

HOW DO WE CONVERT MORE VISITORS

The church world of today often appears to be a revolving door that does not have a stop button. We encourage our members to invite friends and family, we mail welcome cards to the local community and we offer invites through the marquee in front of the church. People show up, we greet them; we thank them and ask them to fill out cards.

What happens next determines how many people will ever show up again.

Many churches use the manual method of preparing a list for volunteers to call or email within the next two week period. But in most cases after multiple attempts the visitor falls of the list because a new group of potential members have visited. Research shows that congregations that grow have obtained automated resources to track and offer multiple levels of accountability. Church management software provides the tools necessary to effectively streamline the visitor conversion process.

One such platform is Proclaim CRM, a Microsoft developed product that is being used by ministries across the United States and Canada. Proclaim uses customized programming to combine the power of Microsoft Dynamics CRM, Microsoft Office and Microsoft dynamics GP accounting software packages. This software sits neatly aside Outlook, which means that people across your ministry can use skills and products they already know.

Proclaim manages the continuing relationship with visitors and tracks their conversion to membership. The system creates an automated process that sends reminders, alerts and tasks to make sure that no visitor falls through the cracks. It also allows the church to create profiles that show the family structure and the needs of each family member. Another amazing feature is the web integration. Proclaim's web portal which links to the church' website allows the visitor to view small group information, volunteer opportunities and event calendars. The visitor will also receive personal emails and letters that address their specific issues, prayer request and needs.

Proclaim provides the opportunity for the visitor to connect with the church immediately to insure that they feel a part of the church family.

One Proclaim user stated; "Proclaim has allowed us to close the back door of the church".

Ministry Management Solutions, a Florida based company, offers free online demonstrations by appointment. Please visit www.proclaimcrm.com or call 888-947-3763 to schedule your demonstration today.