

Church switches from 'one call at a time' to One Call Now for fast, effective communication with members

## Greater Beth-el Temple Ministries

Greater Beth-el Temple Ministries of Omaha, Nebraska, is an Apostolic Pentecostal church where members of various races, cultures and generations come together in faith, worship and service. They're also connected by One Call Now's cloud-based mass messaging service.

The church, founded in 1952, has about 250 active members and is home to the GBT (Growing and Building Together) Children's Academy, which serves children, from six weeks to 12 years of age, with values-based daycare, preschool and before- and after-school programming.

Between the church and Children's Academy, the Greater Beth-el campus bustles with activity throughout the week.

Members gather to worship on Sunday mornings, Sunday evenings and Wednesday evenings—and for prayer services and Bible class on Thursdays. And there are men's and women's ministries, committee meetings, a music ministry, evangelistic and outreach programs, and youth activities. Not to mention prayer lists that the church updates and shares daily.

### Streamlining Communication

Before Greater Beth-el Temple Ministries chose the One Call Now voice, email and text messaging service, keeping church members in the know about programming and schedule changes – including weather-related cancellations – was a time-consuming and less than effective task.

Teonne Clark, the church's Communications Director, said of One Call Now: "This was a solution to prevent one or two people from having to call everybody individually."

That's a lot of calls, when you consider the church's 250 active members, plus sporadic attenders, who the church strives to keep engaged.

With One Call Now, the church sent out more than 1,300 group messages in an 18-month period. Think how many individual phone calls that number of messages would have required.

CONTINUED

### THE CLIENT

Greater Beth-el Temple Ministries is an Apostolic Pentecostal church with 250 active members. The church, in Omaha, Nebraska, since 1952, has been at its current location since 2011. The church shares the campus with the GBT Children's Academy, which provides daycare, preschool and before- and after-school programming.

### THE CHALLENGE

To update members on events, schedule changes, meetings and prayer lists, Greater Beth-el called on a few members to dial up members one by one. With 250 active members, this was a time-consuming process. And the callers had to leave messages for many, not certain their call was received.

### THE SOLUTION

Greater Beth-el Temple Ministries chose One Call Now's voice, email and text messaging service to streamline the process of keeping church members engaged and up-to-date. The entire church membership can now be reached with a single click or call – instead of individual phone calls. The church also uses One Call Now's subgroup feature to target groups with information that pertains specifically to them.

### THE RESULTS

Church members who may miss notifications on other communication channels, such as the Greater Beth-el website and Facebook page, are now receiving updates through One Call Now.



## CLIENT CASE STUDIES *continued*

The GBT Children's Academy also uses the church's One Call Now account to notify parents about weather closings and events.

### Complementing Other Communication Channels

One Call Now complements Greater Beth-el Temple's communications program, which includes a website, blog, Facebook page, Twitter account and YouTube videos. While members can keep up with the latest news through these channels, some members are more active online than others. Some not at all. That means many members miss notifications about events and schedule changes, Teonne Clark says.

The same could be said of the former system of manually calling members. Many missed the calls, and in some cases, voicemail messages, too.

With One Call Now, the church, with a single click or call, sends out emails, text messages and recorded messages to members' cell phones or landlines—based on each member's preferred mode of communication. And One Call Now includes a feature that allows Greater Beth-el leaders to monitor which members receive messages and which don't. This offers new levels of assurance that important messages are getting through.

While many messages go to the entire congregation, Clark said that Greater Beth-el Temple often uses One Call Now's subgroup feature. This allows the church to send targeted messages about meetings or events that apply to specific groups—such as youth, men's, women's and music ministries.

**“This prevents our members from being inundated with messages that don't apply to them,” she explains. And One Call Now helps assure that Greater Beth-el Temple Ministries members stay connected.**

### CONTACT US TO LEARN MORE!

**877.698.3262 | [onecallnow.com](http://onecallnow.com)**

20181219



OnSolve is the market leader in real-time, mass notification and collaboration solutions used by the world's largest organizations. The OnSolve suite of critical communication tools is a key component of effective business continuity, emergency response, IT alerting, and security programs around the globe.