ACSTechnologies

#1 secret

FOR YOUR EASTER SERVICE

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Talk to us today about how the #1 Solution for giving, outreach, analytics, staff management and so much more is helping 1,000s of churches just like yours.

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This isn't going to be news to you. The best way to get people to your church is through personal invites. Even more so, as COVID has ravished our nation, people need to be pulled from their bunkers and invited into connection and relationship.

Events provide an opportunity to expand your reach beyond your church's circle of influence while also leveraging your people's influence to create a formula that generates some serious momentum.

The #1 way to promote your Easter event is to supercharge personal invites through social media.

These offers are available for a limited time. Discounts and savings offered through March 31st, 2021, and cannot be combined with any other offers. Promotion starts at the date of purchase.Offer valid for new clients to ACS Technologies only. *Free data conversion (up to $500) Terms and conditions apply

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Give Them a Reason

Your people need a reason to invite their friends, and their friends need a reason to attend. If all you're planning for Easter is a "special service" that looks almost exactly like your normal service, don't bother. Sure, you'll see some visitors but likely not from invitations. The reason? Your members need a reason to go beyond their normal witnessing strategy to invite those people who have previously passed on the opportunity to come to church.

You need something special to awaken in them a new interest for your church.

You could offer a carnival, a contest, prizes, free food, or even the ubiquitous egg hunt. Whatever you do, make it memorable and interesting enough for people to be proud enough to invite as many people as they know.

If you have online groups and teams already established in Realm® - an all-in-one church and event management solution - you can provide all the event details to your groups on Realm® so they can start sharing and participating in the event promotion even sooner.

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Give Them a Platform

Now that you've got your people's interest make it easy for them to invite their friends on social media by creating a Facebook event. Now your people can invite their friends to the event online rather than just telling them all the details in person, which may never happen.

You can also promote the event on Instagram and Twitter by sharing the link there too. Just because it's a Facebook event doesn't mean it's only for their friends on Facebook. Rather, it's a collective place where you can have a conversation about the event.

And conversate, you must! Plan on posting on the event page regularly. Updates, images, questions, related articles, anything that you think the people who've been invited will be interested in.

Your event on Facebook can now act as a platform, complete with content to share.

Finally, encourage your people to share each post and invite their friends to the event as often as possible.

Suppose you have the capability through a church management system like Realm®. In that case, you could also have a link to an online event registration in your ChMS so you can capture their contact information before they even set foot in your church. You can incentivize them to register by offering a free prize to a random winner.

You'll want to make a connection between your Facebook Event and your Realm event so you can start engaging with attendees in an ongoing way that will lead to growth.

Want an easy way to create events, receive payments, and organize volunteers? Realm is the only solution that combines all event planning and church ministry needs in one.

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Give Them a Boost

One thing that really motivates people to invite more people is momentum. When a person sees that other people are excited about the same event, it urges them to get people in on it before it fills up.

To create some buzz around your event, give it a boost. You can "boost" your event on Facebook by creating an audience (preferably just around your local area) and then invest some money in an ad over the few days or weeks leading up to the event.

If you gave people a good enough reason to attend, you'd likely get people you've never met interested in your event. Dollar for dollar, there are few marketing tools that perform better than a well-placed Facebook ad.

> *A great way to target people in your neighborhood to find the ones who are likely to respond to what you're offering is by utilizing the demographics analysis tools found through MissionInsite. You'll get an inside look at your neighbors to understand their needs and craft better meaningful outreaches and ads.*

Get your people to invite their friends, and make it easy by spoon-feeding them links, content, and a good reason to get the word out.

Realm provides solutions that will make your ministry and life 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.

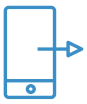
We'd encourage you to explore all that Realm makes possible by taking a demo, walking through a self-guided tour, or speaking with an associate today!

Take a Self-Guided Tour

acstechnologies.com/products/realm/demo

Sign Up for Live Webinar

acstechnologies.com/products/realm/demo/tour



Contact an Associate

1-800-736-7425

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

ACS Technologies has provided over four decades of services and software to churches of all sizes throughout the world. During that time we have accumulated 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 provider 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.

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