

# LAUNCH!

Launching Generous Life at your church / ministry is as easy as **1 - 2 – 3!**

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1. Get buy-in from senior leadership.
2. Articulate a compelling story that illustrates how using the Generous Life app will accelerate your ministry's progress towards your mission and goals.
3. Communicate, Communicate, Communicate



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## ANNOUNCEMENT IN CHURCH SERVICES

- **Timing:** Announce the launch during regular Sunday services. Make sure the pastor or a key leader introduces it, connecting the app to the church's mission.
- **Message:** Emphasize how this launch aligns with biblical principles of financial stewardship and the ministries desire to help members achieve financial freedom while growing spiritually. Share the impact: how families being financially free in turn, grow support for ministry efforts.
- **Highlight Benefits:** Make the features of the app clear (e.g., budgeting tools, financial coaching, on demand courses, community support), emphasizing that it is faith-based and integrates spiritual truths and practical advice.
- **Visuals:** Use a short video or slides showcasing the app's interface, success stories, or testimonials to make the announcement more engaging.

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## EMAIL ANNOUNCEMENT

- **Subject Line:** "Exciting News: A New Resource for Your Financial Freedom!"
- **Content:** Keep the email short but impactful. Include why the ministry has partnered with the app, a brief description of the app's benefits, and how members can access or download it. Include a pastor's note or a testimonial from someone who has used the app successfully.
- **Call to Action:** Provide clear next steps, such as signing up for an informational session, downloading the app, or scheduling a meeting to answer questions.

### 3 MINISTRY WEBSITE AND APP

- **Feature on Homepage:** Create a banner or featured section on the ministry's homepage, explaining the partnership along with a link to the app.
- **Dedicated Page:** Offer a page with detailed information about the app, its benefits, and instructions for getting started.
- **Integration with Ministry App:** If your ministry has its own app, include a link for the finance app there.

### 4 SOCIAL MEDIA

- **Short Video Explainers:** Post brief videos on Facebook, Instagram, and other platforms, explaining the benefits of the app. You could feature short interviews with ministry leaders or testimonies from users.
- **Regular Posts:** Share posts highlighting the app's features and offering Biblical reflections on financial freedom.
- **Call to Action:** Use phrases like "Join us on the journey to financial freedom" with links for people to download or learn more.

### 5 INFORMATIONAL WORKSHOPS AND CLASSES

- **Host Live Workshops:** Hold an in-person or virtual event where members can learn more about the app, how to use it, and the biblical foundation behind its design.
- **Small Groups Integration:** Encourage small groups, Bible study classes, or stewardship groups to explore the app together, creating momentum and accountability.

### 6 PRINTED MATERIALS

- **Bulletins and Flyers:** Include information in bulletins or distribute flyers with details about the app, its benefits, and how to get started.
- **Posters:** Place posters in common areas that highlight the app and how it supports financial discipleship.

💡 **Pro-Tip:** Consider taking leadership and staff through Kingdom Finances or one of the other courses. On the last week of the course ask for written feedback or even better, record video feedback about what impacted them. Not only will you get buy-in, you also get in-house testimonies for your launch!

By blending these approaches, your ministry can effectively communicate the launch, provide clear calls to action, and inspire members to engage with the Generous Life app in a way that aligns with their spiritual journey.