

**WELCOME**

**3 tips to reach more  
people this Easter**

**WELCOME!**

# Today's agenda

- **TECHNOLOGY VISION**
- **TIP 1: YOUR ONLINE PRESENCE**
- **TIP 2: GOING BEYOND SUNDAY**
- **TIP 3: EQUIPPING YOUR PEOPLE**
- **LAST-MINUTE ENGAGEMENT IDEAS**

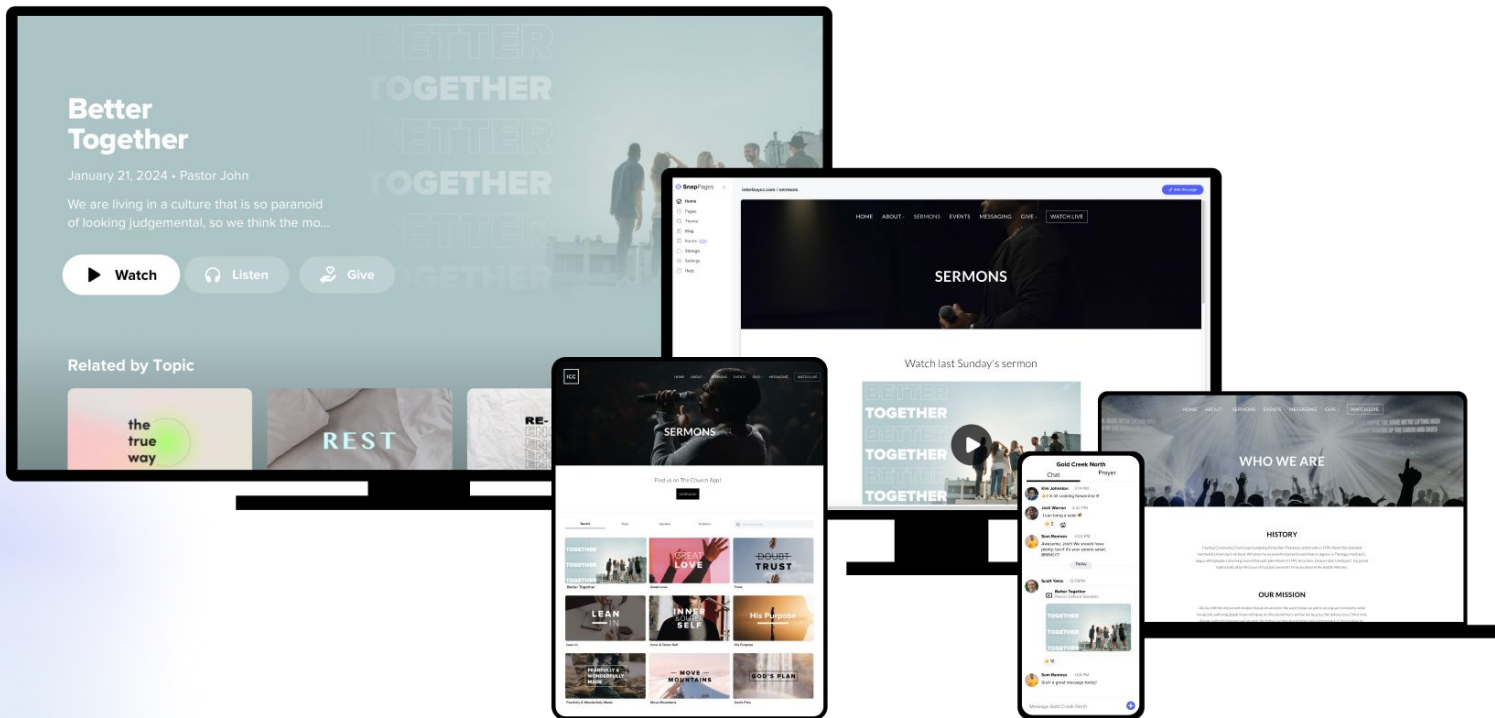
**Therefore go and make disciples of all nations, baptizing them in the name of the Father and of the Son and of the Holy Spirit, and teaching them to obey everything I have commanded you. And surely I am with you always, to the very end of the age.**

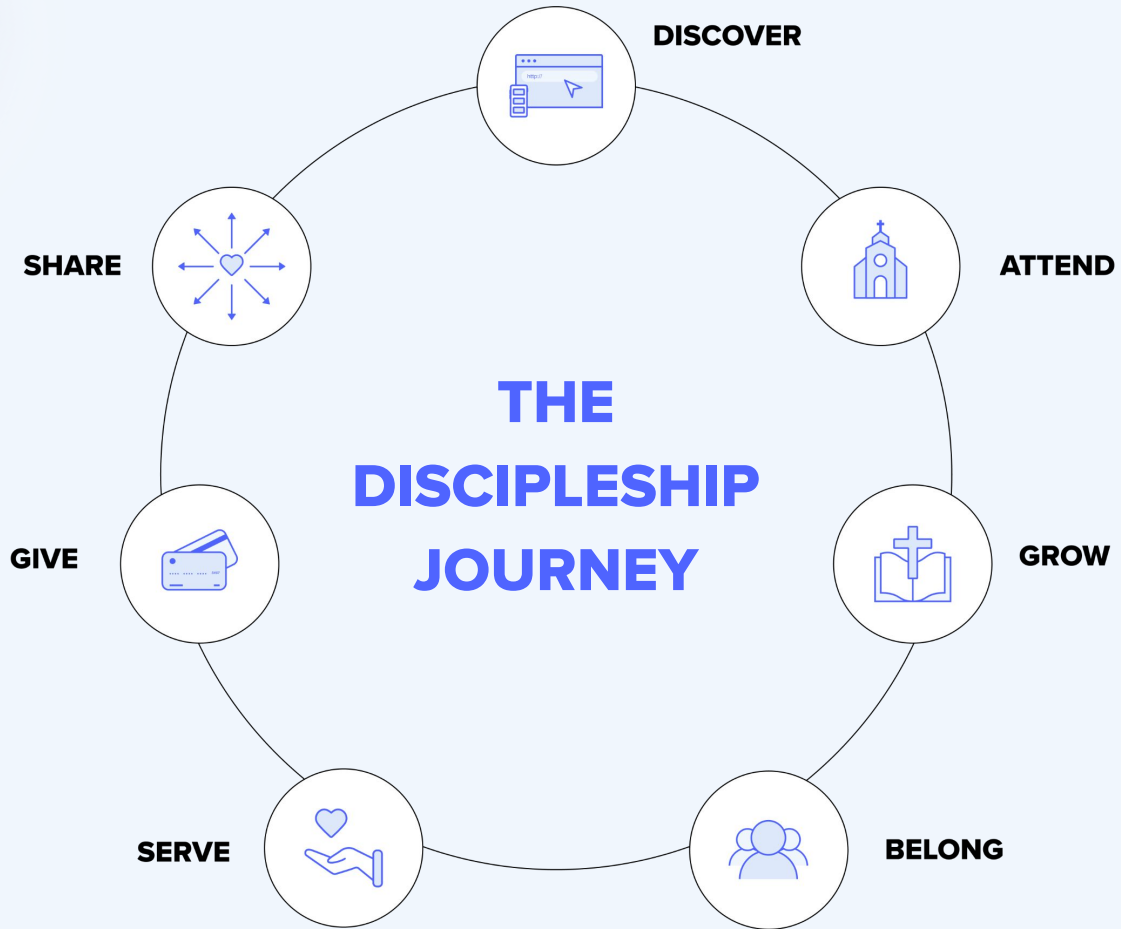
**MATTHEW 28:19–20**

**WHAT IF**

**your digital tools  
actually helped you  
make disciples?**

# Great tools have a job.

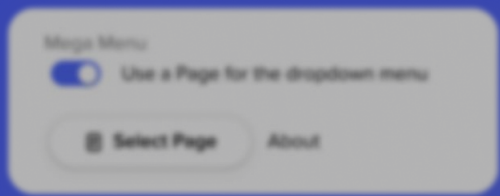




# **3 tips to reach more people this Easter**

1

# Build a discoverable online presence





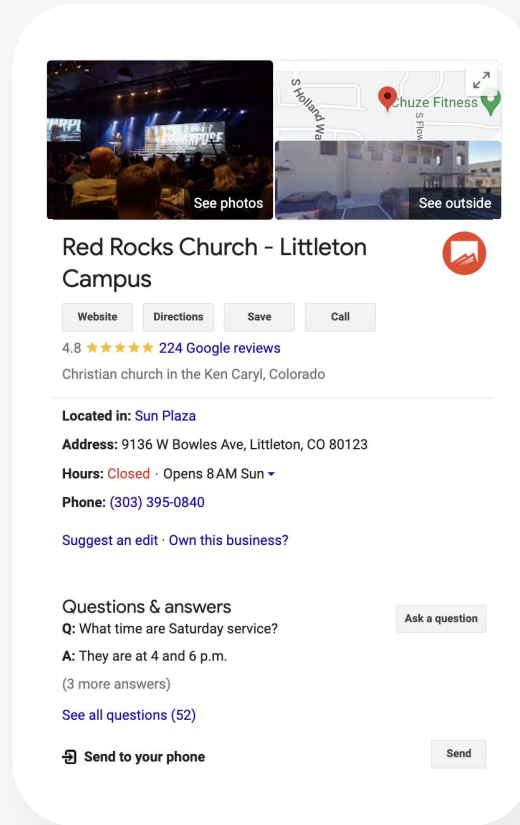
**How discoverable is  
your church?**

**People are searching for churches online before they attend in person, especially around Easter and Christmas.**

**Websites are your  
front door.**

# Optimize your Google Business Profile

- Completely fill out and verify your Google Business Profile, and don't forget to add photos!
- Include keywords (“non-denominational Christian church in Littleton, CO”)
- Ask your members and staff for reviews
- Also submit your church to Yelp and other directories!



**Red Rocks Church - Littleton Campus**

4.8 ★★★★★ 224 Google reviews

Christian church in the Ken Caryl, Colorado

**Located in:** Sun Plaza

**Address:** 9136 W Bowles Ave, Littleton, CO 80123

**Hours:** Closed · Opens 8 AM Sun ▾

**Phone:** (303) 395-0840

[Suggest an edit](#) · [Own this business?](#)

**Questions & answers**

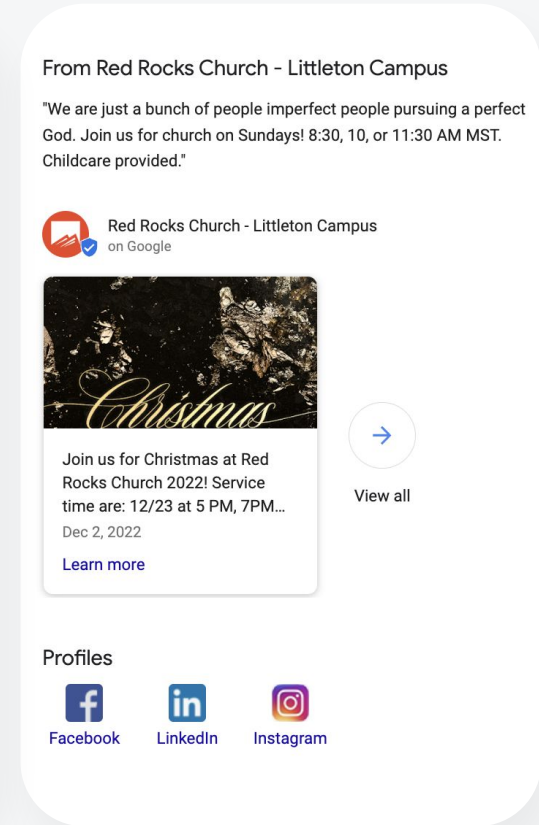
**Q:** What time are Saturday service?

**A:** They are at 4 and 6 p.m.

(3 more answers)

[See all questions \(52\)](#)

[Send to your phone](#)



From Red Rocks Church - Littleton Campus

"We are just a bunch of people imperfect people pursuing a perfect God. Join us for church on Sundays! 8:30, 10, or 11:30 AM MST. Childcare provided."

**Red Rocks Church - Littleton Campus**  
on Google

**Christmas**

Join us for Christmas at Red Rocks Church 2022! Service time are: 12/23 at 5 PM, 7PM...

Dec 2, 2022

[Learn more](#)

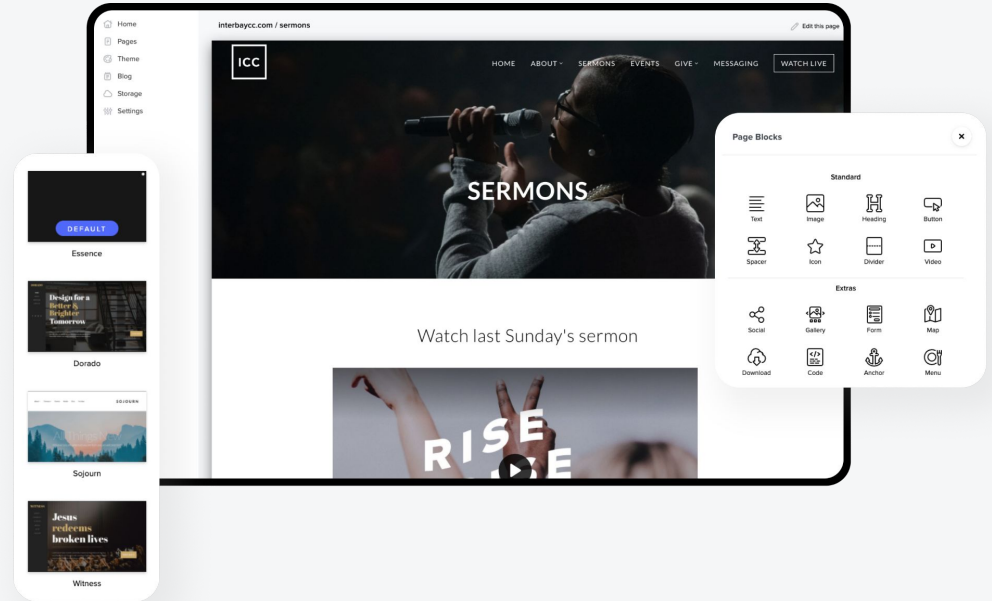
[View all](#)

**Profiles**

[Facebook](#) [LinkedIn](#) [Instagram](#)

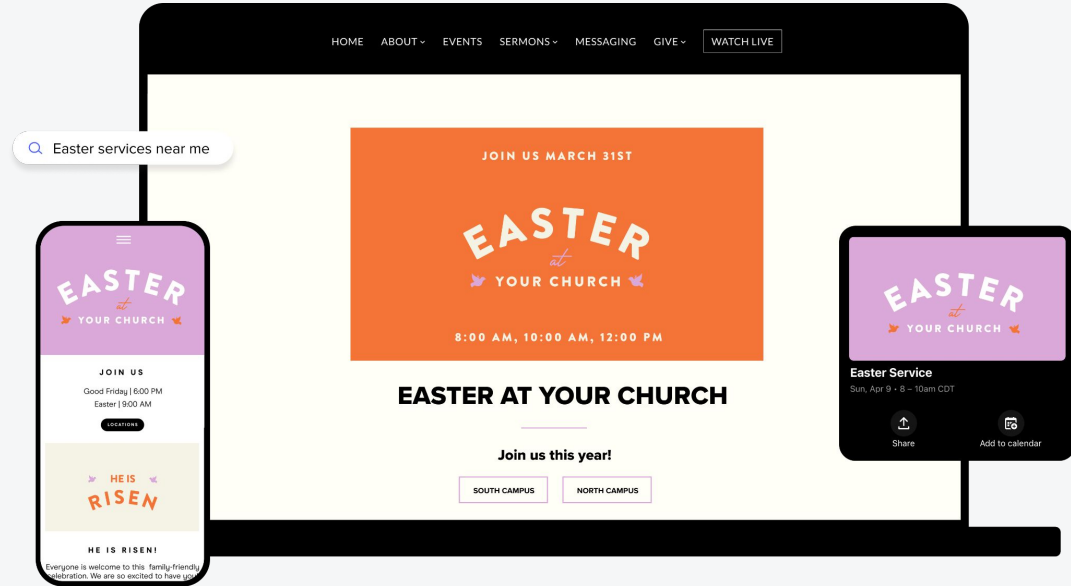
# Boost your website SEO

- Identify keywords you want to rank for in search results and start adding them to your website
- Build your website on an “SEO-boosted” platform
- Subsplash makes your church website more discoverable by automatically creating a web page for every media item that you upload



# Create a digital Easter hub

- Organize all of your Easter events, service details, and more in a central place within your website and app
- Keep it easy to remember & easy to find, like in your main site navigation
- See [interbaycc.com/easter](https://interbaycc.com/easter) for an example!



2

# Add one new touchpoint beyond Sunday

Apple Pay

Google Pay

Continue playing



600  
Unique viewers ↑ 11%

Series



A Better Ending



Related Media

June 1-24-25

**Who is disciplining  
your church?**





**168**

hours in a week



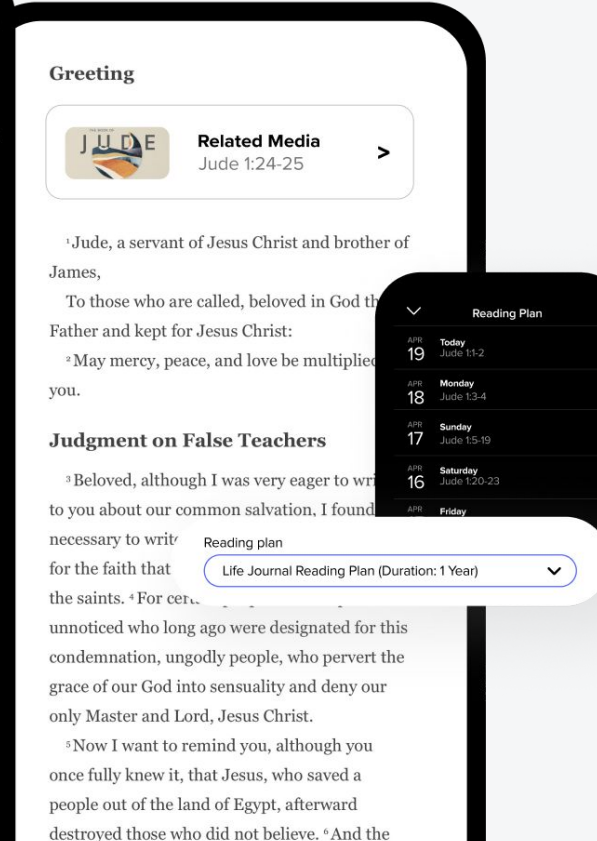
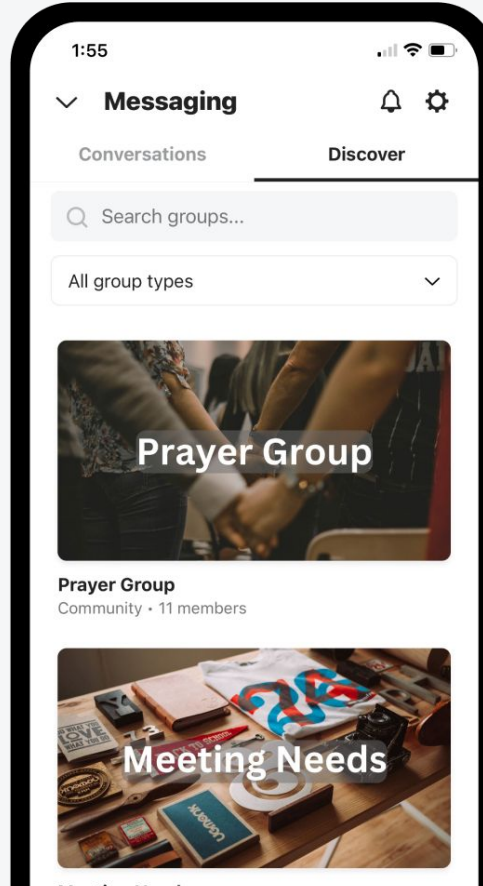
NETFLIX



**One new touchpoint per week  
can transform how people  
engage with your church.**

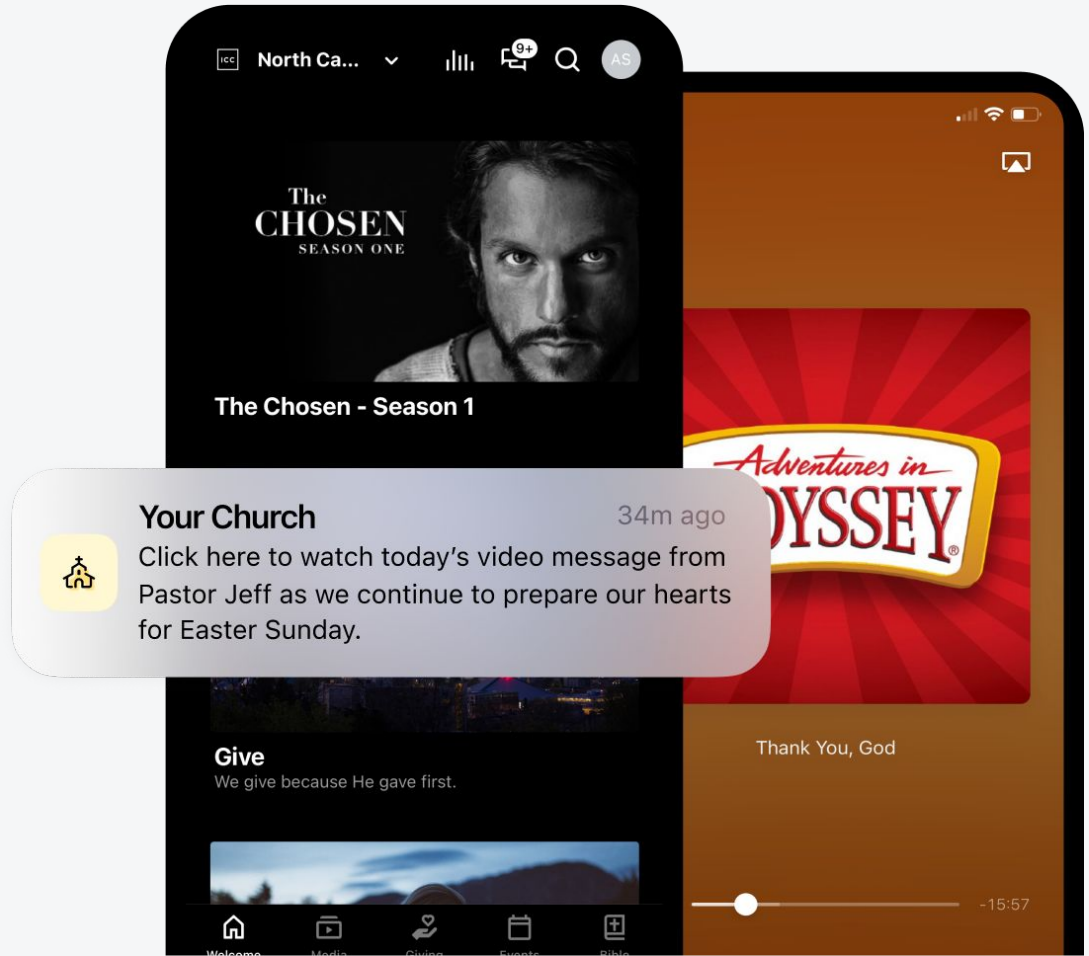
# 6 ideas for going beyond Sunday

- Set up a digital form to collect prayer requests for individuals who your community is trying to reach
- Create a prayer group with in-app messaging
- Start a Bible reading plan in your mobile app



# 6 ideas for going beyond Sunday

- Leverage push notifications to encourage and connect with your community all week long
- Create video devotional content with clips from Sunday or stories from your members
- Add premium content: *The Chosen*, *Adventures in Odyssey*, and more are now available on Subsplash!



**“Subsplash has helped us to focus on discipleship by giving us an easy and intuitive way to meet people right where they are. We’ve been able to put daily devotional content, reading plans, resources for parents, curriculum for groups, and so much more right in people’s hands.”**

**—AMANDA SEIDLER, NATIONAL COMMUNITY CHURCH**

### Prayer request

May Christ, Our Risen Savior, always be there by your side to bless you most abundantly and be your loving guide this Easter



### Interbay Community Church

34m ago

Day 9: Pray for peace. Visit the Lent tab in our app for past prayer prompts.

3

# Equip your community to invite people to Easter

easter  
at your church

Easter Service  
Sun, Apr 9, 9 - 10am CST



Easter services near me

### Tickets & payment

Set a price and availability for each ticket type to create different registration options

#### Easter Brunch

Price per ticket

Free Paid \$ 15.00

Availability

Unlimited Limited 50



**35%**

of unchurched people say they would attend a worship service if they were invited by someone they knew.

**Mobilize your people  
to make this your most  
impactful Easter yet!**



# How to equip your people

- Write talking points to help people know how to invite friends, family, coworkers
- Create highly visual, shareable digital invites to post on social media, or share via text and email
- The Subsplash Platform makes media items, events, and apps easy to share

Visit [subsplash.com/easterkit](https://subsplash.com/easterkit) to get your free Easter Media Kit!



## 3 TIPS TO REACH MORE PEOPLE

1

Build a  
discoverable  
online presence

2

Add one new  
touchpoint  
beyond Sunday


3

Equip your  
community to invite  
people to Easter

# **Last-minute ideas for engagement & follow-up**

# Use QR codes to clarify next steps

- Have clear next steps for first-time visitors on Easter
- Create QR codes for your app, website, events, forms—right inside the Subsplash Dashboard
- Display QR codes in your pre- and post-service slides, as well as in any printed materials




**Newcomers Coffee Meet & Greet**

New here? Join us for coffee before church to meet our leadership team!

📅 April 16, 2023 ⌚ 8:00 - 9:00am PDT

[Register now](#)

We're so glad you're here, and we want to meet you! Join us from 8-9 a.m. in the lobby for coffee, and a chance to meet a few of our church leaders. We're happy to answer any questions you have. After coffee, you're welcome to sit with our leaders during the service.



FOLLOW US AND STAY UP TO DATE

# Promote groups & messaging on your website and app

- Add group messaging to your app and website, then create an “I’m New” group that’s open for anyone to join
- Encourage people to join the newcomers group by prompting them to download your app or go to your website
- Once people join the group, you can invite them to events, share group announcements, and more



## Small Groups

146 members



## Bible Study

Small Group • 86 members



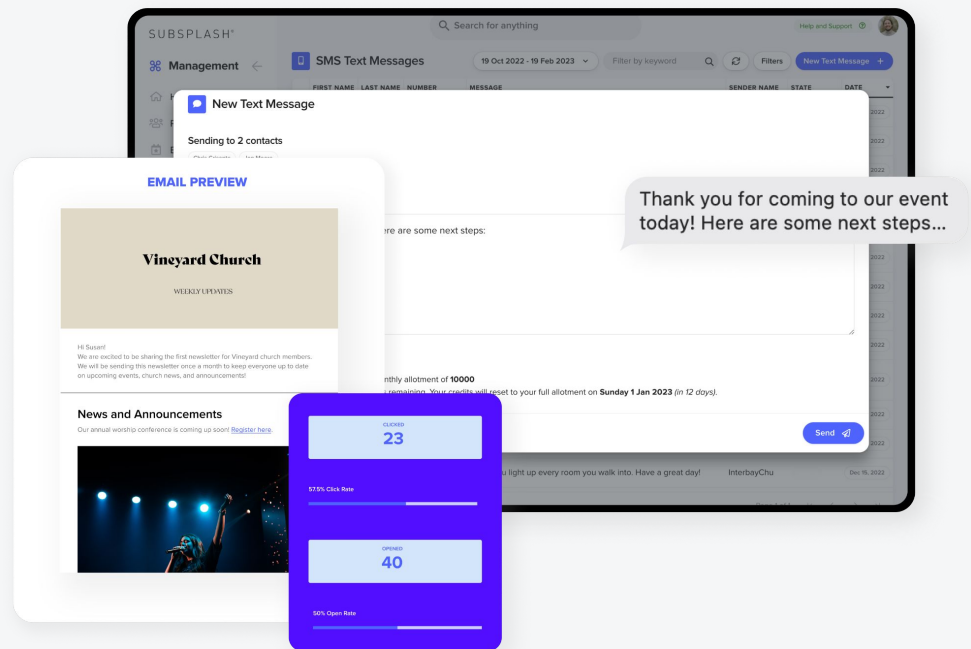
## I'm New

New Member • 87 members



# Stay connected with email & text messages

- Be sure to collect email addresses and phone numbers on your forms
- Send follow up emails and texts to your newcomers with clear calls to action
- Subsplash automatically captures email addresses when someone creates a profile through digital giving, an app login, or an event signup—or joins a live stream!

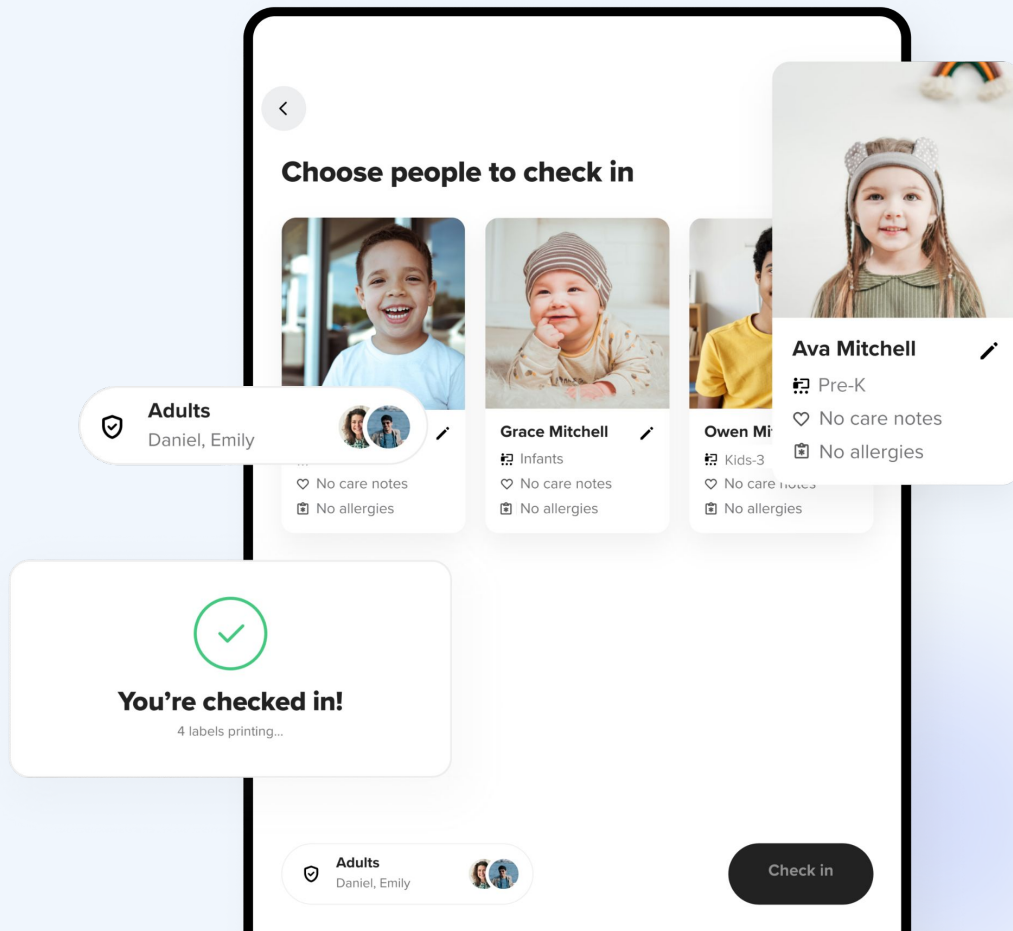


**NEW!**

**Feature highlight**

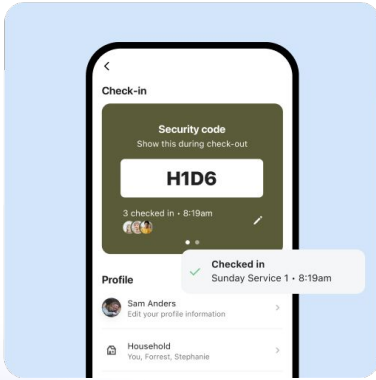
INTRODUCING

# Check-in on the Subsplash Platform

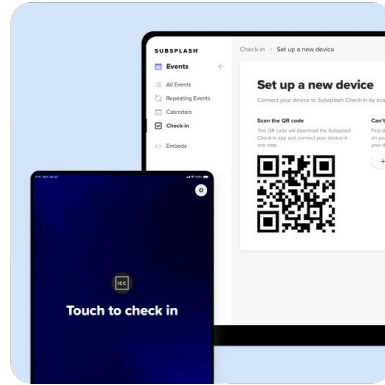




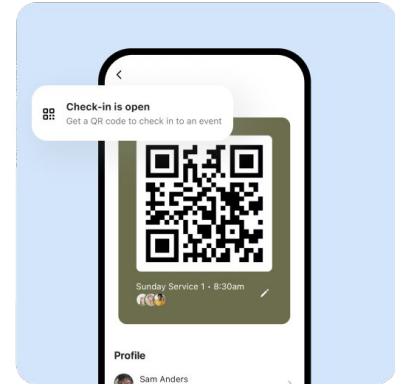
# Simple, seamless & secure check-in



Safe & secure check-in solution for all ages



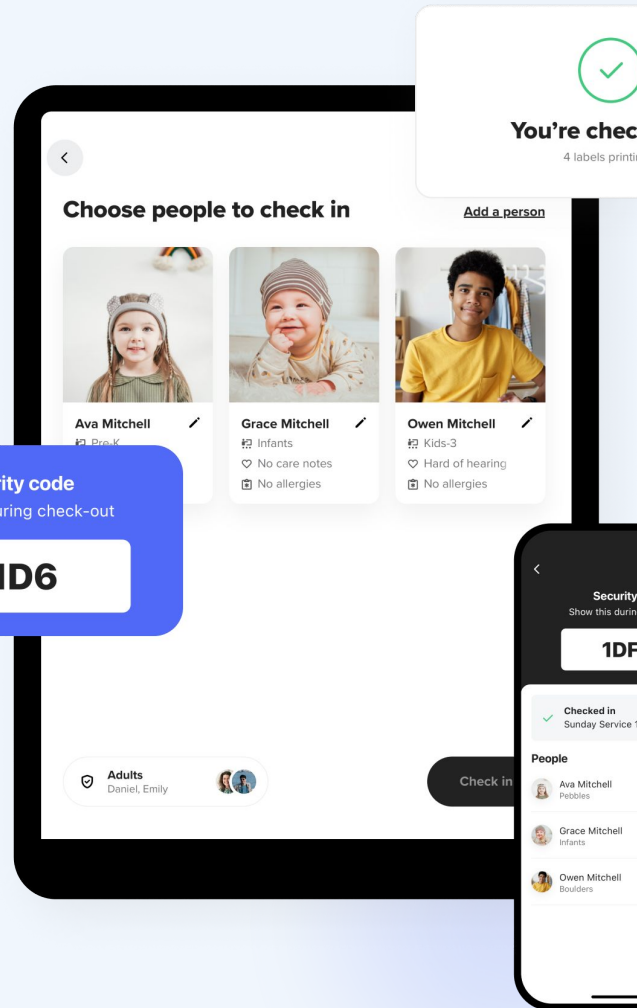
Seamless one-time event & kiosk set up



Integrated with your mobile app (coming soon!)

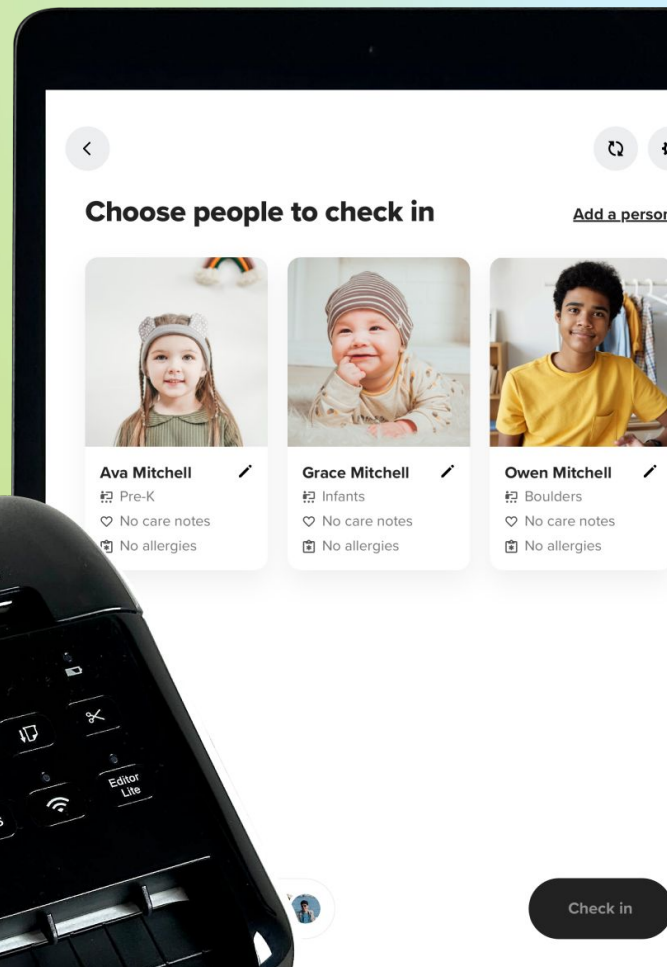
## CHECK-IN

# Now available with Subsplash One



NEW TO SUBSPLASH?

Get an iPad & Brother  
printer when you  
sign up during the  
Easter Sale!



SUBSPASH PARTNERS

Save hundreds  
when you upgrade  
to Subsplash One  
by March 31.

