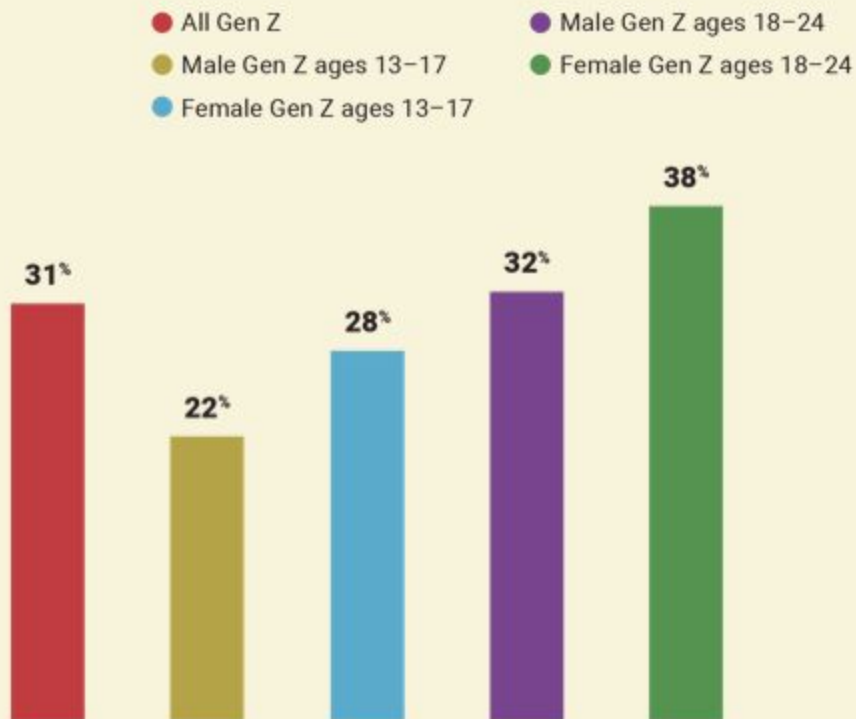
1

Young women

are increasingly and surprisingly churchless, unaffiliated and disengaged.

Female Young Adults Lead Among Gen Z “Nones”

% identify with no faith



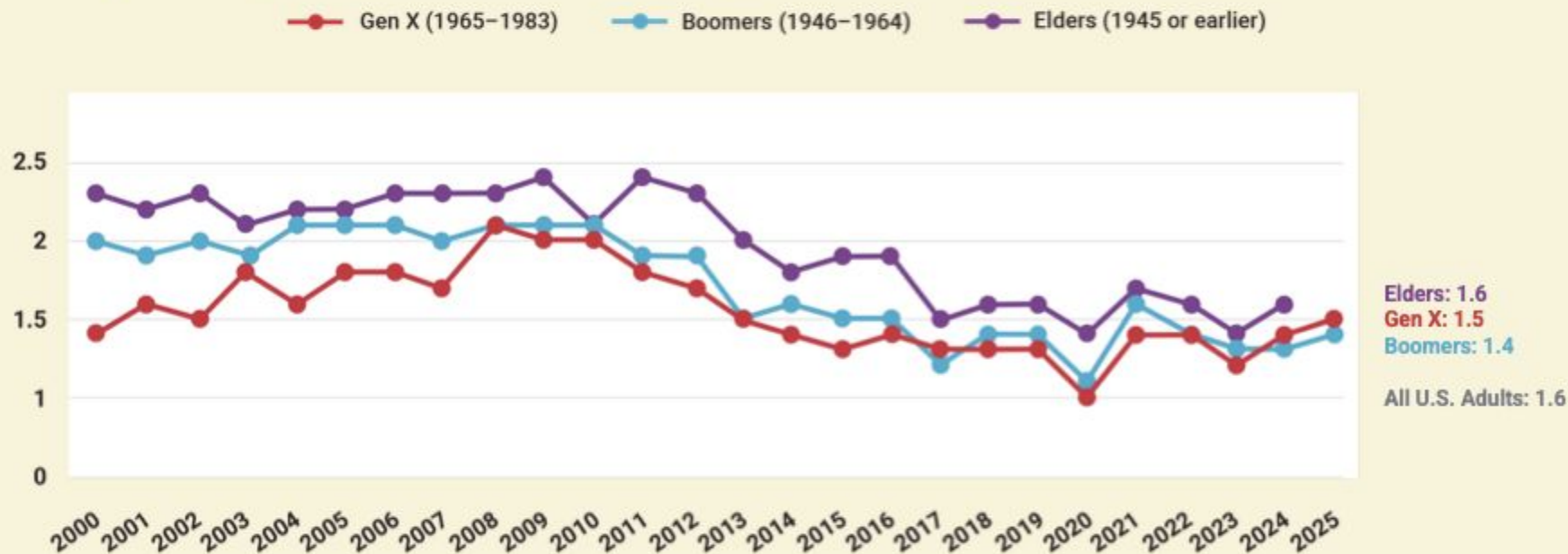
2

Boomers retired.

They are increasingly and surprisingly churchless and unaffiliated.

Churchgoing Has Declined Among Older Generations with a Recent Uptick

The average churchgoer attends church X times per month

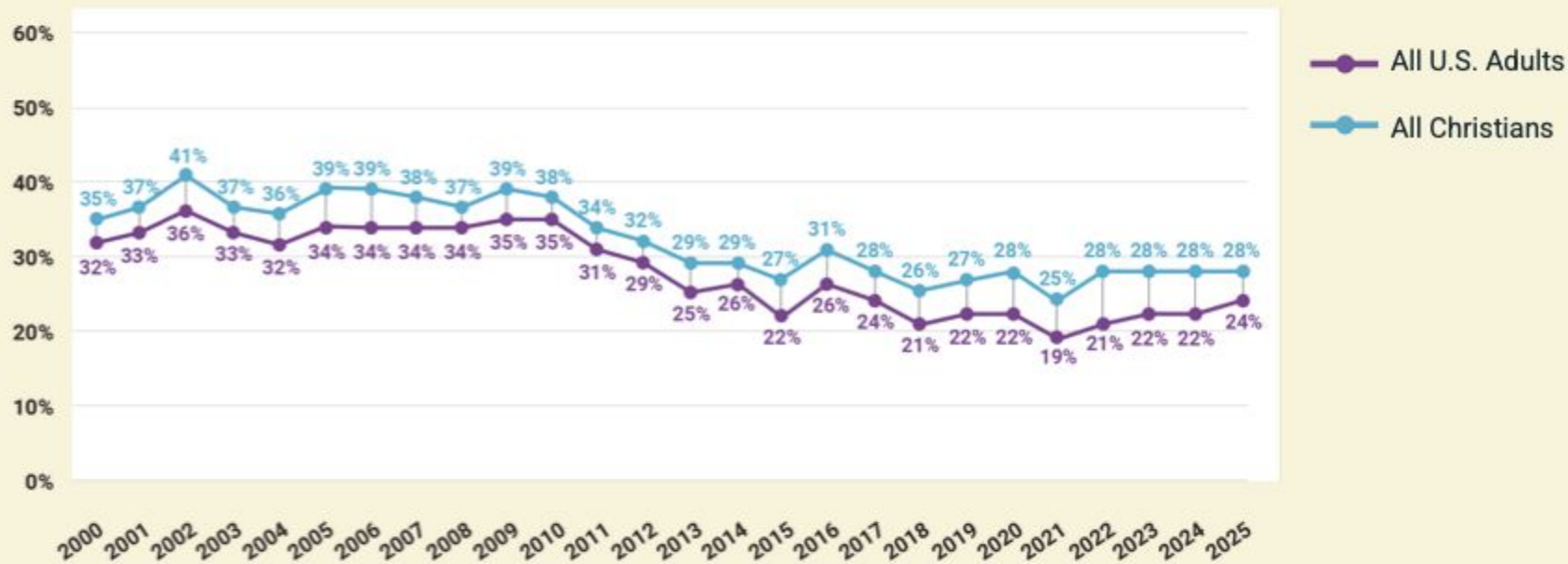


3

**Christians are not
prioritizing spiritual
conversations.**

Evangelistic Energy is Flat

% of U.S. Adults Who Agree Strongly That...
"I have a personal responsibility to tell others about my religious beliefs"



 STATE OF THE CHURCH


Making the Most of This Moment

1

**Instill confidence in
the Gospel with everyday
Christians.**

2

In an era of isolation and loneliness, the Church offers essential community.

3

Instead of tech-enabled personalization, the Church offers a place to be known and to find purpose.

Discussion

What trend stood out to you?

Anything missing?

What does this make you want to know more about your churches?

STATE OF THE CHURCH

gloo

Get Today's Slides



Join the Gloop Feed
Latest Research
Event & Data Announcements

When churches **thrive**,
people **flourish**.



A photograph of a group of people, likely in a church setting, with their hands clasped in prayer. The image is dark and moody, with the hands and forearms of several individuals visible. The scene is reflected in a body of water in the foreground, creating a symmetrical effect. The text is overlaid on the image.

When churches **thrive**,
people **flourish**.

State of Your Church

What gets measured, gets pastored.

State of Your Church



Tool to assess spiritual growth and church health

Built on 7 dimensions of Human Flourishing and 15 dimensions of Church Thriving

gloo

Why Common Measurement is Critical

Barna

STATE OF THE CHURCH

gloo

Discipleship today happens across sermons, podcasts,
small groups, counseling, social media

Churches need a unified way to see holistic growth

Key Value for Leaders

Barna

STATE OF THE CHURCH

gloo

Identifies unseen gaps in your congregation

Provides actionable insight, not just data

Enables data-informed ministry decisions

What gets measured in most churches

Attendance

Engagement

Budget

Baptisms

Multiplication

TRADITIONAL METRICS FOR
CHURCH MANAGEMENT

Something has changed.

Efforts that moved our metrics before are no longer producing the same results.

TRADITIONAL METRICS FOR
**CHURCH
MANAGEMENT**

Attendance

Engagement

Budget

Baptisms

Multiplication

When we
focus on
these

15

DIMENSIONS OF
**THRIVING
CHURCHES**

We also
improve
these

7

DIMENSIONS OF
**FLOURISHING
PEOPLE**

State

STATE OF THE CHURCH

gloo

TRADITIONAL METRICS FOR
**CHURCH
MANAGEMENT**

Attendance

Engagement

Budget

Baptisms

Multiplication

15 DIMENSIONS OF
**THRIVING
CHURCHES**

Nurturing

Connected
Community

Bible Centered

Prayer Culture

Worship
Experience

Trusted Leaders

Spiritual
Formation

Sending

Faith Sharing

Serving Others

Holistic Stewardship

Leadership
Development

Social Impact

Leading

Future Focused

Resource
Stability

Team Health

Data Informed

7 DIMENSIONS OF
**FLOURISHING
PEOPLE**

Spiritual

Vocation

Financial

Health

Relationships

Character

Contentment

State

STATE OF THE CHURCH

gloo

What would you do if you could really
know the state of your people and your church?

With **State of Your Church** you can.

Live Survey Experience

One Church's Story

Barna

STATE OF THE CHURCH

gloo

"We thought our church was relationally strong until ChurchPulse showed a loneliness trend.

We started new small groups as a result."

One Church's Story

- Attendance stable and growing
- Intuition: best place for us to serve is marriage
- ChurchPulse revealed: most lacking area = finances
- Leadership team pivoted
- One year later: finances AND relationships grew

CHURCHPULSE

The Church Pulse Assessment

Providing your organization with a snapshot view of how your people are flourishing in their relationships, vocation, faith, well-being, finances, character, and happiness while also collecting insight into your organization's thriving across 3 areas of church best practices - nurturing, sending and leading.

Fast Facts

68 Questions



From Barna and the Flourishing Program at Harvard

5-7 minutes

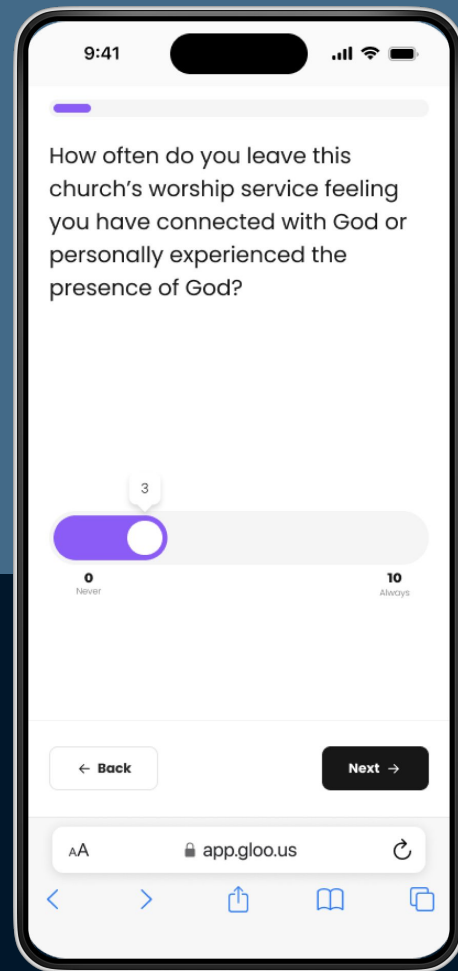


Avg. completion time

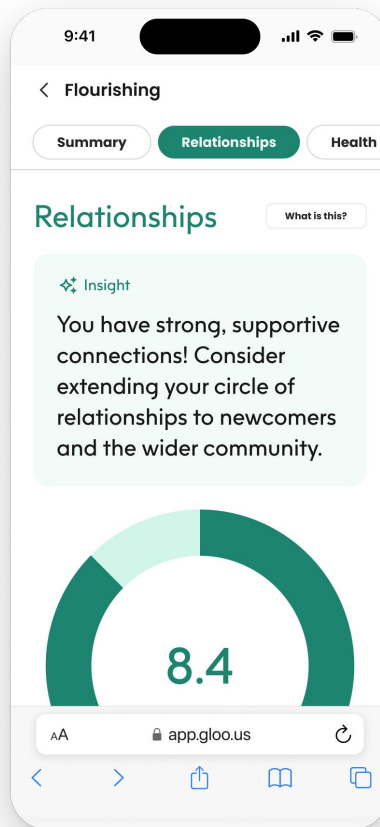
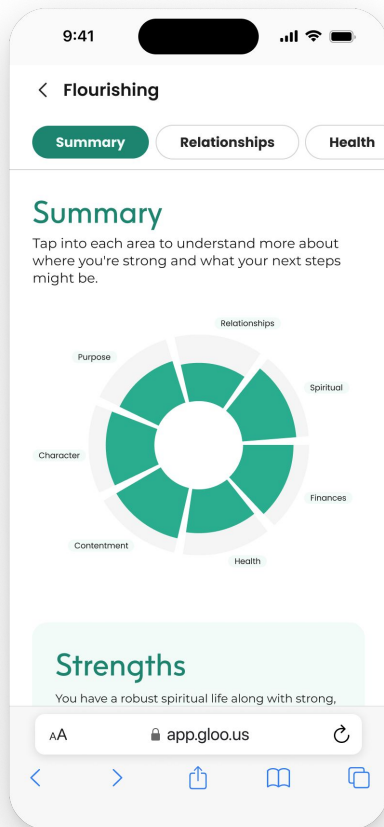
Church Sending Kit



Slides, outlines, text templates



The Hidden Gem: Value for the Congregant



Each participant receives their own personalized results

These insights drive self-awareness, reflection, church involvement, and next steps in their discipleship journey

State of Your Church

Join over 30,000 leaders finding the clarity for their people to flourish and their churches to thrive



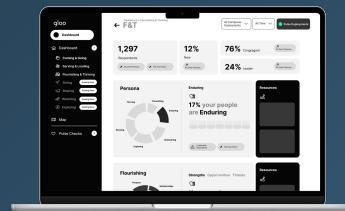
PLAN



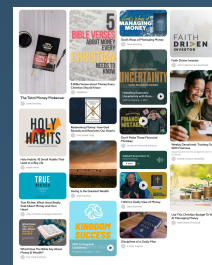
SEND



SEE



GROW



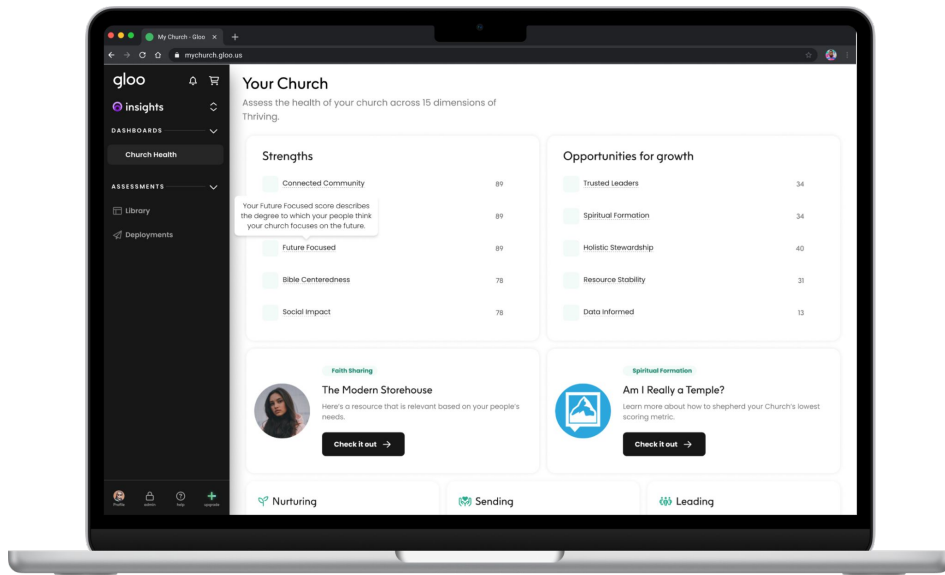
State of Your Church

A New Kind of Church Dashboard

New Dashboard & Next Steps

Visual insights on your church's health and discipleship gaps

Track change over time, see longitudinal growth trends

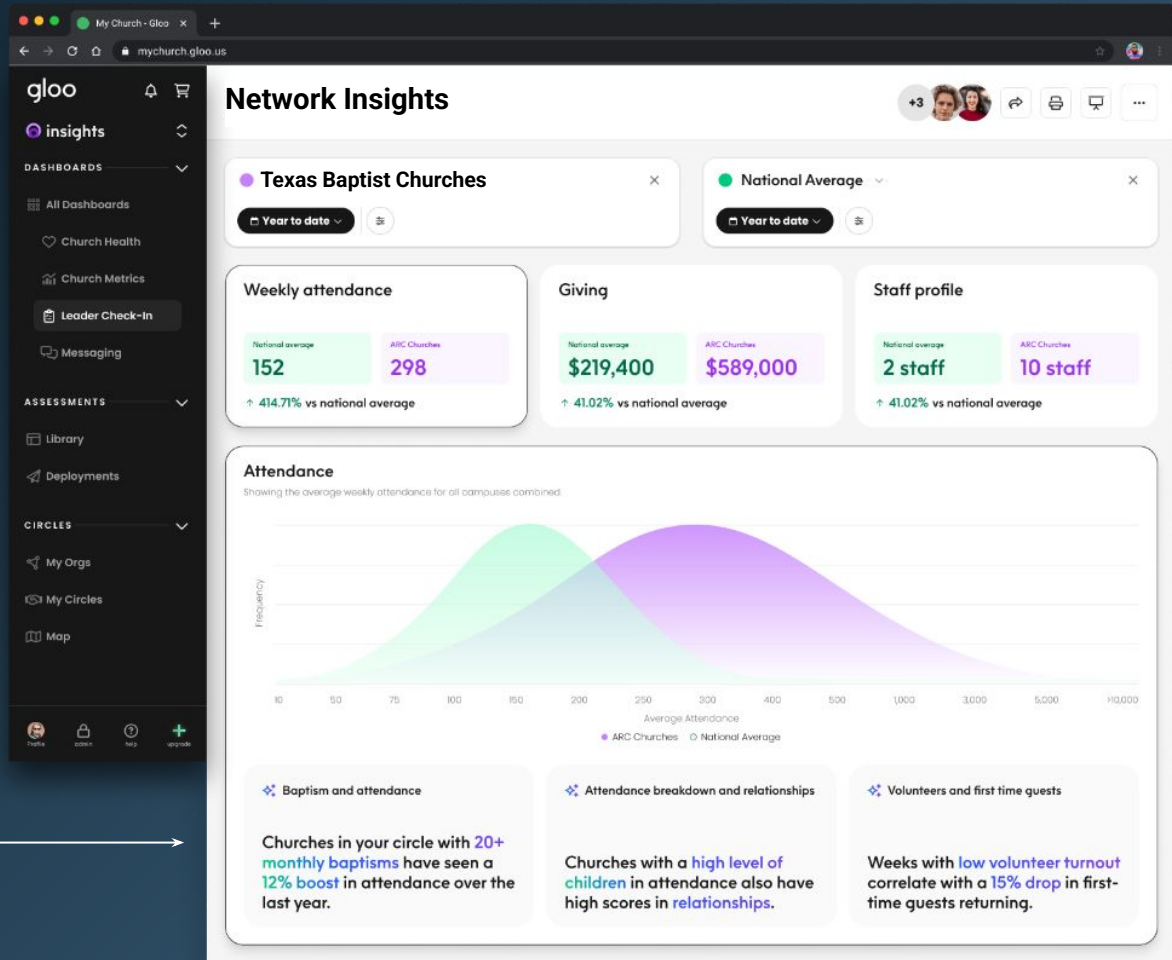


State of Your District

Comparison between cohorts
(including churches outside your network)

AI-Powered Insights
Uncover new trends in your data

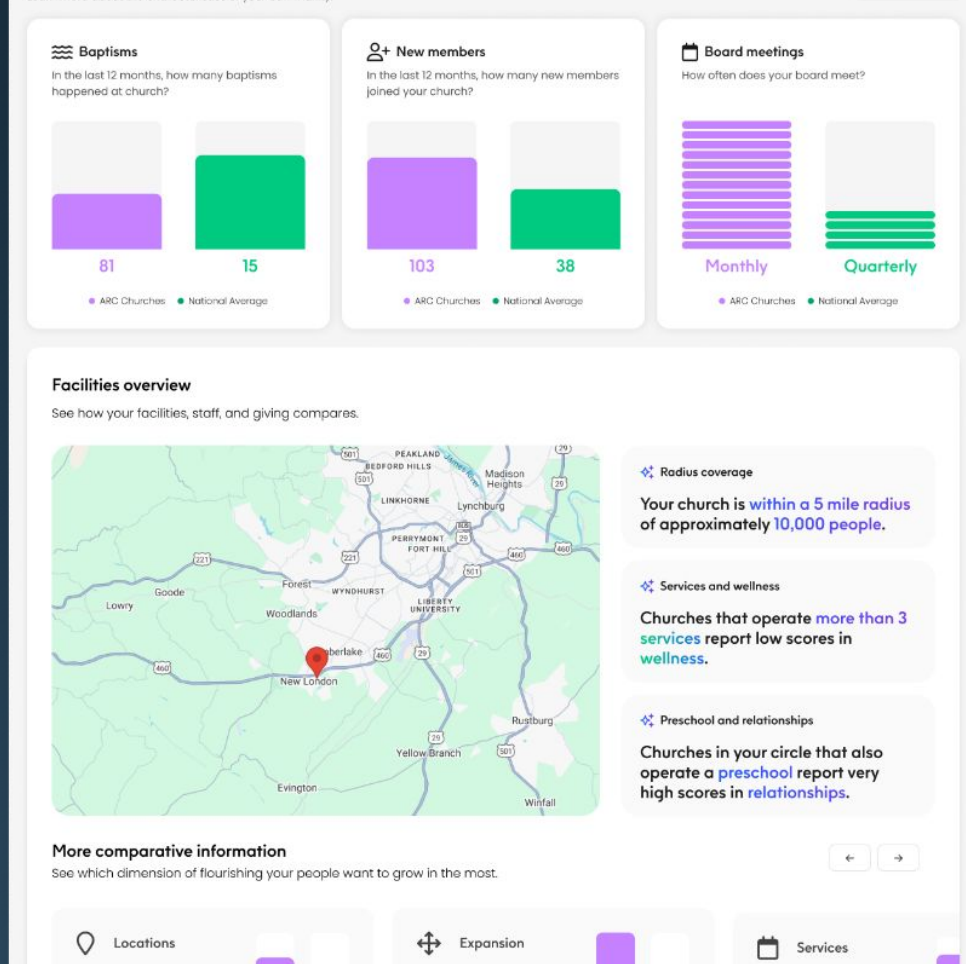
Powered by glooai



Simple Views of your Data

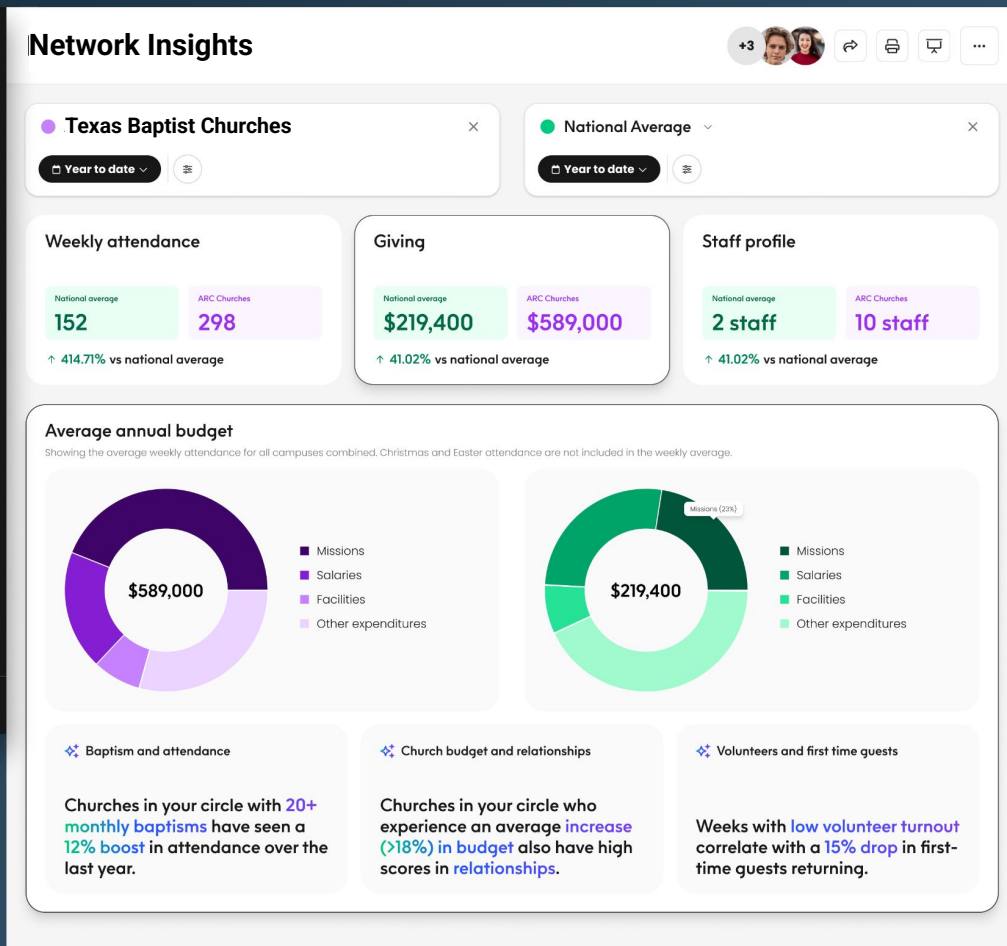
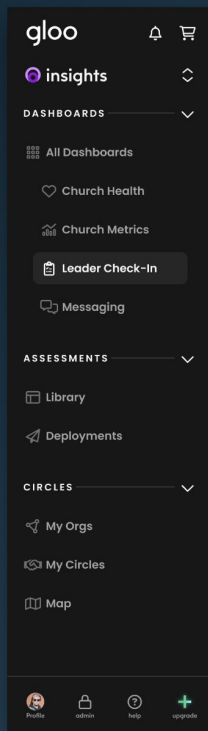
Includes ability to share, print and present

All your churches on one map



Dive Deeper into Each Dimension

View data in summary form, measure and compare, and export, share, print or present



Pastors Might be Asking....

Barna

STATE OF THE CHURCH

gloo

Can spiritual growth be measured?

Does this feel too corporate?

Do we really need more data?

**This isn't about control, it's about care.
It reveals where your people are so you can serve them more effectively.**

You can't shepherd what you don't see.

State of Your Church empowers both leaders and
congregants

It aligns vision with reality.

And most importantly, it helps every person grow closer to
Christ.

STATE OF THE CHURCH

gloo

Get Started Today



Get today's slides

Visit the Kit

Plan your Pulse

Start the journey to thriving

When churches **thrive**,
people **flourish**.





Church Leaders Nationwide
Measuring What Matters