THE ROCK CHURCH FAVORS LONG TERM TECH SUCCESS OVER QUICK FIX

"I wish everyone understood, if used to its fullest potential, FellowshipOne can truly free you up to focus on ministry."

Lindsy Hines, Database Administrator

Founded in 2000 at San Diego State University by Pastor Miles McPherson, a former NFL player, the Rock Church is San Diego's largest church.

In 2007, when the Rock launched its permanent building in Point Loma with 7,000 attendees, 12,000 people showed up. Outreach Magazine named the Rock Church America's 2nd Fastest Growing Church that year, and the 4th Largest Church in Southern California in 2012.

RAPID GROWTH CREATES DATA CHALLENGES

The Rock began using FellowshipOne in 2001, but only used children's check-in. Nine years later, Lindsy Hines, the then new database administrator, saw that the massive potential of the software was barely even being touched. Rapid growth had created logistical data nightmares. She wanted to use FellowshipOne to do away with:

+ Silo'd database systems (GoogleDocs, Excel, Wufoo)
+ Disappearing data when staff members left
+ Unreliable data tracking
+ Inconsistent member care

HOW CHURCH SOFTWARE PHILOSOPHIES IMPACT SUCCESS

Many churches are drawn to a solution based on one main need, or on its user experience. Lindsy warns that "the problem comes later after they are 'all in' on those systems. Then they start to think of all they could do with the information they're collecting. They inevitably want to expand it, do more with the information, collect more data, run reports on crazy stuff, and that's when they realize their system doesn't do that. It's limited to the primary focus that drew them in the first place. It does ONE thing very well, not a lot of things. The creator of the system provided a solution to one problem, not a long term solution." She advocates two strategies:

BIG PICTURE THINKING

Lindsy says, "There's no silver bullet in technology solutions. No one product is going to do everything you want it to do." "The creators of FellowshipOne think Big Picture. The system is designed to look at the long run of what you might want to do once your visitors, volunteers, and first timers are in the system."

USE SOFTWARE CREATED WITH THE BACK-END ADMINISTRATIVE USER IN MIND

Lindsy is adamant that church management software should primarily be built for the administrative staff. If it's designed primarily for congregational use, it won't meet the administrators' needs.

ACHIEVING STAFF BUY-IN

Getting everyone on board was a challenge, but Lindsy took on the task of entering and following up on everything until she could show results of what FellowshipOne could do. In addition, she focused on three areas:

STRATEGIC TRAINING AND SUPPORT FOR ADMINISTRATIVE STAFF

"Admin is the life source of tracking and information," Lindsy says. The more they used the system, the more their supervisors saw the value in what they could provide when data was tracked via FellowshipOne, and the more likely supervisors were to "enforce" the use of FellowshipOne department-wide. This kind of high-level buy-in is directly related to the consistency of using the software and the quality of data outputs.

> ❝ No one product is going to do everything you want it to do… but FellowshipOne will absolutely sustain you in the long run.
>
> **LINDSY HINES**

FLEXIBILITY AND AVAILABILITY

Lindsy's accessibility—allowing people to walk by her desk and ask for help with anything FellowshipOne-related— helped staff through the initial learning curve and resistance to change.

ENTHUSIASM AND PROACTIVE PROMOTION

Lindsy increased buy-in by being the biggest cheerleader and advocate for the software. She routinely followed up on new ministry initiatives to make sure FellowshipOne was being used, and worked with detractors to help them solve issues.

THE ROCK'S UNIQUE USES OF FELLOWSHIP ONE

Additional Portals: The church purchased two more FellowshipOne portals, one for its Missions School and the other for its Pastor's Summits and Conferences.

Security: The Rock uses the Notes field to track "Red Flags" in a whole new way. It has since grown into the church's main security tracking and communication tool. They do staff-wide trainings on "Red Flags" and have expanded what they track and how they track it.

Applications:

+ Volunteers are tracked in FellowshipOne through an Attribute. Each ministry is empowered to manage their own volunteer background checks and keep abreast of their active and serving volunteers.
+ The Groups Tool is used for off-site Sports and Outreach Groups.
+ Check-in is used for the thrift store and bookstore volunteers to check in off-site.
+ Check-in is also used for check-out.

THE IMPORTANCE OF A DATA CHAMPION

Lindsy is proof of the power of having a dedicated data administrator who not only manages data but promotes the value of clean data across staff and congregation.

GET STARTED

with FellowshipOne, the church managment software you can't outgrow

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