

Training Guide

For Church Leadership



SmartChurch

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Getting Started

Dear Church Leaders,

Welcome to SmartChurch, the communication tool that provides your church with a free or low cost church app that is a smarter way for your members to stay connected to your church. We know that a church app may seem futuristic to some of you but based on the changing trends concerning how the world communicates, this will become as vital to your communication with your members as a phone call or an email in the near future. We also believe it will soon be the #1 way a new resident or visitor in your city finds your church.

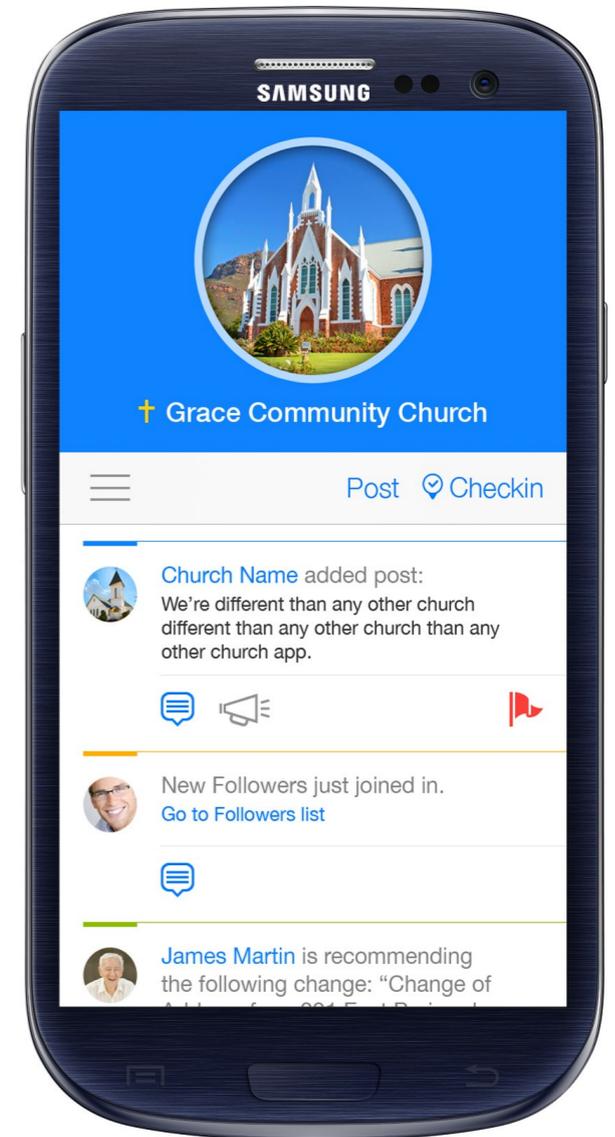
SmartChurch will do a lot to help your church reach it's goals. First, community will improve as people see the faces of their fellow members, connect to one another, and begin to share life with one another. Second, attendance at your church events will increase as people can easily invite people to church and RSVP. Third, prayer & encouragement will increase as your members begin to post prayers, Scripture, and encouragements to the Church Wall. Fourth, with SmartChurch Premium, churches will see their giving increase as young and old alike have a convenient and easy way to give anytime and anywhere. And finally, churches can post links to any file anywhere in our Media section keeping important documents, videos, pictures, and more right at your fingertips.

This Training Guide is vital to the success of your church app. Like anything new, a church app will never be successful unless the leadership gets behind it. If a church member gets on to your app and does not see anything new, he or she will be discouraged from returning. However, if the app is constantly updated, your members will become more and more involved and that is where community will be built with very little time or effort added to your staff's plate.

SmartChurch is always innovating and therefore, this Training Guide will be updated as we roll out new features. We're investing a large amount of money into insuring we can build the best functions & features for many years to come. We want you to stay tuned and be sure and download the latest version of the Training Guide on our website at SmartChurch.com.

Thank you and God bless you and your church!

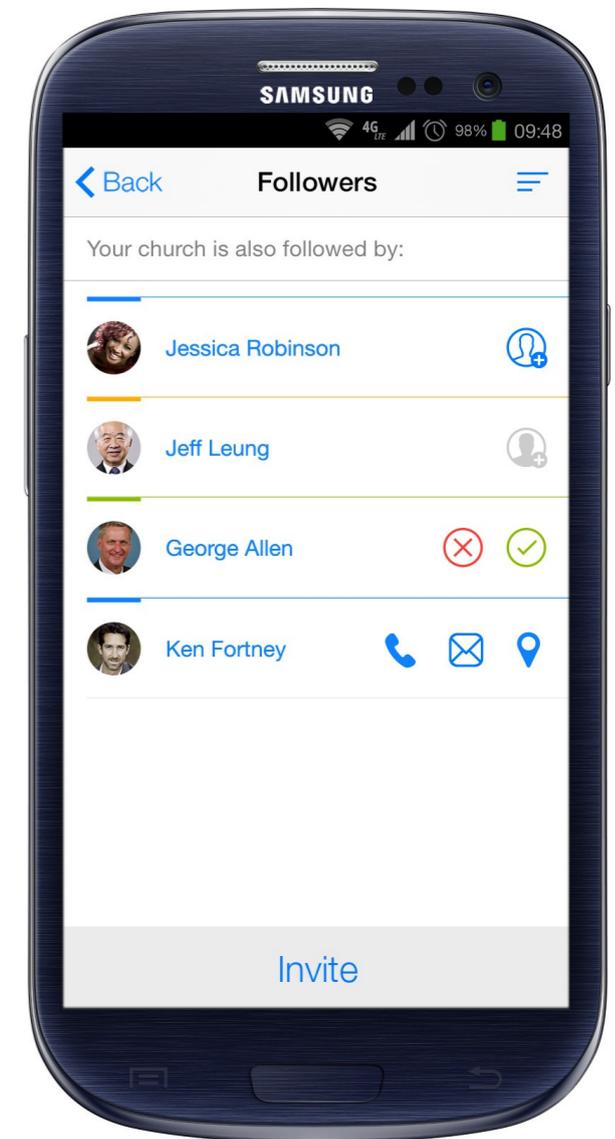
President



Cast The Vision

The future is here. In about 12 months from the day you launch SmartChurch, things will look a little different at your church. Here are a few things that will happen that you need to share with your leadership and eventually with your church members.

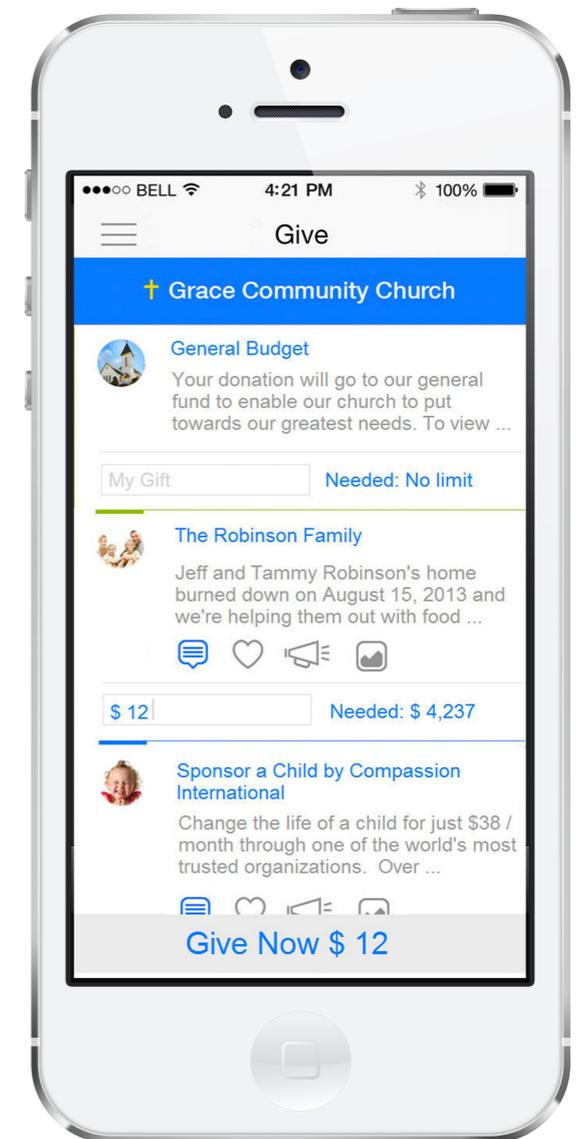
- **Increased Attendance at Church Events & Other Gatherings** - Once everyone is on here & using the RSVP feature, attendance will increase at your events. It's both common sense & the result of tons of research, but here's how we know this. People tend to go to places once they know *who* is going. The RSVP feature will tell them this *if* you encourage your members to utilize it. On top of that, everyone can "BROADCAST" an event to their personal Facebook or Twitter with just a simple click of a button which increases the likelihood that a non-member will attend.
- **Members Will Never Forget a Face (for long)** - A church member will see someone at church that they met the week before, quickly surf through the app, and find their name and info. This will prevent the awkward "avoidance" because you don't remember their name. And believe it or not, this matters! This feature will actually help "build" community in your church.
- **Members Will Be More Connected** - You'll find that the app creates more face-to-face, real community. Why? Because you can read about people in your church. You can even call them, email them, or connect in other ways to them. Before this app, you had to ask them for their business card or you could try & search for them on Facebook. Both are difficult if you barely know the person. In fact, today, most people have contact info for only a handful of fellow church members & almost none of them possess this data in the place they need it most: their phone! Watch as those barriers to community are torn down because of SmartChurch.
- **More Information About the Needs of the Church** - As people share prayer requests, church events, & service projects, people will be more aware of all that your church and your members are involved in. Your people will remember friends they've prayed for and when they see them, they'll give them a hug, more people will get involved in service projects that match their gifts and talents, and new members will feel less like outsiders and will more quickly assimilate into the culture and life of your church.



Cast The Vision

(cont. from previous page)

- **More Community and Service Than Ever Before** - Now that people know each other better and don't have to hunt down contact information, your members are now more likely to get together outside of church. Whether for coffee, a Bible study or to go and serve in the community. The app will help to create more spontaneous community and organic ministry than you ever had before.
- **Giving Will Increase** - Today, people give on Sunday morning. For just a brief 5 minutes, people pull out cash or a check & give. But most churches lose gifts because many people do not carry cash or checks (some studies say more than 35% of people in church on Sunday mornings have no ability to give). Did you know less than 40% of people who *would have* given at church will actually take the time to give later on (on the website or by mailing in a gift). If you upgrade to SmartChurch Premium, you will erase the excuses & tear down the walls to giving. People will also give more because they will have a simple and easy way to give anywhere they are inspired to do so: At a Bible study, during devotions, in bed,... etc.
- **Push Notifications Keep You In Touch**- SmartChurch wants your members to remember to go and view the app from time to time. The more activity on the app, the more informed and involved your members will be. SmartChurch sends out push notifications when the following things happen:
 - A new Event, Need, or Media is Posted to the App
 - A Follower of your church sends you a "Connection Request"
 - Something changes on a post that you've "hearted" or commented on.
 - Something changes on an event that you've RSVP'd to.

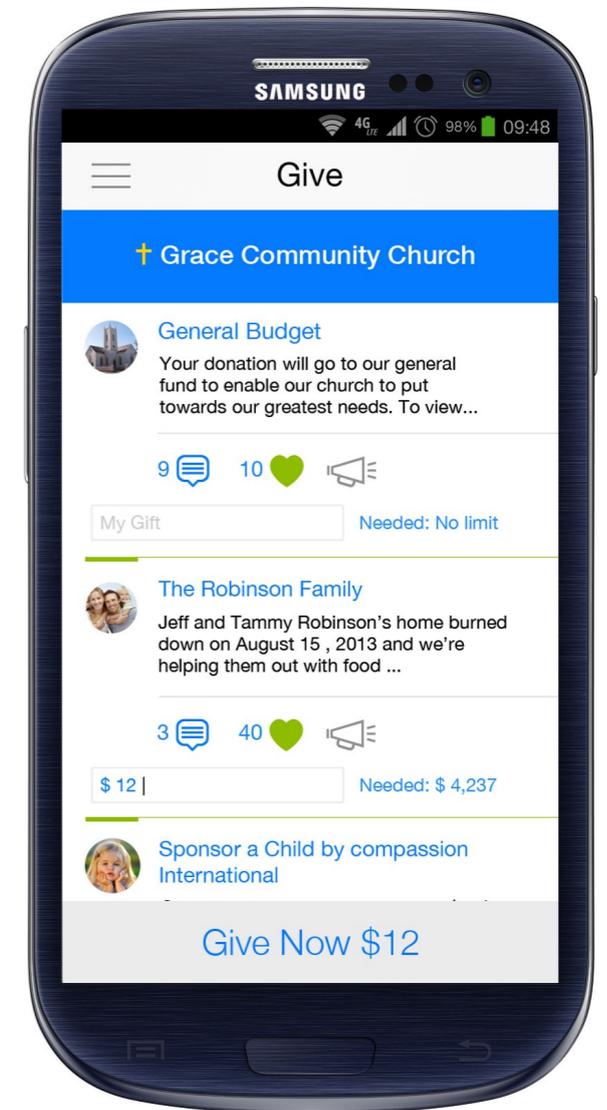


Cast The Vision

More about **Giving** (cont. from previous page)

If you get SmartChurch Premium with the revolutionary new giving page, you're going to see giving increase in a variety of ways.

1. **Young People Who Have Never Given Before Will Give.** Why? Because it's fun, it's easy, & they can give \$1 or \$5. This is the way people under age 24 prefer to give.
2. **This Is How Adults Will Want To Give In The Future.** Why? Because they can keep track of their giving and see the reports, tax documents, & information they need to set goals and stay on track. All studies show that cash & checks are on their way out.
3. **People Will Give More.** Your members prefer to give to specific needs and they are especially eager to fund projects close to their heart. This is good because you can display specific needs of your church & raise the funds quickly which will leave room for other Needs. The end result is that people will give more to your church.
4. **Sunday Morning Giving Will Increase As Will Annual Giving.** This is common sense. You're adding a way for people to give conveniently, privately and easily right from their phone. So you have removed a barrier for people that no longer needs to be there. Also, when church services are cancelled due to weather, your giving will not dip like it has in the past.
5. **Non-Member Giving Will Increase.** Visitors are more likely to give to a specific cause at a church than to a general budget. By showing all the needs your church has, you increase your overall giving for the year.
6. **Pictures Inspire** - SmartChurch allows you to post pictures with each need. Pictures naturally inspire generosity. What encourages you to support a child in a 3rd world country more: A description of the child or a picture of the child?



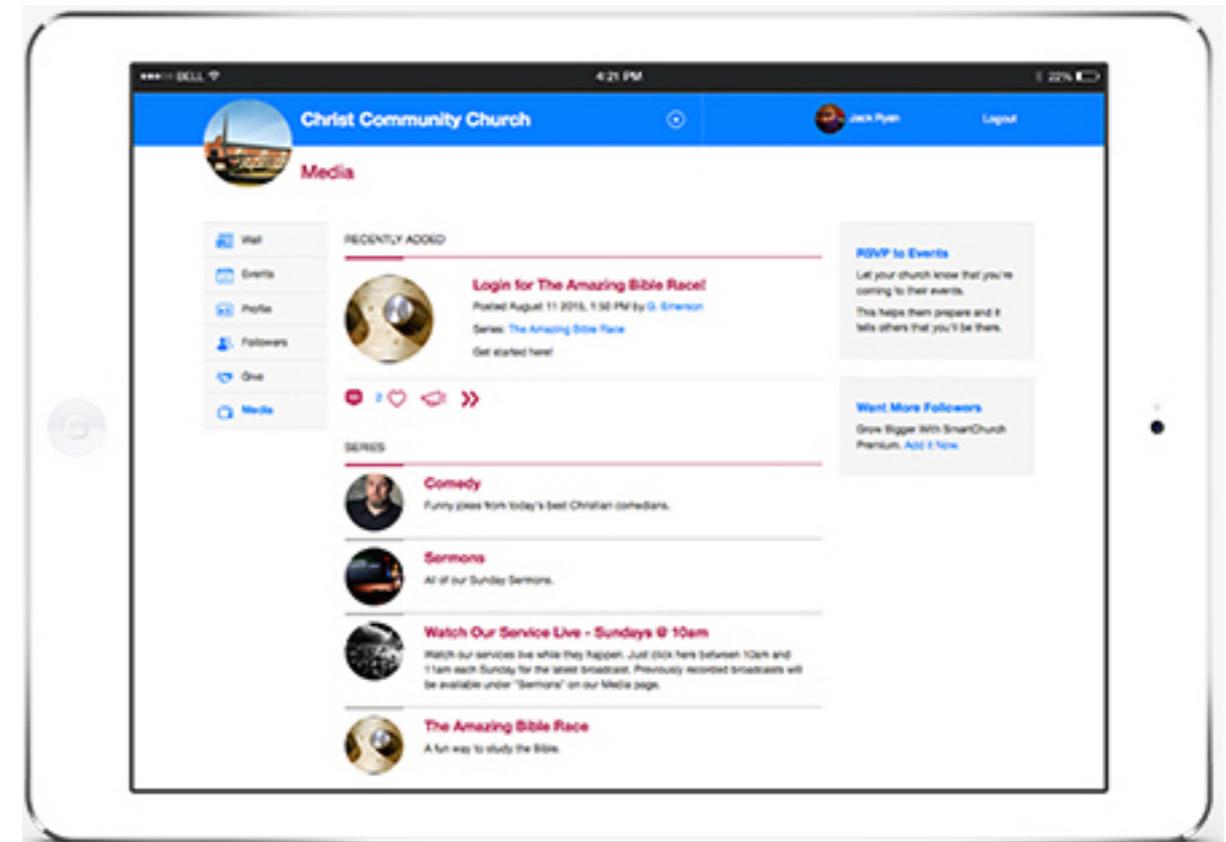
Cast The Vision

More about **Media** (cont. from previous page)

Never Miss a Sermon - The Media section organizes all of your important files into one location so it's easy for your members to find it. Create unlimited sections filled with important videos, photos, files, etc. such as:

- Sermons
- Bulletins
- Newsletters
- Christmas Photos
- Live Stream

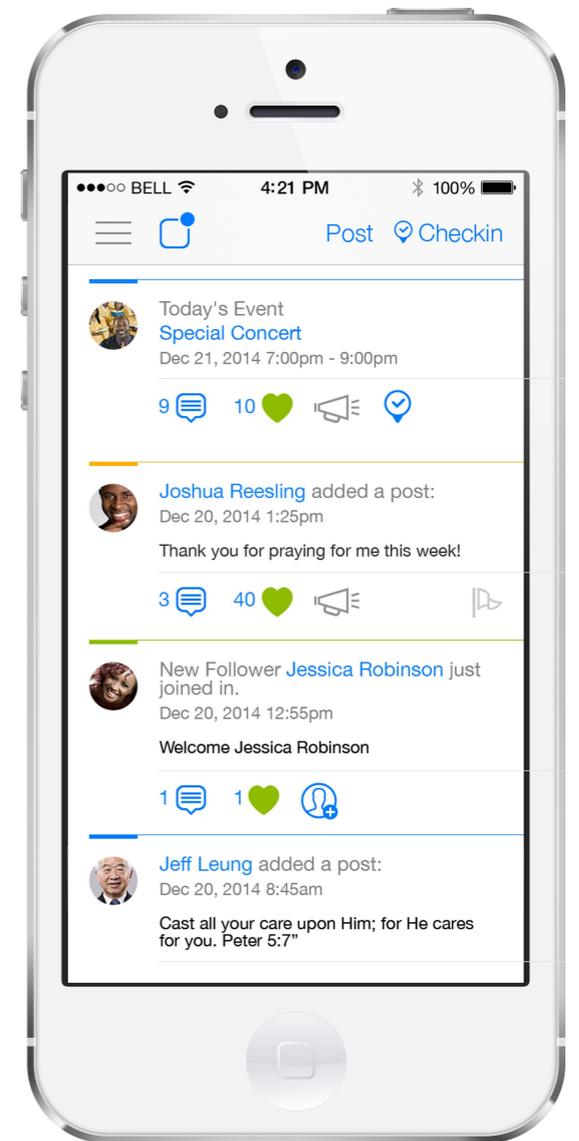
Link To Your Live Feed - Because our Media section allows you to post links to any website URL, you can even post a link to your church's live video or audio feed of the sermon. This allows your members to easily access and view your church from anywhere during the broadcast.



Set Expectations

SmartChurch will become the #1 way for your members to stay connected to your church. But it will take some time and effort to get there.

1. First, assume that **your smart device users will take about 12 months to get involved** if you push it hard. It won't happen in 3 months and that's to be expected.
2. Second, **expect to have pushback** from people who either don't understand what a church app is or will become or simply enjoy being the naysayers in your church. I'm sure you've never met anyone like this. :)
3. Third, **it will take a personal touch** to get some of your members on board. And by personal, you may need to ask if you can show them how to download and use the app. But that five-minute investment will be worth every bit of your time.
4. Fourth, **you will see the church app take off on it's own** once you get 50% of your members on board. This means instead of getting the 1-2 visits per member that your website probably gets today your members will visit your app weekly instead.



Get Commitments

Start with having your staff and the leaders in your church commit to the following things:

#1 - Post to the Church Wall & Keep It Updated Daily. Start with a 90-day commitment that will shrink to just three required posts per week once your members are posting 5 posts per day as well.

#2 - Encourage and Invite Church Members To Use the App Often. - Your leaders have to make this a big deal. Ask them to set aside 5 minutes before every class, include it in all announcements, & help people get set up on their phones when you're meeting with them. These things need to be integrated into everything they do for the next 12 months.

#3 - Display Information About SmartChurch Wherever and Whenever Possible. More about this later, but we have SmartChurch stickers you can order to put on your church windows & doors, posters can be hung up around church, SmartChurch videos can be played in services and classes, postcards can be mailed to every member, & so on.

#4 - Be Positive. Even if one of your naysayers is a staff member, they need to be committed to the decision of the church leaders and champion this cause. Ask every leader to keep their criticisms to the staff meetings only. Ask that they also share their criticisms with ideas@SmartChurch.com so we can be improving SmartChurch for you.

#5 - Have Your Staff & Leaders Sign a One-Page Commitment Agreement - This would spell out these commitments and any others you want to add. Studies show that signing a written agreement will increase commitment.



Pre-Launch Set Up

People need to be reminded about the app. A Church App is a new concept and until your entire church is using it, it's not just going to "take off." Remember that Facebook didn't take off until you saw a group of your friends get on board. And Twitter required a learning curve for people to figure out exactly what it did. Likewise, SmartChurch will not take off until you have at least 50% of your members on the app posting and connecting with one another. This may take three months and it may take a whole year but **it will happen if you follow this Training Guide.**

So constantly reminding your church members that getting on board is key. Everything about your church will be on SmartChurch soon and so you need everyone including visitors to get your church app and get involved. The more they do, the more they will use it and the more connected they will feel to the life and mission of your church.

So here's how you begin:

- A. Download our logo in all it's variations at SmartChurch.com/Promo.
- B. We require that you always use the praying hands icon anywhere our name is mentioned. Please do not alter our logo in any way.
- C. Ways to Display It:
 - A. "Follow Us On SmartChurch. Available on The Apple Store & on Google Play."
 - B. "Follow [Church Name] on your Phone. Download "SmartChurch" Today."
 - C. "Follow Us on SmartChurch."
 - D. "SmartChurch" w/ logo
 - E. Just display the praying hands. This is wise to do in places where you can't fit much text like a church window or door. People will become familiar with what this means and it will become as effective to remind them as the Nike Swoosh is for Nike.



Pre-Launch Set Up

(cont. from previous slide)

Here are a few ideas about **where** to display the logo. Once you have these up, please email pictures of SmartChurch displayed in your church to ideas@smartchurch.com or tweet them @thesmartchurch. We'll post the best ones to our social media pages for everyone to see (consider it free advertising for your church).

- A. **PowerPoint Slides** - Keep the logo in one of the corners on all slides. This is good especially if you use Premium so people are reminded that they can give using the app.
- B. **Entrances** - Use static stickers and put them on doors & windows leading in our out of your church. These will peel right off anytime. You can download these at SmartChurch.com/Promo.
- C. **Bulletins & Newsletters** & anywhere you currently make announcements.
- D. **Church Website and Other Social Media Locations**. Your web designer can even create a link so people can click on your website and go straight to a place to download the app. That's easy. Any web designer should know how to do this.
- E. **The Church Sign** welcoming people to the church.
- F. **Create Signs** to place out in front of your church so people who drive by can connect. Signs similar to "For Sale" signs work well although you're welcome to be more creative.
- G. **Your Email** signatures. Always sign your name and include a link to the app at the bottom below your contact info
- H. **Sign-in Registries or Signup Sheets** - Do you pass these in church or Sunday School? If so, give people the option to "check in" on the app. It's faster than filling out all their info and encourages people to download and start using the app.

Follow our church
on SmartChurch

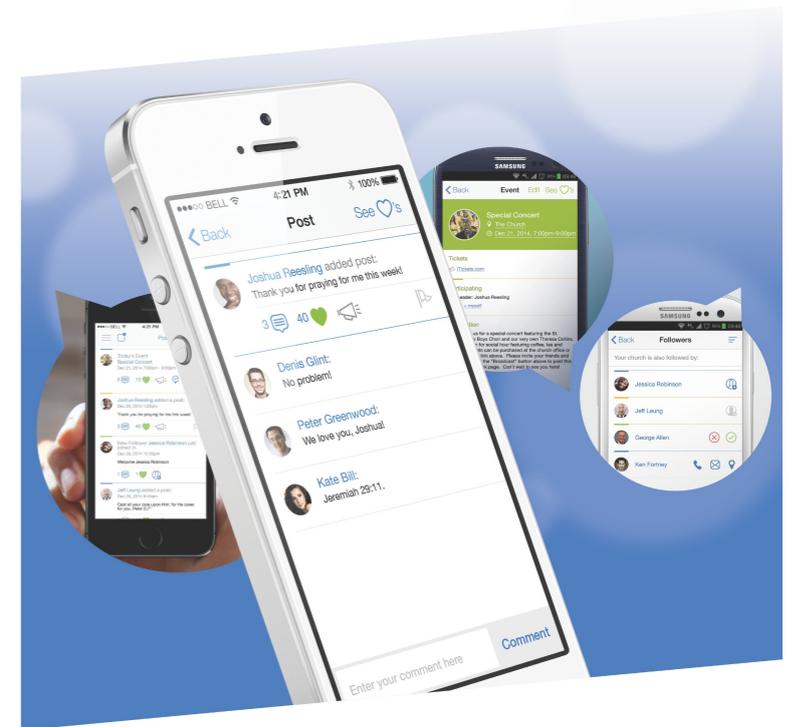


Pre-Launch Set Up

Not every church hangs up posters. But for those of you that do (or who are willing to start), SmartChurch has designed a great looking poster for you. Just download the design from SmartChurch.com/promo and take it to be printed anywhere. For quantities of 100 or less, its probably best to print it locally somewhere. However, if you want to print 250 or more, here's a way we've found that is likely to save you money over a local printer (costs are under \$300 as of 12/20/15)

1. Go to GotPrint.net
2. Click Poster on the lefthand side
3. Choose the 13 x 19 option
4. We recommend 100lb Gloss Book with Aqueous Coating
5. Select the quantity you want
6. Choose "Upload Manual Proof"
7. Follow the rest of the instructions to upload the file.

Members & Visitors!
Follow our church on  SmartChurch



Simply search "SmartChurch" on your app store on your smart device.

Available on iPhone now   Available on Android in February 2014.

Pre-Launch Set Up

You can upload EVERY MEMBER on the morning you plan to ANNOUNCE SmartChurch. There are three options for getting your members on SmartChurch fast. Depending on what SmartChurch Management Software you use, here is how we suggest you do it.

Our Church Uses The Freemium Software

In Freemium, you simply need to promote the app throughout your church and let each member sign themselves up on their own. You can set aside time during classes to help people do this or you could create a special agreement for your members to fill out and sign that gives your church permission to create their personal profile for them. If you do this, you will still need to set up each person one-at-a-time from a smart device. Our Freemium Software does not work on computers.

Our Church Uses Premium

In SmartChurch Premium, your church has the option of taking your entire church member list and uploading it into SmartChurch via an Excel or CSV file right from a computer. Just login to the SmartChurch Dashboard, click on the *Followers Page*, and click on *Manage*. You will see an *Upload* button in the upper right corner. This easy upload will get every member on SmartChurch and will alert each of them via email that they have been added. This will instantly get your members on SmartChurch which is a huge step in the right direction. For members with smart devices, they can upload a picture and edit their profile quickly & easily from their phone. Those who do not have a smart device yet can either go to SmartChurch.com on any computer and log in there or they can meet with a member of the church staff who can guide them through the process of updating the app.

Members & Visitors!
Follow our church on  SmartChurch



Simply search "SmartChurch" on your app store on your smart device.

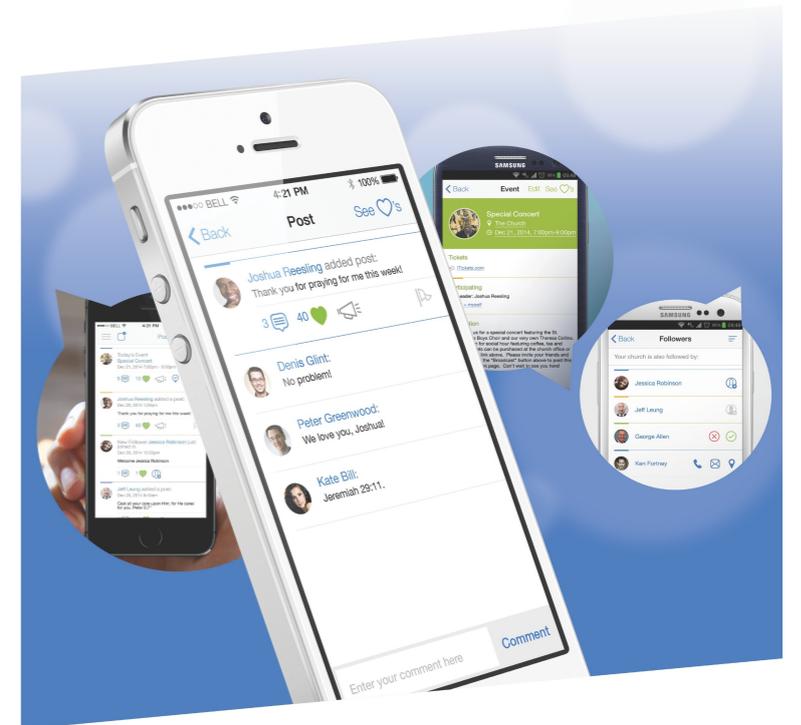
Available on iPhone now  Download on the App Store  Available in Android Market Available on Android in February 2014.

Setting Up Your Give Page

If you purchased SmartChurch Premium than one of the first things you will want to do is setup your Give page so your church can receive donations. We have partnered with Direct Connect and PayPal who have each rolled out the red carpet to ensure this is a quick and painless process for you. Here's what you need to know:

1. You need to link your bank account to our app. This can be done by contacting PayPal or Direct Connect and setting up an account. We will email you directions on how to do this.
2. After you're set up with one of these institutions, your Give Page will be turned on and ready to go.

Members & Visitors!
Follow our church on  SmartChurch



Simply search "SmartChurch" on your app store on your smart device.

Available on iPhone now  Download on the App Store  Available in Android Market 

Sign Up Sunday

Sign Up Sunday!

One of the best ways to educate your members and get them on board with SmartChurch is to host a few Sign Up Sundays (I've also heard them called "Selfie Sundays") where volunteers help them by literally showing them how to get the app on their phone, sign up, and even take their picture. Here are our suggestions for how to do this:

1. We suggest doing a Sign Up Sunday the first four weeks that you use the app and then just once a quarter after that. Churches that have done this have told us they have been able to sign up 40 people in just 15 minutes using 4 volunteers. Not bad!
2. During Welcome and Announcements, ask your members to pull out their phones, go to their app stores, and search "SmartChurch" (all one word). Then, encourage them to download it and create their login if they do not already have one. To add a little humor, ask anyone under the age of 30 to assist those who are not.
3. Next or alternatively, use the time between Sunday School and church or some other "break" time to sign people up in the lobby. A little help goes a long way.
4. Choose a high traffic location and post signs so people are reminded to do this. Many people simply stop by because they've been meaning to do it but keep forgetting.

Members & Visitors!
Follow our church on  SmartChurch



Simply search "SmartChurch" on your app store on your smart device.

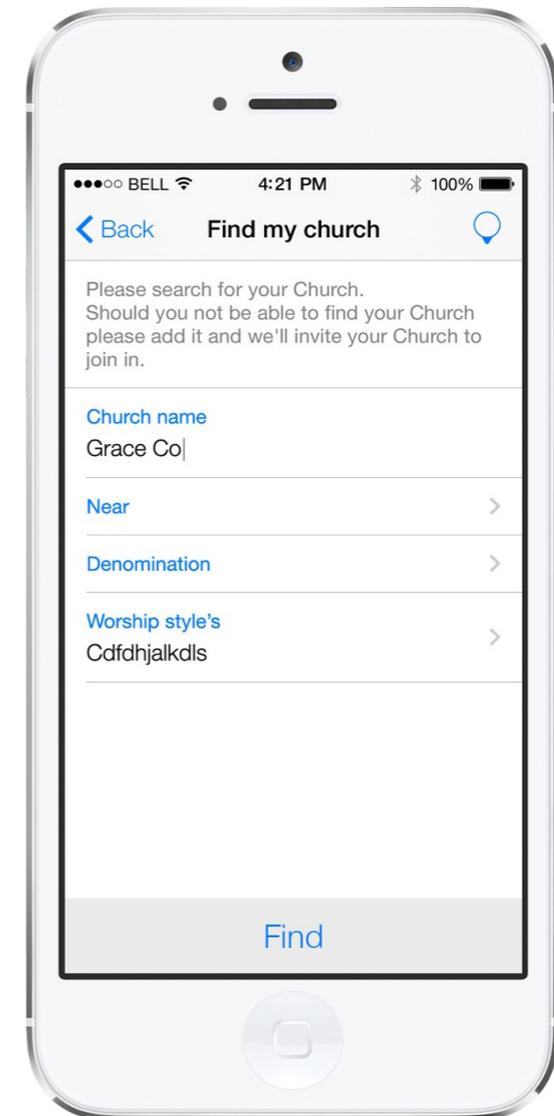
Available on iPhone now  Download on the App Store  Available on Android Market  Available on Android in February 2014.

Exclusive Content

If you want to get people into the habit of using your app, you have to provide them incentives. A great way to do that is to provide exclusive content that can only be found on the app. We're not just suggesting this, we're telling you that you **HAVE** to do this. It will help so much! Here are some ideas:

- Post information about a dinner and require your members to RSVP on SmartChurch.
- Ask small groups in your church to post a special event and “require” an RSVP to their event. It will be easy for people to track and encourage one another to get on board on the app when it's a small group of people.
- Post a special report to the Church Wall on Sunday afternoons such as updates on prayer concerns, report from the pastoral search committee, or information from the youth mission trip. Announce in church that it will be posted on SmartChurch that day.
- Send out your newsletter with part of an article or story shown and the rest of it posted to the church wall.
- Create contests and/or encourage members to post their “answer” to a trivia question to the Church Wall.
- Ask everyone at church to “Check in” on the app one morning. Share with them how it saves paper, saves time, etc.
- Post a special “Need” that you will only raise money for through the app. For example, a need that is \$2,000 per month to go towards a special event, nonprofit, mission trip, or other good cause in town.

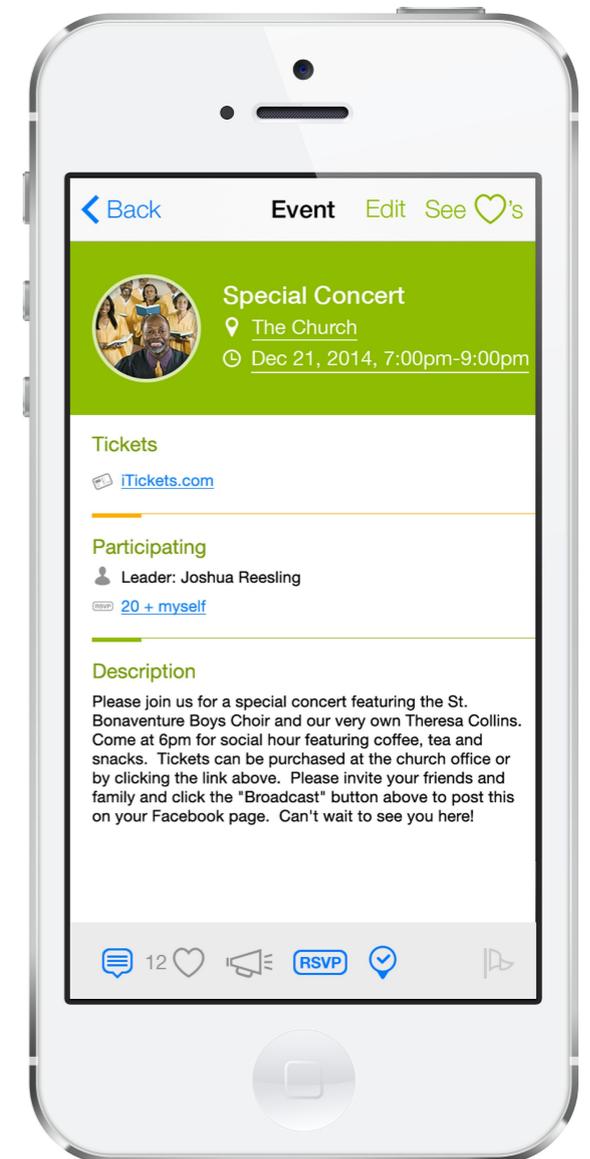
With any incentive, reminding people via your newsletter, bulletin, announcements, emails, etc. is still important. It takes about six months to form a habit so the more often you do this, the more you help your members remember to check the church app every day.



Broadcast

The videos we have on <https://www.youtube.com/smartchurch> can be downloaded for free. We suggest playing SmartChurch videos in front of the largest gatherings of church members to introduce the app & to promote new features. After the video, you can have someone stand up to talk about it. We will be releasing new videos often to explain features or to highlight different parts of your app. Be sure to subscribe to our Youtube page so you can be alerted by email when a video is posted. Some suggestions on where to play the video:

- A. **Weekly Services** - Play it during the announcement time in church for the first 4 weeks of main services & all other weekly services after you launch the app. After that, play it just once per month or just once per quarter during your weekly services.
- B. **Weekly or Monthly Classes** - Play it here on a regular basis. Based on various marketing studies, the average person does not act on a commercial or video until they've seen it at least 17 times. That may explain why companies like Geico and McDonalds plays the same commercial over & over again. We suggest at least once per month & help people get "on board" when you can.
- C. **Small Groups, Bible Studies, and Other Gatherings** - If you have a tv or video projector nearby, it is wise to take advantage and play a short video and make a quick announcement at any gathering. You can even play the video on your smartphone or tablet if you're in a small group of people.
- D. **Special Events** - Be sure and play it whenever visitors are in the room. That's important too. Remember that the app will help a visitor connect to people they meet in your church, understand all that your church has to offer, and it will increase the likelihood they will want to get involved. In other words... CHURCH GROWTH!
- E. **New Member Classes** - If your church has a class or a gathering of new or prospective members, you should incorporate videos and SmartChurch training into each class. More than anyone, you want your newest members to start off their church experience with SmartChurch.



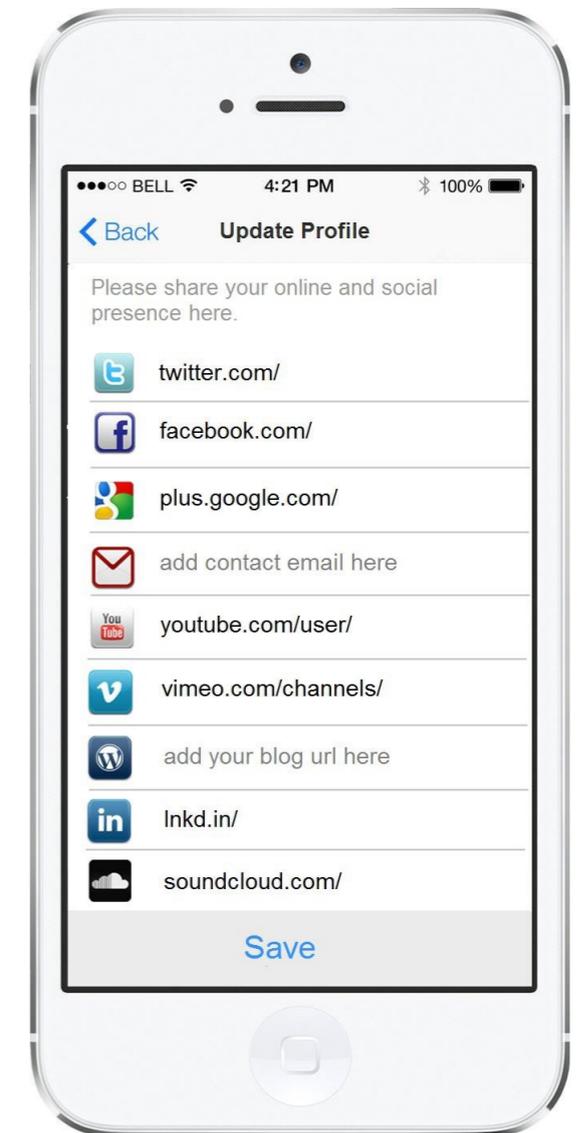
Broadcast

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You should also encourage your members to post the video to their own Facebook or Twitter pages. Since the app is geared for current members as well as potential members or visitors, it never hurts to get more people following your app. Potential visitors are more likely to follow your church on an app than to darken the doors of your church. So it's a good "first step" to eventually getting them to come. Some suggested posts could be:

- A. *"Our church just got a great new app. You can follow it too by searching "SmartChurch" on your smart device."* Then add the link to a video.
- B. *"Follow [Church Name] on your phone by downloading SmartChurch today."* - Add the link to the video.
- C. *"Check out this video about our church's app. Download SmartChurch and then click "Find My Church" to look up [Church Name]."* - Add the link to the video.

If you need to shorten the length of the link... you can go to bit.ly and there is a service there that shortens the link of any website address. This will help your members fit these messages into a Tweet.



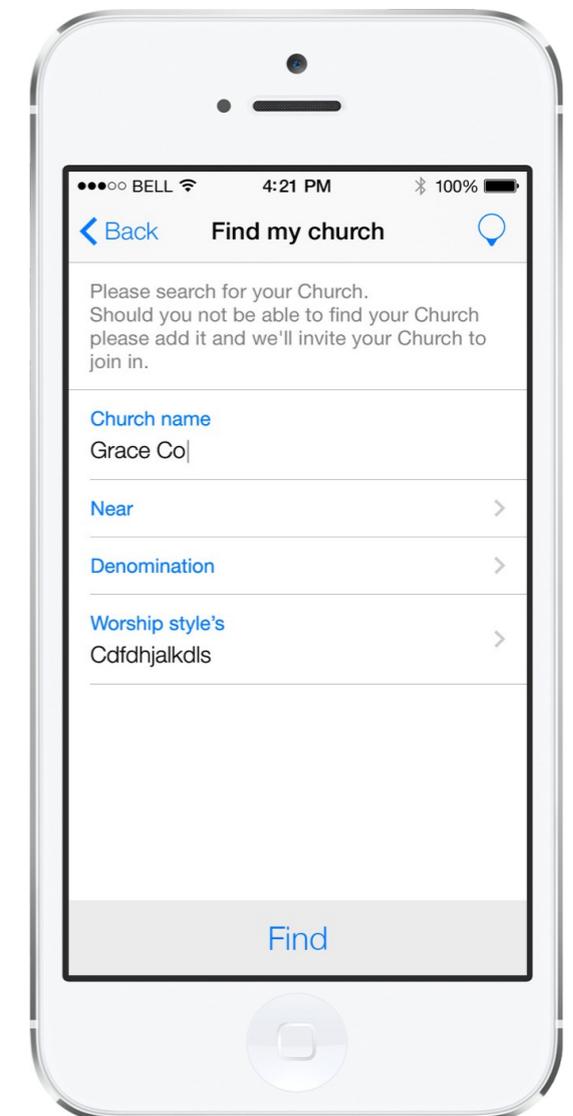
Broadcast

Most of your congregation has email. The question is, do they all see your emails? If you use a program like Constant Contact or My Emma, you can actually see your open and click-thru rates and that will tell you who actually reads your emails. But if you don't, you may not know if all of your email is getting through.

Still, this is an efficient way to communicate news about SmartChurch to your members. We recommend sending out one designated email the evening of your Launch Day. Follow that with a monthly email about the app over the next 12 months. You can also put a picture and a link to the app in every email you send out to keep a constant reminder in front of all of your members.

What Do I Share in the First Email?

1. A vision for how your church will use SmartChurch
2. The SmartChurch Video
3. The Logo and Other SmartChurch Graphics
4. A Link to download the app (you can see our links at SmartChurch.com)
5. Simple, step by step instructions on how to get on the app for the first time.



Broadcast

Does your church use Facebook, Twitter, Youtube, Google+, Instagram, Pinterest, etc? It's okay if the answer is no. Chances are, there are leaders in your church who have their own accounts and they can help you out here.

It's important that after your public announcement, that you send out information with links to download the app from all of your social media accounts. A possible tweet may be:

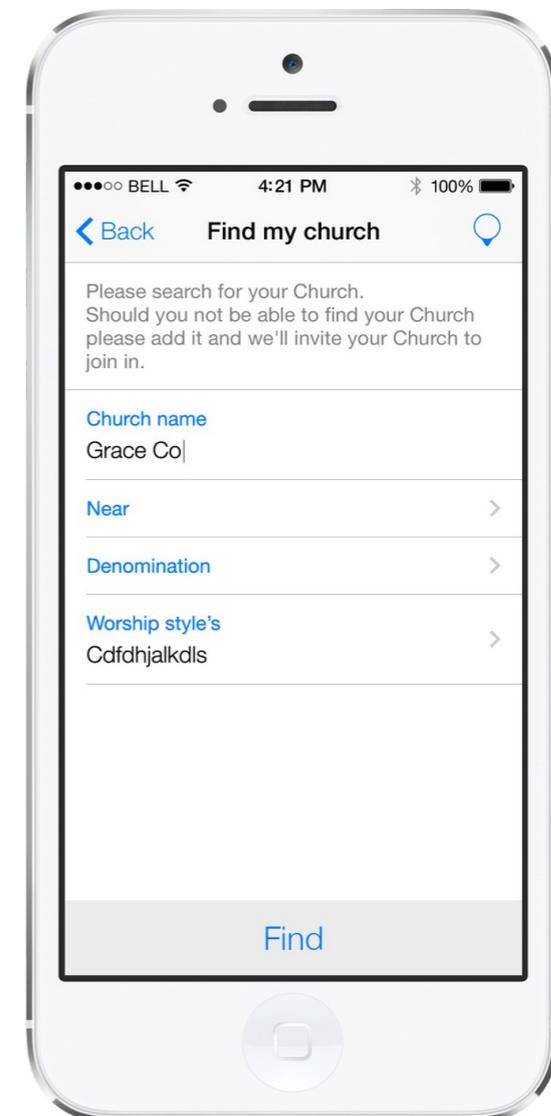
"Follow [Church Name] on @thesmartchurch. Download our new app for iPhone & iPad @ <http://bit.ly/1f5gaMr>"

On Facebook & Google+, you can write a bit more... such as:

"Our church has a brand new app! Just download "smartchurch" for free for iPhone & iPad @ <http://bit.ly/1f5gaMr> & for Google Play @ [link]. Once you're on there, search for [Church Name] in [City], [State]. You can also use a Web-Version of our app by visiting [SmartChurch.com/\[ChurchName\]](http://SmartChurch.com/[ChurchName])"

For Youtube, you may want to post an invite video from your pastor. For Instagram & Pinterest, its best to design an announcement or take a picture of the app on various pages. For each type of social media, just be sure and broadcast about the app.

Once you've launched the app, it is safe to talk about it at least once per week. You can even post things to your social media accounts from within SmartChurch. Both of these are great ways to encourage others to follow your church on the SmartChurch app.



Broadcast

SmartChurch is going to diminish your cost of printed materials such as newsletters, bulletins, and other pieces. However, until your entire church is on SmartChurch, *Print* is still a great way to be sure and get information out to the entire congregation. Ironic,... we know.

We recommend you send out at least three designated mail outs throughout the year to promote your new app. You can start with a personal letter from the pastor or church leader in charge of SmartChurch. Follow that with our postcard a month or two later. And then consider at least one more direct mail piece a few months after that. You can download the pre-designed postcard at SmartChurch.com/promo and take it to be printed. Like the poster, we find that GotPrint.net has really great prices. As of 12/20/15, 100 postcards cost \$76 and 250 cost \$103.

1. Go to GotPrint.net
2. Click Postcard on the lefthand side
3. Choose Upload Your Files
4. Choose the 6 x 9 option
5. We recommend the Recycled 100lb Dull Cover with Matte Finish
6. Choose "color both sides"
7. Select the quantity you want
8. Choose "Upload Instant Online Proof"
9. Follow the rest of the instructions to upload the file.

SmartChurch

The Free Member Directory For Your Church!

Sign Up Right Now in Your App Store using Invite Code
ReCreate

"It is a great way to stay connected and communicate with everyone in your church."
★★★★★
by Drownphoto

"I love being able to connect with my church 24/7!"
★★★★★
by KK's the Best!

"I'd prefer every member of my church to dig around to find and connect to other members. Putting our Church Directory on everyone's phone would be just too convenient..." -
Said No Pastor Ever

SmartChurch.com | [f](https://www.facebook.com/SmartChurch) [t](https://twitter.com/TheSmartChurch) TheSmartChurch | 615-526-9292 x910 | Will.Montgomery@SmartChurch.com

Timeline

	Pre-Launch	Launch Day	Month 1	Month 2	Month 3	Month 4	Month 5	Months 6-12
Leadership Communications	Vision, Expectations & Commitments		Announcements in Services					
Logo & Branding	Place Logos Everywhere							
Posters	Hang Posters Throughout Church							
Upload Members		Add all members that morning if on Premium.	Add new members.					
Videos		Play Video in All Services	Play Videos in all Services	Play Videos Monthly				
Emails		Send Launch Email that Night	Link in All Emails + 1 Designated Email / Month	Link in All Emails + 1 Designated Email / Month	Link in All Emails + 1 Designated Email / Month	Link in All Emails + 1 Designated Email / Month	Link in All Emails + 1 Designated Email / Month	Link in All Emails + 1 Designated Email / Month
Social Media		Broadcast to All Social Media That Night	Broadcast Weekly Via Social Media					
Snail Mail	Send Mailer #1 a couple of days before Launch			Send Mailer #2		Send Mailer #3		
Sign Up Sunday		Provide Help That Morning	Provide Help for 1st 4 Weeks			Provide Quarterly Help		Provide Quarterly Help

Conclusion

SmartChurch is a valuable tool for your church to use. But it will take some time to get everyone on board. Set expectations, be committed, stay positive, and follow this Training Guide to a tee! If you do, you and your church will have a great experience with SmartChurch for many years to come.

