

New Ways to Increase Giving in 2010

Many experts say that the economy will make a turn in 2010. The direction is still unclear, but we are going to see a change. Unfortunately for ministries and non-profits the last 18 months have been tough for donations and offerings. But now is the time to clean up your database and develop streamline processes that will increase your giving in 2010 and beyond.

In our study of churches and not profit organizations, we have found that donations are not where they should be based on the organizations ability to process data and build relationships with the congregation. In today's society establishing fluid lines of communication and understanding our "customer" gives organizations the ability to increase revenues immediately.

Our task as ministries is no different than that of a multi-million dollar corporation that has a customer base that needs to be serviced 365 days per year. In the age of technology that we live in lack of effective communication should never be a reason of limited growth. It is also important that we manage data properly and understand the people in which we service. We owe it to the partners and congregation to know their likes, dislikes, needs, talents, spiritual level, family structure and much more.

The man power that it would take to coordinate such a project could consume the time of a staff. We have found that innovative and growing churches have selected to utilize church management software. One particular platform, PROCLAIM, was developed by Microsoft and has the ability to be customized to the needs of your size church. Proclaim offers features that manage visitor conversion, reporting, check in, event management, small groups, member retention and much more. The software is easy to learn and implement, being that it runs in Microsoft Outlook, the most recognizable office management program in the world.

The software is successfully being used by churches that range in size from 2000 to 30,000. Below are few quotes from the users.

"Our entire staff is more organized and accountable because of Proclaim. The automated to-do lists means that nothing falls between the cracks" LEE H

"This is the first time in the existence of the ministry that all departments effectively communicate" MIRIAM C

"The software allows churches to close the back door and creates a new level of accountability for the entire staff". Bill W

More information and free demos are available at www.proclaimcrm.com or by calling 904-880-8818.