



5 Ways To Grow Your Church Through Technology

As technology becomes an integral part of everyday life, the way we consume information has evolved. From home where people rely on Facebook for news and companionship, to work where conferencing and chat platforms serve as our primary forms of communication, people want to connect quickly and conveniently. Church attendance and spiritual engagement are no different.



Currently, less than 50 percent of Americans are members of a church or synagogue, according to [Gallup's latest poll](#). To change this trend, houses of worship must embrace technology — not only as a means of convenient communication, but also to help more people find and stay involved with a spiritual community.

The congregation's appetite for technology has been growing steadily. As early as 2013, one online Bible app reached 100 million downloads and surpassed that by reaching [500 million in 2021](#). If your ministry hasn't broken digital bread yet, there's no better time than the present.

Here are five modern ways to tend your flock in the digital information age:

ONE

Streaming Services

Religious services are one of the many areas impacted by the pandemic. While COVID prevented us from coming together in person for group worship, divine intervention came in the form of streaming services. In fact, [71 percent of pastors](#) planned to livestream their Easter services in 2021. A host of platforms now make it possible to broadcast your message directly into your congregation's homes.

The remote trend continues to boom among worshippers, even after life has gone back to "normal." When members have a means to attend services and events virtually, they can stay involved even when homebound, sick or vacationing. Streaming your sermons keeps you connected with your existing church body. It also extends your reach and brings potential new members into the fold.

TWO

Website and Social Media

Members may come to your website for various reasons. They may be looking for information about upcoming events, contact information, electronic giving options or an updated schedule of worship times. Additionally, potential new members may check out your website first before attending an in-person service. An out-of-date website (or none at all) hurts your membership.

To keep your congregation informed and attract new members, your website should be well-designed, regularly updated, easily navigated and, most importantly, mobile-friendly. In recent years, access from mobile devices has accounted for [more than 50 percent of website traffic worldwide](#), so your site should be just as easy to navigate on a smartphone as it is on a desktop.

It's also important to consider your social media presence. There are 4.62 billion people around the world using social media, a [10.1 percent increase](#) over the past year. Staying active on your social media channels is a great way to connect with friends of current congregants and attract new members.

THREE

Mass Notification Systems

Many faith communities struggle with communicating effectively. While traditional paper-based announcements such as Sunday bulletins still have a place, it's likely some of your messages are missed in the hectic pace of modern life.

A [mass notification system](#) solves this problem by delivering your updates directly to everyone's fingertips via smartphone. This means important information is more likely to be seen and paid heed. It also lets you communicate with the entire congregation or specific groups of people (like the choir or youth ministry) at any time during the week, rather than just during the weekly service.

When shopping for the right mass notification system, make sure to ask the following questions:

- Does the service enable voice calls, texts, email and app notifications?
- Can you segment your contact list into groups?
- Can your message be translated into multiple languages?
- Is the system accessible 24/7/365?
- What kind of customer support is included?
- Is pricing based on pay-per-call/text or unlimited?
- Is your data secure?
- Will you know if your messages are received?



How Houses of Worship Use Mass Notification Services

- ✓ Prayer requests and prayer chains
- ✓ Weather and closing notices
- ✓ Birth and bereavement announcements
- ✓ Welcome and outreach messages
- ✓ Stewardship campaigns
- ✓ Volunteer opportunities
- ✓ Education updates
- ✓ Group Messaging: choir, youth ministry, small group leaders

FOUR

Electronic Stewardship

Electronic stewardship allows your members to give in a way that's simple and convenient. Advancements in payment technology have created a range of options to enable on-the-go giving. Clickable donation links can be incorporated into your church's website, online newsletters and social media. As people return to in-person services, options like secure stationary giving kiosks are available for on-premises donations and tithing. Since they typically don't require any account setup, they're a user-friendly option for your more technology-resistant members.

Not only does electronic stewardship facilitate donations, but it can also help simplify your bookkeeping with reports, automatic deposits and giving analysis. To take the stress out of fundraising, many platforms offer donation tracking and donor management, as well as subscription programs for recurring donations.

FIVE

Church Management Software

Innovations in technology specific to organizational management have grown exponentially in recent years. Church management software (ChMS) is designed to assist religious organizations with structuring and managing all aspects of their operations.

Because it was designed to meet the needs of faith communities, ChMS can help with a wide array of functions, including member acquisition and retention, fundraising, event planning, financial reporting, accounting and payroll. It allows church leaders to manage events, coordinate schedules, facilitate bookings, and track and monitor donations and giving. Church management software improves efficiencies and builds trust among your congregation, since they'll know operations are being managed properly.



OnSolve® One Call Now® — By the Numbers

10,000+

churches/synagogues count on One Call Now.

92%

experienced more participation and support for activities/events.

98%

agree One Call Now has increased their ability to connect to their members.

100%

agree One Call Now is easy to use and the most effective way to deliver time-sensitive messages.



To reach a modern audience, spiritual communities and houses of worship have to modernize their processes. Digital tools and online connection present endless opportunities to expand your reach.

[Learn more about their power, and leverage technology to grow your congregation.](#)

About OnSolve One Call Now

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