

Three Ways Automated Mass Notification Can Keep Your Entire Congregation Engaged

Faith communities struggle with communicating effectively to members and visitors, especially in times of uncertainty. Proper communication is more important than ever as information about virtual services and guidelines on in-person worship are constantly changing. Creating communications that engage the entire congregation may seem out of reach. “My congregation is so diverse,” you might worry. “Members use so many different channels to communicate. I can’t possibly master them all.”



Believe it or not, you don't have to.

You don't need to invest in a social media or direct mail strategy to connect with your parishioners. Good, old-fashioned phone messaging is one of the most effective ways to keep a whole congregation engaged. Here's why:

ONE

It Works for All Ages.

Talking to a congregation that spans generations is a challenge for many churches. But mobile technology has put nearly everyone within a phone's reach. Whether they prefer a landline or a mobile device, nearly everyone is familiar with phone messaging.

With a mass notification product like OnSolve One Call Now, you can send a single recorded message to your entire calling list at once. Or send messages to specific groups. And unlike social media, which requires users to create accounts, phone messaging ensures that no one gets left out.

TWO

You'll Know They Got Your Message.

Church leaders are all too familiar with a disengaging cycle that happens when folks miss church, and therefore miss announcements. They then miss out on events. The information void is widened again when they miss announcements that were made at the events. It doesn't take long for members to feel detached.

Phone Messaging Gets Through!

Phone messaging is all-inclusive. Messages are almost always received. And detailed, real-time reports confirm if messages were picked up. In contrast, it's impossible with social media to know whether your message cuts through the clutter.

THREE

It's Perfect for Getting the Word Out Quickly.

Newsletters are well-suited to in-depth stories, budget reporting, or recaps of past events. But they don't work when your members need to know something fast. Phone trees have been a popular tool, but often fail and leave people out with no way of tracking who has been contacted. For emergencies, event cancellations, or other need-to-know announcements, automated phone messages deliver.



“But don’t people hate getting pre-recorded messages?” you may ask. True, many people associate phone messaging with sales scams or political pollsters. They don’t like getting these unsolicited “robocalls” from someone they don’t know, offering something they don’t want. Recorded messages from your church, especially in the voice of a pastor or outreach minister, in contrast, are welcome and appreciated.

Automated phone messages are an effective, reliable form of communication. Keep your messages brief, informative and to the point. Your members — young and old, active and astray, tech-savvy and traditional — will thank you.



OnSolve One Call Now provides voice, text, and email notification services to faith-based organizations nationwide.

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About OnSolve One Call Now

OnSolve One Call Now, one of OnSolve’s market-leading critical communications products, enables groups and organizations of all sizes and types to quickly, securely and reliably distribute critical information to large numbers of people on virtually any device and network. OnSolve sends over two billion notifications annually and has provided more than 60 years of proven support to both the public and private sectors. We deliver critical event management solutions that give our customers the ability to proactively keep everyone informed, instill confidence, foster teamwork, mitigate disruptions, improve operational outcomes, protect assets, and save lives.

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