

Just because you *can*
send this mass text
doesn't mean you *should*.



The Texting Guide to Not Annoy Your Entire Church



QUESTIONS, COMPLAINTS, PROS, CONS, & BEST PRACTICES

Brought to you by



an **ACS** Technologies. ministry partner

98% of texts get
opened and read!

with 90% of those within
the first 3 minutes!

Sure, but opens ≠
engagement... 🙄



And isn't *that*
what you're really
after anyway?!

in this Guide

3 Questions to Ask BEFORE Sending a Message **2**

Promises vs. Reality **3**

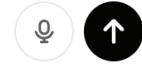
Top 7 Complaints about Church Texts **4**

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We asked ChatGPT...

What is the primary goal of any communication channel?



The **primary goal of any communication channel** is:

To deliver the right message to the right audience at the right time in a way that drives understanding, connection, and action.

In simpler terms: **clear, meaningful impact.**

ASK THESE 3 QUESTIONS BEFORE SENDING ANY MESSAGE (Yes, ANY message)

1

What do we **want** to happen from this message?

2

How will we **measure** what actually worked?

3

In light of 1&2, what is the best **channel** for this message?

BONUS QUESTION

WARNING: It's a doozie...

Are we prioritizing what's **fastest and easiest** *for us* **OR** what's **best** *for them*?

Oof—did that one hit too close to home? 😬 Sorry not sorry.

So, if you're going to send a mass text, keep reading...

There is a gap between what
**TEXTING
PROMISES
YOU** 💪

...and
**HOW
PEOPLE
FEEL** 😞



**"High Engagement
Guaranteed!"**

"Oh I opened it... and then immediately deleted it."

➤ Seeing it ≠ they like it or trust it.



**"Automated Campaigns
at Scale!"**

"This feels robotic. Do they even know me?"

➤ Without smart personalization, automation = alienation.



**"Two-Way
Conversations"**

"I replied and never heard back!"

➤ Ignoring replies kills trust and contradicts the promise of "connection."



**"Instant Reach to
Your Whole List"**

"Why am I getting texts about stuff I don't care about?"

➤ Without segmentation, "instant reach" quickly becomes "mass spam."



**"Multi-Channel Sync
with Email & Socials"**

"Why am I getting the same message in 3 different places?"

➤ Repetition without tailoring leads to fatigue.



Key Takeaway

The very features that
texting services promote can
inadvertently annoy your people
— especially for churches, where
trust and **tone** matter deeply.

Your texts to me should
serve our relationship,
not simulate it.

Don't let the features
become the focus —
lead with **VALUE**,
EMPATHY, AND
DISCERNMENT.

TOP 7 COMPLAINTS ABOUT CHURCH TEXTS 🙄

1

“Too many texts”

“I get more texts from my church than from my own family.”

- Overuse leads to overwhelm—even well-meaning texts can feel like spam.
- Especially frustrating if multiple ministries are texting independently.

2

“Always asking for something”

“They only text when they need volunteers or money.”

- People pick up on transactional patterns fast.
- Texting only when there’s a “need” (not when there’s encouragement, care, or community) turns off engagement.

3

“I Never Signed Up for This”

“I never opted in—why are they texting me?”

- Violates trust and, likely, texting laws.
- Even if someone gave their number on a connect card, they may not have expected automated texts.

4

“Not Relevant To Me”

“Why am I getting texts about youth ministry? I don’t have kids!”

- Poor segmentation leads to messages that feel out of touch.
- Generic mass messages make people feel unseen.

5

“Too Long or Hard to Read”

“I just skimmed it and deleted it.”

- SMS stands for short message service for a reason — not mini newsletters.
- Texts without spacing, clarity, or a single point often get skipped.

6

No Easy Way to Opt Out”

“I tried replying ‘stop’ and nothing happened.”

- Some churches overlook opt-out compliance or don’t communicate how to unsubscribe.
- Even if it’s rare, people need to know they’re in control of their inbox.

7

“Bad timing”

“They texted me during work, or late at night.”

- Timing matters. Texts during inconvenient hours can feel disruptive—even for good reasons.
- There are laws about allowable times.



Key Takeaway

If texts feel **invasive, irrelevant, or impersonal**, people check out — even if your intentions are good.

✓ **SAMPLE** **TEXT TEMPLATES** **BY USE CASE**

Encouragement + Devotional Link

"[Scripture Verse]"

Whatever you're facing this week, you're not alone. Here's a short devo to encourage you: [Link]

—[Church Name] Team



Prayer Request Invitation


Life happens—and you don't have to go through it alone.

Got something on your heart? Text us your prayer request 🙏 We're here for you.

—[Church Name] Team



Last-Minute Change or Weather Alert

 Quick update: Due to [weather/circumstance], tomorrow's service is moving to [New Time or Location].

Stay safe & see you then!

—[Church Name]



Event Reminder (Personal & Timely)

Hey [FirstName] 🙌 just a reminder that our [Event Name] is happening this [Day/Time] at [Location]. We'd love to see you there!

👉 Register here: [Link]

—[Church Name] Team



Special Services Invite

Good morning [FirstName]! This weekend is [Holiday/Event]. Think about who you might invite to come or join you. You make us better ❤️ See you soon!

—[Church Name]



Volunteer or Serving Call to Action

Hey [FirstName] 🙌 We don't need you to serve, but YOU might need you to serve. Something happens in our hearts when we willingly serve others. Ready to take that step?

—[Church Name]



Pro Tips

Here are some best practices for texting the people in your church 👉

Best Practices

- ALL CAPS? DON'T. JUST DON'T.
- Write like a human talks.
- By law, send between 8am-8pm.
- Reply. Quickly. No excuses.
- Goldilocks your emoji use: juuuust right 🙌
- Space them out. The larger the group receiving, the more time is needed between texts. Entire congregation? Once/month.