



PASTORS

**GET MORE PEOPLE
ENGAGED & LISTENING
THIS SUMMER...**

**SO YOUR CHURCH
CAN GROW!**

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**THE MINISTRY IDEAS, HOW-TO'S, TIPS,
AND ADVICE PASTORS NEED TO GET PEOPLE
TO LISTEN, ENGAGE, AND GET MORE DONE.**

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. But, on the other hand, it seems impossible to get people to listen, respond to an email, engage in an initiative, or sign up for a small group. And you wonder, are people hearing anything I'm saying? During the summer, when many congregants are away on vacation or children are away attending summer camps, the feeling that you're not getting your message across can be exacerbated.

So you want people to listen and engage, and not just on Sunday. That's one struggle. But for those that do, they are often met with limited response from you because you're trying to get a million things done. So although you genuinely want to foster better communication and engagement, it seems all but impossible because you have 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 and during a time of year where you may see lower attendance and engagement. That is, helping people receive and implement the valuable messages and teachings you're providing and 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 YOU CAN GET MORE MINISTRY DONE.



ENGAGE IN COMMUNICATION:

3 COMPONENTS FOR REAL DIALOGUE

When we talk about getting people to actually listen, we're really talking about getting people to engage. Engage in the conversation, engage in the activity, engage in discipleship, and 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 toward God's word? So 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
ENGAGEMENT TAKING PLACE, YOU HAVE
A PART TO PLAY.**

1

REACHING YOUR AUDIENCE

It's not just about Sundays. In fact, with today's more sporadic attendance and increased methods for communication, the messages you share apart from Sunday might be your most impactful. 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 need to create groupings of people with similar interests to send the right messages to the right people. And send it in their preferred format - email, text, etc.

The second positive impact of segmenting is that it makes the message more relevant in the mind of the recipient. Again, just think about your own experience. For example, if you get a church-wide email newsletter (that might go to your spam folder), you're not enthused to peruse its contents. But if you get a personalized note to your inbox, as part of a smaller group communication, you're going to pay more attention. Especially if it is directed specifically at you, addressing things specifically important to you.

TARGETED COMMUNICATION ELICITS GREATER RESPONSE AND ENGAGEMENT.

Once you send the right messages to targeted audiences, you're set up for the next step.



2

AN APT RESPONSE

Often, people are moved by what you share, but you never know about it. You're just left guessing if your words and efforts had an impact. You think they might have, and sometimes you see evidence they do. But do you know the great value you are providing to your congregation? And, do you 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 multiple mediums for your congregation to respond and interact is integral for communication. Enabling your congregation with group communications, along with the ability to reach you personally, allows you to create a two-way street with your members. This is especially important during the summer when people may not be in the pews but want to stay connected to the church.

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 peers and friends “in” on the conversation, hold way more weight than a general message to the congregation.

**TO ENGAGE IN THE CONVERSATION,
YOU HAVE TO PROVIDE
MEANINGFUL CONTEXT.**

Once you’ve segmented your audience, you can best identify topics meaningful to share with them. Leveraging technology such as church management software with group communications, Facebook, or a text message group provides a way to deliver your message to each unique audience. Perhaps you share a recent photo or 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.

**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. Right?

Not to worry, there IS a way to get more done while saving your sanity. Follow these recommendations to get more done in your church without spending more of your time.



1

MAKE MORE DISCIPLES

Discipleship is super important, and it consumes a huge portion of your time. Empower your lay leaders by assigning them to members of your congregation. This ensures that you don't have to manage every little aspect of the development, hoping you don't fall behind, forget or have other pressures come in and vie for time that will ultimately disrupt the process. Your congregation will still benefit from a personal touch, but you're freed up to spend more time in other ministries.

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.



2

MANAGE MORE GROUPS

Whether you're talking about small groups, community groups, task groups, teams, or committees, organizing people in your church so you can cultivate communication and growth is essential to understanding the life and operations of your church.

Assign leaders to each of your groups, and equip them with the tools they need to interact with one another. For example, church management software, mobile apps, or social media will allow your groups to communicate, interact, and flourish without your involvement or oversight.

**WHEN YOU MANAGE GROUPS WELL, YOU
WILL SEE GREATER VISITOR RETENTION,
GREATER SPIRITUAL GROWTH, AND
GREATER COMMUNITY DEVELOPMENT,
LEADING TO INCREASED ENGAGEMENT.**

3

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; (b) capture donations to implement vision; and (c) offer flexible giving options that make giving easy!

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 various places, including mobile apps, online, via text, kiosk, and in person. On-the-go giving options are especially important in the summer when less people are in the pews.

**WHEN YOU PROVIDE A COMPELLING
VISION AND CONVENIENT GIVING
OPTIONS, DONATIONS WILL INCREASE,
AND YOUR PEOPLE WILL BE MORE
CONNECTED TO THE HEART OF
YOUR CHURCH.**

4

INVITE MORE RETURNING GUESTS

Chances are, you had many visitors come into the church but never returned. 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 opportunities as a pastor. They 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.

If you have information about your visitors, put them on a list, send them a targeted message, offer links to the weekly streaming of your services, and viola! You're on your way to engaging people who've already tasted and touched what your church is offering. So 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.**



MINISTRY ON THE GO

Pastors (and your people) are always on the go. Investing in tools you can access anytime, anywhere that allows you to bring you, your staff, and your congregation together makes engaging and connecting easy whenever and wherever you are this summer.

PASTORS

Pastors need tools designed specifically for them and their pastoral staff. Using apps can take your pastoral care ministry to the next level by giving you and your staff on-the-go mobile access to your church directory, groups, pastoral notes, and messages. You need a tool that 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**

STAFF

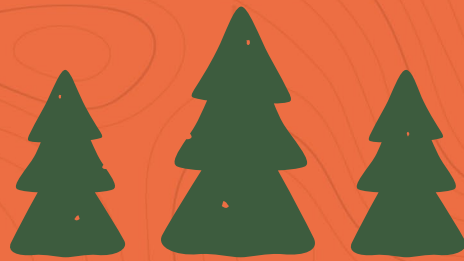
Your staff will also benefit from tools, such as church software or mobile apps, they can access from wherever they are. Church operations must be managed, regardless of who is on vacation, so investing in a solution that includes communications, accounting, and reporting is integral. Your staff needs to be able to:

- **COMMUNICATE WITH ONE ANOTHER**
- **ACCESS CONGREGANT INFORMATION**
- **PROCESS GIVING**
- **RUN REPORTS**

CONGREGANTS

You also need tools to connect your entire church, which helps create community. It gives your people a convenient way to connect with and share what's going on at and within your church anytime. It can also help engagement in all areas of the church - groups, communication, giving, events - the areas that mean the most to them. Be sure your tools allow members to:

- **CONNECT THROUGHOUT THE WEEK**
- **SELF-MANAGE PROFILE INFORMATION**
- **MANAGE GIVING & MAKE DONATIONS**
- **CAPTURE RSVP'S TO EVENTS**
- **ENGAGE IN GROUP CONVERSATIONS**



Hopefully, you have some new ministry ideas that you'll be able to implement to get more people really listening to your message. Then, with this newfound engagement and support, you should be on your way to getting more done.

If you need help finding the right tools to get you there, we can help. Find out more about how Realm can help you do real ministry by signing up for an [online demo](#) or [taking a self-guided tour](#). It's the best way to get people engaged and for you to get more done. If you're interested in other tools like a [pastor app](#), [communication tools](#) (including an [app](#) for your congregation), [streaming](#), flexible [giving](#), or [analytics](#), please reach out to us at **1-800-736-7425**.



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!



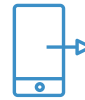
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Contact an Associate

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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Choosing the Right Ministry Partner

The know-how you need from experts you trust.

ACS Technologies is the original pioneer of Church Management Software (ChMS). We are firmly dedicated to serving local churches all over North America by providing the best-in-class ministry software and service solutions that help you fulfill Christ's mission for your Church.

Tools and support to strengthen churches.

We build great software, but we don't stop there. We have a "service-first" approach that truly sets us apart. With hundreds of dedicated support and consulting personnel, your staff can reach our team 24/7. We're in your corner to help you with the ministry challenges you face every day.

Ideas and solutions powered by integrity.

Integrity is real for us, and it means consistently being faithful stewards by doing the right thing for church success. We have earned the trust of pastors, church staff, congregants, our employees, and colleagues for over 40 years.

A plan to meet your needs and move your ministry.


We're not just interested in satisfied customers. We see ourselves as your real ministry partner and will work with you to make disciples that will last for an eternity. We're excited to talk about your goals, create a plan together, and set you up with the software, service, and resources you need.

We believe in YOU!

ACS Technologies believes in the local church. Over 75% of our team has experience serving in their local churches. We know firsthand that serving the Church means serving people, and we take seriously our commitment to helping ministries like yours achieve their God-given mandate - to make disciples in their communities, states, and across the world.

Let's Talk

We know the challenges of switching or implementing new technology and how that can be intimidating. But we also know the unbelievable changes that have happened within churches that have partnered with us for their ministry needs. Let's connect and see how we can assist you in the greatest thing you do - grow God's Kingdom.

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