

## Member Engagement Talking Point Examples

When rolling out the personalized dashboard you'll want to focus on why your church is embarking on this new journey. The goal is to help people take steps to grow in their faith and you're doing this by utilizing your mobile app as your primary communication platform. Avoid phrases like; "We're rolling out a new tool", "We're using a software that is going to help us know you better". Phrases like that take the "human" element out of it. Below are a few ideas on how you can script your announcement.

- We are rolling out "Next Steps" to help us know and engage with our church family in a personal and relevant way
- To help members grow in their faith and stay connected to our church community like never before
- Providing a tailored experience for each member, allowing them to feel seen, known and valued.  
The app is the go-to place for our members to stay connected and in-the-know
- We're introducing personalization into our mobile app. As you know, our mission at **[Church Name]** is to make disciples of Jesus Christ so that we can grow the Kingdom. As a church, we want to come alongside each of our members and guide them through their faith journey. Which is why we are so excited to introduce you to a personalized mobile app experience. The mobile app is the go-to place for all things happening at **[Church Name]**. We've made it easy for you to find information on upcoming events, update your personal information, and most importantly, find ways to get more involved in order to grow in your faith. The mobile app is unique to you and where you are in your walk with Christ. We'll be by your side every step of the way as you take your next steps. We hope you will take some time this week to open the app and check it out.

### LABORING FOR YOU TO GROW - 4/16/23

<https://www.churchofthehighlands.com/media/message/laboring-for-you-to-grow>

Pastor Chris mentions engagement at the beginning, then at min 36 - is the actual app overview.

### OUR COLLECTIVE POTENTIAL - 1/30/2022

<https://ovcn.subspla.sh/nxy2mjs>

They intermingled the roll-out of the dashboard into their entire sermon.