

THE KEYS TO UNLOCKING  
**Ministry Growth  
and Engagement**



# WHO IS ACS TECHNOLOGIES?

---

45

years serving  
churches

400+

dedicated team  
members



262,143

ministry solution  
combinations

1

phone call  
to get it all

We've been serving churches and church ministries for over 45 years, including churches from 100 to thousands in weekly attendance, faith-based organizations, denominational offices, associations, and Catholic parishes and dioceses of all sizes.

# WHO WE ARE

---



## **Whitney Brown**

Senior Product Marketing Manager

6 years at ACST

10 years in marketing

17 years working with nonprofits and faith-based organizations



## **Leigh Ann Ortega**

Product Marketing Manager

4 years at ACST

Previous Church Communications Director

Children's Ministry Volunteer

# We're hearing...

---

We don't know who our neighbors are or what they care about or need.

I'm not sure where to start when it comes to reaching those in our community.

We need help with drawing people through the doors of our church.

We don't know how to communicate with people to tell them what we have going on.

Building long-term lasting relationships in our congregation is a struggle for us.

# LET'S EXPLORE...

---

1

Common challenges  
within the church

2

How to better  
understand your  
community

3

Strategies to draw people  
into your church

4

Tips on engaging and  
building relationships  
with your congregation

5

How ACST can partner  
with you along the way

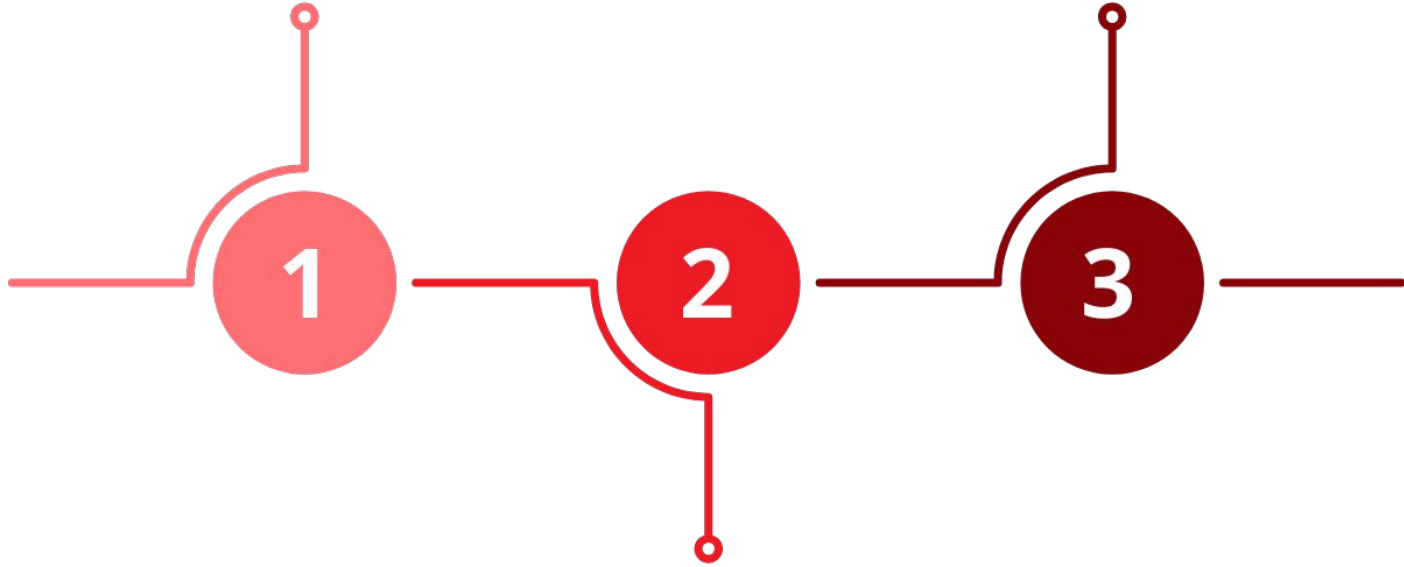
6

Q & A

*...plus, awesome giveaways along the way!*

**FIND**

**ENGAGE**



**REACH**



1

# FIND THOSE IN YOUR COMMUNITY

- Look outward - who is in your community?
- *Warning:* Your congregation may not be reflective of the broader community
- Use data to find what matters most to your neighbors
- Find people who share the same values, beliefs, and passions as your church or parish

1

# TOOLS FOR COMMUNITY INSIGHT

## Demographic Intel & Reports

- US Census data
- Local events or online groups
- [MissionInsite](#) by ACS Technologies

Study area: Gwinnett County  
Date of Report: 7/27/22  
American Beliefs Study Version: 2021

### About the American Beliefs Study Reports

The American Beliefs Study provides a projection of likely religious beliefs, preferences, and practices for a defined study area. This report is based on the American Beliefs Study national survey, which MissionInsite conducts every five (5) years. While general religious data is available through various organizations, only MissionInsite can provide current local geography projections. This report is based upon the 2021 American Beliefs Study Survey.

The 2021 American Beliefs Study Survey series contains two reports. **ReligionInsite** provides insights into community beliefs and religious preferences. **MinistryInsite** focuses on practical applications of the 2021 survey. It includes life concerns, reasons for non-participation (or considered non-participation) in a religious congregation or community, and a list of preferred ministries or programs. These are based on the specific study area. Customized priority lists address the study area's concerns, program and ministry preferences and more.

The **ReligionInsite Priorities** Report and **MinistryInsite Priorities** Report capture the priorities of some survey questions based upon strengths of beliefs plus the direction of the beliefs, whether towards agreement or disagreement. These two reports correspond to the full reports.

### The Study Area

The map shows Gwinnett County, Georgia, highlighted in blue, surrounded by other counties in the Atlanta metropolitan area.

### Contents of the MinistryInsite Report

The **MinistryInsite** Report has five sections that provide multiple views about a single topic.

Topics	Page
Life Concerns	2
Reasons for Non-Participation—Those Outside of a Religious Congregation or Community	12
Reasons to Consider Non-Participation—Those Inside a Religious Congregation or Community	17
Program or Ministry Preferences	22
Information Sources and Social Media Preferences	26

### How to Read the Different Report Types

Four windows provide insight into the respondent's answers.

- Window #1:** Reveals the detailed responses across all options.
- Window #2:** Compares the study area responses to national average responses. For more details, see the last page.
- Window #3:** Compares data between this survey and previous surveys to reveal trends.
- Window #4:** Provides prioritized lists of the topic. This window is only available on certain topics and after applying analytics.

Sources: The American Beliefs Study

Page 1



## 2

# REACH NEW PEOPLE

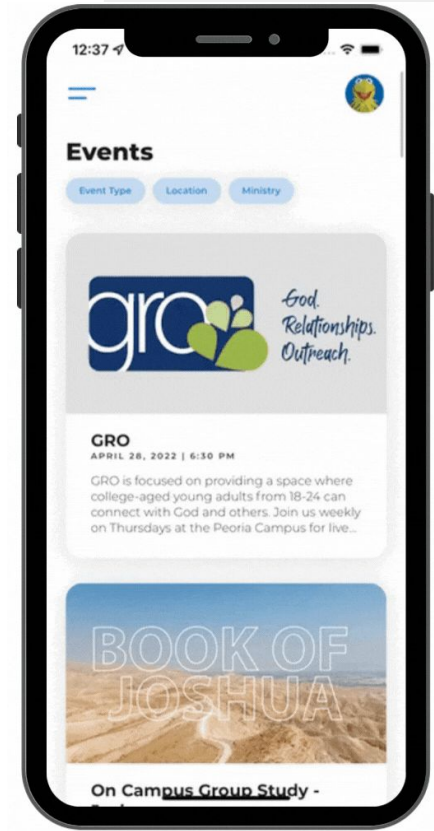
- Tailor your events to fit their interests
- Tailor your communications to fit their preferences
- Keep track of your efforts and the results to measure success and continue improving

## 2

# TOOLS FOR BETTER REACH

## Event Communications

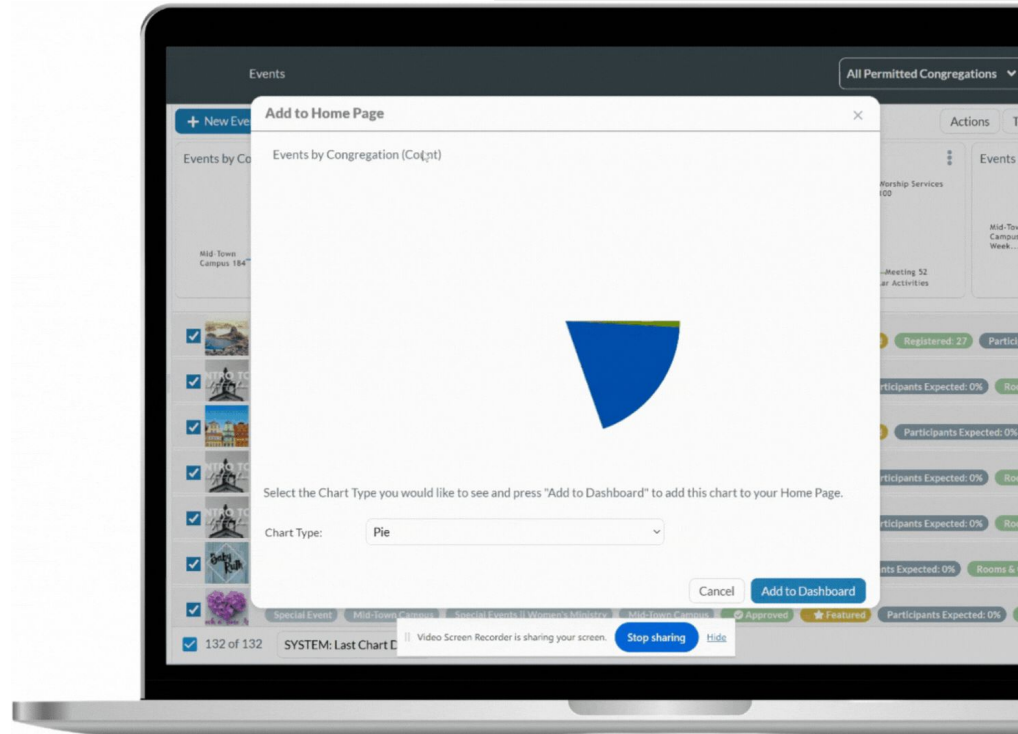
- Social Media
- [Website](#)
- Community forums
- Emails/Text
- Word of mouth
- Mobile Apps



## 2 METRICS FOR SUCCESS

### Analytics

- New profiles
- Increased attendance
- Increased giving





# 3

## ENGAGE YOUR CONGREGATION

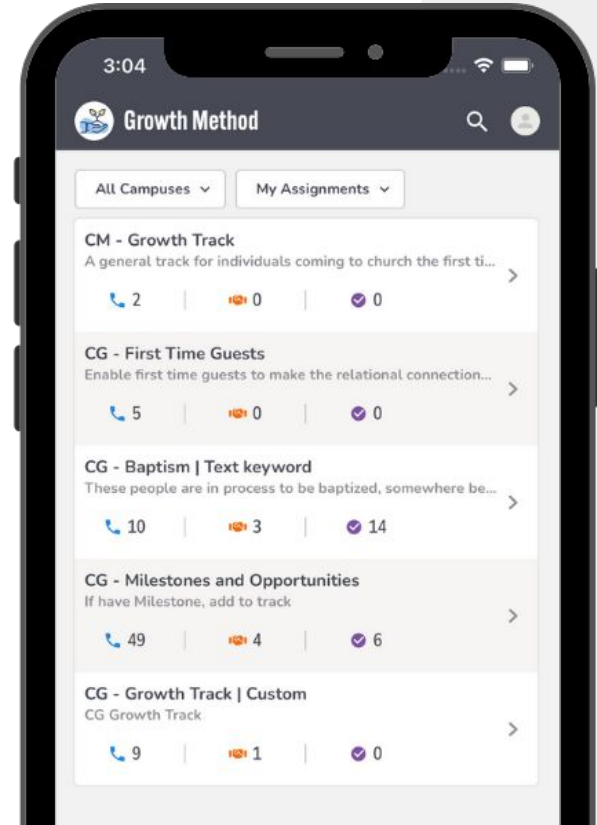
- Follow up with new visitors so no one falls through the cracks
- Create a connection with each visitor and new member
- Offer groups and volunteer opportunities that help visitors and new members build relationships with others in your church
- Guide and track where each person in their journey

3

# TOOLS FOR INCREASED ENGAGEMENT

## Tracks & Campaigns

- Spreadsheets
- ChMS workflows/processes/pathways
- [Growth Method](#) by ACS Technologies



# WE'RE HERE TO HELP!

## MISSIONINSITE

Community Analytics



Church, Event Management, Communication Tools

2



3



## Growth Method

Automated  
Communications and  
Engagement Tracking

Call us at 1-800-736-7425 to learn about our solutions and services to help you find, reach, and engage your church and community.

**Thank You!**