MEETING CHURCH MEMBERS WHERE THEY ARE

Technology Partners ®

Your Clear Choice in IT ™

Seeking to connect to a new audience, a mega-church joins forces with Technology Partners.

The Challenge

Our client, a mega-church located in the Midwest, needed a way to reach the infrequent, yet committed, churchgoer **in a way that met their on-the-go lifestyle**. Having added a live stream to their offering, our client was able to keep mobile workers engaged no matter where they were on the weekend. But they were still missing an opportunity for mobile giving and event registration. Without a reliable way to communicate with churchgoers that was more interactive than email, the client knew they needed another channel for people to glean information at their own pace.

The Plan

The church turned to Technology Partners for a mobile app that would **keep their content fresh, engaging, and accessible**. Now, the church even creates "app-only content" like their weekly worship set lists, the weekend program, and fun "easter eggs" like games and more. Using this strategy, the church gives users a refreshed experience every time they launch the app.

The Results

Since launching their mobile app, our client has experienced phenomenal results. With an increase in giving, the church is able to use more resources for initiatives in the community. And the increase in online and mobile attendance has caused weekend services to extend far beyond the walls of the local church—**extending to every continent on earth**, and opening the lines of communication across borders.
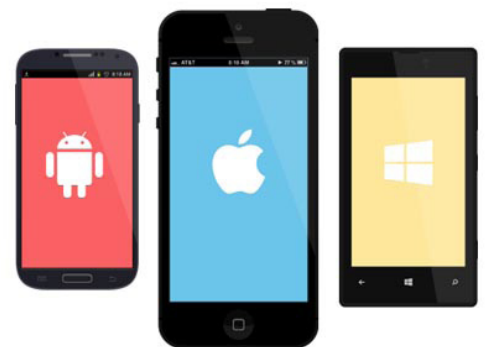
"We've been able to give our members an interactive tool to help our them do what they need, while being able to share with their friends."

Communications Pastor
Client

In 2016, Around 68%
of U.S. adults had a smartphone

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and see how you can utilize our decades of experience to give you added peace of mind. **Together is just better.**