

Thirteen signals, and the person who *answers each one.*

■ REACH OUT *Someone is slipping away*

■ SHOW UP *Something just happened*

■ ASK OR RELIEVE *Their serving load*

HOW TO READ A SIGNAL

Two shapes of care, and Woven knows which is which

Most church software counts attendance and prints a report. Woven reads the same data and answers a harder question: which few people need someone this week, and which single member of your church is best placed to reach each of them.

What follows is the whole list. Seven kinds of care drawn from attendance, groups and serving, and six more drawn from giving. For each one you get what it means in plain words, what Woven actually saw in the data, and who does the reaching.

That last part is the difference between these two shapes. Some care belongs to an ordinary member of your church. Some belongs to you, and handing it to a volunteer would be a mistake. Every signal is routed on purpose.

A member reaches

Woven names one commissioned connector and drafts the ask. The connector is chosen because they have a real reason to reach out, not because they were free. Nothing is ever asked of the person being reached: no app, no form, no idea they were on a list.

Unconnected · Fading · New · Life Moment

Staff reach

These never become a volunteer ask. Thanking someone who is worn out, inviting someone to lead, asking a server why they have gone quiet: all of it carries weight that has to come from a leader. Woven surfaces them and then stops.

Pulling Back · Ready to Lead · Carrying Too Much ·
and all six giving signals

THE SEVEN KINDS OF CARE

Three verbs above seven signals

Your church does one of three things about a loose thread. It reaches out, it shows up, or it asks and relieves. Each of the three asks something different of you.

■ Reach out *Someone is slipping away*

Unconnected

A MEMBER REACHES

Faithful, and connected to nothing. They come, they have come for years, and no part of your church has a claim on them. These are the people who leave one Sunday and nobody can say when they stopped.

WHAT WOVEN SAW

Here **180 days or more**, attending **35% or more** of services in the last 90 days, in **no group** and on **no serving team**.

WHO REACHES THEM

A commissioned member, chosen for a real reason to make contact. Woven ranks every connector in your roster against this person and hands your staff the top few. Staff pick, then the connector sends.

Fading

A MEMBER REACHES

Someone who was here reliably and is now here half as often. Not gone, and that is the point. This is the window where a single message still reads as care rather than as an audit.

WHAT WOVEN SAW

Was attending **30% or more** in the previous 90 days, and has now **halved or worse** against their own prior rate. Measured against themselves, never an average.

WHO REACHES THEM

A groupmate, first choice above all others. Woven ranks anyone who shares a group or serving team with them at the very top for this signal, because the person who sits beside them every week is the one who would naturally notice.

Pulling Back

STAFF REACH

A rostered server who has started turning down their slots. This is the earliest signal in the book. Someone usually stops saying yes to serving months before their attendance ever moves, so catching them here is the preventable moment.

WHAT WOVEN SAW

Declined **3 of their last 4** serving invitations. Only for established, rostered people where the church records dated serving, so a single decline never trips it.

WHO REACHES THEM

Their ministry or team leader. A gentle "everything okay?" from the person whose roster they are on. Never a volunteer ask, and never framed as a request to serve again.

New

A MEMBER REACHES

A guest inside the sixty days that decide whether they become family. They have walked in at least once, and so far nothing in your church has hold of them.

WHAT WOVEN SAW

Here **60 days or fewer**, has attended **at least once**, in no group and on no team. Anyone under **180 days** counts as new; this is the urgent first stretch of it.

WHO REACHES THEM

A commissioned member who will plausibly bump into them. With a stranger there is no shared history to draw on, so the ease of the introduction matters more here than anywhere else: the same service, the same campus, a similar age, children in the same season.

Life Moment

A MEMBER REACHES

A marriage, a new baby, a death in the family, a new job, a job lost. A season of real openness, when people accept invitations they would turn down at any other time, and when being forgotten cuts deepest.

WHAT WOVEN SAW

A milestone recorded in your systems: a wedding or baby registration, a household change, a new child checking in, a change in marital or employment status. Surfaced only for people who are otherwise settled.

WHO REACHES THEM

A commissioned member, with wording specific to the occasion rather than generic. Woven writes "a recent marriage, celebrated" instead of a neutral placeholder, because a note that names the actual thing is the only kind worth sending.

■ **Ask or relieve** *Their serving load, pointed both ways*

Ready to Lead

STAFF REACH

The rooted, faithful, invested member who has never once been asked. Woven is not only for catching the fraying. Half of what a church loses is capacity it never noticed it had.

WHAT WOVEN SAW

Every gate holds at once: here **2 years or more**, attending **75% or more**, belonging for **a year or more**, at **2 or more** events beyond Sunday, in a group or serving, **not already leading**, and **not over served**.

WHO REACHES THEM

A pastor or a leader, in person. An invitation to lead carries the weight of who gives it, and an automated message would cheapen the one thing that makes it land. Woven never sends this. It tells you who to take for coffee.

Carrying Too Much

STAFF REACH

The over served core, running empty. The most faithful people in your church are the easiest to lean on, and they burn out quietly and then leave. This signal exists to be acted on by not asking them for anything.

WHAT WOVEN SAW

Served **8 or more of the last 13 Sundays** where dated serving is recorded. Where a church does not record it, Woven degrades honestly to **3 or more teams**. Three rosters is not overload if they serve twice a month.

WHO REACHES THEM

Staff, directly, to thank and relieve. Never a connector ask. Woven also protects them structurally: anyone flagged here is excluded from Ready to Lead, so the system can never hand more work to a person it has just told you to rest.

HOW WOVEN PICKS THE PERSON

Reasons to connect carry the weight. Convenience only breaks ties.

This is the part no report can do. Woven weighs every connector in your roster against the person needing care, and separates two things most software would treat as the same. Within each column, the strongest signals come first.

Reasons to connect

Why a connector would actually want to make contact. These dominate the ranking.

- A shared group or serving team
- A season they have walked ahead of them
- Kids the same age
- A shared interest or vocation

The second is the signal Woven was built for. Someone who came through the same thing and found their place is a guide, not a greeter.

Ease of connecting

What makes the introduction feel natural. These are guardrails. They break ties and never lead.

- Both usually at the same service
- The same campus
- Right around the same age
- The same part of town
- The same gender

Woven also eases off anyone already carrying several open asks, so your most willing few never get quietly buried.

Then it ranks, in this order

- 1 **A shared group or team.** The groupmate wins outright. This is what makes the Fading signal work.
- 2 **Same gender, where the match is strong enough.** A guardrail on who is appropriate to introduce, and a church can make it a hard requirement.
- 3 **A real relational reason.** A guide on the 9:30 beats a stranger on the 11:00. This is where the intelligence shows.
- 4 **The same usual service time.** You meet people at the service you attend.
- 5 **Overall strength of the match.** Only once everything above has failed to separate them.

Your staff always choose from the top few. Woven never acts on its own, and it never contacts the person being cared for.

The earliest warning your church already has

A canceled recurring gift is rarely about money. It is a job lost, a marriage under strain, a season changing. No giving platform surfaces it as pastoral information, and every one of these six stays with your staff.

STAFF ONLY · NEVER SENT TO A CONNECTOR

Gone quiet

Was regular, now silent. The hardest one to notice by hand and the most worth noticing.

No gift in **60 days**, from someone who gave in **4 or more of the last 12 months**.

Who reaches: a pastor, about them and not about the gift.

Fading

Still giving, materially less than they were. A trend rather than a single missed week.

Last 90 days more than **30% below** the prior 90. The band is deliberately wide, because a quarter with five Sundays moves the total on its own.

Who reaches: staff, at their discretion. Often worth watching rather than acting on.

Canceled

They canceled a recurring gift outright. A decision, not a drift.

Captured the moment Woven syncs and sees the recurring gift gone, so you learn within a day rather than at the end of a quarter.

Who reaches: a pastor, promptly. The strongest signal in this book that something has happened in someone's life.

Reduced

They lowered a recurring gift rather than stopping it. Usually pressure, not distance.

A drop in the recurring amount, captured at sync.

Who reaches: nobody, often. It is here so you are not surprised, and so you can be gentle if their name appears elsewhere too.

New giver

A first ever gift. Someone just decided they belong here, and almost no church says thank you for it.

First gift landed within the last **45 days**.

Who reaches: staff, with a thank you. The cheapest piece of care in this entire document.

Increased

They raised a recurring gift. A quiet vote of confidence in what you are doing.

An increase in the recurring amount, captured at sync.

Who reaches: staff, to acknowledge it. Woven surfaces the good news alongside the bad on purpose.

Started giving again

Givers who went quiet and have come back. Woven marks the ones who returned after a staff member had already reached out, which is the only honest way to show that any of this worked. One person appears in one bucket only, and the thresholds are self healing, so a quiet giver who starts again simply drops off the list.

SHEPHERDING, NOT SURVEILLANCE

What a connector is allowed to learn

Every one of these signals ends with one member of your church being told a little about another. Getting that boundary right was the first thing we built, and the limits below are not settings anyone can loosen by accident. They are simply what a connector is given.

What a connector sees

- ✓ A first name and a last initial
- ✓ The things they have in common, which is the reason they were asked
- ✓ The suggested next step, already drafted

And after they say yes

- ✓ The full name, and a photo if your church has one
- ✓ When they usually attend, so they can be recognized in the room
- ✓ Coarse facts only: a decade rather than a birthday, "kids at home" rather than names

What a connector never sees, at any stage

- ✗ An email address or a phone number, even after accepting
- ✗ A home address
- ✗ Any attendance figure or rate
- ✗ Anything at all about giving
- ✗ Pastoral notes
- ✗ The engagement status, or the match that named them

Woven asks for an in person hello, not a cold call, so there is deliberately no way for a connector to message anyone directly.

SEE IT IN YOUR CHURCH

Ten minutes, and nothing for your congregation to do.

Everything in this document is built and running today. The quickest way to know whether it fits your church is to connect it, read only, and look at your own people rather than a demonstration congregation. That is usually the moment it stops being an idea.

SETUP	About ten minutes. Read only access to Planning Center, Rock or Breeze, or a spreadsheet if you are on something else.
YOUR PEOPLE	Nothing to download, nothing to sign up for, and nothing asked of the congregation at all.
YOUR DATA	Read only, always. Woven never writes anything back, and you can revoke it from your own admin in a click.

Write to us at hello@getwoven.church