2.5 Brief - Grace Ministry Assist : Digital Front Office

Executive Summary

Grace Ministry Assist (GMA) is an intelligent "Front-Office Agent" designed to transform a ministry's digital presence from a static brochure into a dynamic, 24/7 Digital Front Office. By serving as a unified Digital Front Door for the public and a Digital Executive Assistant for staff, Grace directly addresses the operational chaos that leads to leadership burnout. Built on a "High-Tech for High-Touch" philosophy, the platform automates administrative noise so pastors can focus on human-centered ministry.

Core Capabilities

- **The Digital Front Door (Website Integration)**
  - Grace operates via a lightweight widget or embeddable link on the ministry's website to offer instant intelligence.
  - It accommodates both anonymous guests and authenticated members with distinct, optimized flows.
- **Administrative Assistance (The Gatekeeper)**
  - Grace manages the logistical burdens of the office, such as initial scheduling inquiries for pastors.
  - The agent asks clarifying questions to gather context before alerting human staff, which eliminates back-and-forth emails.
  - It actively screens general emails and phone calls, drafts responses for routine questions, and flags urgent items for review.
- **Pastoral Care (The First Responder)**
  - Grace extends pastoral reach 24/7 to ensure no one in the community is ignored.
  - It can receive, categorize, and appropriately route prayer requests to specific teams.
  - The AI detects crisis keywords (like suicide, abuse, or self-harm) and immediately halts the AI conversation to route the user to emergency hotlines or human help.
- **Foundational Documents (The Brain)**
  - Grace is powered by a custom knowledge base to ensure complete accuracy.
  - The system prioritizes uploaded foundational content above general training data, ensuring that all answers regarding doctrine, policy, and logistics are fully aligned with the specific ministry.

Key Features

1. Authentication-Aware Logic & Web Chat

- **Guest Flow:** When no user token is detected, the system provisions a temporary, transient guest session. Grace instantly answers FAQs by bypassing onboarding. After a set number of interactions, Grace prompts the guest to create a free account to unlock "Personal Growth Plans".
- **Known Member Flow:** If a secure token (like a "Magic Link" or SSO-lite) is detected, the user is automatically authenticated. They are seamlessly directed to their full "Soul 247" dashboard to access groups and giving without redundant logins.

2. Ministry Guardrails

Administrators use a control panel to define Grace's conversational boundaries to ensure theological safety.

- **Level 1 (Administrative Only):** Grace strictly acts as a receptionist, answering factual logistical questions and politely declining theological or personal questions.
- **Level 2 (Full Support):** Grace engages in both logistical support and spiritual care/prayer within the uploaded theological framework.
- **Level 3 (Custom):** Allows granular control to toggle specific topics on or off. If a topic is blocked, Grace delivers a pre-written Custom Default Message to redirect the user. Granular categories include Pastoral Care, Theology, Church Life, Family & Youth, Life Milestones, and Admin & Logistics.

3. Document Ingestion Engine

- Administrators can upload core ministry documents, such as Statements of Faith, Employee Handbooks, and Policy Manuals.
- The system accepts formats including PDF, DOCX, MD, TXT, CSV, and JSON.
- This creates an isolated Data Sandbox where one church's data never trains the model for another tenant.

4. Ministry-Facing Triage & Briefing Dashboard

- **AI-Assisted Ministry Briefing:** Features a "Community Pulse Snapshot" highlighting total inquiries and estimated time saved over 24-hour, 7-day, and 30-day periods.
- **Pastoral Attention Queue:** Automatically flags inquiries requiring human review, allowing staff to see the user's message, assigned urgency, and Grace's interim response.
- **Human-in-the-Loop Actions:** Staff can forward inquiries to specific groups, mark them as answered, dismiss them, or type an additional personal response.

Primary Benefits & ROI

Benefit Area	The Relief	The Value / ROI
For the Ministry	Automates low-level administrative tasks and scheduling.	Reclaims an estimated 10–20 hours per week for core staff, allowing focus on high-impact ministry.
For the Staff	Acts as a compassionate buffer, screening incoming messages and drafting routine replies.	Reduces the burnout epidemic caused by constant "context switching" between deep work and routine tasks.
For Guests	Provides immediate, 24/7 web chat answers to logistical questions without requiring an app download.	Delivers instant gratification, building the confidence required for new guests to attend in person.
For Members	Magic Link authentication recognizes members instantly.	Respects the member's time and removes technical friction, fostering deeper community engagement.
Theological Safety	Ministry Guardrails and Foundational Documents prevent AI "hallucinations."	Ensures every answer is 100% aligned with the church's specific voice, doctrine, and policies.