

PHONE TREE STRATEGY!

The perfect match for Servant Keeper[®]

Engage... The Church

"Here's the church, here's the steeple, open the doors, and see all the people." A simple children's nursery rhyme? Maybe so, but maybe also something more: we were all taught as children that the church was the people. And you know that in order for a church to be active and to grow both numerically and spiritually, it must be fed, or "engaged."

According to Rick Warren, Minister at Saddleback Community Church and author of *The Purpose Driven Life*, "Vision must be restated every 26 days to keep the church moving in the right direction." In today's churches, that much communication can require lots of time, staff, and/or volunteers. **Or... one PhoneTree[®] telephone messaging system.**

The importance of communicating clearly and often cannot be overemphasized. Understandable and up-front communication increases trust between members and leaders while eliminating unnecessary confusion.

The PhoneTree telephone messaging system was invented in and for the church. The PhoneTree software feature set has been developed by working with and listening to churches who use PhoneTree systems. This rich feature set is what makes PhoneTree the number one telephone messaging and e-communications provider in churches today. Features include things like simple integration from your church management software, remote access by phone, InfoLines, PhoneTree[®] OnDemand[™] and more, helping facilitate your church's activities — from the funeral announcement to the spaghetti supper. Tens of thousands of customers in churches are already enjoying the benefits of using PhoneTree products. Make PhoneTree part of your ministry today!



Engage... Your Volunteers

20% of people in most churches do 80% of the work and 80% of the giving....

But have you ever wondered why?

The problem is as much psychological as it is functional. People, as a rule, do not like to hear the answer "no" to



most questions. For example, you may have chosen Mary to be the volunteer coordinator for the upcoming fundraiser.

- You have 100 people who have volunteered for fundraiser duty.
- You need 10 people per week to work in the office.

At the beginning, Mary tries to call everyone on the list at different times. 10 people on the list routinely say "yes" to her request. There are 20 on the list that routinely say "no" because of other commitments. Over a period of time, Mary will tend to call those who say "yes" first and push those who say "no" to the bottom. When you ask those at the bottom of the list why you never see them helping with the fundraiser, they will say they never get called. It's a neverending cycle!



The PhoneTree 2500's **Volunteer Management feature** tackles this problem (and many others) for you. In addition to several other functions, such as giving you a detailed report of any call job, the PhoneTree 2500 will call your list of volunteers automatically and then stops calling when it receives the requested number of positive responses. It will then, should you choose, move those who said "yes" to the bottom of the list. So, the next time you let PhoneTree call, it contacts those who need to be involved first, giving everyone a chance to participate and feel *engaged*.

Engage... The Church Staff

Today, more than ever, knowledge is more generalized and transferable than in the past, which facilitates mobility. As organizations try to achieve more and more with less and less, they realize that people are what makes the difference — people who are prepared to go the extra mile for their employer, people who are ready, willing and able to exert maximum effort, deploy maximum intelligence and apply maximum creativity.

People are attracted to — and do their best for — companies that take an interest in them and invest in their development and environment. People appreciate the use of technology when it makes their jobs easier.

PhoneTree systems automate many tasks your staff would never have the time for. They are designed to keep staff members from doing time-consuming repetitive tasks, allowing them to stay motivated and keep your congregation informed at the same time.



Selected features:

- Telephone AND E-mail – Notify your members the way they want to be notified. Automatically send a phone call, and e-mail, or both with one click of the mouse!
- Volunteer recruitment and management – Automatically recruit volunteers to serve in a particular capacity. Because PhoneTree is interactive, it is like having an additional staff

member.

- Remote access – Access PhoneTree from any telephone when you are on the road to notify parents of a change in schedule or request assistance
- Software integration – Because PhoneTree integrates with virtually all church management software and most common office software, there is no need to re-type lists you already have somewhere else. PhoneTree is so easy, you will be using the system within minutes of taking it out of the box.

Engage... The Choir

***"Go tell it on the mountain...
over the hills and ev'ry
where..."***

An informed choir is a happy choir! PhoneTree systems give you the ability to effectively communicate with your choir members.

With our systems, you can quickly remind the whole group of rehearsals, changes in schedules, and upcoming events. Even if your communication need doesn't center around a program or project, PhoneTree is ready to assist and keep everyone engaged.



With PhoneTree like a member of your staff, you can "assign" the messaging tasks you normally would not have the time to do. You can notify the choir about sick members, or those in need, start a prayer chain, or just send out an inspirational message from the director, not to mention save everyone time and worry in the event of an unexpected rehearsal schedule change, cancellation, emergency, or any number of events!

Tens of thousands of customers in churches are already "singing the praises" of the benefits of PhoneTree. Call today and find out how PhoneTree can keep your choir "engaged!"

Selected features:

- Touch-tone notification – collect responses from those being called.
- Detailed reporting - Reports of how every call was answered readily show you who was reached, who was left messages, who replied, and more.
- Transfer to a live person – Use PhoneTree's interactive capabilities to the fullest by allowing transfer to a member of your office staff with the touch of a button.

Engage... The Youth

Successful youth ministry starts with great communications. With the busy lifestyles of today's



youth, it doesn't matter if you're going to the beach, Grand Canyon, Africa, or the Dominican Republic — fast, effective communications is a must.

Maybe your communication need doesn't center around a program or project; maybe you just want to remind or notify the youth or your staff about serving as ushers, Sunday school teachers, worship leaders, volunteers, committee members, painters, or gardeners.

Whatever your need, PhoneTree has your answer. PhoneTree calls, sends text messages, AND e-mails automatically, keeping your group up to date. Today's PhoneTree systems have features such as:

Selected features:

- Remote access – Access PhoneTree from any telephone when you are on the road to notify parents of a change in schedule or request assistance
- Email and text messaging (PhoneTree 2500 and up) – Keep in touch with your youth using the technology they use, in conjunction with matching phone messages.
- Volunteer recruitment and management – Automatically recruit volunteers to serve in any capacity. Because PhoneTree is interactive, it's like having an additional staff member!

Engage... Shut-Ins

There is an important part of your congregation is one that is sometimes overlooked except four times per year. (Mother's Day, Father's Day, Christmas, and Easter) During the other 361 days of the year, do you really know if your shut-ins are OK? Are you taking time to insure that they are Engaged?

PhoneTree provides you the ability to automatically contact your shut-ins every day using your familiar, friendly voice. It can deliver a daily message or bible verse of the day and let you know if they need assistance so you may respond appropriately.

We have found that the reception of this technology among older adults was extremely favorable in that it only requires the use of their telephone to stay "Engaged."



Selected features:

- Are you OK? - Immediately lets you know if the shut-in or other person you are calling needs assistance
- Touch-tone notification – collect responses from those being called.
- Detailed reporting - Reports of how every call was answered readily show you who was reached, who was left messages, who replied, and more.
- Transfer to a live person – Use PhoneTree's interactive capabilities to the fullest by allowing transfer to a member of your office staff with the touch of a button.

Engage... Small Groups

Small groups — in which 6 to 12 people regularly gather to talk about their spiritual journeys, study the Bible, and pray — have become an integral and dynamic part of modern American church life. They have helped transform thousands of churches and millions of individuals. PhoneTree makes it easy to keep the members of these groups Engaged. With just a few minutes of your time, your personal message reaches everyone, by any combination of phone, email or text messaging. Keep faith strong and involvement alive inside the church and out while making the best use of your time.



PhoneTree works perfectly for prayer chains, study reminders, announcements and changes, and much more. It also provides multiple handy detailed reports of who was called, so you know everyone is in touch and no one is left out.

Experience the ways PhoneTree can help your church's groups stay active, in touch and engaged.

Selected features:

- Telephone AND E-mail – Notify your members the way they want to be notified. Automatically send a phone call, and e-mail, or both with one click of the mouse!
- Volunteer recruitment and management – Automatically recruit volunteers to serve in a particular capacity. Because PhoneTree is interactive, it is like having an additional staff member.
- Remote access – Access PhoneTree from any telephone when you are on the road to notify parents of a change in schedule or request assistance.
- Software integration – Because PhoneTree integrates with virtually all church management software and most common office software, there is no need to re-type lists you already have somewhere else. PhoneTree is so easy, you will be using the system within minutes of taking it out of the box.
- No per-call fee – Because your church OWNS the system, you can make one or a million calls without a per-call charge from PhoneTree.