

Communication With A Congregation

How One Church Raised Staff Morale
(And Saved Time) By Introducing DialMyCalls

It takes a village to raise a child—or run a church. But no matter how many people are pitching in to teach Sunday School and greet visitors, there's almost always a much smaller group organizing them all.

Unfortunately, church staff often have a lot of things to get done, but not a lot of time. That's why Victory World Church considers themselves so blessed to have found a tool that saves them hours of time each week and ensures that their many volunteers get the consistent and clear communication that they deserve.

Who Is Victory World Church?

Victory World Church believes that churches are made up of people, not a building. They're located on three campuses around Atlanta, Georgia, but they're made up of individuals from over 100 nationalities, different ages and relationship statuses, and all walks of life.

Victory Church hosts over 3000 families each week, and is aided by about 1000 volunteers.

Robbins is responsible for all mass communication, and coordinating so many volunteers hasn't always been as easy as it is these days.

"We know that communication is so important."

Lindsey Robbins,
Children's Volunteer Director and Ministry
Coordinator at Victory World Church.

Phone Tag And Wasted Time

Once, everything Victory World Church was doing to communicate with volunteers seemed inefficient and ineffective.

"We would attempt to make phone calls, but if you've ever made phone calls to individuals, a lot of time you get voicemails, so then we play phone tag back and forth, and so that's very challenging. Other methods that we use is email communication, and we've been doing that for many years, but what we've found is a lot of people aren't reading emails anymore."

Robbins and her team of 18 staff members were spending a minimum of 72 hours a week—4 per person—just to communicate with each of their 1000 volunteers. They made weekly calls to all volunteers, as well as additional special announcements about once a month.

How Did They Start Using DialMyCalls?

"A few years ago, I was actually just praying and I said, 'Lord, there has to be a better way!' So I just started looking online to see what I could find, and the Lord guided me to DialMyCalls' website."

She knew soon after that DialMyCalls could be a huge benefit to her team.

"The thing that just drew me to DialMyCalls was just how user-friendly this system is. We knew we wanted to have a system that was user-friendly ... but also had a texting option, because we know that that is the way communication seems to be moving."

A simple system that allowed them to send both voice broadcasts and mass text messages? Robbins was sure the Lord had led her to the DialMyCalls site for a reason.

How Did Things Change After Switching To DialMyCalls?

"As much as we were trying to have effective communication when all 18 of us were making phone calls, what we found is each person kinda puts their own spin on it. And so the message was kind of getting delivered and received in different ways."

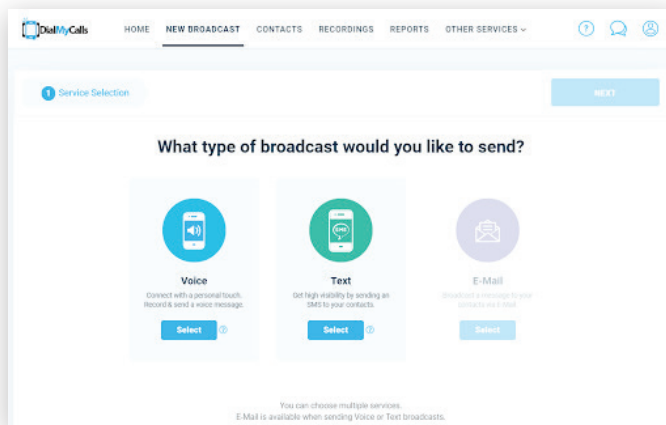
"So by being able to record our own message, one message, and having it go out to all of our people, the message was actually streamlined, everybody heard it the one way, and they were able to get effective communication that way."

Making sure all her volunteers were on the same page was a huge benefit to begin with, but DialMyCalls was helpful in other ways as well.

Robbins and her team went from spending over 72 hours a week on the phone to less than an hour per message.

"I can record a DialMyCalls [message] and upload my list and send that out in less than 20 minutes."

There's no phone tag after the fact: if someone doesn't answer a DialMyCalls voice broadcast, it will simply be left as a voicemail.



"It is definitely a morale builder for our team. As much as we love talking to people, when we do communicate with people we would rather it be face to face and be able to communicate with a ministry perspective of connecting to their hearts instead of having to make sure that we're doing the effective communication about how to do the ministry."

With so much more time that wasn't devoted to reminder calls, Robbins and her team could do just that: invest in those they serve in the ways that they need it most.

"We're really excited that we're able to focus on touching more lives instead of [focusing on] clarity within the team."

📞 Improving Your Life So You Can Invest In Others'

Victory World Church isn't the only church or ministry that relies on clear, consistent communication with a lot of people to get their work done, and they aren't the only group to benefit from DialMyCalls.

Any group that needs a way to quickly and clearly communicate with multiple people—whether five or 5000—can benefit from DialMyCalls. But don't take it from us; consider what Robbins has to say about DialMyCalls after seeing how much it helped her and her team:

"I would definitely try it out ... and just really think through how this could be beneficial for you and your ministry, because it's been life-changing for us."