Redeemer Presbyterian Church in New York City is a church for the city.

Its heartbeat is to renew New York City socially, spiritually, and culturally. The people of Redeemer believe in the importance of investing their lives in the city. For many, it is a transient place where careers are launched. Once established, they move out to the suburbs or on to other parts of the country. Redeemer encourages its members to remain in the city. For many years Redeemer was home to young professionals and few families. Now as the congregation is maturing and living out their calling to serve Manhattan, the church needs a solution that can meet the needs of community groups, worship teams, youth ministry, stewardship, leadership, and volunteers. With four locations, nine services, and about 200 staff members, Redeemer needs a Church Management System (ChMS) that can provide an effective and streamlined solution to a large and nontraditional church.

In the past, Redeemer's leadership invested a great deal of manpower and money building out custom applications on top of a sales database that was not created for churches. They shopped around for a Church Management Systems that could meet their needs, but found that the vast majority of these systems were not open source, meaning they could not build out their unique systems onto one platform. Instead the staff would have to use different applications for their many needs. The Redeemer team was suffering from self-described "account fatigue." Team members felt like they had entirely too many accounts with different services. They needed one flexible tool that could adapt to fit their specific needs in the unique cultural context of New York City. Why was it so hard to find a solution that could serve all of their systems, processes, and data needs?

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Enter **TouchPoint.**

When the team at Redeemer reached out to other churches for ChMS recommendations, they found that if they wanted to add anything different to their existing solutions, they would have to lobby development for a new feature to be added or find third-party applications. With TouchPoint they can customize a solution that meets the needs of their unique church. All-in-one Church Management System. All with one login.

The all-in-one tool is giving Redeemer a clearer picture of the state of their church. One area in which leadership has new insight is giving. "We're trying to increase the number of recurring givers... When over 25% of your annual budget comes in December, that's stressful. You don't know how you're going to pay the bills throughout the year," said Chris Dolan. "Right now roughly 13% of households have recurring giving. We'd like to see that grow to 50%."

Redeemer is leveraging TouchPoint to create a future in which they can make new goals based on current data. Chris explained, "TouchPoint has been great for us, because all of our data is in one place. It's cleaner than it's ever been. We can really report on it, dissect it, look at it in many different ways, and use it to understand who our people are and how we are ministering to them. We are trying to use that data to make better decisions to steer our future."

One of these future goals includes helping people to become members sooner. "Our current membership process has been fairly passive on the church's

Using TouchPoint, Redeemer hopes to increase the number of people enrolled in monthly recurring giving.

"In TouchPoint we found that if we want to do things differently, we can work with their developers, we can hire our own developers, or we can use a third party to develop systems and solutions that integrate with TouchPoint to serve our unique needs."

—Chris Dolan,
Director of Information Services at Redeemer

side," explained Chris. "Until recently, someone who wanted to become a member had to complete a number of steps that could take months because they had to drive most of the process themselves." With TouchPoint, Redeemer can easily identify an individual's stage in the membership process and send them prompts to help move them to the next step more quickly. What's more, "Now we can actually seek out people who would be good potential members based on their current involvement," said Chris.

Chris also described how one church leader is using TouchPoint to collect data on member engagement. "One of our senior pastors has identified a target group of congregants. He's meeting them in person and is encouraging them to get involved in key areas like community group, volunteering, giving, and membership. We're looking to see if there's any change between the people he's able to reach and those he's not. We'll use those results to drive how we encourage our congregants to deepen their involvement with the church."

These data points—membership, generosity, community group commitment, and volunteering—give Redeemer a clearer and fuller picture of how the church is helping people to mature in Christ. From there, they can continue to refine processes and create new programs that will accelerate their impact in a city that wields incredible influence over the country and the world. TouchPoint couldn't be more thrilled and humbled to partner with Redeemer in continuing the Great Commission in New York City.

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