



7 THINGS ALL CHURCHES WANT

SOLUTION GUIDE

The ministry ideas, how-to's, tips, and advice you need to give your church what it wants. PLUS... how our software, Realm®, can help you achieve this ministry goal.

7 THINGS ALL CHURCHES WANT

**WE'VE ALL GOT WANTS AND NEEDS.
LIFE IS FULL OF THEM.**

Churches are no different.

Meeting the wants is the hard part.
We've created this guide to show you how.
So let's dive right in.



1

GET THEM TO SHOW UP

Church can't happen if people don't show up. Seeing new people come to faith in Christ and find wholeness excites everyone. We want to see God's Kingdom reign in the hearts and lives of others. It's not a numbers game, but numbers matter because every number has a name and every name matters to God. Getting people in the door requires churches to focus on 3 things:

Let people know you're there, let people know you care, and let people know they matter.

LET PEOPLE KNOW YOU'RE THERE

If people don't know you exist, they won't show up. Marketing, advertising, and branding happen whether you like it or not. You can take control with God's guidance or you can let it just happen.

YOUR WEBSITE, LOGO, AND SIGNAGE MATTER

Companies pay big money for their logos because they know they matter. When people hear your church's name, they think and feel something about your church. Most people will visit your website before they walk in your doors. Can they find you online and navigate it easily? Does it work on mobile devices? Is it easy to figure out when and where you meet?

LET PEOPLE KNOW YOU CARE

Jesus said they'd know that we were His disciples based on our love (John 13:35). If it was enough to say "I love you", everyone could buy a parrot and be happy, but it's not. Love is a verb. What do people see your church doing? Even though we don't do good works to be praised by men, the Scripture is clear, "They will see our good works and glorify our Father in Heaven" (Matthew 5:16). They can only see our good works if we're doing good works.

LET PEOPLE KNOW THEY MATTER

Visiting a new church is stressful. People make decisions on your church in the first 10 minutes. The clock starts running the second they enter your parking lot. They'll make judgments about your church before they even hear your opening prayer. Make people feel welcome and valued. Treat your guests like you would treat guests in your home.

2 GIVE THEM A GREAT EXPERIENCE

Churches want to create good experiences of God's presence, His Word, His love, and His power. Make the buildings to look nice, the music sound good, and the messages meaningful to connect people with God's truth.

MAKE THINGS CLEAN AND SAFE

You don't have to have the best facilities, but they should be tidy. Things don't have to be perfect, but you want people to feel relaxed. Keep kids' areas clean and safe or parents won't bring their kids back. Your bathrooms better smell fresh and look good. Cleanliness puts people at ease and reduces stress so that they might receive from the Lord.

MAKE THINGS EASY

Let people know where they can park. Save some spots for visitors up front. Block off two to three visitor spaces for every staff space. Make sure people know how to navigate your church. Put up lots of signs for your bathrooms, kids' ministry, and sanctuary. Make kids' check-in simple. Think about your church from the eyes of a visitor.

MAKE THINGS FUN

If you're making God out to be boring, please stop inviting others to your church. Fun doesn't mean flippant or irreverent. Fun means enjoyable and lighthearted, and people should enjoy your church and have their heavy hearts lifted up.

MAKE THINGS MEANINGFUL

Don't waste people's time or they won't come back. Start and end your services on time. If you're making announcements, keep them clear and concise. If your teaching God's word, make a connection between the Scriptures and people's lives.

3

GET THEM TO COME BACK

Christianity is not a one-time event. It's a life lived with Christ in community with others. If people aren't coming back, they grow stale, dry up, burn out, or remain immature in their faith. If they come back, we trust that Christ's Spirit will both work through us to reach them and move within them to change their hearts.

There are 3 things that people look for in a church:

- 1 WORSHIP**
Does your worship style match their preference and is it done well? It doesn't matter if you're contemporary or traditional, but it does matter if you're doing it right.
- 2 TEACHING**
Are you teaching God's word? Are you connecting with them and making it applicable? Is your message fresh? People don't want to hear the same teachings and illustrations every week.
- 3 KIDS**
Make it safe, clean, fun, and meaningful. You could have John Calvin, John Wesley, and Billy Graham leading your kids' ministry, but they won't bring their kids if it's not safe and clean. Parents ask their kids two questions when they pick them up from kids' ministry: What did you learn, and did you have fun?

THE NUMBER 1 THING THAT KEEPS PEOPLE COMING BACK

People will keep coming to your church if they have friends there. Love covers a multitude of sins. Community is important. Create a culture of friendship and community to keep people coming back.

4

GET MONEY TO KEEP GOING

Money is a tool that makes things happen. It's not the goal. Jesus used money to fund His ministry the same way we use money to fund ours. Handle giving with care because it's a delicate issue. Jesus said that our hearts are with our treasure so as we handle people's money, we're handling their hearts (Luke 12:34).

DO THINGS RIGHT

Dishonesty or misuse of finances drives people away. Don't steal or lie about money. People died over money in the New Testament, and churches that misuse God's money are dying today.

SHARE YOUR VISION

People give to vision, not need. They've had enough of the weeping televangelist begging widows for their last \$20 while living in luxury. When you're excited about what God is doing and talking with others about it, they will give to your vision.

MAKE GIVING SIMPLE

Right or wrong, people won't give if it's too difficult. Make it simple by offering multiple giving options such as cash, checks, credit, debit, online, mobile, and text giving. The easier it is to give, the more people will do it.

MAKE GIVING MOBILE

Nearly 60% of Americans have smartphones. More and more people pay their bills online and/or set them up automatically. Allow people to give to you online and with their phones.

5 GET THEM TO GROW - DISCIPLESHIP

Jesus said to make disciples not to build a crowd. Discipleship takes time. We aren't building a studio audience to laugh at our jokes. We build students of Jesus who learn to love like He loves. Discipleship doesn't happen by chance anymore than someone accidentally becomes a surgeon or astronaut. It takes years to learn how to live as members of God's Kingdom because it's values and principals are not like earthly ones.

Here's a 4-part process that can frame out your discipleship efforts from the life of Christ.

1 ENGAGE

Meet people where they are and connect relationally with them. (Illustrated by Jesus approaching Levi the tax collector or meeting the woman at the well.)

2

ESTABLISH

At the right time, share the doctrines and disciplines of the Christian faith. Teach them to turn to Christ and away from sin. (Illustrated by Jesus calling Levi to follow Him and pointing out the woman at the well's sin in love.)

3

EQUIP

Give people the tools they need to live victoriously and to share the Gospel with others. (Illustrated by the long time Jesus spent training Matthew for ministry and the short time He spent with the woman at the well.)

4

EMPOWER

Point people to Christ as the source of all power and pray for them to be empowered by His presence. (Illustrated by the Jesus presence working in the lives of Levi's friends at a party hosted in his home and the impact the woman at the well had in her community after being with Jesus.)

6

GET PEOPLE INVOLVED IN THE CHURCH

Active engagement marks a growing disciple. You know your church has impacted someone's life when they help you impact the lives of others.

Assimilation process. This can be done formally in classes or sessions, or this can be done informally over coffee and meals. But it must be done. Some parts of assimilation work better in a classroom and some work better in a coffee house.

1

SHARE YOUR CHURCH'S HISTORY, VALUES, STRUCTURE, AND VISION.

Let them know who you are, where you came from, what you do, why you do it, how it's done, and where you're going.

2

SHARE ESSENTIAL CHRISTIAN DOCTRINE AND DISCIPLINES.

Let them know what you believe, why you believe it, and how that belief changes the way you live.

3

LEAD THEM TO DISCOVER THEIR GIFTING AND PURPOSE.

Encourage them to take a personality profile or spiritual gift test. They won't know where they fit if they don't know who God made them to be.

4

MATCH PEOPLE WITH MINISTRIES THAT MAXIMIZE THEIR POTENTIAL.

Provide them with opportunities to serve in areas that are the best fit for them. This allows people to grow faster and feel connected.

7 GET THEM INVOLVED IN THE COMMUNITY

The Gospel has roots in your church when it bears fruit in your community. People who believe in the Gospel, share the Gospel. People who've been forgiven share forgiveness, and those who've been restored work to see restoration in others. People want to serve others, so create paths to service and remove roadblocks.

INSTILL A VISION FOR SERVICE IN YOUR PEOPLE

Show the life of Christ in both your words and deeds. Share why service is important and how they can get involved.

CREATE A BALANCED CHURCH CULTURE

Don't schedule so many church activities that your people become isolated from their communities. If people can't spend time with the lost, they can't reach them. They need time to develop relationships with others.

CREATE SERVICE OPPORTUNITIES FOR YOUR PEOPLE

Establish feeding programs, neighborhood outreaches, after school tutoring programs, or whatever else fits your vision and give people the chance to get involved.

PARTNER WITH SERVICE ORGANIZATIONS

Partnerships take the planning pressure off of your church and give people easy ways to get involved. Your people will be able to build relationships with those they serve and those they serve with.

ENCOURAGE SMALL GROUPS TO CHOOSE THEIR OWN PROJECTS

This gives them ownership of their activities and helps them deepen the relationships within their group.

RINGING A BELL?

If any of these things sound familiar, we can help. Realm was created with real ministry in mind. We know what you want so we created a ChMS designed to power the life and operations of your church. From communication to assimilation, to online donations, to check-in, and so much more, we've got you covered.

Realm gives you what you want because it helps...

1. GET PEOPLE IN THE DOOR

With targeted and mass communication tools, your people will be equipped to share what's happening at your church and invite friends and neighbors to be part of it. Because Realm helps people know what's going on at your church, there are more opportunities to build excitement and momentum.

2. GIVE THEM A GREAT EXPERIENCE

By providing safe and secure child check-in Realm influences one of the biggest areas of a great first-time visitor experience. Realm also offers top-shelf technology tools from top to bottom that make your guest and member interactions smooth and enjoyable.

3. GET THEM TO COME BACK

Realm makes it easy to consistently follow up with new visitors, manage profile and personal information and, offer powerful communication tools. You even define workflows within Realm to keep your team accountable and consistent with ongoing communication.

4. GET MONEY TO KEEP GOING

Realm offers convenient and easy-to-use online, recurring, and text giving options that increase both quantity and consistency in giving. By handling accounting and reporting you'll be in a better place to plan and communicate about giving and raising funds.

5. GET THEM TO GROW

Pathways on Realm allows leaders to move people through a custom, step-by-step process designed to help people grow and mature in their faith. Additionally, group management and communication places your people in an environment to collaborate and grow in faith together.

6. GET PEOPLE INVOLVED IN THE CHURCH

Realm allows people to easily plug into what's going on with group communication and event management tools, notifications, and reminders. More than that, the ongoing conversations fostered with community tools will encourage members to attend, serve, and give.

7. GET THEM INVOLVED IN THE COMMUNITY

Using the Connect app on mobile devices, people can connect with others, check in to events, monitor attendance, and stay connected to community. They can also discover what's happening, not only at your church but also in the various groups of friends all around them.



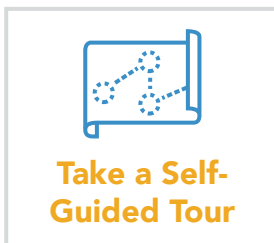
To see all the other ways Realm gives you what you want, start with an online demo, speak with an associate today who can help you, or visit realmchurch.com to find out more.



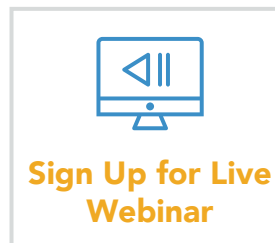
Throughout this guide, you have seen several ways that Realm helps churches reach new people and manage the life and operations of a church. We're excited to share more about our revolutionary ministry tool, Realm.

Realm provides solutions that will make your ministry and life way easier. It is cutting-edge church management software that combines administration, accounting, and community into one system. It also connects your entire church and personalizes each person's involvement in your ministry.

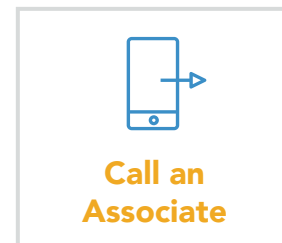
We'd encourage you to explore all that Realm makes possible by taking a demo, walking through a self-guided tour, or speaking with an associate today!



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