# Why Pastors ♡ Realm®

## (and why you will too)

All-mobile

All-in-one

All-cloud

realm

The ministry ideas, how to's, tips, and advice you need to fall in love with Realm.
PLUS... how our software, Realm®, can help you achieve this ministry goal.

# Pastors ♡ Realm.
## It's true.

But you don't have to take our word for it.
Just check out these quotes from real pastors who love Realm:

★ ★ ★ ★ ★
*Our people are finding Realm easy to use and easier to navigate.*
**– Pastor Jonathan S.**

★ ★ ★ ★ ★
*Everything is in one place. Giving, attendance, directory...and all with mobility. Overall, we have been very pleased with Realm.*
**– Pastor Derek G.**

★ ★ ★ ★ ★
*We love Realm! It has helped us build an online church community and strengthen our communications throughout the church.*
**– Pastor Tim Z.**

★ ★ ★ ★ ★
*Realm helps us in so many areas of attendance, data entry, financial records, and more - it's such a comprehensive tool.*
**– Pastor Sarah D.**

★ ★ ★ ★ ★
*I love the integration between all different areas such as financials, attendance, and groups.*
**– Pastor Brandon V.**

There are a lot of people talking and a lot of reasons why pastors love Realm. But to help YOU in YOUR ministry, we've decided to create this guide to reveal the top 5 reasons pastors love Realm and what it could mean for your ministry.

Read on to discover how to do more real ministry as you fall in love with Realm.

# #1 Realm Saves 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 expedited. Realm was created to help busy ministry leaders do more real ministry with solutions designed specifically to support you.

As you read the rest of this guide, it will become apparent that - while helping you do more real ministry - Realm also saves you time and energy by streamlining all your processes into one place. The all-in-oneness of Realm means that you spend less time jumping between tools and more time actually using them to get things done.

It saves you time by allowing you to do everything you need to do for ministry online in one place with easy-to-use and easy-to-navigate solutions for:

- ⭐ **Capturing, recording, and managing giving solutions of all types**

- ⭐ **Group communication**

- ⭐ **Child check-in**

- ⭐ **Background check management**

- ⭐ **New visitor follow-up**

- ⭐ **Discipleship**

- ⭐ **Churchwide and targeted communication**

- ⭐ **Reports, dashboards, and data**

- ⭐ **Directory and profile information with customized fields**

- ⭐ **Accounting**

- ⭐ **Mobile apps**

- ⭐ **And so much more!**

You'll save time and do more ministry when your tools are aligned with your goals in an all-in-one ministry software solution.

# #2 Realm Gets More People Involved

If you want to get people involved and engaged, you have to communicate in a ways that foster conversation while still giving you the greatest voice. There are three main things Realm helps pastors do to cultivate real conversation so your people can get more involved.

## Reach 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...*
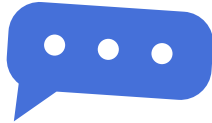
To reach your audience, you have to segment your audience.

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

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.

## 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 churchwide, 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.

## 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, etc. - 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.

Realm gets people involved by letting them in on the conversation.

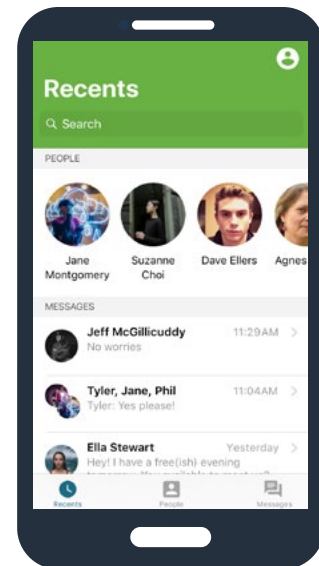# #3 Realm Connects Pastors and People With Mobile Apps

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.

## For Pastors - Shepherd App

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 & tags to profiles.**

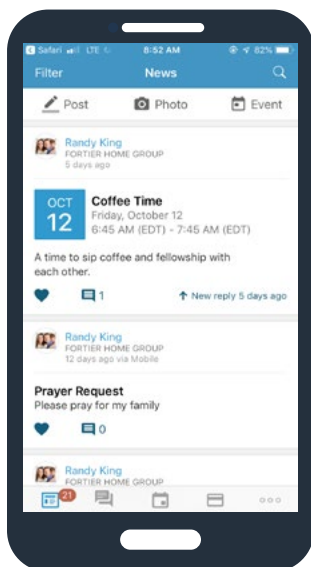Discover how the Shepherd App helps you reach more people.

## For Everyone - Connect App

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 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 Connect App helps your people build community.

# #4 Realm Helps Churches Grow

We already established that pastors have limited time. And yet you still need to grow your church. Realm offers great tools to make more of your time by increasing growth opportunities. Growth means more. More of what your church needs, with less of your time.

## 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. Don't worry about falling behind or having 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, providing 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: a cast vision to inspire giving, and b) 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 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 violá! 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 if you want to discover all the ways that Realm - an all-in-one, time-saving, pastor-supporting, more-ministry-doing software solution - can help your church grow, visit: realmchurch.com.

# #5 Realm Has Special Tools and Support Just for Pastors

You know the importance of supporting your team. So do we. Our 24/7 award-winning customer support means that your volunteers, staff, and members can get help when they have a question about the software solutions you've provided them. What's more, the support is there for you too! Have a question? Need some tips? Want more ministry resources? We don't just offer software solutions. We offer ministry guidance. We are more like ministry partners than solution providers, which takes a big burden off your shoulders.

Plus, knowing that your staff has everything it needs to run the church smoothly will give you some peace of mind and assurance that you've resourced your team well.

In addition to the many benefits Realm provides to your entire church, there are a few of our features that appeal specifically to pastors, and they deserves special mention.

## Dashboards & Data

You need to stay in the know. Our dashboards and reporting provide customized views that you can consume quickly to get a pulse on the health and life of your church. Need to stay in the know? Know more with Realm.

## Pathways for Discipleship

The ability to create custom, step-by-step Pathways for your people to follow has endless opportunity. From simple assimilation tracks to robust discipleship workflows, you can now guide your people - visitors, volunteers, members, leaders, staff - in an automated, consistent way that you can measure, track, and repeat. Want to lead effectively and consistently? Add this tool to your belt and use it in a variety of ways.

## And did we mention, an app just for you?

The new Shepherd App - as previously mentioned - is worth the cost of Realm all on it's own. Communication is one of your biggest jobs. Do it better and quicker with the Connect app from Realm.
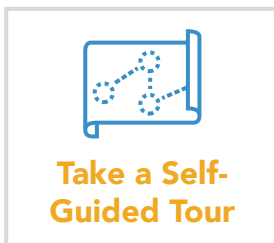
## Pastors ♡ Realm.   You will too!

Discover all the reasons you'll love Realm by signing up for an online demo or take a self-guided tour. Realm provides the best solutions for you to do more real ministry at your church.

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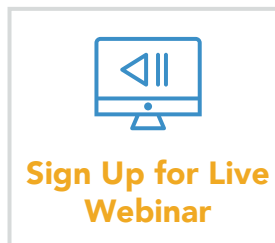
Realm provides solutions that will make your ministry and life way easier. It is cutting-edge church management software that combines administration, accounting, and community into one system. It also connects your entire church and personalizes each person's involvement in your ministry.

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!
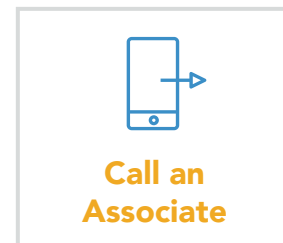
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### Call an Associate
1-800-736-7425

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