



## The Communication Ministry

### Member, Prospect and Guest Communications

A church's Communications Ministry is an organized and structured ministry where church leadership and a ministry team are charged with the basic task of communicating the love of Jesus to those individuals that they are commissioned by Christ to reach and disciple. This ministry is responsible for communicating the following about your church: who you are; why you exist; what you believe; why members make guests and prospects feel welcomed; and why those invited will want to join your congregation. The promoting of events, guest speakers, and other special services are also the responsibility of this ministry. Print media, web presence, plus all other needed forms of promotion are combined to communicate your relatability and personality as a caring and loving Christian church.

The features of our web-based Member-Link® program will help you with your communications task. Working together seamlessly to facilitate communications and collaboration across your different ministry organizations is not always easy. Many have described our Member-Link® program as like having a private social networking program and web-based SharePoint® environment to assist you. Members and guests will enjoy using it and the many different information distribution channels it provides.

#### Features include:

- A Private Web-Based Networking Communication Software Program with web message board and contact database ~ (nothing to install on your computers or server)
- An all-in-one tool for individual and group communicating, plus web-posting notification
- Broadcast e-mails, text messages, or prerecorded phone messages quickly and easily
- Links seamlessly with Facebook and Twitter
- Consolidates all of your church's online communication tasks into one solution
- Accessible from any computer with Internet connection—at home or at the office
- Digital Online Bulletin Board / can imitate or replace your church's wall cork board
- Post documents, sticky notes, upload pictures, or type directly onto your bulletin board
- Provides all of the options you need to communicate quickly and efficiently. Keeps everyone notified, informed of church news, schedules, closings, emergencies, and special events
- Documents, PDF files, forms, etc., may be uploaded and made available for download or printing by your members
- Create online surveys and questionnaires, easily and fast
- Has an interactive online "Prayer Wall" where prayer requests and praise reports are posted by members and your prayer ministry team. Urgent requests are instantly sent by e-mail and Text Msg.
- Customizable features allow the software to be tailored just for your church and ministries
- Keep staff and member contact information updated and stored in a secure online directory, and quickly create distribution groups you control
- NEW-Photo Directory of your Church Members, Staff, Sunday school classes, or any groups. Pictures are uploaded and modified at any time by your program administrators or church members.
- Online Giving option available, interface to EFT Corp. for members to give tithes and offerings online
- Send out custom designed newsletters with SwiftPage, and track reader interest and viewing statistics

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