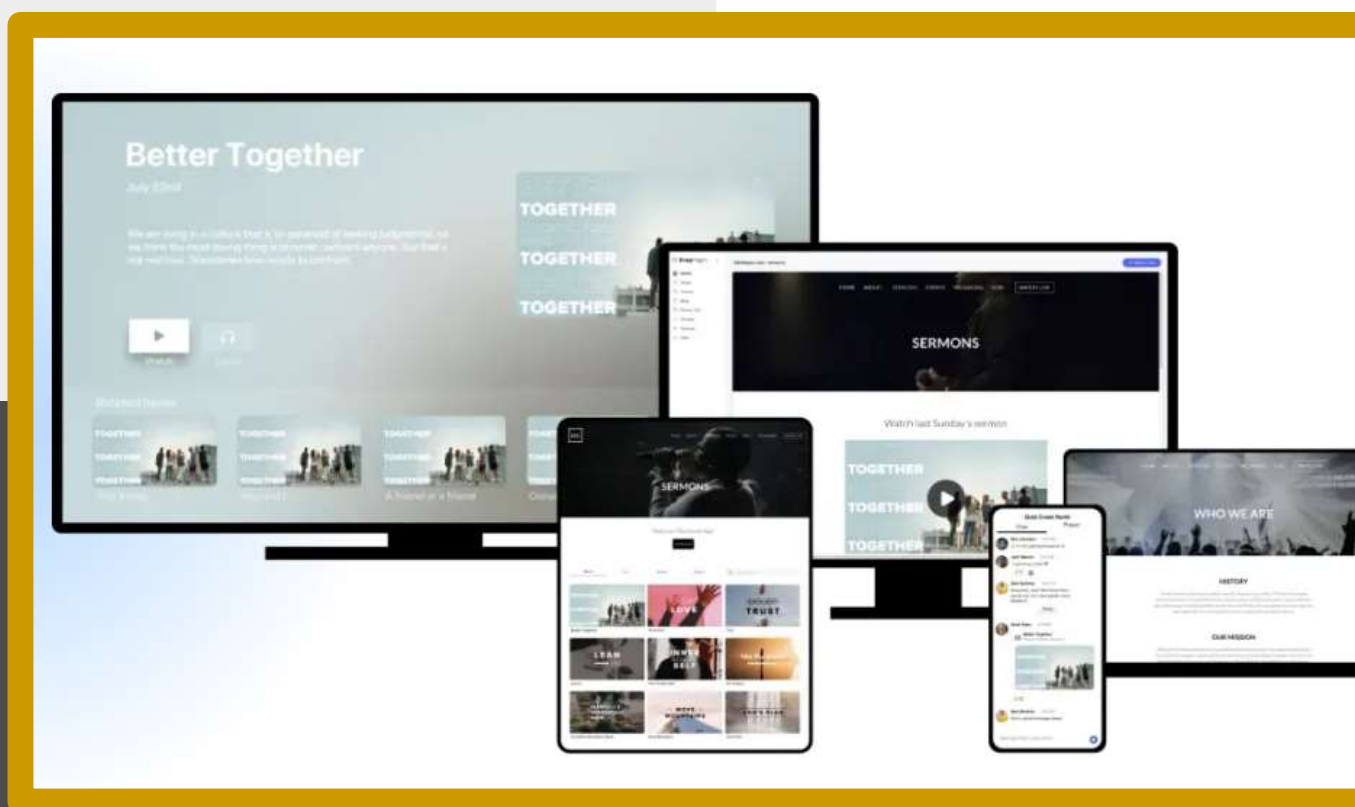


CHURCH APP PROPOSAL

MOTIVATION & COSTS



PROPOSAL FOR
ANNUAL SOCIETY MEETING

Monday, November 27, 2023

POINT OF CONTACT

Kerry Wetton
Communications Manager
(kerryw@bmc.org.za)
011 463-2333

PROPOSAL TO RE-ACTIVATE THE BMC APP

RATIONALE

A church APP is an essential tool to grow our community, it allows members to engage with us from the comfort of their homes, register for events, submit prayer requests, and join in our broadcast recordings or LIVE services.

Mobile apps offer a more effective and interactive platform to reach out to the congregation - with push notifications enhancing communication. With the app you can reach members with the most up-to-date information when they're on the go or even when their app is closed.

Push notification alerts notify and inform the app users. For example, instead of waiting for a Sunday to announce an upcoming event in the church, you can tell everyone or a specific group quickly with just a single click. You can even include an event calendar that informs and invites members to upcoming worship services, bible studies, sermons, etc.

Our members will no longer have to check emails, SMS, WhatsApp, etc. for information. Instead, all church communication can be obtained from a single source – your app.

So why the APP vs our website some may ask?

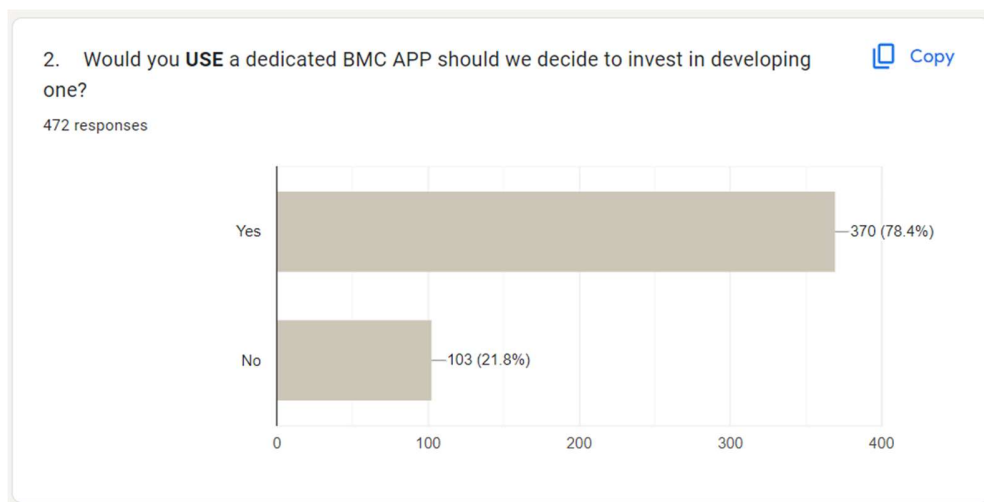
Our WEBSITE – Is aimed externally at the community at large – informing them about what BMC is and does and what we as a church offer to our community.

The APP – Is aimed internally at our BMC family as a way to interact with them in-between services at a touch of the button.

CURRENT SITUATION

We last had a fully functioning BMC App in 2014 – and would like to have it reactivated.

At the recent congregational survey / poll run in August 2023 the congregation was asked the following question. Would you USE a dedicated BMC APP should we decide to invest in developing one? **370 (78.4%) of the 472 responders said YES.**



PROPOSAL

Over the past 6 months the ministers & management team have interviewed and investigated various options for church apps from several service providers both overseas and locally, and compared the various options they offered - versus the costs involved in developing and maintaining the app.

Companies that offered the most options for the lowest cost that also included ongoing 24hr technical support were given higher preference.

The company / service provider that stood out heads above the rest was coincidentally the same service provider we used for our APP in 2014.

This company is **SUBSPLASH** (<https://www.subsplash.com/product/custom-church-apps>).

They offer the following options included in the CORE+ APP bundle.

- Website Support (Dashboard)
- Branded Phone & Tablet App
- Media / Content Management
- Push Notifications
- Bible reading plans (ie Small Group Devotional Material)
- Sermon notes & plans
- Registrations for events & courses
- Media Player – to watch services & recordings.
- Dedicated success manager to assist.
- Ongoing Tech Support

COST/BUDGET

Initial Setup Costs	\$499 (waived for prior clients i.e. BMC)
STANDARD COSTS MONTHLY (if billed monthly)	\$133 x 12 = \$ 1596 R2423 x 12 = R 29 072*
STANDARD COSTS MONTHLY (if billed annually)	\$120 x 12 = \$ 1440 R2186 x 12 = R 26 230*

*(approx. US\$ exchange rate as of 15/11/23)

RECCOMENDATION

Taking the above information into account and looking at the best solution for BMC – We would like to propose that we go ahead with the APP development as tabled above with the view to launch it in early 2024.



Kerry Wetton
Communications Manager
Bryanston Methodist Church