



## A Web Based Information Service for Your Church— Exclusively Available Through Your Denominational Regional Body

How to Get There. . .

- 1 Type www.link2lead.com into your web browser
- 2 To register for the first time, select the REGISTER button on the left menu

### BRAND NEW FOR 2008

Link2Lead users now have three study area options! Instead of a single ZIP Code, the standard study area is now a Radius boundary around your church location. For many users this will provide the best demographic picture of the population in close proximity to their church. However, ZIP Code and County boundaries are also a couple of clicks away as alternative study areas for MinistryMatch, 10 Facts and downloadable Instant FirstView reports.

Included  
Standard  
Resources...



**NEW! MemberView** is the simplest and most powerful Member Household location resource available. And it's an added benefit of Link2Lead, included in your sponsoring regional body's agreement with Percept. Use it everyday to optimize administration of events, small groups, visitor follow-up, transportation, outreach, neighborhood ministry, volunteer efforts, disaster preparation and recovery, and any other activity that benefits from seeing where people are located. You can even use it to help determine study areas (polygon boundaries) for demographic analysis!



**NEW! ChurchLink** Would you like to see who your 200 closest neighboring churches are? **ChurchLink** presents them to you online as a sortable list or on an interactive map, with location markers color-coded by denomination. Simply hover over a marker to see the church name or click for more information.



The **iChange & iLeadType** surveys are designed to assess a person's response to change, and characteristics of their leadership style. A discussion guide is included with each survey to facilitate conversations around these themes in your working relationships.



Would you like to know how the programs your church offers match up to the interests of people living in your community? We compare your program list to the likely church program preferences in your community and produce a complimentary **MinistryMatch** report.



Add to your MinistryMatch knowledge for your area. What changes are projected to take place during the next five years? What are some faith facts I can learn about people in the area? The answers to these questions and dozens of others are located in the **10 Facts Series**. Use the **10 Questions Workshop and Worksheet** to introduce the 10 Facts Series to leaders in your church.



**FirstView** is Percept's six-page, full color, graphical demographic report on a selected study area. Instant FirstViews can now be downloaded as Adobe PDF files directly from the website for either a radius around the church, a county boundary, or a selected ZIP Code area. And if you need to create a custom study area boundary, the new, interactive FirstView Maker is now available to Link2Lead users (see below).

We have also provided a **FirstView Workshop & Worksheet** to assist in using the report with your church leaders and ministry groups.



**NEW! Draw your own boundary, make your own FirstView!** With **FirstView Maker** you can create any study area boundary for your church that you want! This self-service tool is unmatched among demographic information providers. Make your own FirstView reports for free, whenever you want, in real time. It's easy! Follow three simple steps and click the Submit button. Our servers instantly go to work creating a six-page color report for you with your custom title, exporting an Adobe PDF file, and sending the download link to your email inbox. Within a few minutes you'll be viewing your completed FirstView report wherever you are, anytime of day or night...even in the middle of a leadership meeting. You can combine ZIP Codes, size a Radius, or even draw a Polygon boundary using our simple interactive mapping tool.