
Leveraging Rock RMS to Grow Generous and Engaged Disciples

Presented By: Jeff Ward



What would Paul Do with Today's Technology?

Online Sermons?

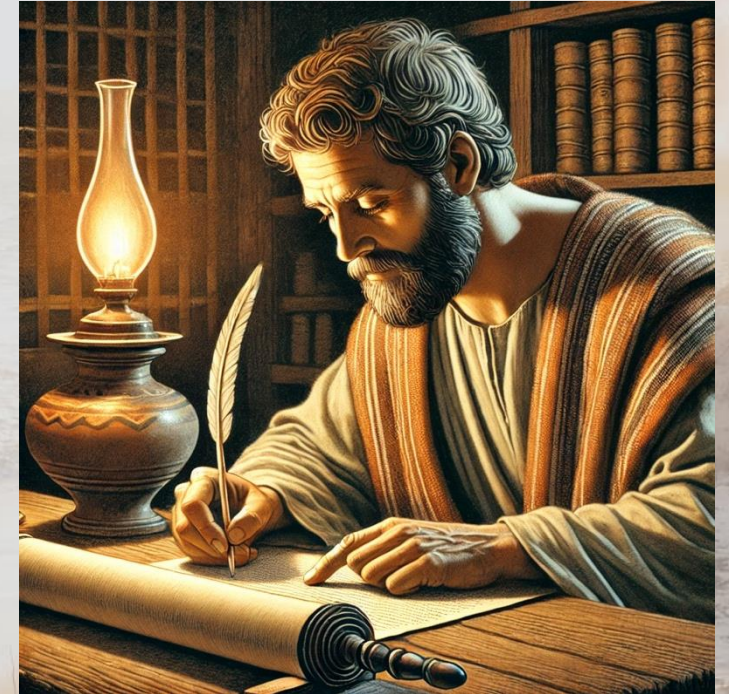
Youtube Channel?

Podcast?

Email Newsletter?

Group Texts?

Tiktok?



Paul's Approach to Discipleship

1 Thessalonians 2:7-12 –

- “like a nursing mother taking care of her own children”
- “being affectionately desirous of” them
- “ready to share not only the gospel of God,” but also their own selves
- “like a father with his children”

Leveraging Tech for Targeted Discipleship

- ✓ Identify open and growing disciples
- ✓ Use tools to enhance, not replace, personal connection
- ✓ Prioritize one-on-one and small group engagement

Understand the Audience

- Who Uses Rock? Level of Ability?
- Connection Requests?
- Giver Alerts?
- Connection Campaigns?
- Data Views?

Assumptions

- Growing Disciples > Growing Giving
- Community Critical to Growth
- Large Group, Small Group, One on One
- Teaching and Modelling
- Focus on generosity, a supplement not replacement

Case Study: New Giver

- Model gratitude by thanking them
- Noting somewhere God is at work
- Paul's approach
 - 2 Cor 9
 - Phil 4:14-20

Case Study: New Giver

Using Connection Opportunities

Understand Connections:

Rock RMS Engagement Manual: <https://community.rockrms.com/Rock/BookContent/39>

Rock U Videos: <https://community.rockrms.com/rocku/engagement>

Choose or Set Up Connection Type: set activities and stages

Set Up Your Connections: in this case, it's First Time Givers

Set Up Your Giving Alert

Case Study: Stories of Giving

- The importance of declaring the goodness of God
- Paul does this in 2 Cor 8 in talking about the generosity of the Macedonians

Case Study: Stories of Giving

Manual Connections or Connection Sign-Ups

Set Up Your Connections: in this case, it's Stories of Giving

Ask Staff to look for and collect stories and manually add the connection requests

Give people a page to fill out to volunteer to share a story

- invite to fill out in emails
- invite to fill out at the end of events, coaching, etc.

Case Study: Lapsed Giver

- People who stop giving usually have a reason – could God be doing something in their lives?
- Common reasons include job loss, marital issue, moving, issue with payment method, upset with church
- Opportunity for ministry – personal ministry

Case Study: Lapsed Giver

Using Connection Campaigns

Set Up Your Connections: in this case, it's Lapsed Givers

Set Up Your Data View

Set Up your Connection Campaign

-People: Connections: Connections Configuration (the gear): Connection Campaigns button

More Signals for Engagement

- Extraordinary Gifts
- Givers who aren't otherwise engaged
- People engaged but not giving
- Staff or Leaders not giving
- Groups that need more teaching on generosity
- Large givers turning 70.5
- Faithful and/or extravagant givers
- People giving the same amount over years

Matching Message to Signal

- ***Who needs an atta boy? (Encouragement & appreciation)***
- ***Who needs a kick in the pants? (Challenge to grow)***
- ***Who needs more knowledge? (Training & resources)***
- ***Who needs accountability? (Guidance & check-ins)***
- ***Who can be empowered to help others? (Multiplication)***
- ***Who's the best person to reach out?***

Automation Can Help... But High-Touch Matters

Other ways to automate in addition to Connections:

- *Workflows and workflow jobs (can include sending emails and setting attributes)*
- *Automated letters directly from giving alerts*
- *In the email or letter, you can invite them to connect with you (sending an appointment scheduling link for example)*

Automation Can Help... But High-Touch Matters

Examples of Automation:

- *letter to givers over 70.5 about tax advantaged giving*
- *First time giver letter*

Risks:

- *False Positives*
- *Limited ability to customize message based on context*
- *Limited ability to make the message come from the right person*

Q&A

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