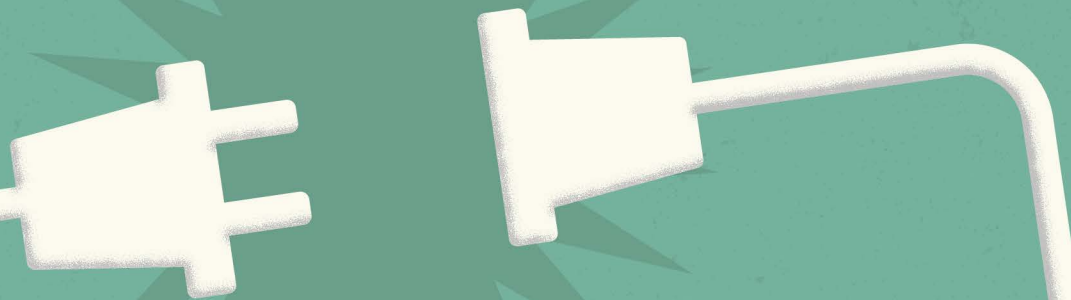# PASTORS:
Get More People Engaged & Get More Done!

The ministry ideas, how to's, tips, and advice pastors need to get people to listen and get more done. PLUS... how our software (and mobile apps), Realm®, can help you achieve this ministry goal.
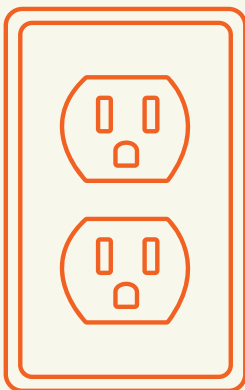
realm®

Funny thing, being a pastor. On the one hand, you have an entire audience hanging on your every word for 30-45 minutes every week; few others get that privilege. On the other hand, it seems impossible to get people to actually listen, to actually respond to an email, to engage in an initiative, or to sign up for a small group. And you wonder, "Are people hearing anything I'm saying?"

So you want people to listen and engage. That's one struggle.

But for those who do, they are often met with limited response from you because you're trying to get a million things done; and although you genuinely want to foster better communication and engagement, it seems all but impossible because you've got too much to do.

You need a way to get people to actually listen and to get more done.

We've created this guide to help you overcome the two biggest obstacles to making disciples in the modern era. Those are, 1) helping people receive and implement the valuable messages and teachings you're providing, and 2) finding ways to maximize your time so you can see an increase in real ministry even if your resources haven't expanded.

Read on to discover how to get more people listening and engaged, and how - with the right tools - you can get more ministry done.

Engage in Communication:

3 Components for

Real Dialogue

When we talk about getting people to actually listen, we are really talking about getting people to engage. Engage in the conversation, engage in the activity, engage in discipleship, just pay attention and respond to the way God is working in their lives through this church. After all, don't all pastors want to move people on toward God's best for them? That's what we're talking about, listening and responding in an engaging narrative that shapes the lives of people at your church.

To see real listening and engaging taking place, you have a part to play.

#1 REACHING YOUR AUDIENCE

It's not just about Sunday's. In fact, with today's more-sporadic attendance and increased methods for communication, the messages you share apart from Sunday might be your most impacting. The key to reaching your audience - with emails, invites, event info, giving requests, teachings, whatever - is making sure you know your audience.

Example: If you send the same message about a big fundraising campaign to faithful tithers and new visitors alike, it's going to have a double negative impact (potentially). If you try to deliver deep theological teachings to new believers, it may fall on deaf ears - and cause them to feel frustrated with how little they know. The point is...

To reach your audience, you have to segment your audience.

That means you have to have a software tool that lets you create custom groups so you can send the right messages to the right people.

The second positive impact that group communication software has is that it makes the message more important in the mind of the recipient. Just think about your own experience. If you get a church-wide email newsletter (that might go to your spam folder), you're not really enthused to peruse its contents. But if you get a personalized note to your inbox, as part of a smaller group or as a result of a group notification, you're going to pay more attention.

Targeted communication provided in the context of a group or list segment elicits greater response and engagement.

Once you are sending the right messages to the best audiences, you're set up for the next step.

#2 AN APT RESPONSE

A lot of times, people are moved by what you share. And that's it. You never know about it. You're just left guessing if your words and efforts have an impact. You think they might. And sometimes you see evidence they do. But do you really know the great value you are providing your congregation? And do you how to adapt and respond to increase the value of your messaging and efforts? Probably not. Why? Because you don't have a way for people to respond to you.

To know someone is listening, you have to give them a voice to respond.

Providing group communication; a church-wide, easily-accessible directory; and customizable notification and messaging settings, gives your people a voice to respond to the messages, resources, updates, and conversations that you're sharing. Can someone say, "Two-way street"?

Once your people know you are speaking directly to them about things they care about, they'll be more apt to respond and share what's really going on in their hearts and minds, making it easier for you to help them develop as disciples.

#3 ALL IN CONTEXT

Messages broadcast to the masses often fall flat. Why? Because they lack context. Messages delivered to a particular audience segment for a specific reason with multiple colleagues and friends in on the conversation, hold way more weight than the standard shout out reminders and mass emails.

To engage in the conversation, you have to provide meaningful context.

One way to do that is using technology to form groups - discipleship, community, service - where people can engage in conversation around a particular topic. Perhaps you share a resource you wrote or captured on film, then drop it into the group discussion forum, and now you have content and context to really grow. And unlike popular social media outlets, Groups on Realm provide confidentiality and like-mindedness so people can really open up and grow.

It's not just group communication that needs context. Your discipleship needs context, too. Instead of throwing resources at people, hoping something will stick, you can use the Pathways feature on Realm to walk people through a step-by-step process toward a mutual objective; putting purpose behind your discipleship.

When you provide tools and context for communication and ministry, you yield greater results, with more people listening and more engagement. Now that's how you do more real ministry.

Getting More Done:

Tools to Expedite

and Organize

Pastors have limited time. Ever feel stretched? Ever thought that you need to spend more time in study and prayer but you have so much else to do? Ever felt like you need to spend more time with people but you're just behind the eight ball... All. The. Time?

Not to worry. There IS a way to get more done while saving your sanity (or what you have left of it). Like anything, the right tools make the job easier and faster. Realm was created to help busy ministry leaders do more real ministry with solutions designed specifically to support you. Here's how.

MAKE MORE DISCIPLES

Discipleship is super important and a huge time drain. A step-by-step system, that is templatizable but customizable allows you to create workflows (we call them Pathways) to move people on a path toward greater growth. This ensures that you don't have to manage every little aspect of the development, hoping you don't fall behind or have other pressures come in and vy for time that will ultimately disrupt the process. It's not exactly set it and forget it. But it is set it and monitor it, so you can replicate it quickly and effectively for best results.

When you have a system for discipleship, you can make more and better disciples, provide the right resources with consistency, all while saving time and headache.

MANAGE MORE GROUPS

Whether you're talking about community groups, task groups, teams, boards, or audience segments, organizing people in your church so you can cultivate communication and growth is essential to understanding the life and operations of your church. Basically, you need to have good group management tools so you can develop healthier groups and grow.

Realm makes it easy to set up your group structure according to ministry areas letting you quickly create groups that meet specific ministry objectives and assign responsibilities to the appropriate people. Once you have everything set up, you can easily delegate certain responsibilities to the group leaders taking a load off you, the pastor.

When you are managing groups well, you will see greater visitor retention, greater spiritual growth, and greater community development that leads to increased engagement.

CAPTURE MORE GIVING

Like a jet needs fuel, your church needs finances to operate. We get that. You need ways to: 1) cast vision to inspire giving, and 2) capture donations to implement vision. Realm helps you do both.

With all the aforementioned communication tools, it's easy to deliver the right vision (and donation/fundraising requests) to the right people. Then, you can make giving easy for them by allowing them to give - and manage their online, recurring, and pledge campaign giving - from a variety of places, including the Connect mobile app, online, via text, kiosk, and in person. As an added (and rare) bonus, Realm has built-in accounting tools so all your giving syncs with your overall financial picture, saving one more step and lots of headache.

When you provide compelling vision and convenient giving options, donations will increase and your people will be more connected to the heart of your church.

INVITE MORE RETURNING GUESTS

Chances are, you have lots of people in your database who have never come back. They were with you for a single Sunday or a season, but are now nowhere to be seen. This group of people is one of your greatest mission fields. They have already have taken the first brave step to visit a new church, so the stigma is off. Who knows why they didn't come back? But chances are, it's not an insurmountable obstacle.

With good group directory and list segmentation tools, you can set custom rules to discover who has been there and who needs a second touch. Put them in a list, send them a targeted email, and viola! You're on your way to engaging people who've already tasted and touched what your church is offering. Go ahead and give them a nudge. It might be just the thing they need.

When you reach out to people who haven't been around for a while, you show them you see them as more than a number; people respond to that.
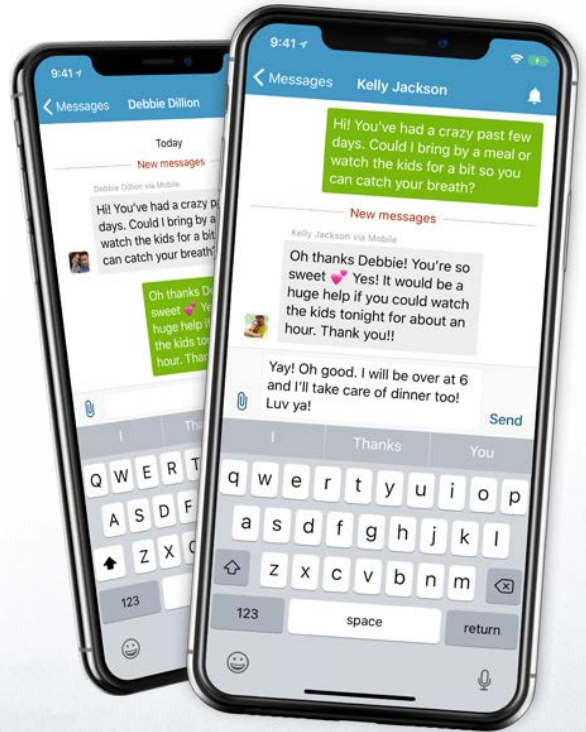
AND SO MUCH MORE

You know how the internet works. So, let's just say that if you want to find out how Realm - an all-in-one, time-saving, pastor-supporting, more-ministry-doing software solution - can help your church...
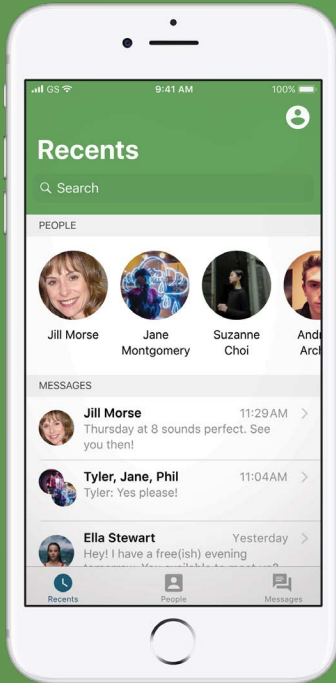
visit:
realmchurch.com

Ministry on the go.

Because we know that pastors (and your people) are always on the go and accessing information from mobile devices, we've made it super simple to engage and connect whenever and wherever you are.
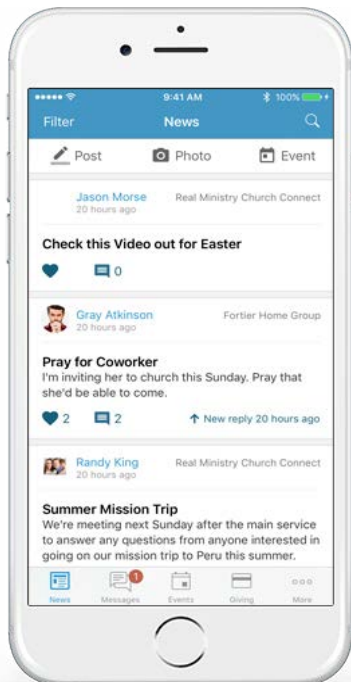
realm shepherd

FOR PASTORS:

Designed specifically for pastors and pastoral staff, the Realm Shepherd app is free for churches that use Realm. Take your pastoral care ministry to the next level by giving your pastors and pastoral staff on-the-go mobile access to your church directory, groups, pastoral notes, and messages in Realm. It allows you to:

- *Communicate directly with people or groups.*
- *Find anyone in your church.*
- *View family members.*
- *See how people are involved.*
- *Add pastoral notes and tags to profiles.*

Discover how the Realm Shepherd App helps you reach more people.

Realm® Connect

FOR EVERYONE:

Realm Connect is the best mobile app to connect your entire church and create community. It gives your people a convenient way to connect with others and share what's going on at your church anytime. They can also engage in the areas of church - groups, communication, giving, events - that mean the most to them. With it, they can:

- *Connect throughout the week.*
- *Self-manage profile information.*
- *Manage giving & make donations.*
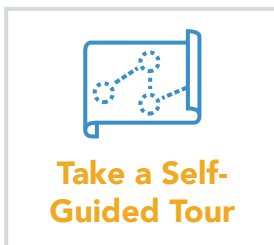- *Capture RSVP's to events.*
- *Engage in group conversations.*

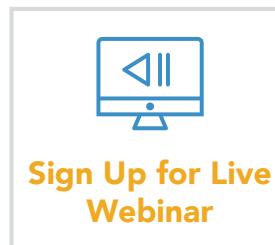*Discover how the Realm Connect App helps your people connect.*

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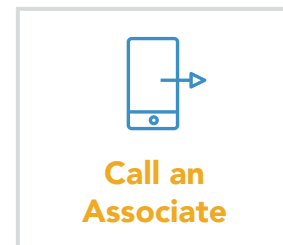
We encourage you to explore all that Realm makes possible by watching a demo, walking through a self-guided tour, or speaking with an associate today!

Take a Self-Guided Tour	Sign Up for Live Webinar	Call an Associate
acstechnologies.com/ products/realm/demo	acstechnologies.com/ products/realm/demo/tour	1-800-736-7425

Our Mission:
To help you have *real* ministry impact.

ACS Technologies® has provided more than four decades of service and software to churches of all sizes throughout the world. During that time we have calculated data, gained vital insight, and received thousands of first-hand testimonials on best practices and methods that most effectively help ministries.

Our years of service have allowed us to become the world's largest providers of ministry solutions to churches of all sizes. It is our mission to furnish advice, examples, tips, and information to help you turn your ideas into real ministry impact.

Powered by the people of **ACS**Technologies.

Family- owned for over 40 years	#1 rated in service	Nearly 50,000 churches served	Over 400 staff ready to serve	Best place to work

www.acstechnologies.com
1-800-736-7425