

CONNECTING OFFLINE GUIDE

Purpose:

- Build Relationships even when you can't meet in person
- Continue to communicate essential information

Methods:

- Phone Call
- Texts
- Email

Phone Call:

- A phone call is a great way to connect with people, even if you can't see them in person

- Recruit key volunteers to help you connect with each person in your

Texting:

- Uses
 - Communicate updates
 - Ex) Wednesday zoom call, Sunday live stream, Online Giving
 - Quick check-in
 - Prayer requests
- Software Options (there are a TON of options, here are a few that might work for you)
 - If your church is small enough, have you and your key leaders text them individually
 - Text in Church--(FREE for 60 days) (https://textinchurch.com/how_it_works)
 - Most popular texting service for churches
 - After 60 days, \$37/month for 500 messages/month
 - Lots of integrations
 - Clearstream 25 message trial (<https://clearstream.io/why-clearstream/>)

- Growing texting service for churches
- \$29/month for 1000 messages/ month
- Lots of integrations
- **Flocknote**--FREE under 40 contacts
(<https://flocknote.com/>)
 - Send unlimited text & emails
 - Doesn't integrate with other software such as Community Church Builder
 - Can send automated phone calls (extra charge)

Email:

- With so many people turning to social media, your posts may be getting lost in the noise.
- If you're looking for people to take an action, not simply to scroll past, email is the way to go
- Unlike social media, people are more likely to TAKE ACTION when they receive an email
- This is a great way to share things that have been helpful in your walk with Christ as you update your congregation

Tips for an effective email

- Make it personal--treat it like a one-on-one conversation
- Sender--have the email coming from someone they know (ex. Lead pastor)
- Subject--Include a subject line that gets people's attention and encourage them to open
 - Ex) 3 verses about HOPE to encourage you
 - Ex) Diaper Drive a success thanks to you!
- Email Preview--Include 1-2 sentences about WHY they should open this email
 - This is what they see when they are skimming their inbox
 - This will NOT actually be included in the email
 - Ex) An email from a store would put "48 hour sale on hats, scarfs and boots. Save up to 50%. Grab the latest fall styles today!"
 - Church ex) Many of us are struggling with the unknown right now. Take 5 minutes to be encouraged by the One who is our hope.

- Church ex) Thanks to your generosity, 80 families in _____ city have diapers and other needed supplies. Find out what's next!

● Content

- Use short paragraphs--people skim and will likely stop reading if it's too long
- Remove as much extra information as possible
- Break up lots of text with relevant pictures (especially if you have any of people in your church)
- Include 1 call to action
 - This the the next step you want them to take
 - Ex) Give Now
 - Ex) Share these verses with a friend
 - If possible, include a button or direct link
 - You want to make it EASY for them to take the next step

● Some ideas from [Seth Muse](#):

Email 2.0

Here are some simple ideas to share succinctly in your pastor's section of the enews:

A Thought your pastor had about a Scripture or issue of the day

Something your pastor recently read in the Bible or in a book you recommend

A story about a conversation your pastor had with someone that applies to last week or this week's sermon

A funny comic strip, cartoon, or list of funny tweets you saw this week

A Reading guide for quiet times this week

The notes to the sermon from last weekend

Thoughts your pastor didn't get to share in the sermon last weekend

- Software Options (there are a TON of options, here are a few that might work for you)
 - Constant Contact
(<https://www.constantcontact.com/email-marketing/>)
 - Free for 60 days, Starts at \$20/ month (you can get a 20-30% non profit discount by prepaying for 6 months or 1 year)
 - Mailchimp
(<https://mailchimp.com/help/getting-started-with-mailchimp/>)
 - Free up to 2,000 contacts (1 audience)
 - SendFox (<https://sendfox.com/>)
 - Free but slow sending emails, can pay \$45 one-time for up to 50,000 emails/month

Outside Resources:

These links will take you to resources outside SOMOAG.ORG

- <https://prochurchtools.com/playlist/email/>
- <https://www.sethmuse.com/7-better-uses-for-our-all-church-email-newsletter-than-announcements/>

- <https://www.sethmuse.com/email-segments-any-church-can-use/>
- <https://get.tithe.ly/blog/church-email-best-practices>
- <https://churchmarketinguniversity.com/church-email-funnels/>
- <https://churchtechtoday.com/2019/09/13/why-email-marketing-is-critical-for-churches/>

Facebook Groups that publish regular, helpful content

- <https://www.facebook.com/churchmarketinguniversity/>
- <https://www.facebook.com/groups/ChurchMarketers/>
- <https://www.facebook.com/groups/churchcomm/>
- <https://www.facebook.com/groups/405311139621738/>