



## 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...

### iChange iLeadType

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.

Specially  
Discounted  
Custom  
Resources...



If you are interested in a full demographic information package on any size and shape geographic area (radius, ZIP Code or polygon), consider a **Ministry Area Profile**. Each Ministry Area Profile is produced by Percept and shipped to you. **You save \$190**



When you are ready to do a comprehensive comparison of your community and congregation, we recommend you consider a **Context** report. The report is accompanied with a mission planning process called ReVision. **You save \$400**

