MinistryTech

TECHNOLOGY EMPOWERING MINISTRY





CHURCH MANAGEMENT SOFTWARE

A COMPREHENSIVE GUIDE

- + COMPARISON CHART
- >> PRE-EASTER SERVICE A/V CHECKLIST
- >> AWESOME TEAM RECRUITING TIPS
- >> WORSHIP TECH: WHAT'S YOUR BEST INVES<mark>TMENT?</mark>

MARCH 2019

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Ministry Tech



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If there's one constant in technology, it's change.

That's certainly true of **Church** Management Software (ChMS). That's why we all need a reliable and up-to-date guide for such an important part of our task. Ministry Tech is proud to present a comprehensive guide to the choices available today—for churches large and small. This guide was compiled by long-time contributor Nick Nicholaou, president of Ministry Business Services, Inc. (MBS). For decades Nick and his firm have provided customized consultations for all things related to the church and I.T. solutions. He's the author of Church IT: Strategies and Solutions.

Along with the church, ChMS solutions have grown and adapted to the ever-changing tech environment. What started out as stand-alone desktop software solutions has morphed into a plethora of networked computing and mobile resources for churches of all sizes.

For the church, database and project management has always been about serving God by serving his people. Each record, each bit of information is important precisely

because it represents people—the very people for whom Jesus died! So, in compiling the guide provided in this issue, you can rest assured that Nick's perspective is about ministry to people. Some time ago Nick attended a wedding, and his mind turned to the image of Jesus, the Bridegroom, and His church. Those thoughts became part of his approach to the business of ChMS: "We want to serve the bride in a way that makes the Groom smile!"

A WORD FROM THE EDITOR

Ray Hollenbach

Let me encourage you to share this issue of Ministry Tech with anyone who might benefit from the research presented here. One of the great things about Christian ministry is our mutual desire to bless the Lord, and bless others. In part, this can be accomplished "serving one another, in love" (Galatians 5:13). Whether it's through the contributions of our regular columnists or the extraspecial research for this guide, done to benefit the church at large, Ministry Tech will always be about ministry first, and tech second.

Pollenad

Ray Hollenbach is the Editor of Ministry Tech magazine. He has previously served as the editor of Outreach's Better Preaching Update, and as the editor of the Pastor channel at Churchleaders.com. You can reach him at rhollenbach@outreach.com.

TECH CHECK

"THE CLOUD" ISN'T JUST GENERIC SPACE

What, exactly, do you get when you buy storage space in the cloud? And which cloud should you use, and which clouds are safer than the rest? Marketwatch.com estimates that the cloud storage market will more than quintuple in the coming years, from \$18.6 billion (yes, that's "billion" with a "B") to more than \$110 billion by the close of 2022.

From Apple to Amazon to Dropbox to IBM (that's not even half the alphabet!), providers are scrambling for your business. But beyond the buck there are questions of speed and security, not to mention functionality and ease of use. The gang at Techradar.com have a useful guide of free, paid and business options in 2019.

STORING MORE DATA? YOU MIGHT NEED SPEED, TOO

So you decided to invest in a high quality camera in order to post the best possible pictures on your ministry website. High-res images, meet high quality, high-speed storage.

You may think all SD cards are created equal, except for storage size, but you'd be thinking wrong. It turns out that ScanDisk's line of Extreme and Extreme Pro SD cards can transfer data up to five times faster than the generic cards you can buy just about anywhere. True, these storage devices



come with a higher price tag, but <u>Wired.com sorted out what you</u> <u>gain</u>—or what you lose—by going cheap on storage. ■

CHURCH VIDEO ANNOUNCEMENTS, FOR BETTER OR FOR WORSE

Some <u>church video announcements</u> are so bad they're fun to watch. But does your church really want to earn that distinction? These days churches are looking for smooth, professional video



as part of a Sunday morning experience.

Does that mean another staff member? Better to hire online, fast-turnaround production capabilities, like

<u>ProVideoAnnouncements.com</u>, an outfit that bills itself as "Your Personal Church Creative Team." They claim to provide all the services of full-time creative arts hire, for about 1/10th the cost. You can see them in action, here. ■

EDITOR'S NOTE: Who can possibly keep up with all the tech options available these days? TECH CHECK highlights tech news and new gadgets that save you time, energy, money—and keep you from re-inventing the wheel. Have a hot tech tip or news item? Email rhollenbach@outreach.com.

PASTORAL TECH

CHMS RELATIONSHIP STATUS—IT'S COMPLICATED

INSTEAD OF FOCUSING

ON MAKING CHANGES.

TRY FOCUSING ON

WHAT YOUR CURRENT

SYSTEM CAN DO.

If you were able to post a relationship status for your church and your church management software it would probably be "It's Complicated." More often than not, it isn't "In Love" or "Happily Ever After." What is it that makes Church Management Software (ChMS) such a complex issue in churches?

A lot of the complication comes from within a church or ministry. Departments within ministries often operate as independent silos, creating tension

when a ChMS solution is implemented and tries to integrate data together with procedures ministry wide. Church politics lead to churches using multiple management systems, or to constantly-changing software platforms.

Changing platforms further complicates the relationship status. An immense amount of resources must be invested in making a ChMS change. During

this process, these resources are not being invested in the ministry itself but rather in the *process* to do ministry. This creates a real drain on ministry effectiveness in the short term (or every time you switch ChMS providers).

Another complicating factor comes from the users of the software. Users who are not well trained often want to change—not because they need to change but because they have not been trained in the capabilities of the software they currently use. This creates a vicious cycle of resource drain going from ChMS to ChMS. This cycle can only be broken by properly investing in training for staff. As staff turns over, the

goal should not be to replace the ChMS with whatever the new staffer is used to, but rather to invest in training the new staffer to be successful and effective with the exiting tools.

While there is no doubt politics in churches plays a role in the complicated status between ministries and ChMS, there is also the <u>changing ChMS landscape</u> itself. Church software is no longer by the church for the church. ChMS has become an industry of its

own. Not an industry of non-profits serving non-profits, but rather for-profits profiting from non-profits. To be clear, I'm not saying ChMS providers should give their products away. They need a business model to be able to support their users and continue investment in updates, development and quality control.

The complication comes as the industry loses its heart for the ministries they serve. Does your

ChMS provider have a heart for the lost in your town? Do they care about how their products and services affect your ability to grow the eternal Kingdom, or is your ministry a sales figure?

Instead of focusing on making changes, try focusing on what your current system *can* do. Find a ministry partner who will help you succeed, and make it your goal not to change providers. If you have to change (for whatever reason) make it your goal to make this the *last* change. Keep the focus on ministry, not complicating ministry with spending time on figuring out how to do ministry.

investing in training for staff. As staff turns over, the

).

Jonathan Smith is the Director of Technology at Faith Ministries in Lafayette, IN. You can reach Jonathan at ismith@faithlafayette.org and follow him on Twitter @JonathanESmith.

WORSHIP TECH

TRAINING IS YOUR BEST INVESTMENT

Every team benefits from ongoing training. The truth is that most volunteers are not very confident and would welcome an opportunity to learn more. Many people will interpret your willingness to train as a gesture of care and thankfulness. Times of training are also great opportunities to raise up new leaders. Three times a year I let the team know I am buying lunch and will provide 90 minutes of training for our team. Each time about half the team shows up, along with a few newbies. Below are the elements I use for every training session I plan:

FOOD - Nothing gathers a team faster than a free lunch right after church. I use a local sandwich shop and have it delivered right to the door when the preacher says "amen." I've made many a disciple with a \$6 sandwich.

ENCOURAGEMENT - The pastor comes to share a quick word of blessing. While people are eating I share a list of encouragements about our team and how we are impacting the kingdom. Don't hold back: Let people know how valuable they are!

INSPIRE - I like to offer some sort of quote or video clip to give people a vision of why our work is important.

CLARIFY ROLES - It's just a good reminder to let people know what is expected. Let people know about scheduling, check-in procedures or whatever else the organization asks of their volunteers.

TRAIN - The bulk of your time together should train the team in skills they need most. Not everyone will be at the same level, so make sure you cover both basic and advanced techniques.

- Mix up your training with both talking (lecture) and hands-on practice.
- Do a deep dive on EQ, compression or effects. Don't

try to cover everything.

- Bring handouts, slides and other visual elements to the training.
- Leave time for questions.

PRAY – Make sure you leave some space to pray for the team and members of the team!

Finally, remember that people will go where they are fed. <u>Take time to feed your people</u> with encouragement, vision, knowledge and time.



Mike O'Brien holds a B.A. in Music from Kennesaw State University and a Master of Worship Studies from the Robert E. Webber Institute for Worship Studies. He has worked as a producer, engineer and mixer at Lucko Sound Studio, and with a collective of 25+ musicians called Poured Out Like Wine. Together, they produced seven albums with over 15 published songs with Vineyard Worship USA. He lives in Atlanta, GA, with his wife, Susan, and son, Ezekiel. You can reach Mike at vineband@hotmail.com



COMMUNICATIONS

REACH OUT BEFORE INVITING IN

MarketingWeek.com just published <u>an article</u> on five trends they believe will reshape media in the coming year. There was an interesting quote with implications for church communications.

When a church uses social media, how does it come across to people outside the church? How much of what churches put out there comes across as simply selling something—"Come to this event! Bring your kids HERE!!!" The bottom line is we want them to buy

CONSUMERS WILL CALL BRANDS OUT IF THEY THINK THEY ARE DRIVING THEM TO A SOCIAL PLATFORM JUST TO TRANSACT. Darren Campbell, Dr. Martens into what we are selling—we want them to come to know Jesus as Savior, have their sins forgiven, and live a life serving him.

But what if our audience has no idea this is of benefit to them?

Here's an alternative idea: What are the needs in your community? For example, seniors who are lonely with no one to help with basic chores? Use social media to get the word out that your church is willing to give first, to make yourself known before you begin inviting.

One idea might be following the lead of someone I saw in our area recently who started advertising a "trash valet" service in a mobile home park for seniors. Imagine if a church saw the same need: that many of the seniors living in the park were either handicapped or not strong enough to bring trash to the collection site, a quick task for someone younger and stronger. If a church did that for them once a week, not only will seniors sing the praises of a church, but I would imagine they'd tell their kids and grandkids about the

church, too! After a few months of that, the church could drop by an invitation to a service or event, and at that time it would be coming from a friend, not just a church down the street trying to "get converts."

There are many ways <u>a church can reach out</u> before it invites people in. It seems like Jesus did a lot of healing and feeding people before he taught them. Let's pray for inventiveness to do likewise.



Yvon Prehn's ministry to church communicators has two parts: <u>effectivechurchcom.com</u>, a site of FREE templates, strategy and resources, and <u>churchcomtraining.com</u>, a Church Communicators Online Training School.



SAFETY & SECURITY

WHAT'S AT STAKE IF YOU LET **SECURITY PROTECTION LAPSE**

I enjoy the beautiful signs of Spring: vibrant flowers, green growth and blue skies. However, the arrival of warmer temperatures also signals the upcoming

INSTEAD OF PROCRASTINATION, WE CAN TAKE SATISFACTION IN KNOWING WE TOOK CARE OF THINGS. challenge of weeds.
Make no mistake
about it, yard work
is tedious and
challenging; and
there's a tendency
to procrastinate,
whether out of
laziness or feeling
overwhelmed by the
scope of work.
We all

procrastinate. Sometimes it's very hard to "just do it." Within the computer world, putting important things off is no different: We ignore and dismiss the software updates on our phones or the security update notifications prompted on our computers. With the horrendous consequences of ransomware and other stealthy malware, I'm troubled by the *avoidable* stories I hear of user devices badly infected, merely because they allowed their antivirus software to expire.

Here are five reasons why it's not a good idea:

1. Like other security providers, Thirtyseven4 releases virus definition updates <u>daily</u>. It's not uncommon for our virus lab to release two or three updates on any given day. Each day of missed virus definitions means you're falling 50,000+ malware notices behind.

- 2. It's not only the *known* malware detections that aren't getting updated during an expired license term; cutting-edge, heuristic engines are also not getting updated. Like our DNA Scan engine, failure to keep a license current results in its stoppage as well. Engine enhancements are being continually released through regular updates.
- 3. To ensure safe browsing, Thirtyseven4 incorporates a multi-tier Web Security system that includes: Phishing Protection, Browsing Protection and Content Filtering. When a license expires so do all Web Security features (proactively blocking access to infected websites). The chances of malware reaching a system soar!
- 4. Up until the recent emergence of cypto-currency mining malware, the predominant threat has been ransomware. An expired license would spell disaster for battling the latest techniques to steal and hold for ransom your critical personal files.
- 5. Thirtyseven4 prides itself on amazing, friendly and available U.S.-based support. Letting a license lapse means severing your contract with your software vendor/support as well.

Yard work takes time and planning. Without action the work simply mounts up and doesn't go away. But the results of taking care of things can be seen. Similarly, failure to renew your antivirus license in a timely fashion results in missed virus definitions mounting up. Instead of procrastination we can take satisfaction in knowing we took care of things.

Steven Sundermeier is the owner of <u>Thirtyseven4, LLC</u>, a leading provider of antivirus/security software. With 17 years of experience in the cybersecurity field, he is one of the nation's leading experts in virus, malware and other threats. Before founding Thirtyseven4 in 2009, Steven worked in a number of roles in the antivirus industry dating back to 1999.





by Nick B. Nicholaou

Solutions from church and donor management software providers keep improving in their ability to help churches and ministries fulfill their mission! Their features to track and communicate with people, their web and mobile device interfaces, and their powerful database tools make this category of software a big help and a valuable asset for today's ministries in reaching many with The Gospel and discipling them.

CHURCH SOFTWARE HISTORICAL PERSPECTIVE

In the mid-1980s the number of these programs had grown to 262! Then some merged, some consolidated and some went out of business, reducing the number to only 34. In the 1990s the Internet made it so easy for those writing solutions to share them that the number of solutions more than doubled! Our research this year found 53 solutions focusing on the church and ministry market, of which 35 qualified for this article (requirements include active marketing, minimum growth and active development of their solution). We always include new providers (those three years old or less) to give them a chance to build some momentum and compete with 'the big guys.' It also keeps

all of the providers 'on their toes' as the up-and- comers sometimes develop new technologies that benefit many churches and ministries in new ways.



MBS Cloud services

MBS has extensive church and ministry IT expertise – let us host your servers in our datacenter!

Why put your servers in our private cloud?

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- Reduce IT costs
- Gain 100% up-time

We're in the most advanced datacenter on the planet – located in the USA

We can save you money because we only host Christian churches & ministries!

- Low monthly fees based on charity licensing
- Excellent domestic support

Serving you and your team would be an bonor! Call or email us today to learn more!

714.840.5900 cloud@mbsinc.com Nick Nicholaou













SPAM Filtering





Database Hosting



WHY CHURCH MANAGEMENT SOFTWARE?

The solution providers on the following pages meet the sophisticated and complex needs of churches and ministries. Tracking more than just simple CRM datasets like names, addresses and phone numbers, many of these also help build community and track traditional and modern family relationships, spiritual gifts, talents, interests, attendance, nursery security, contributions, fundraising campaigns, volunteerism, small groups and more.

Church and ministry offices can be stressful workplaces because of the many deadlines that must be met by an administrative staff that is typically smaller in number than what would be found in a similar-sized secular business. Church management software, if well written, can be a soothing balm. If it's powerful, capable, fast and stable, the ministry team can rely on it to help them get the most possible work done-efficiently and with minimal stress. And if its abilities are broad enough, every ministry in the church or ministry can focus on just one database, increasing synergy and minimizing cost.

CHURCH MANAGEMENT SOFTWARE DEFINED

Decades ago Steve Hewitt, then Editor-in-Chief of Christian Computing Magazine (recently re-branded as Ministry Tech Magazine), labeled this software category tailored to meet the needs of churches as Church Management Software, or CMS. To help prevent confusion since there are now so many software categories called 'CMS', it is now referred to as ChMS. Parachurch ministries need to track similar data, so we invited those solutions into this article too. Following is a well-researched list of the leading ChMS providers at the time of this writing, with each stating at the top of the feature chart whether their focus is church. parachurch or both.

NOT-FOR-PROFIT ACCOUNTING

Churches and ministries exist in a unique accounting niche that most software (and even most CPAs!) can't help with. But many ChMS packages can help in this area.

One of a ministry's most vulnerable areas is finance. All too often we hear about churches and ministries that have suffered embezzlement by a trusted team member. One of the best protections in an accounting system is a good audit trail, tracking the detail of every transaction and whose data cannot be altered in any way. For these reasons, some ChMS providers have written their own fully integrated accounting system.

Some churches and ministries want a ChMS that has a fully integrated accounting system, and we list the functions they look for in the chart. Others may not care if the ChMS provider has written its own accounting

system, and for them it's good to know that most ChMSes can interface with 'third-party' accounting systems such as those in the chart that only provide nonprofit accounting solutions.

FEATURE CHART

We've tried to give you the most comprehensive and quickest format possible of those ChMS database and accounting functions ministry teams request most. We removed features provided by all ChMS providers to help focus on solutions' distinct feature sets. The chart lists solutions by the name their providers use to market them rather than by the company name. We include the company name in the section following the chart in which we give information on each provider, such as how to reach them, how long they've been making their solutions available, how many organizations they currently serve, their support hours, and how often they update their software. We have trusted the software companies; all of the information in this article was provided by them and has not been audited. The chart uses two symbols:

- The "
 " symbol indicates features ChMS companies provide directly, and
- The "•" symbol indicates needs they meet through an outside (third party) source.

HAPPY HUNTING!

Shop wisely. We recommend doing your due diligence and checking with current users of the software you're interested in. Ask questions like:

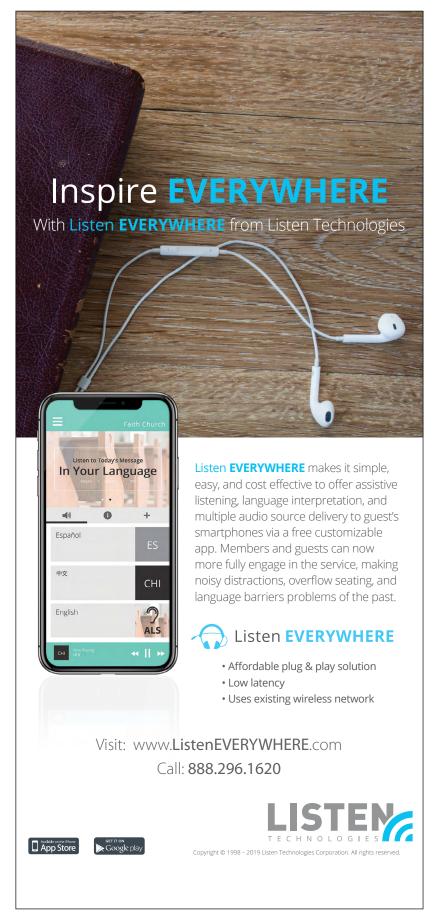
- Does the software do what was promised?
- Is their support team capable and available?
- If you were faced with the same decision today, what would you do differently?

Feel free to <u>contact any of the providers listed</u>. They would love to help you in your ministry. MT



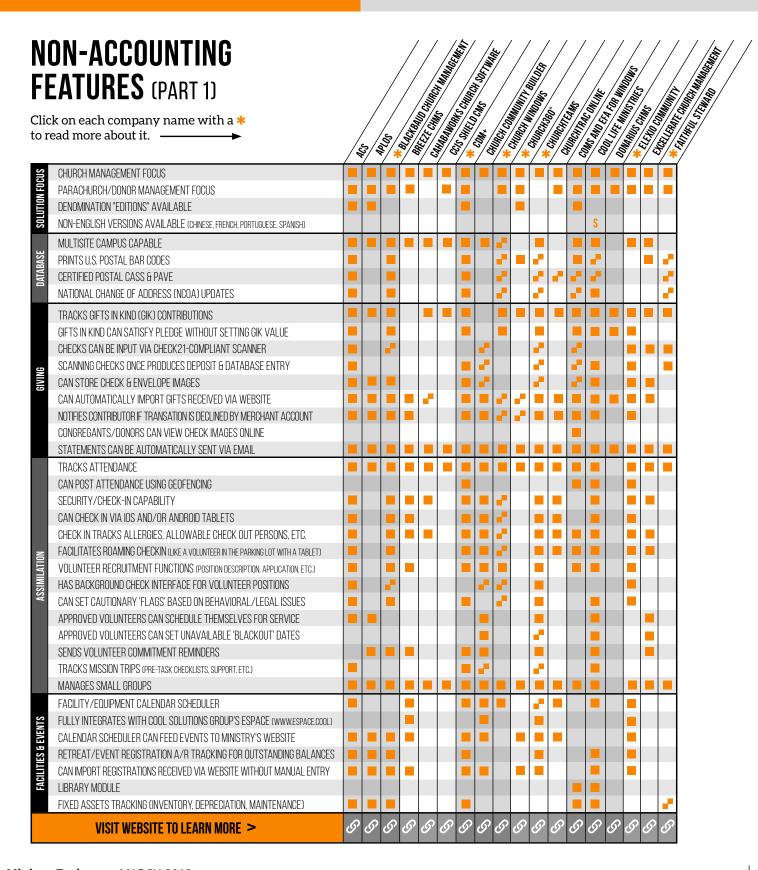
Nick Nicholaou is author of <u>Church IT:</u> <u>Strategies and Solutions</u> and is president of MBS, an IT consulting firm specializing in church and ministry computer networks, VoIP, and private cloud hosted

services. You can reach Nick at <u>nickn@mbsinc.com</u>, and may want to <u>check out his firm's website</u> and <u>his blog</u>.

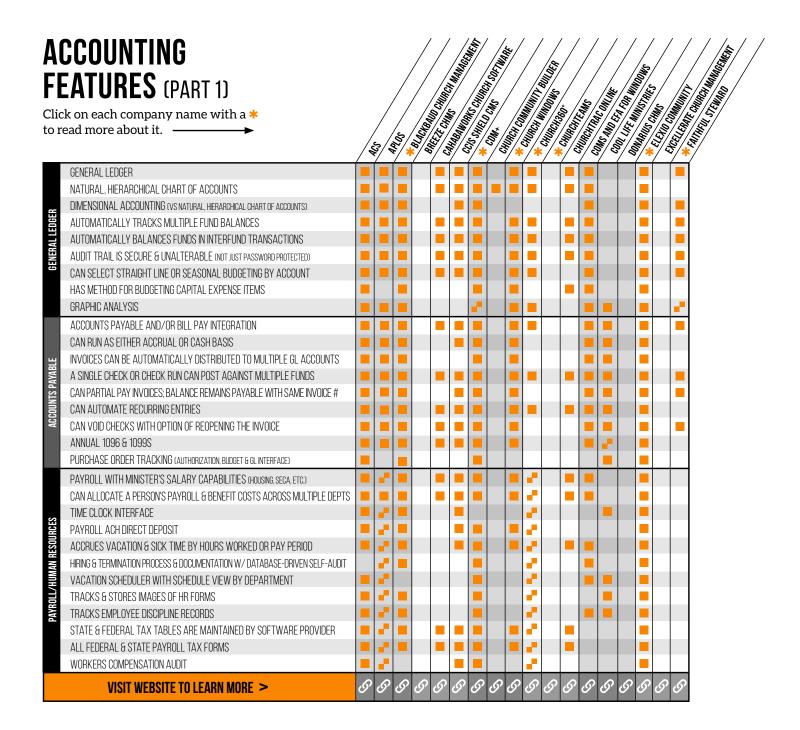


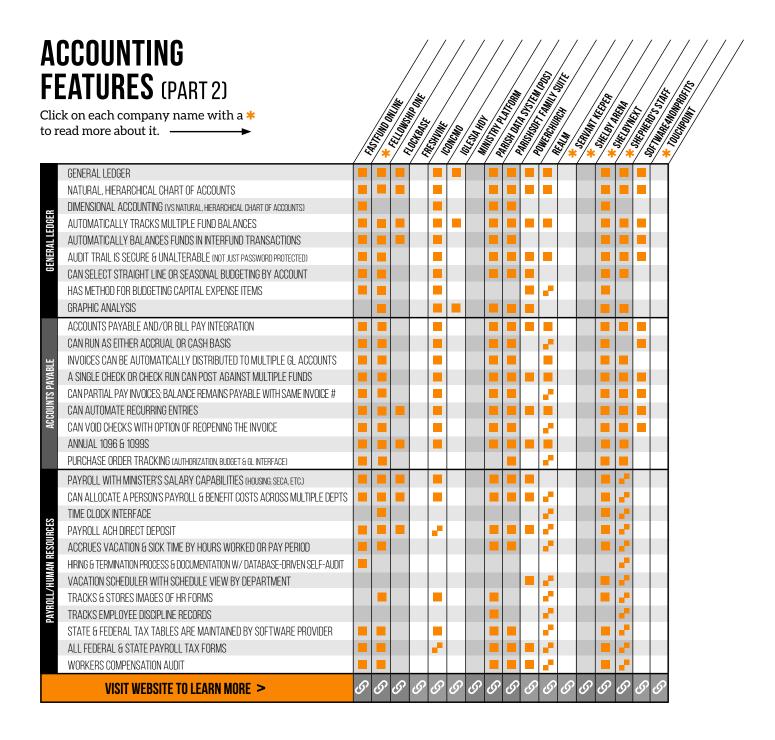
Maybe you're a spreadsheet person. You know: comparing, contrasting and evaluating features; finding the differences in every detail. We've got your back with this comparison tool or the online version at:

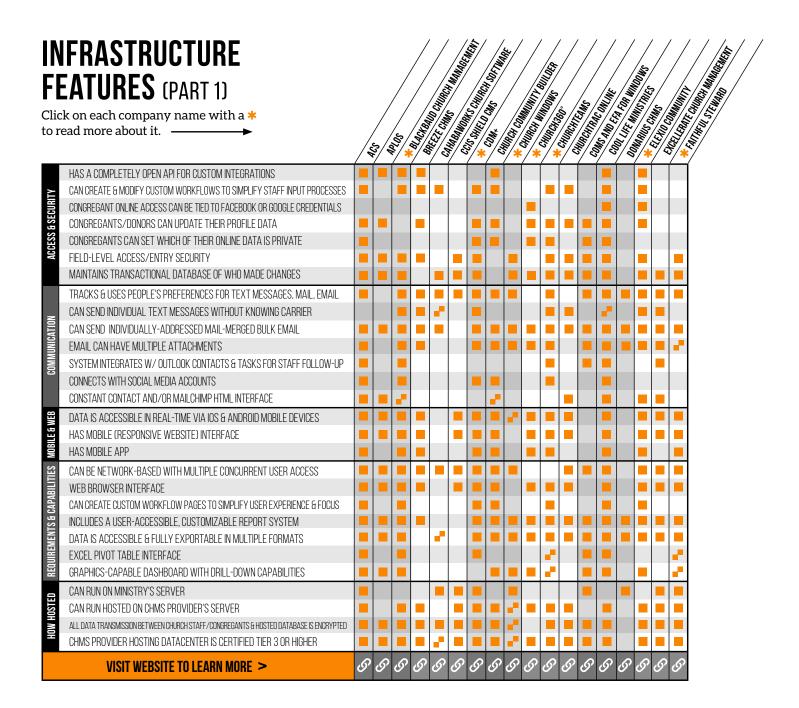
https://ministrytech.com/church-software/.

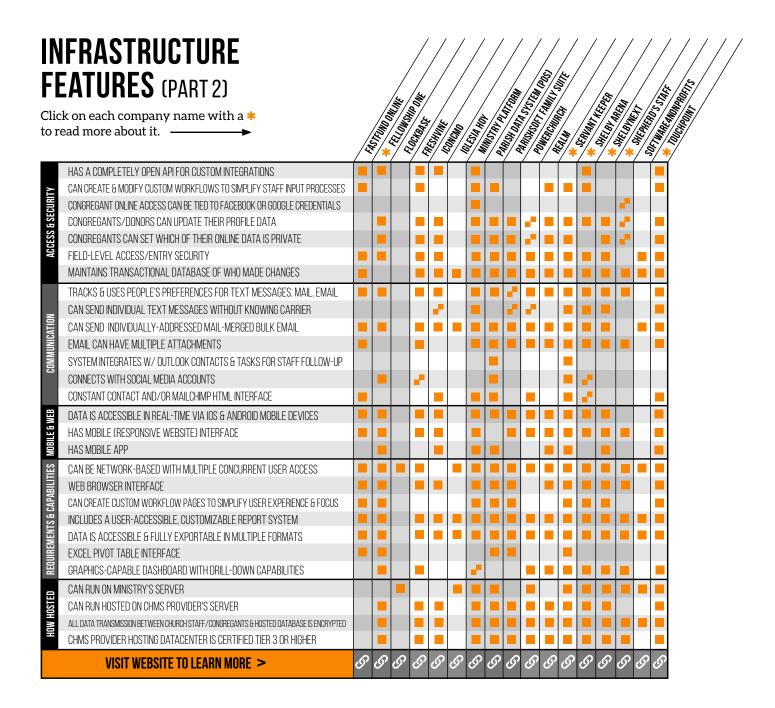


	ON-ACCOUNTING EATURES (PART 2)		,		Julie Julie					Man	STEM (PI)C	2110s/1111s				. /	STATE	
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SOLUTION FOCUS	CHURCH MANAGEMENT FOCUS PARACHURCH/DONOR MANAGEMENT FOCUS DENOMINATION "EDITIONS" AVAILABLE NON-ENGLISH VERSIONS AVAILABLE (CHINESE, FRENCH, PORTUGUESE, SPANISH)						S	S,P,C	- - - S							F		
DATABASE	MULTISITE CAMPUS CAPABLE PRINTS U.S. POSTAL BAR CODES CERTIFIED POSTAL CASS & PAVE NATIONAL CHANGE OF ADDRESS (NCOA) UPDATES	-						11555						-				
GIVING	TRACKS GIFTS IN KIND (GIK) CONTRIBUTIONS GIFTS IN KIND CAN SATISFY PLEDGE WITHOUT SETTING GIK VALUE CHECKS CAN BE INPUT VIA CHECK21-COMPLIANT SCANNER SCANNING CHECKS ONCE PRODUCES DEPOSIT & DATABASE ENTRY CAN STORE CHECK & ENVELOPE IMAGES CAN AUTOMATICALLY IMPORT GIFTS RECEIVED VIA WEBSITE NOTIFIES CONTRIBUTOR IF TRANSATION IS DECLINED BY MERCHANT ACCOUNT CONGREGANTS/DONORS CAN VIEW CHECK IMAGES ONLINE	-								-								
ASSIMILATION	STATEMENTS CAN BE AUTOMATICALLY SENT VIA EMAIL TRACKS ATTENDANCE CAN POST ATTENDANCE USING GEOFENCING SECURITY/CHECK-IN CAPABILITY CAN CHECK IN VIA IOS AND/OR ANDROID TABLETS CHECK IN TRACKS ALLERGIES, ALLOWABLE CHECK OUT PERSONS, ETC. FACILITATES ROAMING CHECKIN (LIKE A VOLUNTEER IN THE PARKING LOT WITH A TABLET) VOLUNTEER RECRUITMENT FUNCTIONS (POSITION DESCRIPTION, APPLICATION, ETC.) HAS BACKGROUND CHECK INTERFACE FOR VOLUNTEER POSITIONS CAN SET CAUTIONARY 'FLAGS' BASED ON BEHAVIORAL/LEGAL ISSUES APPROVED VOLUNTEERS CAN SCHEDULE THEMSELVES FOR SERVICE APPROVED VOLUNTEERS CAN SET UNAVAILABLE 'BLACKOUT' DATES SENDS VOLUNTEER COMMITMENT REMINDERS TRACKS MISSION TRIPS (PRE-TASK CHECKLISTS, SUPPORT, ETC.) MANAGES SMALL GROUPS						-					,						
FACILITIES & EVENTS	FACILITY/EQUIPMENT CALENDAR SCHEDULER FULLY INTEGRATES WITH COOL SOLUTIONS GROUP'S ESPACE (WWW.ESPACE.COOL) CALENDAR SCHEDULER CAN FEED EVENTS TO MINISTRY'S WEBSITE RETREAT/EVENT REGISTRATION A/R TRACKING FOR OUTSTANDING BALANCES CAN IMPORT REGISTRATIONS RECEIVED VIA WEBSITE WITHOUT MANUAL ENTRY LIBRARY MODULE FIXED ASSETS TRACKING (INVENTORY, DEPRECIATION, MAINTENANCE) VISIT WEBSITE TO LEARN MORE	G	\$\bigs\cdots\cdots\cdots\cdots\cdots\cdots\cdots\cdots\cdots\cdots\cdots\cdots\cdots\cdots\cdots\cdots\cdots\cdot\cdots\cdots\cdots\cdots\cdots\cdot\cdots\cdot\cdots\cdot\cdots\cdot\cdots\cdot\cdots\cdot\cdot\cdots\cdot\cdot\cdot\cdot\cdot\cdot\cdot\cdot	<i>&</i>	<u>.</u>	S.	G	.	••••••••••••••••••••••••••••••••••••••	\$		\$P 65			S.	S.	S	









blackbaud

FOSTER MEANINGFUL RELATIONSHIPS AND CONNECT YOUR CONGREGATION

Use Blackbaud Church Management to create member and family profiles, so you have a single, go-to source for each congregant's relationship and family information, giving history, interactions, emails, phone calls and records of involvement with your church, whether it be volunteering, small group participation or children's ministry.

Life group and small group management is a key driver of engagement, and Blackbaud Church Management gives you the power to create and edit lists with ease, set up calendar events, and track meeting attendance. Small group leaders can also text or email their whole group, so that all members stay on the same page. Blackbaud Church Management simplifies the engagement process for another critical component of strong relationship building: events. Use it to create events from Sunday services to daily childcare to evening events. You can associate different groups or members with each event, provide online registration for upcoming activities, and pull attendee lists—all within one solution.

Handle member interactions entirely within the solution: Set up a meeting and add it to your Outlook Calendar, or make a call without having to exit the mobile solution. Send emails in Outlook and track that communication on your member profile. You have full access to Blackbaud Church Management from your mobile device, so you can quickly access a congregant's latest information and involvement, or take notes on the fly that automatically update in the platform—instantly ensuring your whole staff stays up-to-date.

CONNECT YOUR ENTIRE CHURCH COMMUNITY WITH ONE HOLISTIC SYSTEM

How many different software solutions does your church use to run its operations? Blackbaud Church Management™ offers you one unified solution for all congregant interactions. This way, you, your staff and your volunteers have the same up-to-date information, and it's all available on your smartphone.

Blackbaud Church Management creates a complete view of your attendees' interactions with your church within the church directory. This directory stores all congregant information in one record, including:

- Contact information
- Relationships
- Giving, volunteering and attendance
- Past communications

Plus, our data health service ensures that all contact information, including addresses, phone numbers and email addresses, automatically remains up to date.

With our holistic cloud solution, you can track your congregation's email interactions and act on them by:

- Developing data fields unique to you and your congregation
- Easily segmenting and pulling any information you're tracking into lists.
- Creating email lists by area, making it simple to notify attendees about nearby opportunities
- Generating lists and sending emails on the fly using templates and drag-and-drop tools to grab text or add personalized information
- Optimizing future communications by reviewing open rates, click rates and analytics

Blackbaud Church Management provides benchmarking tools and industry leading reporting to keep an accurate pulse on the health of your church.

- Track key fields such as attendance—by age or compare your donor acquisition and retention to other organizations.
- Build interactive custom dashboards to help you track metrics unique to your church, the success of staff outreach efforts or a capital campaign.
- Drill down to powerful insights and save unique lists for future targeted communications.

BUILD EFFECTIVE MINISTRIES

With a software solution purpose-built for your church, you save time and improve effectiveness, so you can focus more on your ministry. Blackbaud Church Management helps you care for your congregation with useful tools like:

- Safe child check-in
- Secure and easy to use giving
- Streamlined volunteer management

One of the key aspects of any children's ministry is keeping kids safe and helping assure parents their children are secure. With Blackbaud Church Management, staff can easily check in kids or register new attendees using their phone or tablet.

- Click on a child's name for medical info, allergies and dietary restrictions.
- Check in to multiple services all at once.
- When check-in is complete, the software generates a unique code to print on a sticker and put on the child's shirt for use during pickup.

Blackbaud Church Management also makes it easy for members to give. The platform allows for one-time or recurring gifts, fully integrated with Blackbaud Merchant Services, which means gifts will automatically be stored on the giver's record without duplicate entry. Members can review card information, and complete transactions securely with Apple Pay or Visa Checkout. Create unique online donation forms, or event registration, all with mobile compatibility. Capture one-time donations or recurring gifts.

Volunteers are essential to any church, which is why our volunteer management solution makes it easy to track volunteers, their skill sets, interest and availability. Store background checks to help keep your congregation safe, track volunteers' interests and abilities, and assign them to volunteer events. And it's simple for volunteers to make adjustments if their plans should change.

Go beyond a traditional church management solution and build a more effective ministry. With Blackbaud, you have industry leading support, development and features all backed by over 30 years of driving social good. Learn more at faith.blackbaud.com.



Joel Guthrie is the Senior Content Marketing Manager at Blackbaud. He grew up in the church and his family helped start a church in Colorado Springs. Since then, he has been on staff as a worship leader and youth leader at a church in Bellevue, WA.

He has been working in marketing in the tech space for his entire career, servicing large tech companies such as Microsoft and Amazon. He is passionate about helping the church apply modern technology to grow and engage their communities!

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A Superior Solution for a Higher Mission

The world's leading cloud software company powering social good is changing the landscape of church technology. We're deepening our commitment to organizations like yours by launching a comprehensive, end-to-end church management solution to serve your unique needs.

With Blackbaud Church Management™, you can deepen meaningful relationships within your church, provide a connected experience for your staff and congregants, and drive more effective ministry for your entire community.

hello.blackbaud.com/ BlackbaudChurchManagement





CDM+: OVER THREE DECADES OF LEARNING

A pastor stopped at our booth in the exhibit hall of a church convention and was studying the display that listed all that CDM+ does. He said, "I'm tired of having multiple software programs to manage our church information needs. We have one program for our membership records, another for children's ministry, and another one for accounting. We just started online giving and want to offer text giving, yet our bookkeeper is frustrated with how much time it takes to reconcile reports and enter data. We're also thinking about getting a church app to publish an online directory, but that's yet another database of the same records we now keep in four other programs. Are all of these things you do actually in one program?" The short answer was yes, but I spent the next 45 minutes showing him how CDM+ solves his major frustration.

Six years ago a young administrative pastor attended our annual users conference. He was recently hired at a church that was a longtime user of CDM+. At the time, they were using our Membership, Contributions and Accounting programs. The church was growing. They needed to invest in a check-in, check-out program for their children's ministry. The pastoral staff needed to have access to their members' records and make pastoral notes in real time while visiting members and prospective members. The church was holding a lot of events and needed a way for people to easily register online. They were about to add a second campus, so he was looking for software to help manage the facilities. What he heard about CDM+ when he was hired was it was too cumbersome, and no one knew how to use it. He came to our conference certain he would go back with the knowledge that CDM+ could not do what they needed. Instead, he returned convinced CDM+ could do not only what they needed, but the software would continue to grow and be enhanced to keep up with the growing

demands of a dynamic church. Today, he is the Senior Executive Pastor of that church and is ensuring a growing staff is trained on how to use CDM+ to carry out their mission.

CDM+ was created in 1986 when most churches were maintaining members' contact information on Rolodex cards. Clerks kept a membership roll book of everyone who joined the church. Annual denominational reports took weeks to compile. Offering deposit reports were handwritten and given to a bookkeeper for manual entry in ledger books. The financial secretary would update givers' records so statements could be mailed out at the end of the year. Financial reports were hand-tabulated and typewritten. Spreadsheets and word processors were beginning to make this work a little easier but access to information on members and visitors was cumbersome.

Over the past 33 years, technology has revolutionized how we communicate and keep track of important information. Desktop computers, the Internet and mobile devices have become faster, more powerful and readily available. But despite all the technology literally at their fingertips, most churches operate with disjointed information systems. This results in extra work, extra expense and data being stored in multiple places. A fragmented information system creates a security risk. A church must protect its data from hackers and unauthorized access.

CDM+ employs solutions that use the strength and power of all our computing options: desktop, web and mobile interfaces. At its core is a common database that is powerful, robust and secure.

The heavy lifting of data entry and reports is done through its desktop program. Web-based programs interact with the same database to provide online giving, online membership directories and online registrations. Native mobile applications give church staff and key

leaders dynamic access to member records for recording pastoral visitations, attendance tracking, SMS and mass emailing, check-in and check-out capabilities, and updating of member records. The CDM+ built-in accounting program pulls information from many sources creating an accountable, seamless integration of financial information with less work. Its online giving solution not only records donations directly to giving records but also reconciles the deposits of monies to multiple income and fee accounts. Keeping up with online transactions is easy and secure. When using the CDM+ data hosting service, access to the church records is available all the time and from anywhere. Because your data is hosted offsite, there is no need to worry if the church's computer network is destroyed by a natural disaster, theft or unauthorized use.

CDM+ has benefited from thousands of users over three decades of use who have voiced what they need to do their job and make the church successful. It has a team of developers, support personnel, salespersons and management that is committed to being servants of the church. In the past decade, we have seen our competitors bought out by investment firms and their software dropped and no longer supported. We have seen many web-based church programs come on the market, but none that can do all of the things that CDM+ offers. The challenges of web interfacing database programs are numerous and cumbersome. At its birth 33 years ago, "CDM+" stood for Church Data Master Plus. Today, those letters stand for Cloud, Desktop and Mobile computing that truly brings all of the information needs of the church together in ONE system.

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You Make Connections.

CDM+ Makes Staying Connected Easier.

Whether your church is large or small, with an office full of people or a staff of one, **CDM+** has software to help you collect, manage and share information easily. Call us today to see how **CDM+** can help you drive engagement, foster collaboration, and get more done with less effort.

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MOBILE APPS FOR MEMBERS & STAFF

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HOW CHURCH360° GIVES ULTIMATE FLEXIBILITY IN CHURCH MANAGEMENT SOFTWARE

From the moment a visitor walks through a church's door to the time that person joins and becomes involved, the Church360° software suite makes the church staff's job of communicating, tracking information and reaching out easier.

Church360° comprises three products: a member management program called Church360° Members, a website builder called Church360° Unite, and a financial management program called Church360° Ledger. Concordia Technology Solutions (CTS) put busy pastors and secretaries first as they developed the program. Here's how:

EASING STAFF WORKLOADS AND ACCOMMODATING VOLUNTEER ASSISTANCE

CTS recognizes that church workers often wear multiple hats, so they need the flexibility of working wherever their ministry leads them. Church360° is web based to allow staff to work in the office, at home or on the road—anywhere they have an internet connection. This function also means volunteers can log in from home and help with tasks like managing the website or entering offering numbers. Stress and workload are eased in the church office because staff can get the volunteer help they need anytime, anywhere.

Also in the vein of saving time for church staff, Church360° syncs across all devices to keep everything up to date. When members update their contact info through the church website, the office's records also update. CTS developers envision that when Pastor pulls out his phone on the way to a member's home and looks up the address, he can know he'll have the right one.

BALANCING SECURITY WITH ACCESSIBILITY

Though church systems need to be secure, they also need to have a certain level of openness. Data hacks are too common these days, and churches should never fall victim, especially because pastoral notes may contain sensitive information. But volunteers need to be able to easily access the systems they need, and transparency is of the utmost importance in nonprofit organizations such as churches.

The Church360° suite uses the same security that banks use and strengthens security with each update that is rolled out. At the same time, developers have created permissions that allow churches to carefully choose which actions users can take, whether regarding member information, finances or the website. Event logs track all activity for complete transparency.

USING DATA TO ASSIST FACE-TO-FACE RELATIONSHIPS, NOT REPLACE THEM

Behavioral changes can indicate relational, financial, psychological or other such changes in members, and pastors need to know when members need spiritual care even if they're hesitant to say anything. Church360° Members and Church360° Ledger are meant to allow church staff to stay alert to members' attendance and offering trends so they can easily see if something irregular happens.

For instance, a sudden halt in giving may indicate that a member lost his or her job, and the pastor can offer comfort through God's Word. Repeated absences may indicate that a member is in the hospital and needs to be visited, or that a member has moved away and the church records need to be updated. The ability to see this data allows church staff to stay aware of what is going on among members so they can offer support when it is needed

BUILDING COMMUNITY

Several of the developers who work on Church360° are pastors, so they know that in an increasingly digital world,



people crave real relationships. Pastors can use the tags in Church360° Members to track members' interests and pair up members who have similar interests. For instance, say a young-adult visitor expresses interest in getting to know other single people who are around her age. The pastor can use tags in the church's database to find members who are involved in a related small group and ask a participant to reach out.

Small groups also need easy ways to communicate and share resources, and with Church360° Unite, churches can provide this through their websites. The church can build group pages that are accessible to participants and are editable by leaders only.

Easy access to the church directory is also an essential factor in helping members build relationships with one another. Church360° Unite allows churches to keep their directories online so members can easily get in touch with others and can keep their own information up to date. This information is also kept secure because directories are accessible to members only.

EMPOWERING MEMBERS TO SERVE

The ability to get involved at church empowers members to become servant leaders. It also teaches

different aspects of stewardship; giving back to the church with time and talents is just as important as giving back monetarily. Members who are involved also take ownership and pride in their church community when they play an integral part in building it.

The Church360° suite was designed to allow members to use their talents to serve the church even if they don't use those specific talents professionally. Church360° Unite uses themes and a WYSIWYG editor to help members create dynamic websites that look fantastic and are easy to use. Church360° Ledger makes finances simple enough for volunteers to manage but robust enough for experienced financiers to find everything they need.

Church360° takes care of many daily office tasks so church workers can spend less time on the computer and more time on what they do best: people-focused ministry. Visit the Church360° website today to start a free trial.





WORKFLOW AUTOMATION AND **TEXT-TO-CHURCH™**

Ready to automate some of those important but repetitious communication and follow-up tasks? Workflows are here to help. Here is how our CMS workflow automation makes sure these tasks are done every time so that your pastors and staff can focus on meeting needs and discipling people.

WHAT DO WORKFLOWS DO?

For starters, they help you create and schedule things like:

- 1. Follow up texts, emails and personal contact assignments for guests.
- 2. A content series in preparation for an event or church season.
- 3. A content series to follow-up a request for more info.
- 4. Updates to an individual's record.
- 5. Updates when steps in a process are completed.
- 6. Communication to: first-time givers, kids with birthdays this week, people who've been absent for three or four weeks.

And these ideas are just the beginning. Think about the different communication and discipleship strategies you have or have dreamed of. It's time to make them happen. With workflow automation, you create the system and then let the system do the administrative work for you.

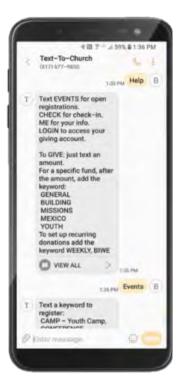


Here is what is happening with this workflow:

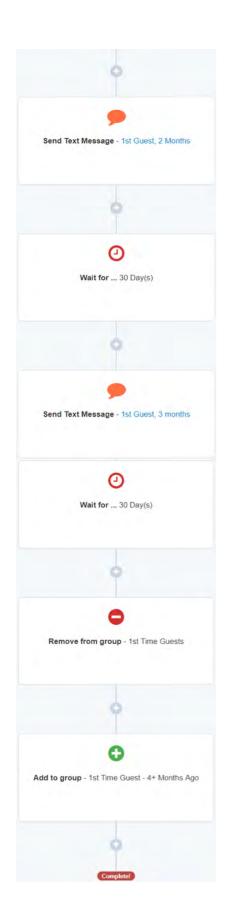
As soon as someone is added or registered to the first-time guest group the system does five things.

- 1. Unenrolls the guest from a workflow that started when they attended an outreach event. The goal of that workflow was to get them to come a first time. They just did.
- 2. Updates the first-visit field on their member profile.
- 3. Notifies Adam Barclay to do a personal follow-up within two days.
- 4. Sends a customized follow-up email.
- 5. Waits until the following Saturday at 9 a.m.

Over the next four months the system sends a series of personalized texts and emails. If the guest returns a second time, the secondtime workflow unenrolls him/ her from this workflow. If they do not return a second time within four months, you have done your due diligence to follow up with



them. At this point the workflow removes them from this first-time guest group and archives them into a non-returning guest group in case they come back again sometime in the future.



VISIT THE WEBSITE \mathscr{O}

It looks like magic, how do I know what is happening?

There are several ways you can see the activity of the workflow. First of all, the People and History buttons on the top of the workflow will show you the step by step status of each person in the workflow. Second, the member profile page shows you the status of any person's involvement in a workflow. Third, email notifications are sent when information is updated on an individual profile or someone is added to a group. Finally, you can run reports based on any attribute or group change over any time period. All of these give you the complete confidence you need to know the work is being done.

How do people enroll in a workflow?

You might assume that the only way someone enrolls into a workflow is by manual data entry. This, of course, requires a staff person to enter some data. Sure you can do that, but that's so five years ago. Here are four other ways people can be automatically enrolled into a workflow.

- 1. Check-in. As soon as a new family enters their information into check-in, that can enroll them into a workflow. Imagine parents sitting in your worship center a few minutes after dropping off their kids when they each receive a personalized text encouraging them to enjoy worship and that their kids are in great hands.
- **2. Registration.** From a link on your website people can register for any type of group including one asking for more information. This can enroll them into a workflow. Or take it one step further and enroll them in different workflows based on their response to a registration question.
- 3. Texting. Give people your Text-to-ChurchTM phone number and a keyword to register for anything. All registration connections to workflows apply. What if you gave people the keyword CONNECT on Sunday mornings to text to the same number they use to text-to-give or text-to-checkin? They receive a link back to a connection card registration form. Except, after one use of the feature the software recognizes their phone number and autofills the form for them so all they have to do is put in their response to custom Connect Card questions or a prayer request. All of this information is immediately in the database which launches your workflows.
- **4. Workflow.** As you saw at the completion of the workflow illustration above, a workflow can be used to add people to a different group, which in turn can enroll them into a different workflow. The possibilities are endless.

No matter what software you are using, if you are interested in learning more about workflow automation, you are invited to join us in a <u>live Workflow Automation Webinar</u> or learn more about Text-To-ChurchTM (full database interface by texting) in our <u>Meet The Software webinar</u>. These are exciting days for optimizing technology for ministry. We'd love to show you what we're doing and hear your ideas.



Boyd Pelley is Co-Founder and President of Churchteams. He served on church staffs as a discipleship, administrative and family pastor for 18 years. Married for 32 years, he and Pam have two adult, married children. They live in McKinney, TX.



THREE DECADES OF ADVANCEMENTS: CHURCH WINDOWS SOFTWARE AND OFFICE TECHNOLOGY

Back in the late 1980s Computer Helper Publishing, a small computer company in Columbus, Ohio, began creating church management software using the then-advanced programming language called DOS. DOS allowed databases to be kept in a consistent, editable format by completing required fields, gathering data and performing report output. Local Church Computing Systems (LCCS), was born in the forefront of church database technology.

LCCS was an affordable way for churches to track members and related information, track giving & pledging, and track bills and budgets. During the same timeframe (when Buzz Lightyear wanted to take us "to infinity and beyond") LCCS morphed into the Microsoft Windowsbased Church Windows Management Software. This mid- '90s evolution continued with advancements in all areas of the programs in terms of functions and features.

Let me walk you through the components of Church Windows, highlighting some of the features that some of our 12,000+ church users have found helpful in their daily office tasks.

MEMBERSHIP: Database information gathering, and the ongoing challenge to keep it current, is a constant challenge for any business or nonprofit organization, including churches. *Church Windows Membership* makes it simple by allowing you to create and prioritize both family and individual records. You can add new fields and arrange how they're viewed on the screen. Dropdown type fields are easily created and help with data consistency. Reporting is made easy, and can be accessed by any set of criteria tracked in the database. Reports can be printed as XLS spreadsheets, TXT text files or PDF documents. Emails may also be sent to individuals and groups who fit the specific criteria, along with the option to attach additional documents.

SCHEDULER: Scheduler is a huge help to ensure that two couples aren't booked for sanctuary weddings on the same day! Just set up Scheduler to include your church building's physical meeting spaces and also include the equipment owned by the church. Track events, people and places; make it viewable by anyone with access to *Church Windows Scheduler* across the network.

DONATIONS: Fulfilling the church's obligation to send giving statements to donors is just the tip of the monetary iceberg for *Church Windows Donations*. The statements can be completely customized to include the church logo and just about any desired layout. Giving Statements may be snail-mailed, emailed or both, as individual givers request. Entering Donations is easy to learn and designed so that a volunteer can start helping in just minutes. Pledge tracking is a breeze with full comparative reporting.

ACCOUNTING: For true Fund Accounting software with an airtight audit trail, *Church Windows Accounting* fits the bill. You're able to track different groupings of funds even if the church maintains a single checking account. You'll know at a glance how much money has been set aside for what purpose, along with comparative reporting to know how spending compares to expected expenditures at any point during the year.

PAYROLL: For churches looking to save the cost of using a third-party payroll service or having to calculate payroll manually in-house, *Church Windows Payroll* is a great answer. Stay current with our Updates & Support program and you'll always have the most current Federal and State tax amounts for USA (and for Canada). Whether your employees want printed checks or electronic deposit, the calculation process takes just a couple of minutes. And being *church* payroll software, you will definitely

have no issues handling Minister's Self-Employment tax or other church-specific payroll idiosyncrasies. Totals that feed into Accounting are a huge time-saver and also prevent the potential for errors. (If you're one of those people who might occasionally make a mistake.)

In 2019, we are celebrating 32 years of serving churches. We still have a large number of churches that have been Computer Helper Publishing clients from the days when we produced our DOS program! The average Church Windows Support Technician has 14 years' experience with the program. We mention this longevity not to brag, but to reassure church leaders they will always have patient, knowledgeable help that's just a phone call or email away.

If you're considering church management software, we humbly ask you to look at one of the oldest and most-established names in the business: Church Windows. Visit us at www. churchwindows.com. At the bottom of almost any page of the site, request a free trial for either the Desktop or the Web version. There's also a link for the personal touch on which we pride ourselves. We'll gladly set up a oneon-one live demo webinar just for you! When you have questions about Church Windows, you can use old technology or new technology (we're open to either land line or cell phone!) and call us at 800-533-5227.



Craig Chadwell was one of the original Church Windows Support Techs from the '90s when the software morphed from its earlier DOS

predecessor. As Marketing Manager and Webmaster, he's kept busy much of the year. But you might very well speak with him on a support call when the need arises. As with all other members of the Church Windows family, he'll do whatever it takes to answer your questions as quickly and concisely as possible!



Church Windows Software & Office Technology

See the many features that our 12,000+ churches have found useful in their daily office tasks over the past decades:

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When a pastor begins serving a church, he or she comes with a vision the Lord has placed in their heart. In each case, this vision includes growing and expanding the church to reach more people for the sake of the Gospel. Pastors' days are filled with meetings, to-do lists and administrative activities. This is time that the pastor could be fanning his or her vision into flame (2 Timothy 1:6).

According to LifeWay Research nearly 20 percent of pastors leave pastoral ministry due to burnout. This is a staggering reality for the church. Out of all the reasons someone may decide to leave pastoral ministry, burnout should not be one. So how can you make your pastor's life easier? There are at least six ways.

Implementing a strategic and easy-to-use church management system: ELEXIO was created with pastors and their staff in mind with the goal of streamlining church processes. Most pastors are always on the go. If your church attendance records, member information, volunteer lists and other key information are kept inside the church office, then the pastor is constantly travelling back to or calling the office for the information he or she needs. What if pastors can simply pull up the information they need on their phone? ELEXIO ChMS has created a way to make this happen.

Creating ease in contacting volunteers: Let's say a pastor goes to meet with a local widow in the congregation. She

mentions she needs to move houses, but does not have the ability to lift and physically move anything. The pastor can jump on the mobile church management system, type up a short message, and send it to the right volunteer. Creating an easy to use system for pastors not only helps save time, it also equips them for whatever situation may arise.

ELEXIO ChMS also eases the workflow: This helps pastors not only talk about their vision, but also provides the tools needed to make that vision become a reality. Contacting people in the church by voicemail, text message or email is simple with this software management.

Separating the pastor's vacation time from events he or she needs to attend: One way to motivate your pastor to take a breather is to encourage him or her to take regular vacations. Having personal time to decide what to do and what not to do helps relax an overly burdened pastor and creates space for that pastor to return refreshed and ready to tackle the lists awaiting him or her at work.

Understanding that the pastor works for the church, not his or her entire family: What profession hires one person with the expectation that the entire family will also work for them, too? Some churches expect pastor's wife to be involved in weekly Bible studies, attend every event the pastor attends, write personalized letters to members of the church, make phone calls and visit those in need. When it comes to a pastor's children, the expectations can

sometimes be even worse! If other professions don't demand the entire family to work, why should the church? Alleviating this pressure makes the pastor's job easier because it decreases the pressures at work and at home.

Ensuring a pastor has time to rest: "There remains, then, a Sabbath-rest for the people of God; for anyone who enters God's rest also rests from their works, just as God did from his. Let us, therefore, make every effort to enter that rest, so that no one will perish by following their example of disobedience" (Hebrews 4:9-11). God clearly lays out the importance of rest in his Word. Why should a pastor be exempt from this truth? Expecting a pastor to work Monday through Friday and then prepare for his sermon on the weekends is a tricky balance. Encouraging your pastor to take a rest, and understanding your view of the weekends and your pastor's view of the weekends is different, will help create space to make your pastor's life a little easier.

Your pastor's goal is to shepherd your church into a deeper relationship with the Lord and to help spread the Gospel to those in need. Creating space for your pastor to breathe and walk out what the Lord has called him to do makes your pastor's life easier. Our team at ELEXIO is made up of pastors, elders, children's ministers, youth workers and volunteers. And we get it. Software alone isn't what you need. What your church needs is a partner who understands that reaching people and building lives is the win. So focus on ministry, because we've got your church management, accounting, website and online giving covered.



Marc McComas is the product marketing manager for Elexio Church Management Software and resides in Medford, Oregon.

VISIT THE WEBSITE S





FAITHFUL STEWARD: PROVEN SOLUTIONS FOR 25 YEARS

Since 1994 Diakonia has been providing proven tools that make church recordkeeping easy. Most churches can afford Faithful Steward® solutions, starting at *only \$20 a month*.

FAITHFUL STEWARD® PROVEN SOLUTIONS FOR 25 YEARS

Diakonia initially provided software for Windows and Macintosh computers to automate recordkeeping in the church. Today they are one of the few vendors that provide both desktop and web solutions. You can start with the desktop application and later move your data to the web-based solution. These web solutions run inside any modern browser on any modern computer or mobile device. The newer web-based Faithful Steward® Web runs on Windows or Macintosh computers, iPad or Android tablets, and iPhone or Android smartphones.

UNLIMITED SECURE COLLABORATION

Now you can securely share information by logging in across the web from anywhere you need to work on your church data. Since Faithful Steward® Web is a truly browser-based product, it allows for any number of church staff, volunteers, treasurers, bookkeepers and accountants to utilize the program simultaneously. Each user has his or her own security, which limits what church information can be accessed.

RESILIENT DATA PROTECTION

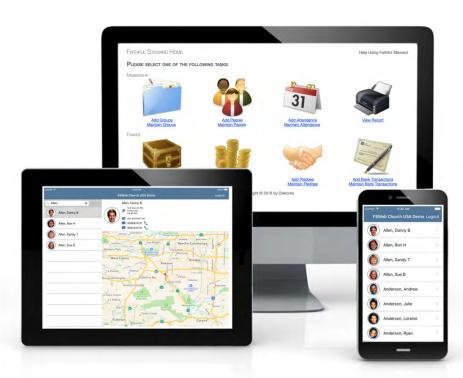
Your data is always backed up in real time, eliminating the need for you to remember to make backups periodically. If your computer fails, you don't lose any of your information since it's all stored in our secure cloud environment. This means that in the case of a natural disaster at your church's property your data is always safe.

EASY TO USE

From the start Diakonia has focused on ensuring that Faithful Steward® is as simple to use as possible. You don't have to be a computer expert to use the program. In many cases the program coaches you step-by-step through your church recordkeeping tasks. It's so easy that many users don't often need to refer to the built-in documentation.

STREAMLINED CONTRIBUTIONS

Recording of contributions can be done in record time with Faithful Steward $^{\circ}$. If you receive hundreds of



checks, you can slide donor checks into check readers and watch Faithful Steward® automatically select the donor. Today with our web product you can just request Faithful Steward® Web to email each donor his or her receipt, and then you can work on something else.

SIMPLIFIED CAPITAL CAMPAIGNS

Many times when churches have various pledge campaigns to help with budgeting or with a new project, it's a challenge to help donors realize if they are keeping up with financial commitments to their church. But with Faithful Steward® pledge management it's as easy as entering the information on their pledge card and letting the system email each donor how much they have given compared to what they have promised to give.

KEEPS MEMBERSHIP INFORMATION CURRENT

Gone are the days when you're unable to keep your directory current. Faithful Steward® gives you tools to easily keep up-to-date with unending changes to your members' many phone numbers, numerous email addresses, and alternating addresses. Now you can generate up-to-date membership lists and pictorial directories that look professional; not just for your whole church, but also for Sunday school and small group classes. Each church sometimes has different terminology for significant milestones or education of members. Faithful Steward® has a membership management system that keeps track of all this and more, all using your church's preferred terminology.

DELIVERS MESSAGES TO SPECIFIC MEMBERS

Faithful Steward® Web allows you to send messages to your members at any time. Whether you have a weather-related schedule change or an upcoming small group reminder, you can send messages to a specific group of people easily.

ASSISTS WITH SHEPHERDING USING ATTENDANCE

As a church grows, it gets harder to make sure that people don't "fall through the cracks." It's important to realize when you see patterns in attendance that might require a follow up contact from your church. Faithful Steward's attendance management system has tools to show who might need encouragement.

FRIENDLY NONPROFIT FINANCIAL MANAGEMENT

Ensuring that a church keeps within its budget has been difficult in the past with manual bookkeeping. Faithful Steward® lets you choose whether you handle this in popular business-oriented accounting programs like QuickBooks, Sage, AccountEdge, or you can use our own optional Faithful Steward® Web Nonprofit Fund Accounting. Our program creates your deposit slips and posts your deposit amounts to these accounting programs to avoid any mistakes that might occur during the manual entry of deposits.

Once your donations are posted, you can keep track of expenses. You can set up budget reports to ensure that your church is not exceeding the amounts allotted to various expense categories. Unlike the other accounting programs, Faithful Steward® Web's fund accounting is able to properly handle restricted funds earmarked by donors for certain purposes. Its fund accounting is able to produce the financial reports that are oriented for nonprofit organizations.

TEST DRIVE OUR FREE TRIAL TODAY

Diakonia believes that you need to have an opportunity to test drive the program before you purchase it, so we provide free demo versions of both our Desktop and Web solutions on our website. Feel free to contact us if you have questions at 314-256-9073 or info@faithfulsteward.com. We look forward to serving your church or ministry!

ROYALTY-FREE CHURCH PHOTOS

Those mentioning FREEMINISTRYTECHPHOTOS when they sign up for a new Faithful Steward® Web account can receive 300 royalty-free photos to use at their church (\$50 value available upon request after three months of service).



FellowshipOne

ENCOURAGING SERVICE IN YOUR CHURCH

Encouraging members to serve is an important part of the church's role in the community, and more importantly, in helping members grow their relationship with Christ. But how do we find these superstar servants who freely give their time, energy and expertise? Where are they all hiding?

1. Just Ask

This first point seems obvious, but it's often overlooked. You need to actually ask people to serve. You may think it's self-evident but you'd be surprised how many members just don't know how to find opportunities to serve.

Extend the invitation to volunteer across all your communication channels:

- Does your website include a section for service opportunities?
- Do you regularly highlight volunteers and service activities on social media?
- Do you call out specific opportunities in the worship service, bulletin and Sunday school classes?
- Do you regularly circulate the needs for short-term service projects with Small Group leaders?
- Do you feature service opportunities in your member newsletter, along with a call-to-action to volunteer?
- What are you doing to make it easy for your current volunteers to invite their friends to a service event?

In addition to spreading the word, don't forget to ask people one-on-one. You may have supporters who would love to get more involved with your church if they only knew you wanted them. Consider setting up a display and meeting people in your church lobby. Set up a laptop so members can sign up on the spot.

Once you start looking outside your immediate circle of regular volunteers, your website and church management software (ChMS) are there to help you. Using your website to serve as a central place for posting volunteer opportunities is always a good idea, but using a ChMS that has a robust volunteer pipeline to expedite the process is always key to making it easier on those looking to serve and for church administrators handling the backend processing and communications.



2. Be Specific

"Volunteer" is not a specific description of a job. All it means is that someone is volunteering time to do a task. If you put out a general call for volunteers no one knows exactly what you mean. Ask for people to do the specific jobs: ushers, greeters, childcare or small group leaders. Prospective volunteers will know exactly what you're looking for and see themselves in your call for service.

Point to the specific skills that volunteers need to do the job. If you're willing to teach someone how to do something, make sure you mention it. (Likewise, if you need special experience, make that clear, too.) Getting specific also helps to get around any mistaken ideas about volunteering. Specifics paint a clearer picture.

3. Focus on the Volunteer

Flip the question: Ask why they need you. Why should someone give time to your church? "We need help!" may be true, but it doesn't make the most compelling case for volunteering. Instead, focus on what volunteers gain by giving their time.

- Point out that as Christians we are called to serve (Mark 10:45)
- Making a difference by helping others in the community
- Using their skills and talents for the Kingdom
- Meeting others in the community and sharing the Gospel
- Serving a cause they believe in

4. Keep It Simple

Is signup easy? Are the staff members you encounter friendly and helpful? Don't underestimate the power of a form that won't load, a cold-sounding administrator, or an unreturned phone call to turn a member off your service opportunities.

Look at your website. Does it clearly lay out the next steps toward becoming a volunteer? Does it link directly to your ChMS to help expedite the process (especially where volunteers need to have extra steps like background checks), and does it automatically respond with a confirmation email and alert the right coordinator? When someone expresses an interest in volunteering with you, follow up quickly, even if it's just to say, "Thanks, we'll get back to you soon."

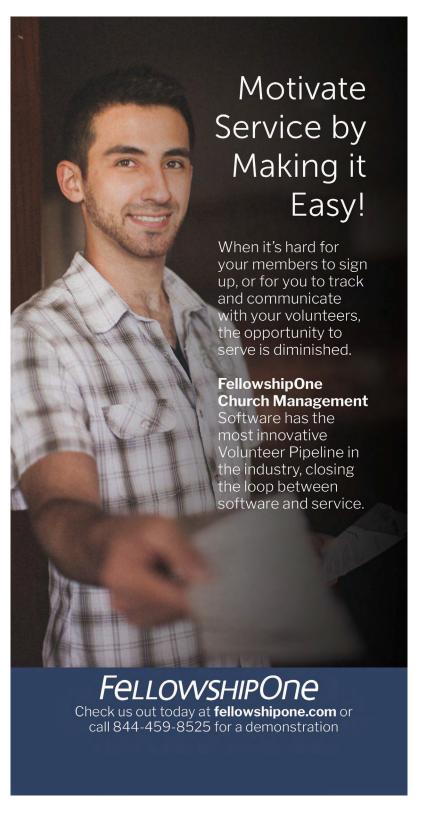
5. Provide Opportunities for Different Levels of Engagement

Maximize the number of volunteers you can appeal to by providing opportunities to help out at different levels of commitment. Some like organizing large-scale events like bagging meals for foreign missions. Make sure you offer a variety of service opportunities. Make it clear in your volunteer content that you have opportunities for different levels of commitment. If someone has a positive experience doing a small volunteer assignment for your church, they may consider getting more involved in the future.

Once you've recruited a new service volunteer, you've only just begun! Now you'll need to manage and retain them. Retention is the opposite side of the recruitment coin, and it might even be more important. It's important that you have a church management application that can track and report their engagement over time: This can help you spot trends and modify your volunteer strategies. Serving the church and the community is one of the best ways members can grow in their walk with Christ. Make sure you make it easier for all your members to participate in this critical opportunity.



Andrew Moultrie is the Product Manager for FellowshipOne in Addison, TX



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SERVANT KEEPER®

WHAT TO CONSIDER WHEN YOU'RE EVALUATING CHURCH SOFTWARE

Camarillo United Methodist Church (CUMC) knew that their solution of over 20 years had become ineffective over time. A system crash put years of data at risk; it confirmed their need for change. They began researching and evaluating software. Here are seven points to consider when you're making the switch, or implementing software for the first time.



FUNCTIONALITY AND AUTOMATION

Although part of the initial impetus for their search was getting a more reliable system, CUMC wanted more than that. They looked for a way to streamline its processes, save staff time, cut administrative expenses and help the ministry team spend less time on spreadsheets and more time serving people. A solution should have features to help you with managing members and volunteers, managing donors and contributions, running child check-in & security, maintaining sacrament tracking, managing events and tracking attendance, assisting staff with counseling and pastoral care, handling both personal and mass communications, and maintaining accurate reporting.

EASE OF USE

Powerful software with a wide range of features is pointless if it's difficult to use. Evaluating ease of use is important. Here are three top elements of "ease-of-use" to consider.

First, evaluate the learning curve. As Pam Dougherty of CUMC shared, "I taught myself how to use the Servant Keeper database. I am no rocket scientist. It's very

intuitive. It makes sense."

Second, look for software that keeps information readily available at a glance. Servant Keeper is designed to keep users from having to switch constantly from screen to screen.

Third, look for built-in rapid searching that will give you the results you need with limited information. In Servant Keeper, users can search the database by any field in the software, from name, to attendance, to skills and spiritual gifts.

CUSTOMIZATION

Though Servant Keeper can be used right out of the box, it is also highly customizable. Almost every field can be changed to exactly match what a ministry wants to track. CUMC needed customizable reporting in order to provide detailed and specific information to their UMC conference. In Servant Keeper, not only can email and mail templates, directories, and mail merging be customized, but so can reports.

INTEGRATIONS

Servant Keeper's seamless integration with Quickbooks is one feature that initially caught CUMC's attention. With this integration, their financial secretary would no longer have to enter the same data twice. Instead, Servant Keeper would automatically upload their contributions, eliminating double entry! In addition to QuickBooks, Servant Keeper has a number of other well-built integrations with software used by churches. Some notable examples are:

- **Vanco Give+ Suite** Allow members to give online, by credit card and by text.
- Verified Volunteer Offering and managing background checks is easy with this integration.
- MailChimp In addition to Servant Keeper's built in mass communication tools, ministries will also find the option to email and track communications to their ministry groups through MailChimp.
- Eventbrite This integration makes it easy for ministries to allow online event sign up, allowing members to register for events through their Servant Keeper member profiles.

PLATFORM

Servant Keeper offers churches two platform options: local and cloud. Like CUMC, you get to choose what is best for your ministry both now and later, local or cloud-based. The local (on-premises) option allows churches to install and manage their own Servant Keeper database. Alternatively, churches can choose to deploy Servant Keeper on the cloud. With this option, their information is stored on a military-grade secured Amazon server. Servant Keeper does the maintenance, backup and updates.

Unlike most overly simple 'web-based' solutions, Servant Keeper follows the model set by Google and Facebook where your data lives in the cloud, and you can access that data using powerful locally installed applications on Mac, PC, Android and iOS devices as well as web apps that use a regular browser.

These apps help accomplish many aspects of ministry from child check-in to visitor follow-up without being anywhere near a computer.

Confidential notes, important dates, contact information and more are always on hand so that opportunities are not lost or overlooked. Built-in Dashboards provide your ministry with interactive, automated charts to track your ministry's health.

SUPPORT

None of this would mean much without incredible customer support. A quick glance at online reviews shows how much people love and appreciate the Help Desk agents supporting Servant Keeper. Unlike other companies, Servant PC does not outsource support services.

PRICE/AFFORDABILITY

Churches of all sizes can afford Servant Keeper because of its scalability. Small churches, those tracking 50 families or less, have a more affordable option on both the cloud and local starting at just a one-time cost of \$299 for all the features. Then, as the church grows, they can pay the difference to unlock the ability to track unlimited families and members. Most churches can see at least a 50 percent savings with Servant Keeper.

To check out pricing, request a demo, read their blog or watch informative videos to help you make the right selection on your next ChMS, <u>visit their</u> website.

Church Software to Run Your Entire Ministry! SERVANTKEEPER®



Includes an Online Directory! Choose on-premises or cloud!

Get Your Free Demo



Loved by pastors, admins, finance teams, children's ministry leaders, teachers, and church members.

Tracking members, visitors, small groups & attendance • Sending bulk mailings and mass emails • Creating print and online directories • Scheduling volunteers • Managing event registration and follow up • Managing secure child check-in • Creating estatments • Tracking donations and pledges • and much more!

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shelby**systems***

10 QUESTIONS TO EVALUATE

CHURCH ACCOUNTING SOFTWARE



When I first started working for JCPenney the store manager gave me this piece of advice, "Do everything in a way that no one will ever question your integrity." For the past 50-plus years, I have tried to conduct myself in keeping with his words of wisdom. Years later while teaching QuickBooks at Midland Junior College, I tried to impress upon the students the need to make sure no one would question the accuracy of their bookkeeping work. (That was a struggle because in QuickBooks it was—and still is—very easy to change entries without anyone knowing what has been done.)

Since those days I've used several different systems. Why does this matter when talking about church accounting software? Church members not only look for spiritual leadership from their pastoral staff, but they also expect the donations made will be wisely used. Often they expect leadership to provide financial reports produced from a reliable accounting package. Church leaders do not have to be accountants to find out if a product is a good fit for their ministry—they just need to ask the right questions. The following list of evaluation questions should be helpful to most ministries.

1. Is the product designed for nonprofit organizations?

Most accounting packages are designed for businesses. On the other hand, churches and religious organizations have very different needs. As long as the church does not have unrelated business income, it does not have to file income reports with the IRS. However, it is accountable to the membership and donors. These donor groups have expectations that funds will be used properly.

2. Does the chart of accounts accommodate a structure that complies with FASB and GAAP requirements?

Financial Accounting Standards Board (FASB) and General Accepted Accounting Principles (GAAP) provide guidance for acceptable tracking of transactions and reports. These guidelines are used by public accountants and auditors when advising or auditing records. Make sure your accounting package provides tools that align with FASB 117 and GAAP guidelines:

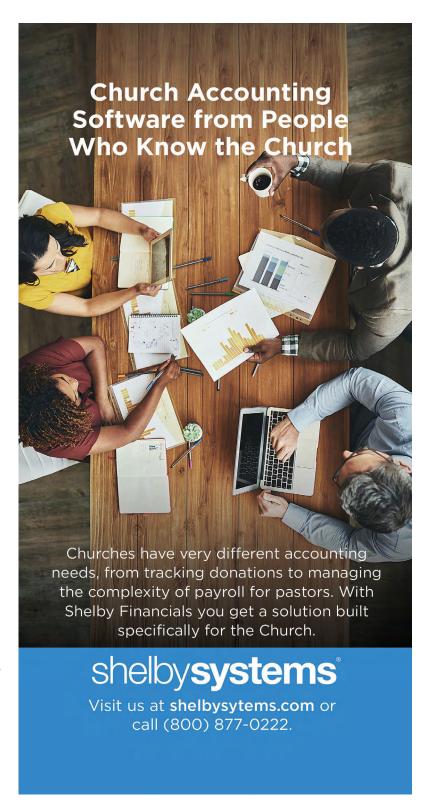
- Do not readily accept someone's view that the software cannot perform a needed function. Verify with the supplier's support team.
- Verify that controls are in place to enforce segregation of duties.
- Conduct reviews at least every three years to keep reporting in step with ministry needs.
- 3. Does the payroll application correctly handle clergy compensation and Form W-2? A payroll application should be designed to easily handle the complex pay package that many clergy have, and also accommodate all of the payroll requirements of non-clergy staff. It should also be able to produce required federal and state tax reports, including Forms 941, W-2, W-3, as well as the set of reports required under the Affordable Care Act.
- 4. Does the software have a method to keep sub ledgers in balance with the general ledger? The review of a set of books usually includes a check of accounts payable, accounts receivable, payroll and contributions against the general ledger. Allowing changes to AP or GL without involving the other should not be allowed.

- 5. Does the general ledger restrict changes to finalized entries? If the software uses a checkbook-style ledger, or allows changes to finalized transactions, then it becomes easy—and perhaps tempting—to manipulate the books.
- **6. Does the software track changes?** Most auditors check to see if there are changes made to original entries. Therefore, it is important that the software limits that type of activity and tracks any changes that are allowed.
- 7. Does the software's standard reports allow omission of transactions? Some software packages only have drill-down reports with various filters, which can produce reports that might not include all transactions, thus skewing the financial picture.
- **8. Does the software provide a method to generate consolidated reports select groups?** If the software does not have this option, then the staff is usually forced to create them in Excel.
- **9. Does the software application support strong passwords?** Support for strong passwords prevents the risk of credentials being stolen and accessing systems.
- 10. Does the software integrate with your Church Management Software (ChMS)? Tight integration with your ChMS provides a seamless transfer of giving information and other key data to your accounting software and prevents the risk of rekeying errors.

It does not matter how small or large your church is, you need a software solution that is purpose built for the church that will help you structure tasks so that there is less chance of someone questioning the integrity of your accounting practices. It truly is fortunate that most pastors do not have to be accountants, but they do need to be wise in their leadership roles, ensuring church finances are correctly handled.



Alfred Johnson is the Sales and Training Manager at <u>Shelby Systems</u>, Inc. in Cordova, TN.



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SHEPHERD'S STAFF: CREATIVE SOLUTIONS TO CHURCH CHALLENGES

Churches need their software to be robust but simple. Secure but accessible. Volunteer-friendly but church-staff-controlled.

Developers who create church software encounter challenges that other software developers may not face. But Concordia Technology Solutions rose to the challenge when it released Shepherd's Staff in 1994 and has consistently adapted to meet the needs of churches of all sizes in an age of booming technology.

Shepherd's Staff is a Windows-based program made up of five modules: Membership, Attendance, Contributions, Finance, and Scheduler. Here's how the software's developers have deftly helped customers meet their needs since version 1.0 came out twenty-five years ago.

BALANCING INNOVATION AND USER PREFERENCES

CTS carefully maintains the balance between innovation and customer satisfaction to make sure users feel that they can trust the software. Shepherd's Staff customers have consistently preferred to house their church data on their own servers rather than online. CTS has respected and supported users in this desire by helping them maintain all their data in one place on their church computers.

But CTS hasn't left users behind as technology has surged forward. CTS has made the software faster, added more reports and functionality, rolled out downloadable software updates, and created a web portal to allow volunteers to help out.

In fact, Shepherd's Staff is currently going through

a complete overhaul as developers rewrite the entire program, rolling out updates one module at a time. The new Attendance module was released in 2018, featuring a cleaner design with functions organized by tabs to simplify users' decision making. Similar updates will be rolled out in future module releases.

SATISFYING BOTH OFFICE AND VOLUNTEER NEEDS

A challenge created by housing data on church servers is making it possible for volunteers to help out, because many volunteers prefer to do their tasks remotely rather than in the church office. To bridge this gap between the needs of the church office and the needs of volunteers, CTS created WebTools.

WebTools is an online portal through which volunteers can remotely enter attendance and offering data. Churches can later sync these batches with their databases. CTS envisions that volunteers can glance around the congregation during the service or any other event and mark attendance on an iPad. Or members can count offerings at the back of Bible class, quickly enter data on a laptop, and then join the class discussion. WebTools offers portability and flexibility for volunteers who need it.

PRIORITIZING TRANSPARENCY AND ACCOUNTABILITY

With security being a top priority, CTS has developed several tools to help churches keep track of what happens to their data.

Advanced permissions allow churches to be proactive in protecting their data by allowing only trusted users to access it. Users can be given different levels of access for each module, and specific actions can be enabled and disabled for each individual user.

Once users are permitted access to the database, their activities are recorded. An audit log allows system administrators to track, search, and sort user activities. Administrators can see which user completed each action, the date and time of each activity, and what actions the user took in each module. With these security measures in place, CTS hopes to ease church workers' minds by knowing that every piece of data is accounted for.

OFFERING A SAFETY NET

CTS anticipates churches' needs by giving them solutions to problems before the problems even occur. For example, with local data storage comes a greater risk of catastrophic data loss. If users' data is not backed up and a computer fries or the church building is damaged by a natural disaster, a church could lose all its records.

CTS's solution is to offer database backups for supported Shepherd's Staff customers. Users can upload backups of their databases to the secure servers at CTS. Then if an emergency happens, they can simply contact CTS support to get their databases restored.

For additional security, all databases are encrypted and are kept for limited amounts of time. For the first thirty days, CTS stores a user's daily backups. After that, CTS keeps the last backup of each month. Each of these monthly backup records is kept for ninety days, and the most recent backup is always kept throughout the duration of a user's active support contract.

KEEPING THE SOFTWARE IN THE BACKGROUND

Having been around for twenty-five years, CTS has seen a lot of change. For instance, back in the day, CTS sent users floppy disks with updates. Then they sent CD-ROMs; then thumb drives. Now CTS makes software updates available online so users can download them.

When users register their databases, their machines will automatically download and install updates when they are released. Not only does this help users keep their software up to date, but it also helps maintain important security features to keep users' data safe.

Simplifying and automating tasks for users has helped position Shepherd's Staff as an effective church helper and time-saver. By freeing up time for church workers, CTS helps these individuals spend less time on the computer and more time with the people God has sent them to serve. Visit the Shepherd's Staff website to download a free trial and start saving time in your church office.



How TouchPoint ChMS Helps Church Leaders Drive Discipleship

by Ross Miller, President, TouchPoint Software

There's a lot of chatter about data these days. You've probably heard or read about how forward-thinking businesses, nonprofits and pro sports teams are using data to "change the game." But what does that mean for churches? Using data, church leaders can discover what programs members are passionate about, how members prefer to make different types of gifts, and even identify atrisk members before they disengage from the church.

The benefits of data-driven ministry include:

- Smarter decision-making by eliminating biases
- Meeting the needs of your members
- A community where everyone feels they have a say
- Creating stronger, more personal connections with members

We've seen the positive impact data-driven ministry can have on the entire church community.

How TouchPoint Puts Data in the Hands of Church Leaders

TouchPoint Software was created with one goal: to help churches drive discipleship at the individual level. Here's a snapshot of the current features available in TouchPoint:

MANAGEMENT TOOLS

- **Attendance:** In TouchPoint, everyone from small group leaders to classroom teachers can take attendance on the spot.
 - Email attendance notices to lay leaders with recent guests and attendees
 - Barcode-based tracking for special events
 - Fast Worship Connection Card attendance entry
- Touchscreen Family Check-Ins: The whole family can check-in at once for classes, nursery, volunteer assignments and other events.
 - Security labels with unique codes
 - Real-time attendance recording in your database
 - Eliminate hand-written cards with complete and accurate guest information
 - Capture allergy and special needs information
- **GPS-Based Check-In (Coming Soon!)** This year we'll be rolling out check-in based mobile geofencing capabilities. When church members' mobile devices are within a predetermined geographical radius of

your campus, users will be notified that they can go ahead and check-in their kids for Sunday school.

ENGAGEMENT TOOLS

- **Giving:** Manage all your contributions including online/offline, tax-deductible gifts, stock gifts, foundation gifts and pledges.
 - Full integration with payment gateway of your choice = no more data silos!
 - Track pledges and balances
 - Peer to peer fundraising tools for mission trips
 - Integrates with Txt2Give, Pushpay, MyWell, GivingFire, Generosity by LifeWay and more!
- Registrations: Online registration makes it easy to manage all types of events.
 - Multiple fee options, custom questions, dropdowns, checkboxes and more
 - Editable email confirmations
 - Register from your website or emailed special links that remember the user's login information
- **Volunteer Calendar:** Churches can schedule and communicate with all their volunteers or a select group of volunteers.
 - Volunteers can select and manage their assignments
 - Remind volunteers about upcoming commitments
 - Check-in and record volunteers or note substitutes

COMMUNICATION TOOLS

- **Email:** Send personalized messages to your members, lay leaders and visitors.
 - Personalize content for each individual
 - MailChimp integration for newsletters



- **NEW Drag-and-Drop Email Builder:** Soon you'll be able to use modules to quickly and easily create beautiful responsive emails.
- **SMS Messaging:** TouchPoint integrates with Twilio to provide texting to groups of any size.
 - Target specific audiences—anything from small groups to Bible studies to youth group trip participants
 - Remind just one group about an event or text every church member
- **Task Management:** Leaders can be assigned ministry touches, schedule future follow-ups and coordinate engagements.
 - Lay leaders and staff can easily record the results of any contact
 - Delegate follow-up to others while maintaining ownership
 - Mobile app notifications alert users to new tasks
- **NEW Resources Module:** Various teams, groups, lay leaders, staff members, volunteers, deacons (you name it!) can download information curated just for them.
 - Cut down on emailing attachments to every group in the church
 - Slash the number of calls you receive asking for information already sent weeks ago!

Mobile Tools: TouchPoint Offers the Most Full-Featured ChMS App in the Industry

One of the biggest needs many churches face centers around mobile technology. TouchPoint's Church Management Platform is currently the only app that allows users to stream media while providing full integration with your database. The mobile app allows you to access:

- Giving
- Small group attendance
- Audio/video streaming
- Task management
- Mobile kid check-in
- Role based permissions
- iOS/Android compatible
- Custom branded mobile app
- Resources

CONCLUSION

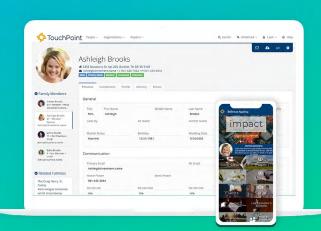
Data is a tool for directing us to fruitful paths for discipleship and spiritual formation. At TouchPoint our heart is to equip the church for more effective discipleship. If you're considering switching to a new church management system and want to learn more about TouchPoint Software, sign up for a demo today!



BEST-IN-CLASS CHURCH MANAGEMENT SOFTWARE

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- ▶ Simplify things for your staff.

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WHY NOT HAVING A CHURCH COMMUNICATOR CAN HURT YOUR MISSION AND MINISTRY

(The powerful things they can do for your church and how to set them up for success)

Communication has become complex. There are dozens of channels and mediums, through which we interact and share information. It's true for churches, too: Layla from women's group may love to communicate through Facebook, while Dave from study group doesn't have a Facebook and prefers to text. How do you reach diverse audiences with differing communication preferences? You need a *church communicator!* Someone who sees the forest through the trees, has a creative soul, a knack for planning and, most importantly, a love for Jesus Christ.

DEFINING THE ROLE OF CHURCH COMMUNICATOR

It typically boils down to:

- Communication strategy and content optimization
- Project management
- Brand management
- Copywriting and design creation: content organization, layouts & other visual elements
- Managing mobile, web and social media platforms

A church communicator collaborates with church leadership, ministry departments and other individuals to create a communication strategy and then *champion* that strategy. They audit the needs and inner workings of the church. Because they see the big picture, church communicators help prioritize, create and place content.

Ensuring that the church's brand rings true is an integral part of any communication strategy. Each church has their own unique way of spreading and articulating God's message. It's this unique voice, style and overall experience that helps to attract and retain members to a specific church. Whether it's shown through a logo, Facebook post or text message, church communicators

consistently deliver communications that are authentic to the church and the church's brand.

Finally, church communicators work to streamline processes and efforts, as well as to reduce "noise." When we talk about noise, we're referring to the bombardment of content and messages that members receive on a daily basis. Gobs of emails, notifications and posts flood our brains and compete for our attention. Your church communicator can create quality, targeted content so that your messages aren't getting lost in the shuffle. With so many events, social media groups and calls to action happening, there's likely overlap in the work that's being done. As church communicators form and execute their strategy, this proper planning prevents wasted manpower, time and resources.

SO YOU'RE SAYING CHURCH COMMUNICATORS ARE PRETTY DARN IMPORTANT?

We sure are. When we take a deeper dive into this role, it's easy to see why it's such a crucial position. Church communicators can help in unexpected ways as well, like exposing blind spots and areas that need improvement. As the saying goes, "you don't know what you don't know."

For example, church communicators often help churches prevent or eliminate ministry silos. Individual ministries and departments are wonderful parts of any church as they create opportunities to bond over shared characteristics and interests. However, if they become too autonomous, this can confuse members in a number of ways. Church communicators work diligently to impart a consistent vision and reliable processes in order to boost clarity, productivity and morale—all of which break down ministry silos.



CREATING THE PERFECT TOOLKIT FOR SUCCESS

Now that we've defined the role of church communicator, it's important to note they need the right resources and tools to power their efforts. Take a look at some of the best tips and tools for church communicators:

1. Apps, calendars, features & more

These are what digital dreams are made of for church communicators. From church mobile apps to content calendars and texting features, these tools help communication folks succeed—and when they succeed, the church succeeds! Take this stat: 98 percent of texts are opened compared to 20-30 percent of emails. By simply putting a texting feature in their toolkit, churches can skyrocket giving, volunteering, and more.

2. Insights + Analytics

In today's world, you no longer have to guess what resonates and what does not. By using an <u>intelligent app</u> <u>platform</u>, teams can easily boost engagement. Insights enable church communicators to:

- Quickly see how many app downloads you have, how many times everyone who has downloaded your app clicked inside a feature, as well as feature usage broken down by percentage.
- Plus, with in-app member intelligence, church communicators can view what interests and chats each member opted-in to, view when a member has filled out a form as well as when and where they gave.

3. Outside vendors + volunteers

Delegation happens at every level, and since this role can be quite extensive, sometimes you gotta call in the reinforcements. Whether it's phoning in help from a photographer friend or sourcing an outside vendor for a fundraising event, people are the friendliest of resources.

4. Education

Church communicators are curious people at heart so they often self-educate simply because they want to. Inspire your team by passing along informative articles, ebooks, videos and more. Start with this ebook, 6 Tech Secrets Every Church Communicator Needs to Know.

5. Empowerment

Empowering your church communicator is huge. Give them the tools, resources and freedom they need to see the communication strategy through.

6. Prayer

We left the most powerful one for last. With such an important role to fill, church communicators need your prayers. Whatever your prayer may be, it's the best gift you can give your church communicator.

To learn more about creating a digital toolkit for church success, visit us at aware3.com.



*While Aware3 is not in the ChMS Comparison Guide in this magazine, it is in the online ChMS Comparison Guide.



sk any sound professional, musician or performer about their nightmare gig and the story will certainly involve some sort of technical problem: a failing cable sending bursts of static to a defenseless congregation; an out-of-sync lighting effect creating Men In Black-like flashes every three seconds; a loose electrical plug that finally drops from the socket, plunging the stage into silence. With Easter around the corner, it's especially important to take stock of your gear to make sure your congregation sees and hears the entire impact of this sacred day. While no one can prepare for every eventuality, in our 40-year history we've found that there are a few common issues that are easily solved with a simple checklist and a few quick fixes before those big services are upon us.

AUDIO

When you're "in the moment," a technical glitch can suck all the energy and flow from the room. With a few inexpensive investments and a little of your time, you can eliminate unforeseen problems before they happen.

Batteries: Whether you choose industrial-strength disposable batteries or rechargeable, keeping a fresh batch of new batteries on hand is always a good idea.

Can't remember the last time you put new batteries in your wireless transmitter? Then it's a good time to put in some fresh ones before the big day. Make sure any rechargeable pieces of gear are connected the night before to ensure a full charge, and if you're doing multiple services on Easter, be sure to have a backup pack at the ready.

Cables: It's wise to do line tests on all of your existing mic, instrument and speaker cables. A decent <u>audio cable</u> tester is an inexpensive investment that can save a lot of stress and identify failing cables before they find their



way on stage. Full Compass stocks a huge assortment of these valuable accessories.

DI boxes: That new bass player may have impressive chops, but his rogue amp settings are killing your mix.



A quality DI box gives you more control over the overall sound and volume while minimizing hum and distortion. Having a few on hand also makes adding new instruments or inviting guest

performers and their equipment to join the performance seamless, keeping interruptions to a minimum. We have a wide range of professional active and passive DI boxes, and our team will gladly help you find one with features tailored to your specific requirements and budget.

Stands: We've all had those mic stands that have been used for a few too many services.

They won't hold in place and the singer is forced to hold the stand to keep it from slowly falling down. Maybe there's some duct or gaffer's tape involved? If so, it's time to replace them. It's also a good time of year to take stock of your drum and cymbal stands. PA stands and mounts, and all other support-type equipment. Take a walk around the

stage and note any stands that aren't up to scratch along with their purpose. Your worship team will thank you!

LIGHTING & VIDEO

Your stage lighting and effects have a huge impact on the delivery of your message, so before a big holiday service it's smart to take stock of everything. Replace dead or failing lamps, update lighting positions, and ensure even washes across the venue, platform and walls. Projection has also become a mission-critical part of many services. Replacing lamps by the 80 percent mark of their life expectancy will maintain a consistent projected image. And just like with your audio equipment, cables





are the most likely culprits for unwanted video issues, so don't forget to check those, too! Here's a handy list of things to

remember before the big day.

Lamps and bulbs: Because of the accessibility issues associated with re-lamping lighting fixtures, it's best to make all of your lamp changes at once. That's why assessing those lighting plots and



scenes is so important when considering not only the number of lamps or bulbs that need to be replaced, but also noting how many you need for your next maintenance window.

Replacement fixtures: The lighting systems of the past are rudimentary and inefficient compared to what's out there today. Thanks to LEDs, stage lighting and effects are now more affordable and vivid than ever, without the heat or cost associated with traditional stage lighting. Replacing old, inefficient fixtures with new ones will not only create a better lighting scene but is also a smart investment that will pay big dividends down the road.

DMX cables: When re-lamping fixtures and updating your light plots, moving fixtures also means extending the cable runs for <u>DMX cables</u>. As with your audio and video cables,

having a healthy inventory of these ready-touse lighting and



control cables ensures you're not limited in fixture placement due to insufficient cable options.

Easter will be here before you know it, and big services demand your most thorough and thoughtful preparation. We hope this list becomes a valued part of your pre-service routine! At Full Compass, we can help with each and every one of these checklist items, equipping you with the right gear for your space and budget.

Visit <u>fullcompass.com</u> today or reach out to one of our Sales Pros by calling **1-800-356-5844**. MT



Full Compass Systems is a leading national retailer of pro audio, pro video, AV, lighting and musical instruments. For nearly 40 years, their success has been built on offering great prices and product selection backed by superior customer service.





SEVENTH-DAY ADVENTIST CHURCH GOES GLOBAL WITH MATROX MONARCH HDX H.264 ENCODER

Matrox Monarch HDX streams and records live events to worldwide member audiences

by Matrox

Protestant Christian church established in 1863 with its headquarters in Maryland. Its Middle East and North African headquarters are in Beirut, Lebanon, and its Gulf headquarters in Ras Al Khaimah, United Arab Emirates (UAE). In line with the church's vision to serve its members across the globe, the Seventh-Day Adventist Church recently deployed the Matrox Monarch HDX™ streaming and recording appliance to record their live events which are streamed globally on their website and on social media including YouTube. By doing so, they are able to reach out to their audience who are unable to attend in person as well as new individuals all around the world.

Driven by the increase in demand from their fast growing community for a much improved streaming experience and higher quality over the previous years' videos, the church decided to upgrade their systems from analog to digital SDI. Having to contend with combining both the audio and video together manually with clapperboards for synchronization that resulted in poor audio quality, as well as a tedious, time-consuming post production process, the Seventh-Day Adventist Church sought a simpler to use solution.

Wanting H.264-based recordings as this codec produces exceptional quality and smaller file sizes when compared to DNxHD or RAW formats, the church first tested a third-party encoder but



immediately faced issues with audio drifting after about 20 minutes of recording. Looking for a better performing appliance, the Seventh-Day Adventist Church found the Matrox Monarch HDX. Easily assimilating with the church's existing SDI AV system, the Monarch HDX dual-channel H.264 encoder for broadcast

streaming and recording that supports SDI inputs provided the perfect solution by producing synchronized audio and video, pristine quality video, smaller size MOV or MP4 files, and effortless operation.

The church brings together hundreds of people from all over the UAE for weekly services.



Monarch HDX is used to live stream these services and record them at the same time to be edited and distributed as video on demand. During special events that are hosted regularly, local as well as internationally recognized preachers, speakers and singers congregate. The church's recent four-day festival called "Campmeeting" held in Ras Al Khaimah with over 1,000 attendees, an event that is growing in scale and popularity annually, was the first to be covered using Monarch HDX. This is an event that brings together diverse people from all over the Gulf Cooperation Council (GCC) countries, Europe and the U.S., where throughout the four days they get a chance to mingle and learn together and listen to some of the world's best sermons and preachers, as well as prominent



Christian singers from around the globe. This event was streamed at high quality and low bitrate to a worldwide audience and simultaneously recorded for archiving and future reference.

For the *Campmeeting* event, SDI digital video cameras were connected to a video switcher from where the SDI signal was input into the Monarch HDX.

Jozsef Kurucity, the Seventh-Day Adventist Church's IT Technician for the last four years and a member since 1998, remarked, "The Matrox Monarch HDX is extremely easy to use with its one-touch button that can be operated by any team member or even a volunteer, without necessitating a fulltime technician to take care of the arduous manual audio/video synchronization." Kurucity also added, "The appliance saves us a lot of time during the post-production process: Since the audio output from the Monarch HDX is of high quality and frame synchronized, there is no need to extract the audio and work on it separately; it can be edited in the same software used for the video." MT



Matrox Video is a technology and market leader in the field of 4K, HD and SD digital video hardware and software. Matrox's

Emmy award-winning technology powers a full range of multi-screen content creation and delivery platforms used by broadcasters, telcos, cable operators, post-production factilities, live event producers, videographers and A/V professionals worldwide.







HOW TO RECRUIT AN **AWESOME COMMUNICATIONS TEAM**

by One Call Now

hat simultaneously strikes fear and joy in the hearts of church staff and volunteers each year? Yep, you guessed it: Vacation Bible School (VBS). Anyone who has been a part of planning VBS knows the vast amount of time, resources and imagination that go into making these events memorable experiences.

Unfortunately, all of that planning is for naught if no one shows up. Don't overlook one of the most important factors of a successful program: promotion and communication.

Delegation is the key to planning a large-scale event like VBS. And when it comes to tackling modern-day communication, who better to delegate to than your teens? Their involvement will also encourage the younger kids to attend when they see the enthusiastic participation of the teens they

revere. Here are the roles to recruit for an awesome communication team.

PUBLIC RELATIONS

Look for the student with great interpersonal skills who is adept at interacting with adults. Here are the tasks to assign:

- Working with local businesses and organizations to see if they will display post cards and posters promoting the event.
- Many communities publish a local magazine and/or website that lists kids' events. Your PR person should make sure your VBS is listed in all of those.
- Fourth of July picnics, parades and festivals are all great opportunities for outreach.

 Depending on your budget, you can sponsor

a float or a booth, or simply distribute your promotional post cards.

PHOTOGRAPHER/VIDEOGRAPHER

Teens love to take pictures. (Hello? Instagram?) Here are the tasks to assign:

- Take pictures during the event (you'll be happy you did this next year). Make sure your permission slips include a photo release.
- Make a short video from pictures of past events. Set their creativity free on a 60-second teaser promotional video that can be posted on your website, social media and used in meetings to promote your event.

WEBMASTER

Many teens have a talent or interest in web or graphic design. Here are the tasks to assign:

- Create a dedicated landing page on your website
- Include pictures from previous years as well as your promotional video. Use the page for

- all-information: dates, times, locations, agenda and permission slips.
- The URL of the landing page should be on everything—your promotional cards, banners, yard signs—as well as in your bulletin and church home page.

SOCIAL MEDIA SPECIALIST

Look for a talented, reliable writer. Here are the tasks to assign:

- Blog each day during the event. Let the community and parents know what your kids are up to each day. Also, it will serve as a great promotional tool for the following year.
- Post regularly on social media before, during and after the event. Posts before the event will be important for spreading the word and should link directly to your website for information and registration.
- Evaluate what works and what doesn't. Social media is constantly changing.



GRAPHIC DESIGNER

This is your artist. Here are the tasks to assign:

- Helping you with the VBS theme. There are lots of ideas and inspiration to be found on the web.
- Design your promotional materials.
- Edit and enhance your photos and images. If your church has a logo, put it on the images you share on social media.

All of these roles may seem like a lot to ask of your youth, but it is great experience for your tech savvy students. Empowering your youth will lead to other opportunities to serve your church and community.

THE ADULT LEADER'S ROLE IN COMMUNICATION AND PROMOTION

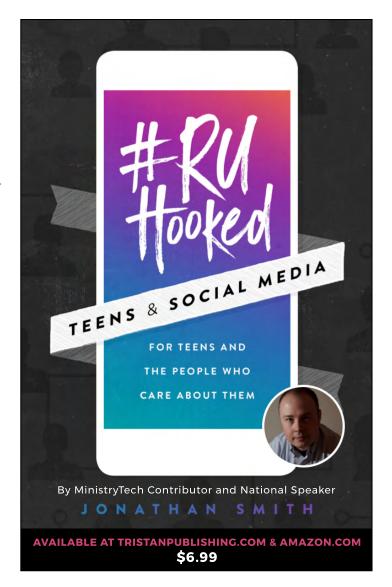
As an adult leader, here are some actions you can take to ensure success:

- Send regular calls, emails and text messages to your youth, their parents and the church community well in advance of your VBS.
- Make sure all messages link to your VBS website.

The use of a group-messaging tool like One Call Now can be invaluable for events such as VBS. Here's why:

- Once you have your contact list compiled, you can easily send email, text and phone reminders to everyone on the list: everyone at once or to any particular subgroup you choose to create. They can receive the message in the manner they prefer—email for parents, text messages for youth, and phone calls for those who aren't techy.
- One Call Now can create a subgroup of parents or other adults and send one or more messages asking for volunteers to help. The recipients can even respond to your request on their phone keypad and you'll receive a full report of the results.
- The survey feature can be used to ask participants simple questions that they can reply to easily—"Will you be participating in the water slide event tomorrow?" or "Do you prefer chicken or pizza for lunch?" Again, you get a full report.

 Getting kids to VBS is big step. It's a great way to



help kids during the vulnerable summer months and introduce new families to your church. Communication and promotion are key steps to ensuring your church reaches as many kids as possible. There's a lot that can be done to promote it so remember to call on your teens and use a powerful group message service like One Call Now.

Try it for FREE! Sign up for a no-obligation free trial. Enjoy the benefits that One Call Now has provided many other organizations. MT



One Call Now has grown to be America's largest group messaging provider, since

its founding in 2005. The company's solutions equip organizations with fast, reliable tools for sending alerts to many contacts at once across multiple devices.





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