Engaging the Community Beyond Sunday

ACSTechnologies

October 2019

ICSC

Paul Goldsworthy

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Sales Engineer

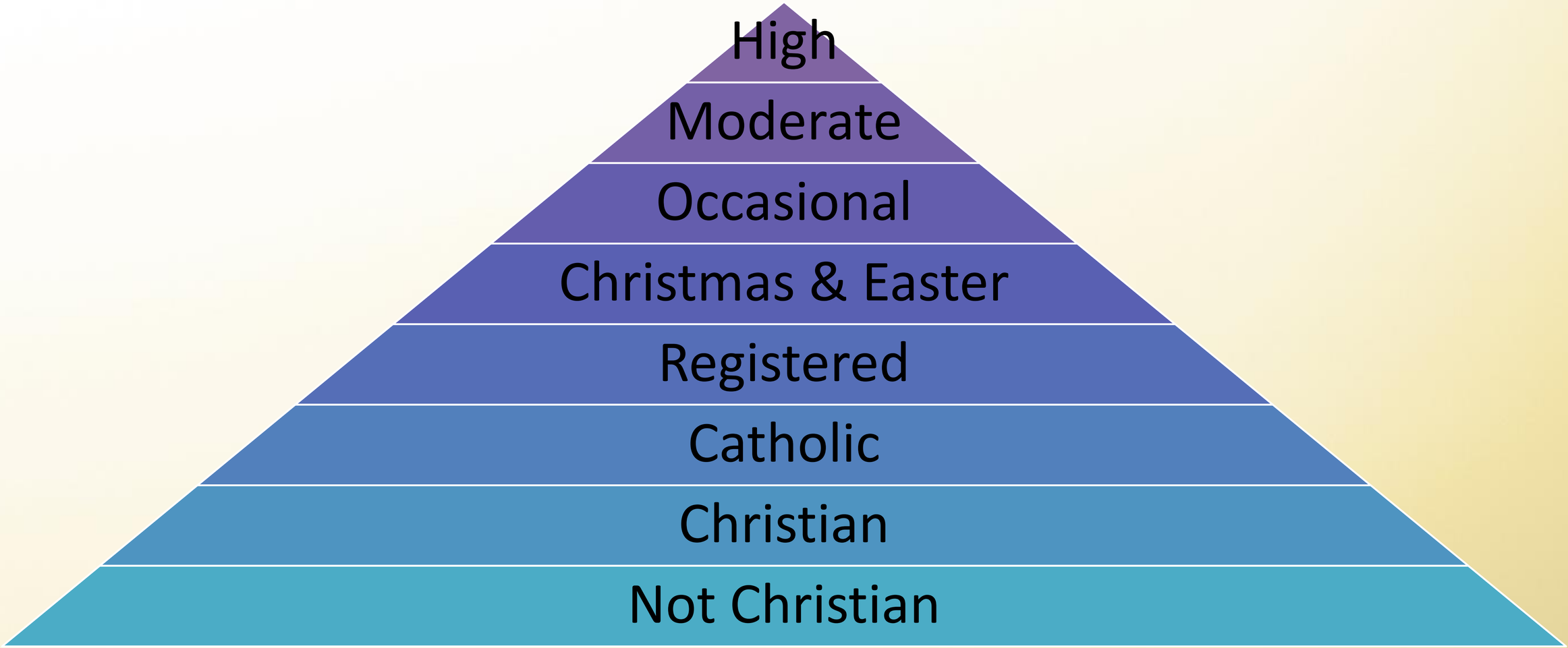
ACS Technologies

COMPANY SNAPSHOT

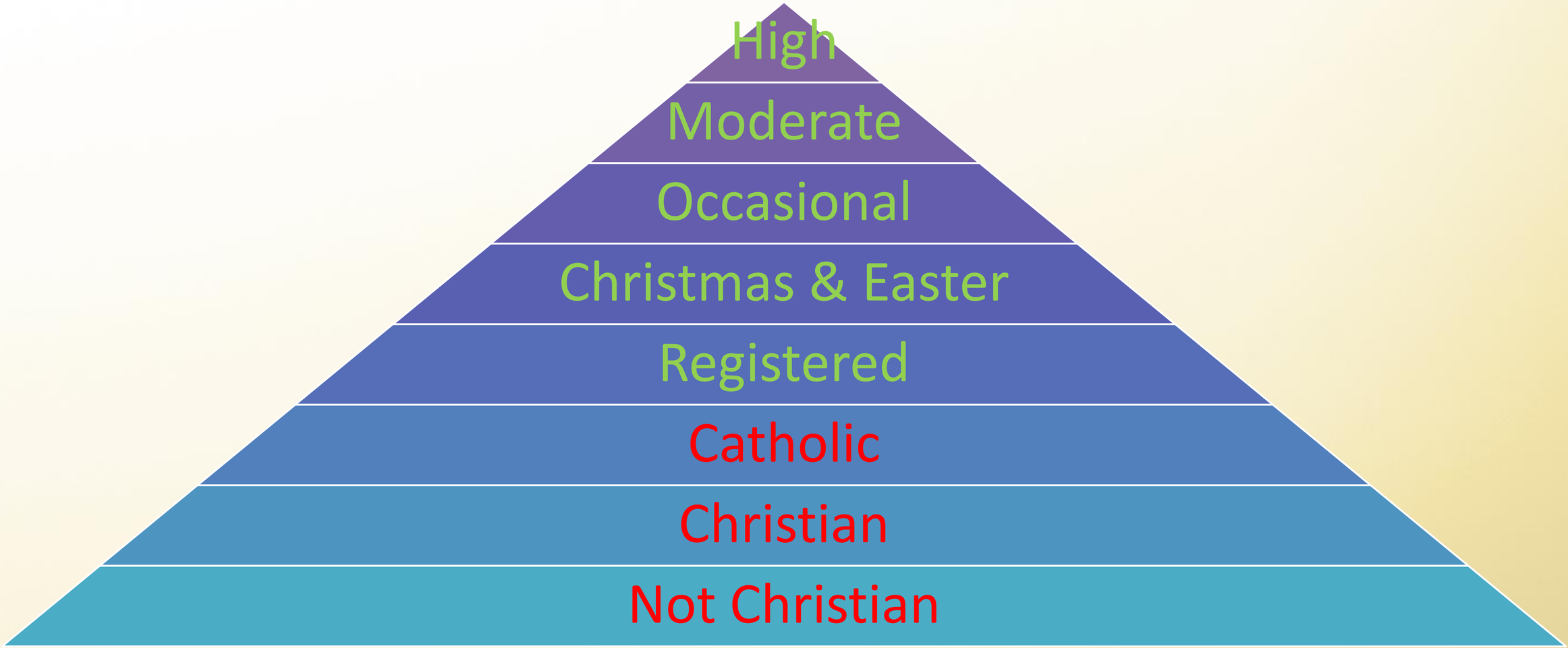
- Established in 1978
- Christian family-owned business
- Privately operated
- Integrated approach
- Web and mobile products
- Friendly, available support

ACS Technologies has been serving church ministries since 1978 and has become the most extensive software and service solution provider in the faith-based world. Thousands of churches rely on us every day for administration, accounting, communication, and so much more. We are a Christian family-owned, privately operated company made up of nearly 400 people who are passionate about the work we do and support.

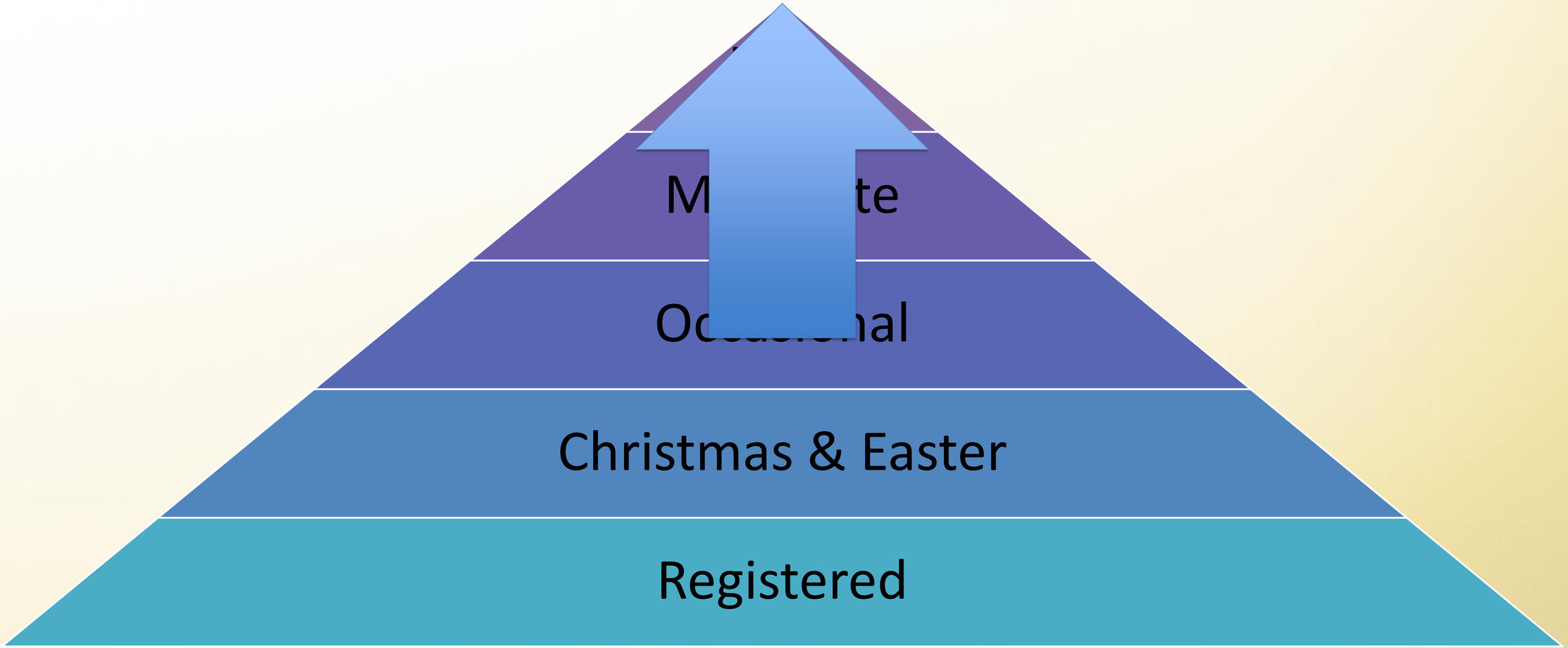
Participation Profiles

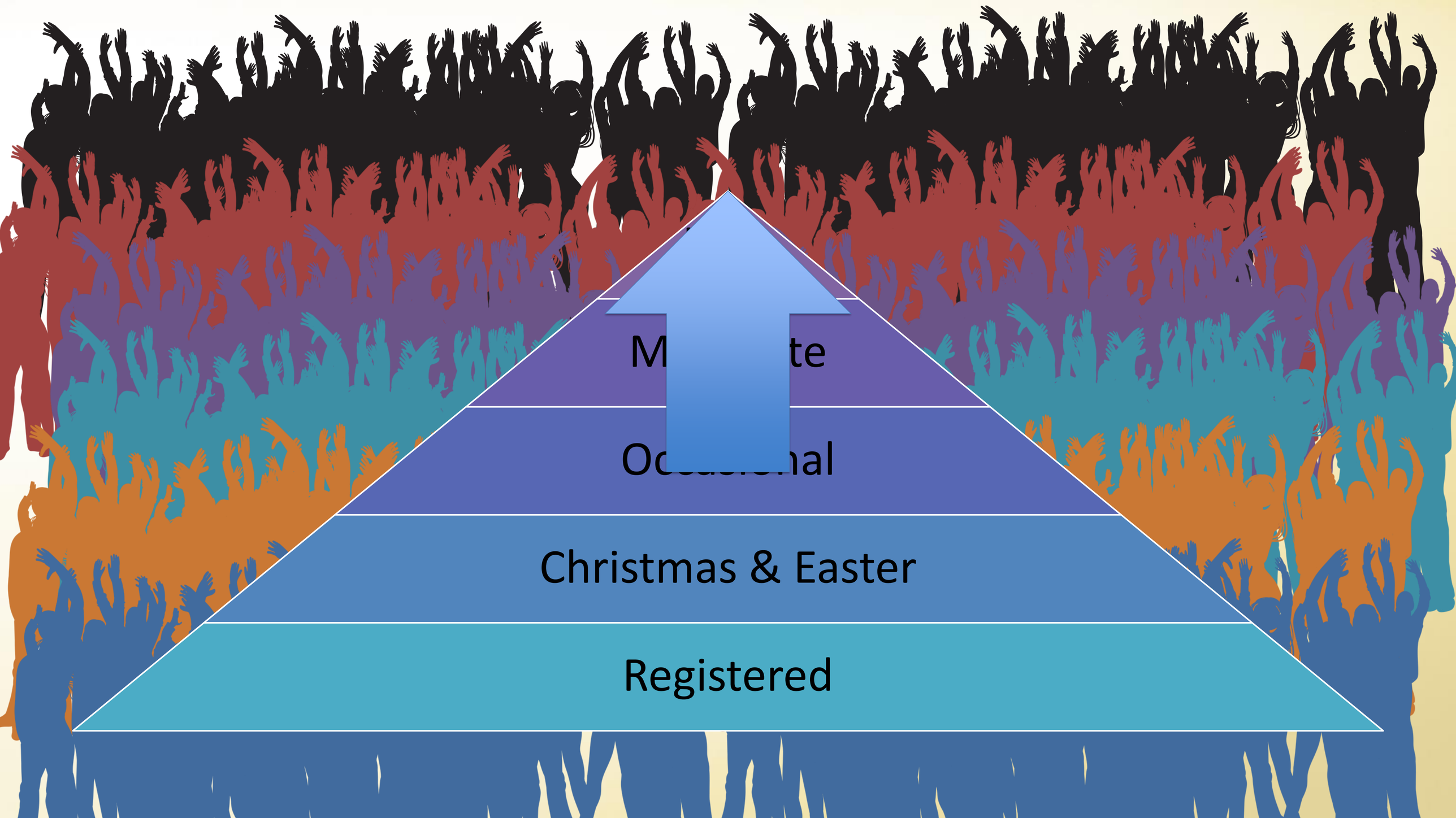


Participation Profiles



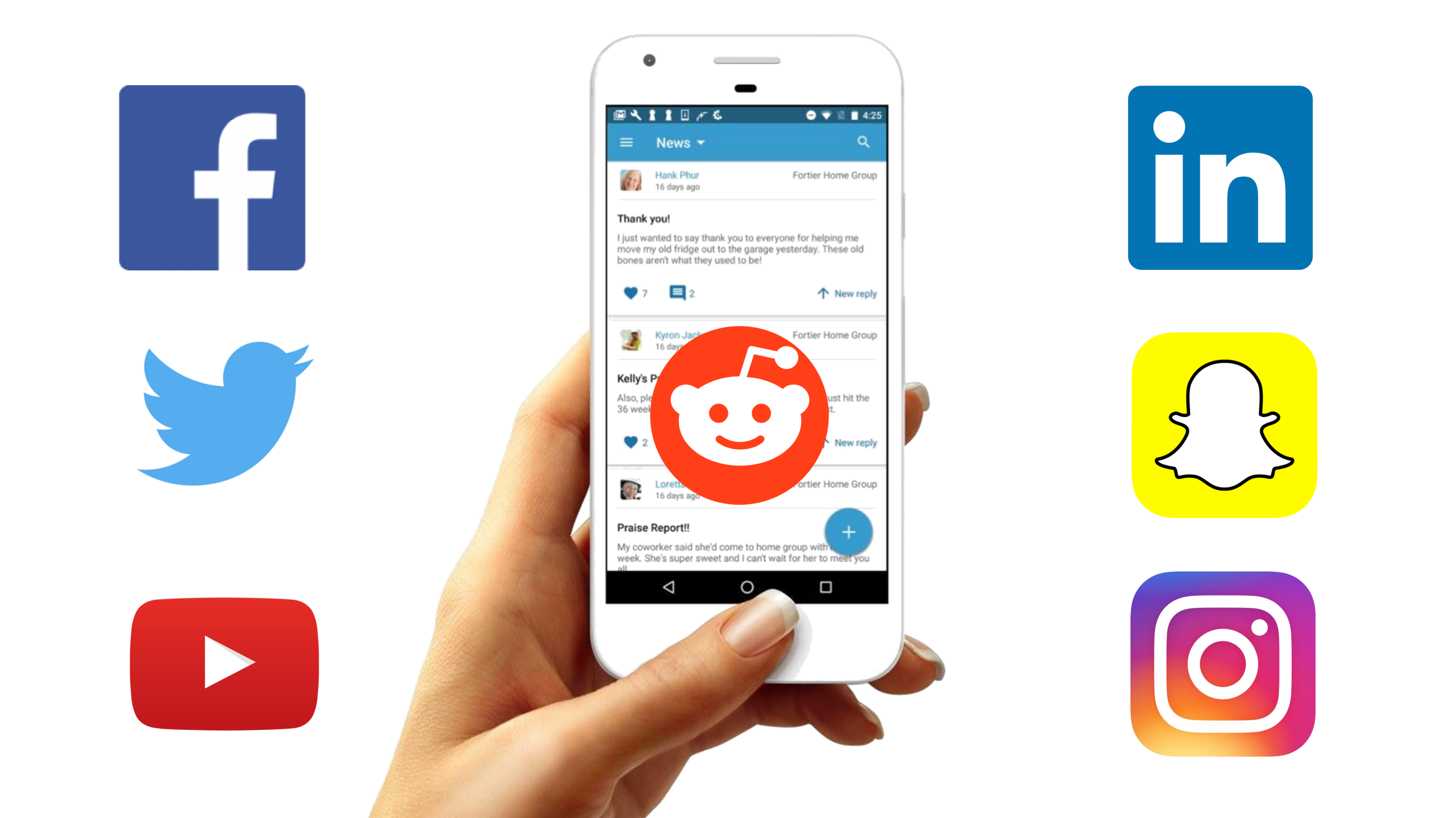
Participation Profiles




M te
Occasional
Christmas & Easter
Registered

Old Communication Methods

FREE
Standard
Logo
1001


4:25
News
Hank Phur
16 days ago
Fortier Home Group
Thank you!
I just wanted to say thank you to everyone for helping me move my old fridge out to the garage yesterday. These old bones aren't what they used to be!
7
2
New reply
Fortier Home Group
Praise Report!!

Mobile Phone Ownership

Adults w/ Cellphone

96%

Adults w/ Smartphone

81%

www.pewinternet.org/fact-sheet/mobile

Selecting A Tool

- Why are you looking?
- How does it work?
- What can it do?
- How will we use it?

Selecting A Tool

- How will we measure success?

S.M.A.R.T

- Specific
- Measurable
- Attainable
- Relevant
- Time Bound

- **Bad Example:**
  Improve junior high religious education attendance.

- **Good Example:**
  Send text reminders
  to parents of junior high students
  24 hours and 1 hour prior to scheduled religious education classes
  to improve attendance rates by 10% over 90 days
  starting September 1.

Selecting A Tool

- How will we measure success?
- Who provides it?
- How do they make money?

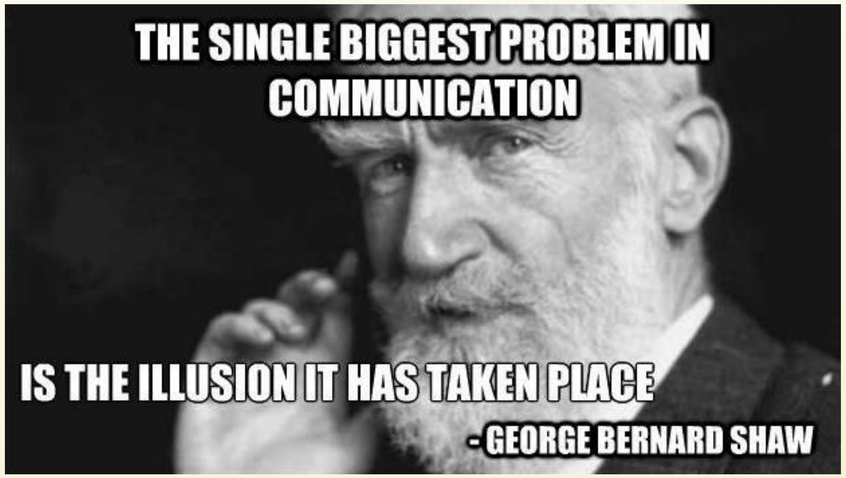
Common Deployment Mistakes

- Flawed or Missing Implementation Plan
- Deploy Without Support
- Creating Silos With Separate Tools
- Skipping Pilot Phase
- Inform vs. Engage – Learning How to Relate
- Set Autopilot – Assume All is Well

Mistake #1

Problem

Flawed or Missing Implementation Plan



Strategy

Devise and Follow a Written Plan

Mistake #2

Problem

Deploy Without Support

Strategy

Have Senior Leadership Approve the Plan

Mistake #3

Problem

Creating Silos With Separate Tools

Strategy

Use a Single Tool For Engagement

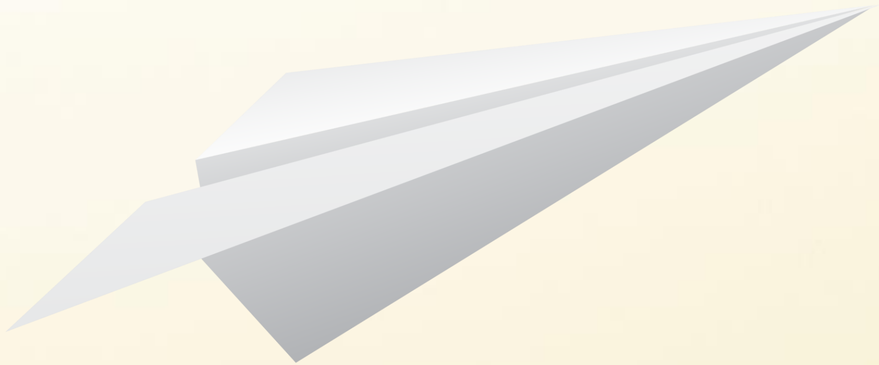
Mistake #4

Problem

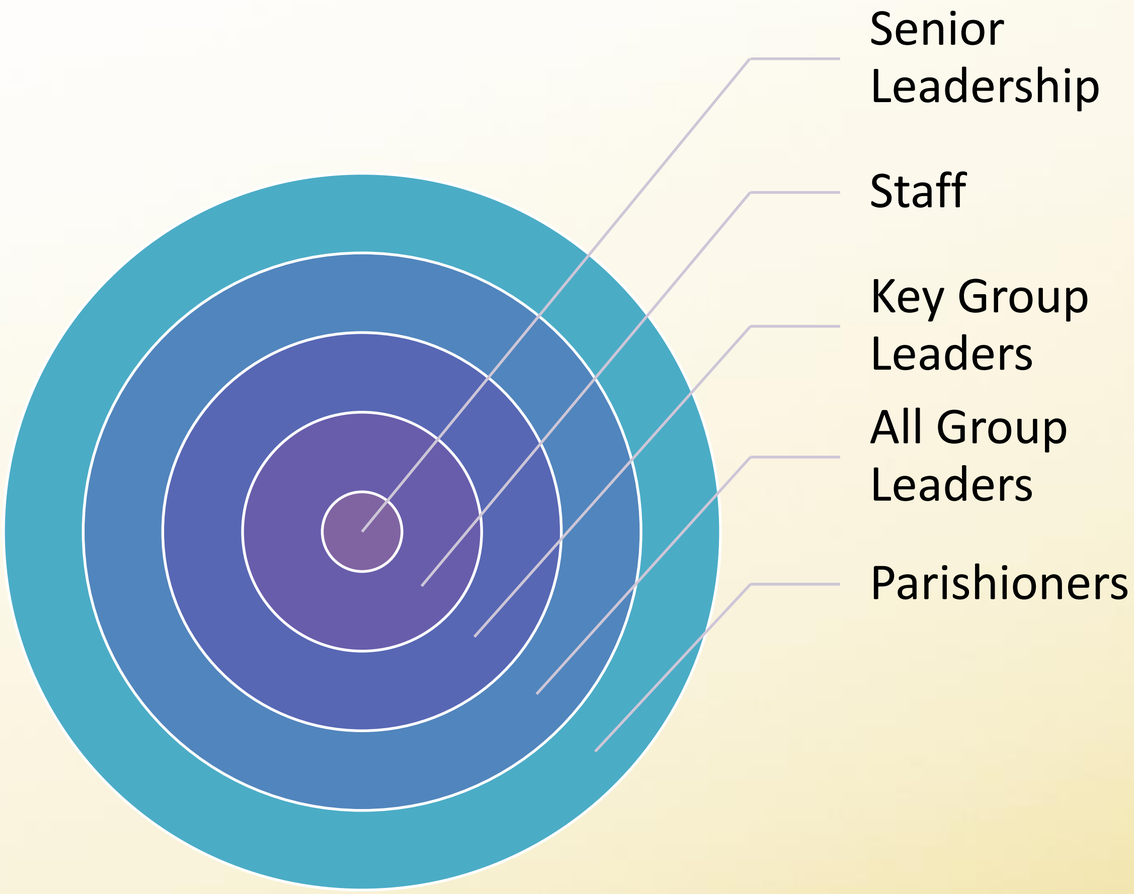
Skipping Pilot Phase

Strategy

Implement a Staged Rollout



Staged Rollout



Mistake #5

Problem

Inform vs. Engage – Learning How to Relate

Strategy

Adopt an Engagement Mentality – Don’t Just Inform

Develop a Group Leader Communication Guide

Inform vs. Engage

Church Potluck

Sunday after the 11AM Mass

On the church lawn

Food, fellowship, fun & free.

See you there.

Church Potluck

What is your favorite dish? Comment below to share what you’re looking forward to the most. RSVP if you can attend.

See who else will join you at the potluck on the church lawn at 12 Noon on Sunday.

Mistake #6

Problem

Set Autopilot –
Assume All is Well

Strategy

Continually Evaluate and Adjust

Common Deployment Mistakes

- Flawed or Missing Implementation Plan
- Deploy Without Support
- Creating Silos With Separate Tools
- Skipping Pilot Phase
- Inform vs. Engage – Learning How to Relate
- Set Autopilot – Assume All is Well

Communication Check-up

- How is the communication in your church?
- Do you have room to improve?

Find ways to communicate, share,
engage, and connect.

ACS Technologies

Visit us at
booth #413
or at acstechnologies.com

Johnny Stoupenos
Senior Director Denominational Alliances
johnny@acst.com
800.736.7425 x 8057

Oscar Arras
Sales Relationship Manager
oscar@acst.com
214.632.6947

Paul Goldsworthy
Sales Engineer
paul@acst.com
800.736.7425 x 7771

Engaging the Community

Q&A

realm

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