



6 STARTER PROMPTS FOR CHURCH LEADERS USING MCP

Ask Better Questions Of Your Church Data

*Move beyond fields and filters to
ministry questions you're already asking.*

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INTRODUCTION

Why This Matters

Good data is powerful.

Being able to ask better questions of it makes it even more useful.

An MCP connection expands who can put your data to work. Staff don't need to know how to build every report. They can start by asking the ministry question in plain language and get an answer grounded in real church data, not a spreadsheet export or a report-builder tutorial.

Not every church needs all six of the use cases ahead on day one, but each one answers a question a staff member already wishes they could just ask easily.

ONE THING TO REMEMBER

AI can't reveal what your church never recorded.

MCP makes your church data easier to ask questions of, but it doesn't create the data those answers require. If attendance isn't captured, next steps aren't recorded, serving isn't tracked or ministry involvement aren't documented, no prompt can reliably fill those gaps.

Simply gathering the data isn't enough. Every answer is only as reliable as the information your church consistently records. If an answer surprises you, don't immediately assume you've discovered a ministry problem. You may have discovered a data problem.

Before you ask better questions, make sure you're collecting the data needed to answer them.

Churches gather the data that matters.

AI surfaces signals.

People shepherd people.

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USE CASE

01

Pathway Breakpoint Finder

Pinpoint the stage where people stall between first visit and deeper engagement, rather than leaving “our assimilation is broken” as a vague feeling nobody can act on.

Using the pathway stages your church already tracks (first visit, next steps, groups, serving or whatever your pathway looks like), MCP can help identify where the drop-off concentrates so a staff conversation can start with a specific stage instead of a shrug.

If you're not sure where to begin, start here. Understanding where people stall can turn a vague concern about engagement into a specific ministry conversation.

TRY ASKING

“Of everyone who visited for the first time this year, how many attended the next steps class within 60 days?”

“Show me people who finished the new members class but never joined a group.”

“Where in our pathway from first visit to serving do we lose the most people?”

“Compare pathway completion rates for this year's new guests to last year's.”

USE CASE

02

New-Guest Triage

Bring together the signals surrounding this week's first-time guests so staff can quickly see who needs follow-up and what the appropriate next step might be.

Instead of working from an alphabetical list, staff can identify guests who haven't been contacted, families with children, people who have already registered for a next step or guests who have already returned.

TRY ASKING

"Who visited for the first time last week and hasn't been contacted yet?"

"Which of this week's first-time guests have children connected to one of our ministries?"

"Which first-time guests have already registered for another event or next step?"

"Which first-time guests from the last 30 days have already returned?"

USE CASE

03

Second-Visit Tracking

One classic assimilation number that can be surprisingly painful to build as a standing report: who came back within 30 days of a first visit, and who didn't.

It's a simple question to ask and an easy one to lose track of without a consistent way to see it.

TRY ASKING

"Of last month's first-time visitors, who came back within 30 days?"

"What percentage of first-time guests this quarter made a second visit?"

"Show me first-time guests from six weeks ago who never returned."

USE CASE

04

Life-Stage Handoff Alerts

Flag the seams between ministries where people can quietly fall through the cracks: a child aging out of children's ministry into youth, a student graduating into young adults or another predictable transition your church wants to steward well.

These transitions are predictable but rarely tracked as a single, ongoing question.

TRY ASKING

“Which families have a child aging out of children's ministry in the next 90 days?”

“Who graduated from the youth ministry this year, and are they connected to a young adults group yet?”

“Show me students who moved from middle school to high school ministry but haven't attended since.”

USE CASE

05

Serving Pathway Drift

Use the serving and scheduling records your church already keeps to surface patterns that may deserve a closer look. Find people who served once and never again, people who have remained in the same role for a long period of time or volunteers carrying an unusually high number of serving commitments.

The data doesn't tell you why. It tells you where a ministry leader may want to look.

TRY ASKING

“Who served on a team once in the last year and hasn't served since?”

“Who has been serving in the same role for more than two years without a change?”

“Which volunteers are currently serving on three or more teams?”

USE CASE

06

Giving-Pattern Shift

Surface changes in giving alongside other engagement data so ministry leaders can see when multiple patterns shift at the same time.

A change in giving does not tell you why it happened and neither does a change in attendance. However, seeing those signals together can help a pastor or ministry leader recognize where a thoughtful, non-fundraising conversation may be appropriate.

The goal isn't to let AI interpret someone's generosity, commitment or spiritual health. It's to notice a change a shepherd may otherwise never see.

TRY ASKING

"Who gave consistently for the last two years but hasn't given in the last two months?"

"Of the people whose giving dropped this quarter, which of them are still attending regularly?"

"Show me households where both giving and attendance dropped in the same month."

PUTTING IT TO WORK

Where to Start

Start with a question your team is already asking.

You don't need to use all six of these ideas. Pick one question that matters to your ministry right now. Then ask two things:

- 1 Are we capturing the data needed to answer it?
- 2 If we are, what can that data tell us?

If the answer is incomplete, that's useful too. You may have discovered a reporting problem, a data-capture problem or a ministry process that isn't as clearly defined as you thought.

The goal isn't to ask AI more questions. It's to ask better questions that help your team see people more clearly in order to connect with and care for them more intentionally.

— *AI surfaces signals. People shepherd people.*