



Cost-effective communication tool that appeals to multiple generations:

Harvey Browne Memorial Presbyterian Church

Serving as Associate Pastor for Discipleship and Ministry Coordination, Kim Cabrera admits that until recently, Harvey Brown Memorial Presbyterian Church ran on operational principles that were rooted “firmly in the past.” Ms. Cabrera admits that the Church’s technology processes are not up-to-date. “We don’t have a cordless phone. Our monthly newsletter articles, which are printed in-house on our only copy machine, are cut and pasted in Microsoft Publisher—and at times by hand,” she stated. “Even our Facebook page is maintained by someone who recently moved—and there are no other social platforms.” The Church also faces issues when assigning duties to its staff members. “We are faced with a situation where all members are allowed to make and submit ads, flyers, and announcements—so we have staff members promoting the same event or communicating information in multiple ways. The worst never fails to happen. Something always slips through the cracks and doesn’t make it onto the master calendar. Then, the information isn’t communicated to the congregation at all. When this is everyone’s job, it is no one’s job,” laments Ms. Cabrera. Ultimately, she recognized that the Church had to get communication practices right the first time—and she became focused on uncovering a remedy.

A Roundabout Path to an Introduction

“Initially, I was first introduced to One Call Now when my oldest son was in 8th grade,” states Ms. Cabrera. She recalls receiving voicemails from the school regularly and appreciated the fact that weekly highlights, upcoming events and test schedules, and the like were communicated easily and effectively with parents. However, it was only when her second son entered high school that she was turned onto the possibilities of One Call Now’s full capability.

“I was sitting next to the school’s senior custodian at a meeting. He had received a call and excused himself. When he returned, he leaned over and whispered that his church had just reached out to tell their members that there had been a death within the congregation. I pondered that for a moment, and later on, asked him about it,” remembers Ms. Cabrera. The gentleman went on to tell her about the system employed by his church regarding prayer requests, events, weather updates, and other pastoral concerns. Ms. Cabrera suddenly made the connection—she had no idea that One Call Now was a platform available to churches. She became so excited by the possibility of having that communication tool at Harvey Browne.

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THE CLIENT:

Harvey Browne Memorial Presbyterian Church is based in St. Matthews, Kentucky and is celebrating its centennial anniversary in 2017. The church is proud of its heritage within the greater Louisville area, and is committed to its dual focus of delivering on its mission to serve its existing congregation, while also gathering interest from prospective new members.

THE CHALLENGE:

With approximately 800 members on the rolls, the church is dependent upon 154 staff members—and has a limited budget. The group was searching for an effective communication method to bring together its members

THE SOLUTION:

Harvey Browne Memorial Presbyterian applied for, and was awarded, a grant from One Call Now that allowed them to use their automated notification system without charge for two years.

THE RESULTS:

The Church has successfully used One Call Now for alerting members about service changes, events, Sunday school class schedules, and more. The system allows them to reach and connect with younger potential members who might never have attended church—or who have left the church and are considering going back. Regarding the One Call Now service, they’ve received positive feedback from members across generations.

A Game Changing Grant Award

As Ms. Cabrera started to research One Call Now, she did hit a roadblock. Ultimately, the Church simply did not have the funds. But her helpful custodian friend presented the possibility of another option. He forwarded an email regarding a grant that could provide for the service—and Ms. Cabrera wasted no time in applying. Happily, the outcome was favorable, and the Church was awarded the grant in 2016.

“At first we had a slow start because we had to organize internally. But then, we realized just how simple it was to set up and use—I wish we would have started sooner!” comments Ms. Cabrera. The Church currently utilizes the tool for sending texts to its members, and around 135 individuals are enrolled. Participation continues to increase as more people learn about One Call Now. The Church has successfully used One Call Now for alerting members about service changes, events, Sunday school class schedules, and more.

A Platform for the Future

Ms. Cabrera, along with other Church administration members, are so excited about the capabilities presented by One Call Now. “We are an aging congregation,” states Ms. Cabrera. “One Call Now will allow us to reach and connect with younger potential members, and encourage them to be a part of the wonderful ministry we have here. Having improved technology and communications methods will help us connect with people who might never have attended church—or who have left the church and are considering going back to their roots.”

The Church has received positive feedback since implementing One Call Now. But it’s not only the young people who have responded favorably. It has even helped improve communication across generations.

“Even members who are in their 90s are saying they want to receive text messages!” exclaims Ms. Cabrera. “Their family members have bought them new cell phones and they love getting messages from us!”

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