MAKING THE MOST OF MEMBERSHIP TRACKING

Session Description

As a church grows, keeping up with who does what, who's gifted in that, and who loves doing this can be a daunting task. A membership tracking program can be a lifesaver for the church. But too many churches purchase membership tracking programs and then use them primarily, or too often exclusively, for giving reports. And yes, that's a good use … but it's only one use, and not even the best. In this episode Drs. Kris and Bill look at how the church can effectively use a membership tracking program. With special guest, Randy Clay creator of CDM+.

Session Outline

Membership tracking programs are for more than just giving records, though most of them do that well. But if that's all a church uses it for, it's missing out on some of the most important features.

Membership Tracking Programs are "relational databases" (not a spreadsheet)

Membership tracking can:

- Can track contact information (some can even create a membership directory complete with pictures!)
- Can track attendance in worship, Sunday school, small groups, etc.
- Can track members' spiritual gifts, passions, talents, skills – helps with nominations
- Can help you match ministries to people

Discussion Questions

1. Does the church use membership tracking software? How is it used?
2. What features in membership tracking software could be most helpful in your church?
3. How could your pastor, staff, and/or church leaders leverage your membership tracking software for guest assimilation and retention?