realm®

Mobile First

GOING MOBILE WITH MINISTRY

SOLUTION GUIDE

The ministry ideas, how to's, tips, and advice you need to take your ministry mobile.
PLUS… how our software, Realm ® can help you achieve this ministry goal.

Our Goal Is To Help You Have Real Ministry Impact

With nearly four decades of experience in providing services and software to churches of all sizes throughout the world, ACS Technologies has learned a lot. We've collected data, gained vital information, and received thousands of first hand testimonials on best practices and methods that effectively help ministries the most.

This knowledge is the basis for our free ministry guides like the one you're reading right now. We also offer a whole lot of other services, making us the world's largest provider of ministry solutions to churches.

We know everyone needs a little help sometimes. That's why we are providing advice, examples, tips, and information to help you turn your ideas into real ministry impact — that's what we mean when we say "Ideas to Impact."

It is our aim to assist in strengthening how you're currently doing church in providing an alternative to your current efforts. Whichever the case may be, it's our goal to be a trusted resource for how you're serving God.

There are a bunch of ways we can help, and the visual aid on this page outlines ways we can connect with you and help strengthen your ministry.

Thank you for downloading this ministry guide. It is our hope that the knowledge included can help empower you and grow your ministry the right way.

If you're interested in learning more or taking the next step for your ministry, you'll find our contact information at end of this guide.

Ministry is Mobile

If your church isn't reaching people on mobile devices, you're missing out on a huge opportunity. A communication, growth, or outreach strategy that doesn't include mobile overlooks the most prevalent content delivery and communication devices in the country.

> Failing to include a mobile strategy for your ministry is akin to preaching a message without a microphone.

Failing to include a mobile strategy for your ministry is akin to preaching a message without a microphone. *You might be saying something, but very few people can hear.*

If you haven't really thought about how to build community, grow groups, optimize giving, and interact with your people online, now is the time to put mobile first.

We've created this guide to unleash the possibilities presented by becoming a mobile-ready church. And how - with the help of Realm - you can easily unleash the power of connection.

Mobile Matters

In 2008, it was predicted by Mary Meeker, an analyst at Kleiner Perkins Caufield Byers, that access to the internet on mobile devices would overtake desktop by 2014. She was exactly right.

People access websites and apps on the internet using their smartphone more than any other device.

Need some convincing? How about these apples?

- 77% of US adults have a smartphone, according to Pew Research Center.
- The average American spends 87 hours per month accessing web content from their mobile devices.
- In 2015 people ages 18-34 spent 97% of their internet time on multi-platform sites; meaning a site or an app that could be accessed by both desktop and mobile. They spent 20% of their time on mobile-only apps, and a mere 3% of their online time on desktop only sites. The numbers aren't much different for older generations.
- The most recent numbers for overall online usage show that the average American spends 51% of their online time on a mobile device, 42% on a desktop, and 7% on other devices (like smart TV's and Blu-Ray players).
- 90% of time spent online using mobile devices is on apps, not websites.

And these stats are only - and always - trending up. So, yeah, you need a good mobile strategy.

Churches need ways to help congregants connect, communicate, and coordinate throughout the week, whenever and wherever ministry happens. And, congregants increasingly expect to participate and interact with their church community using tools similar to those they use to connect with friends and family.

But it's not just a matter of need. It's a matter of opportunity!

Imagine being able to reach people where they are with what they want. Picture a congregation engaged in community together, leading to more participation and growth across the board.

More Ministry with Mobile

According to the stats we just shared, people are spending more and more time on smartphones. Equally important, they are spending a disproportionate amount of time on dedicated apps rather than mobile websites. An app allows for much more functionality in ministry because of all the important data it allows to be consumed and shared. Just take a look and see how you can boost the following areas by going mobile with an app.

COMMUNICATION

Church communication is one of the hardest things to do effectively. The reason is because you have multiple audiences who only tune in to things that matter to them. Certain messages need to be delivered to the whole church. That's the easy part. You can post on social media, send an email, and speak from the stage. But then, you've got to convey specific things to particular groups, teams, leaders, boards, and disciples. This requires setting up multiple groupings of contacts that need constant updating and coordination.

With the right mobile app - tied to your church software - your church will be able to communicate church-wide with notifications, events and reminders. But individuals will also receive targeted communication based on the groups they are part of and ministries they are involved in. And you don't have to wait for them to check their email. Notifications, messages, and reminders will all go straight to their mobile device in real time.

By going mobile, you'll know for sure that your communication has arrived.

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CONNECTION

Close on the heels of communication are connection and community. It's not just about what you're saying, it's about how your people are interacting with each other. You want them to be connected with what the church is offering, but also with everybody else. And even more, with the groups and teams they are part of.

By having a mobile app with a member directory, group communication tools, and events calendar, people can connect with both your church and everybody who's part of it, in the ways they are currently involved. From the palm of their hands, your congregants can discover new people, reach out to friends on the fly, RSVP for and communicate about events, make conversations with their groups, monitor their giving, update their preferences and so much more.

There is a reason why they're called, "connected devices". Simply put, mobile devices increase connection.

COLLABORATION

You've got work to do. Serve teams, outreach groups, ad hoc committees, you name it; all have to get things done. They need ways to communicate with each other directly, but in the context of their purpose. No more chasing down loose emails and text messages trying to remember who's doing what and when.

With group communication, profile information, and calendars on mobile devices, your teams will have the tools they need to make it happen.

Moreover, they can share resources and have a history of what's been discussed to date. And when it's appropriate, leaders can review the conversations to stay up to date on what's happening.

Putting mobile first moves mission and makes ministry happen.

All that communication, connection, and collaboration will produce greater involvement.

THE BEST PART

Here's where it gets good. Ready for it?

All that communication, connection, and collaboration will produce greater involvement. And it will look something like this:

- Your church will experience numerical growth as people are empowered to share their mobile content.
- Giving will increase because people can manage giving, set up recurring payments, and make pledges right from their phone, whenever they're prompted
- Group participation will be on the rise because members can now discuss group topics and share resources.
- Events will be more robust and better planned as people RSVP and get reminders sent directly to them.
- People will serve and attend in greater numbers because they'll know the need and stay connected.

At this point you might be thinking, "Well that sounds good, but I've heard that apps are expensive and I'm not sure how I'd go about even setting this whole mobile thing up."

Not to worry...

Your Church Community, in the Palm of your Hand

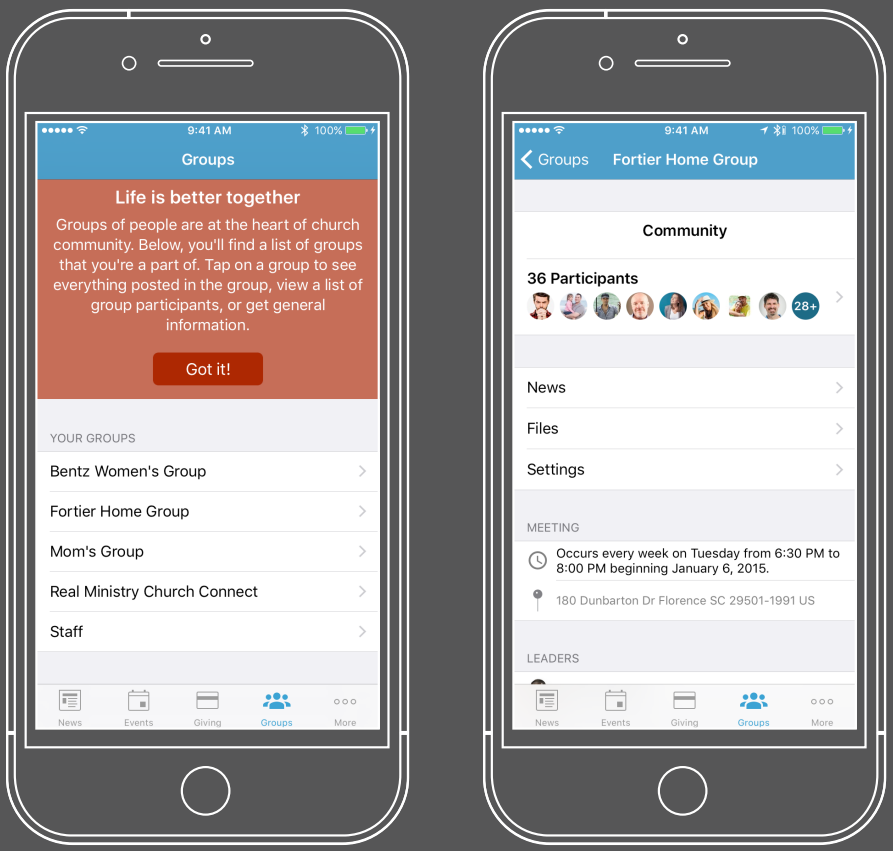
Realm's Connect App is a church ministry tool designed and developed by ACS Technologies. It connects your entire church and personalizes everyone's involvement in ministry. Because the app is fully integrated with Realm, all information is shared across platforms, making a seamless experience for leaders and congregants alike. It's powered by Realm but customized to your church. Can anyone say, "best of both worlds"?

Using the Connect App, your people can manage their involvement and engage with your church in the ways that matter most to them, with control over settings and content.

Let's have a look, shall we?

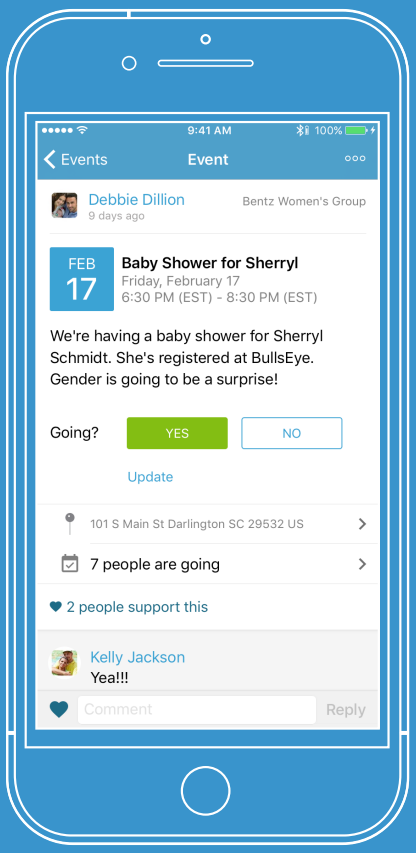
GROUPS

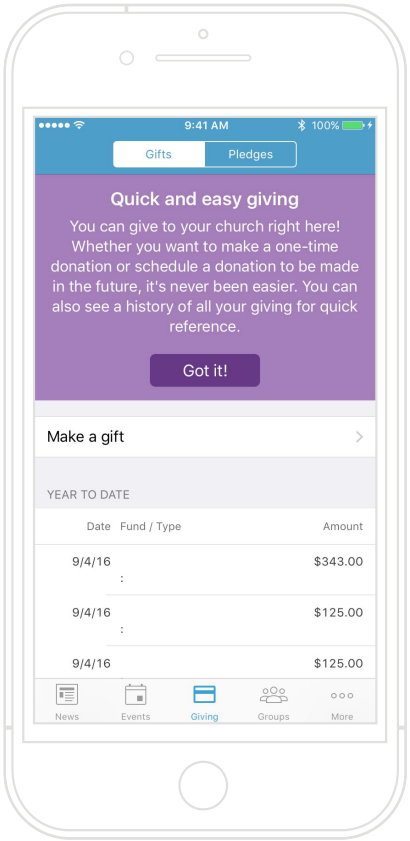
Participate in group discussions, post photos, share resources and events, and respond to group messages.

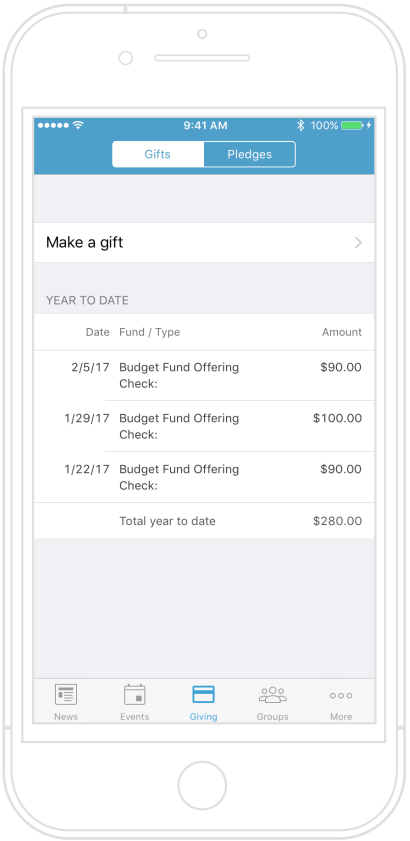


EVENTS

RSVP for events, receive reminders, and browse a church-wide calendar to discover what's going on.

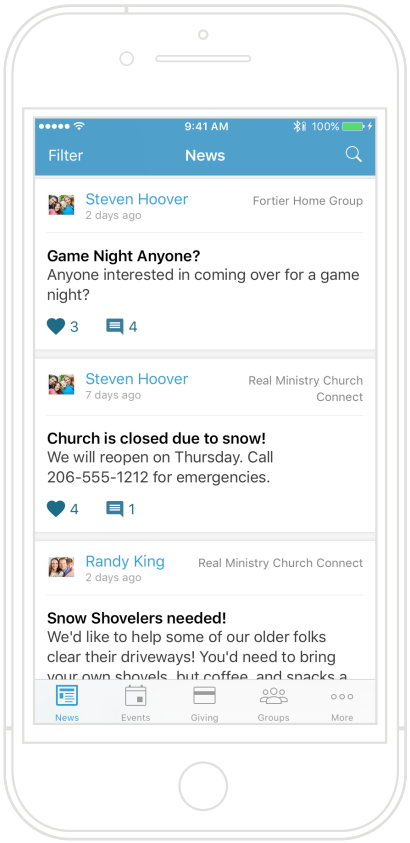


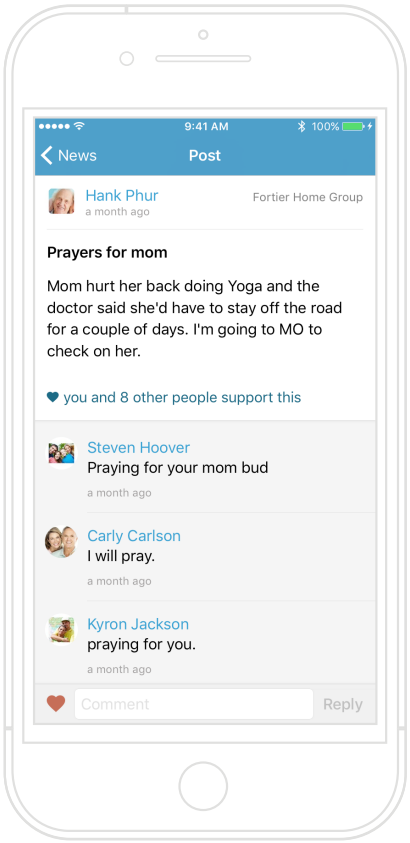




GIVING

Make donations, manage recurring giving, give to special funds, make pledges, and review giving history.



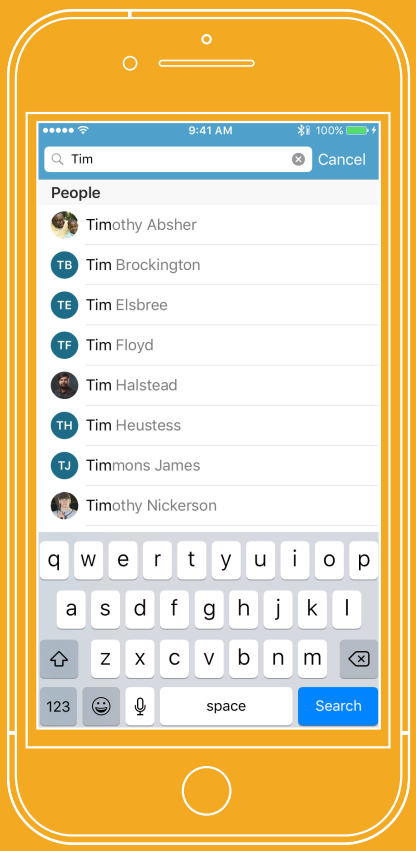


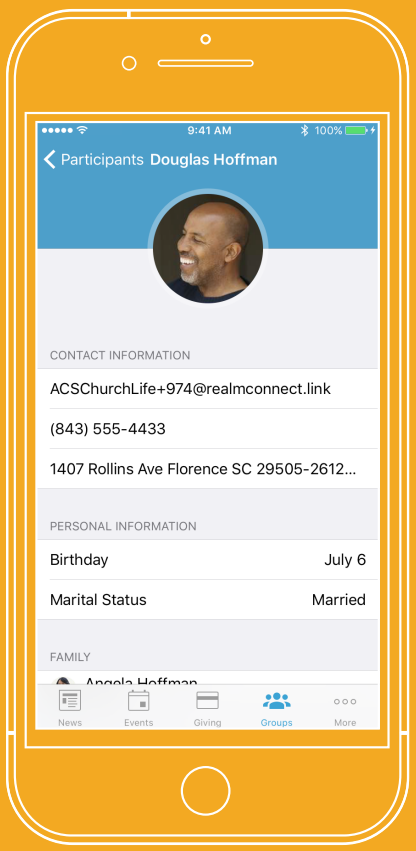
UPDATES

Receive event reminders, group notifications, and other communication all compiled into a personalized newsfeed.

PROFILES

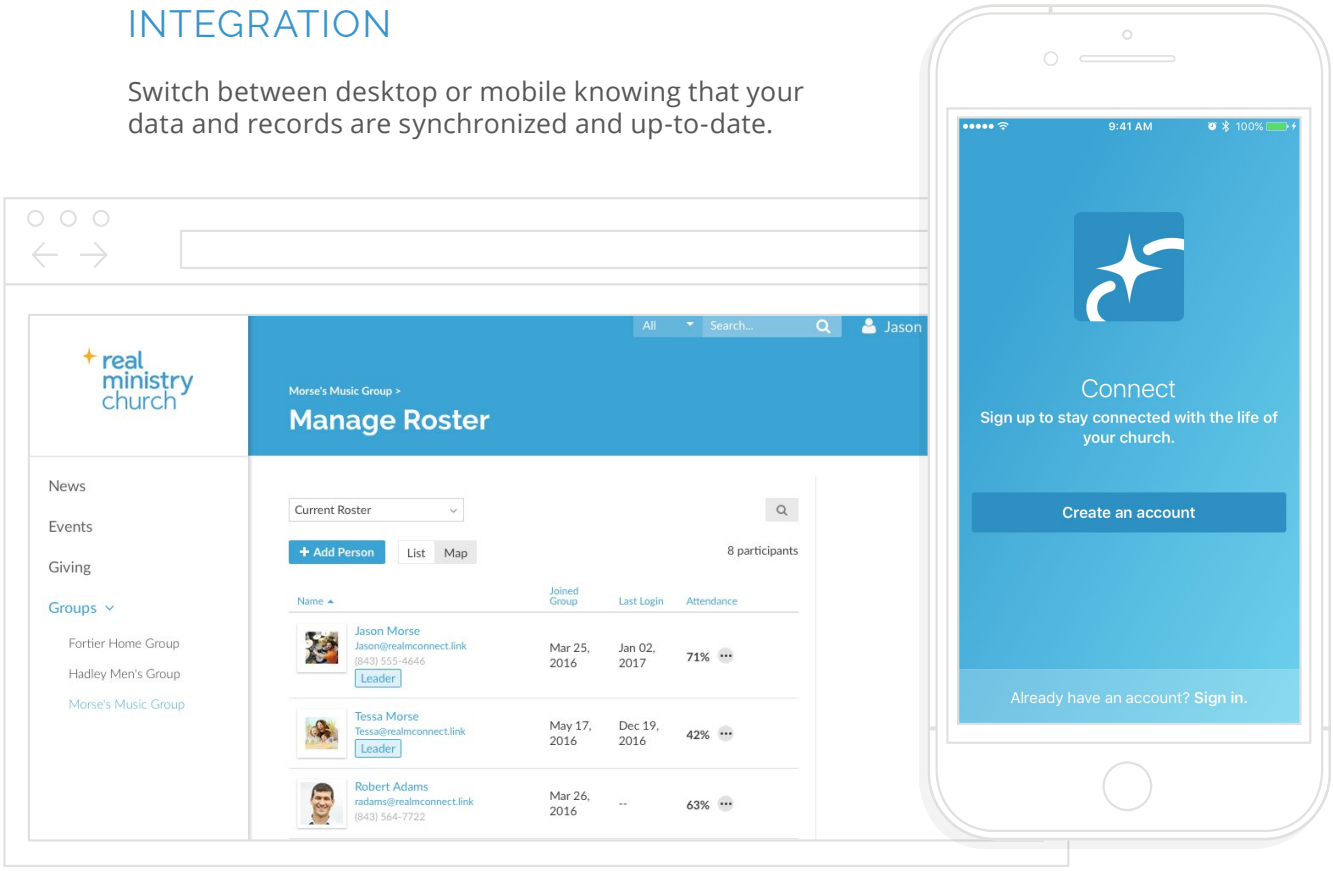
Manage personal data, contact information, and who can see what. And find other people in the church directory.





INTEGRATION

Switch between desktop or mobile knowing that your data and records are synchronized and up-to-date.



Easy to Start

It's clear, connecting your church with a mobile app is a wise decision. We make it easy.

IT'S AS SIMPLE AS 1-2-3...4

1. Sign up for a Realm account with the Connect Plan
2. Let one of our dedicated professionals help you get everything set up
3. Receive a Roll-out Kit that we provide to help you launch your app church-wide
4. Have your people download the app from Google Play or the iTunes App Store

And there you have it. Mobile strategy in a box. Well, more like, mobile strategy via Realm.

Real ideas for real ministry impact.

This guide is brought to you courtesy of ACS Technologies. We're excited to share more information with you about our new ministry tool, Realm.

Realm offers something for everyone in your church. It is a totally new type of church ministry 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.

People in your church and on staff will love Realm. They can access it online or from their phones whenever they want. It's quick, user-friendly, and simple to get started. Plus, we've got a dedicated team to make it a smooth transition and guide you the rest of the way.

realm®

Administration

- Track what impacts your ministry
- Modernize church giving
- Host organized events
- Know who's coming and going
- Generate insightful reports

Accounting

- Organize your finances
- Maintain vendor relationships
- Pay bills and write checks
- Reconcile your accounts
- Plan and monitor budgets

Community

- Put names to faces
- Connect people in smaller groups
- Facilitate communication
- Shepherd people through life
- Grow your outreach potential

Three easy ways to learn how Realm can help your church:

1. Attend: You're invited to attend a live Realm demo. Just pick the day and time that's best for you
   realmchurch.com/demo
2. Watch: Take a quick look into Realm. Visit realmchurch.com
3. Talk: Ask us anything. We're here to help.
   Call 1(800)736-7425 or email solutions@acstechnologies.com

Powered by the people of ACSTechnologies®

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Nearly 50,000 churches served

Over 400 staff ready to serve

Best place to work