



How to use Voice Broadcast in your Church to Increase Engagement, Retention and Outreach

Background:

“The most powerful communication tool in the whole world is the Human Voice”.

Voice is the most powerful and effective way to connect and to clearly communicate tone and emotion, and yet it's often our least used resource. A phone call will nurture and strengthen your relationships in a way emailing and texting cannot.

Today, because of the influence of the smartphone, getting the attention of people is really challenging, and making phone calls to each individual customer, both large and small, can be costly and time-consuming, if not impossible—that is, unless you take advantage of Voice Broadcast.

In fact, research has shown that the influence of voice calls is actually increasing due to the rise in smartphone usage, and unlike Facebook, text messaging and email, a Voice Broadcast phone call is the ultimate top of mind attention getter.

It can be easy to miss an email or a text (email open rates average only around 17-25%), but more difficult to miss a phone call or voice mail. And from an emotional standpoint nothing is as welcomed as a phone call.

What does ART do?

We help your Church use Voice Broadcast to send Nurturing and Notification Messages, in Your Voice, to hundreds or thousands of your Congregants' Phones, in just a few minutes. This method is not only more efficient at delivering your message than direct mail, email or telemarketing but also less expensive and more personal because it's in your voice.

Uniqueness of ART's Concierge platform:

What separates ART from other Voice Broadcast providers?

There are a lot of Voice Broadcast companies out there, but most of them are purely technology providers who say “here's the technology we provide...good luck.” So you're pretty much on your own.

The difference with ART is that we offer a complete start to finish Revenue & Retention Program which means:

- We operate as a **Technology Provider**, which is the Voice Broadcast tool...
- We provide a **Turnkey Concierge Service** where we upload, format and protect your phone lists, monitor and schedule all your calls, provide detailed reports and record the actual messages on your behalf if desired.
- We operate as a **Marketing Consultant** that provides a complete script library, advises on script selection, custom script creation, and specific marketing advice.

All of this is designed to increase engagement, retention and outreach for very little cost.

Best ways to use ART's Voice Broadcast for your Church:

General Reminders

Use Voice Broadcast to remind your congregation members of prayer meetings, special offerings (as for holidays like Christmas and Good Friday), retreat sign-ups, and congregational meetings. You can also make weekly announcements, as well as letting your members know how close your organization is to reaching its fundraising goals.

Ministry News and Signups

Voice Broadcast can also be used to keep your members informed of news about various ministries. For instance, perhaps your missions department needs a thoughtful personalized message to encourage signups.

Urgent Messages and Alerts

Traffic and parking issues, as well as other urgent issues like scheduling changes, can be communicated quickly and easily to many people through voice broadcast.

Encouragements

Send Voice Broadcasts to encourage member participation in congregation-wide activities like fasting or a devotional series. Messages can be personalized.

Coordinating Events

Use Voice Broadcast to raise awareness and build excitement about future events.

Virtual Prayer Box or Suggestion Box

Encourage members to text in prayer requests and suggestions. They will appreciate feeling they've been immediately heard!

Increase Direct Mail Response - Direct Mail still makes money but most mailers are thrown in the trash. By sending a voice broadcast ahead of a mailing, alerting people to "be on the lookout for a specific mailer, postcard, newsletter, etc., and not to throw it away...", readership response can increase by 3-5 times.

Increase Email Response using the same tactic as above but for email. Send a voice broadcast message alerting your customers to be on the lookout for emails you send to them including *what the subject line says*. This is critical seeing how the response rate from email marketing campaigns has decreased in the past few years.

Emergency Alerts such as Disasters, Hurricanes, Storms and other Emergencies.

Community Announcements and Support for local Charities---sponsor a message on behalf of local non-profits.

In just 3 simple steps you can set up delivery of your messages.

Step 1. **Record** your message(s) in your own voice by calling our 800 number and entering your Account number and Password.

Step 2. **Email** the appropriate customer contact information to ART, using their encrypted ftp link, who will then format and upload your list.

Step 3. ART will then **schedule** your calls to go out on the days and times desired.

Best times to send Voice Broadcast calls out: 10:00am to 4pm local time.

Using this time frame has insured that most calls will go to an answer machine. This is desirable for two reasons;

1. There will be the impression by the recipient that the caller actually made the call individually.
2. More people are apt to listen to the entire message if it's sent to an answer machine versus a live pickup.

Recycling calls:

It's important to 'recycle' all the numbers that didn't connect the first time due to busy signals, no answers, unknown connection problems, etc. to ensure the greatest connection success.

ART performs this recycling procedure as a part of our concierge service.

How much does it cost?

- There is a discounted **\$99 one-time setup fee** (normally \$149).
- There is a minimal **\$20/month** Turn-Key subscription fee (normally \$30). It covers the baseline cost of your dedicated phone line and the monitoring and maintenance of all your calls. Also, it includes the daily scheduling that we undertake to send "drip" campaigns (such as Birthday wishes) and important reminders for our customers who choose to take advantage of these campaigns. Further, this fee covers the time we make available to our subscribers who contact us seeking help with everything from script selection, custom script creation, marketing advice, recording their messages, or formatting and uploading phone lists.
- **A typical 30-second message** that connects and plays costs an average of **7-9 cents**.

“During the pandemic, we were searching for additional ways to stay in touch with our church family and to let them know that they were not left alone or forgotten by us during this time.

I am grateful the Lord led us to use Voice Broadcast to call our entire congregation in only a few minutes, and for the outpouring of responses from our church family, via text messages, phone calls, and thank you cards.

We have sent out 3 Voice Broadcast messages to our entire body and look forward to sending more.

God’s word promises He will do a new thing for His people and during this season, God has taken the old way of communicating and made a new way for us using Voice Broadcast.

We are now able to pray, encourage, and stay up to date with one another quickly and personally.

I encourage you to explore this opportunity to stay in touch as well.”

Pastor, Rev. Jesse L. Williams, Sr.
Mount Olive Baptist Church
Knoxville, TN



Questions or Inquiries?

Jeff Troyer

Automatic Response Technologies
2525 Main St. Ste 120, Irvine, CA 92614
phone: 888-408-4222
email: jtroyer@automaticresponse.com
web: www.automaticresponse.com