Signup Sunday Announcement Script

IMPORTANT: You need to edit the red text to be specific for your church. And, of course, please adjust the script so it makes sense for your people and context.

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OK, everybody. I know we usually tell you to silence and put those cell phones away. But today, I want you to **pull them out**! Go ahead and please get out your mobile phones now. So, why did I ask you to bring your mobile phones today?

Well, we have a lot of amazing things going on here at _____ *[name of church]*. We are feeding, clothing, helping and serving those in need in so many ways right here in our local community. And we have so many other ministries and events to help you meet people, share your talents, improve your relationships, answer life's toughest questions, discern the plan and purpose for your life, and to grow closer to God.

We have a tremendous community here. And we want to make sure it's as easy as possible for every one of you to be involved and connected to it all.

So, we've adopted a new and improved way of communicating that will make it much simpler for you to get the information you want from us! It's powered by a service called *Flocknote*. Like sending a "note" to your "flock". Flocknote.

This is all totally free for you to use, you don't even have to download anything or create a password in order to participate. You just take a couple minutes to sign up and it lets you receive email or text messages from the groups and ministries that you choose. It even allows you to reply directly back to those messages so we can get feedback and hear from you in an efficient manner.

Your info is kept totally private and, again, it lets you choose precisely which groups and ministries you want to get email and text messages from here at _____ *[name of church]*.

So you can choose things like _____, _____ and _____.
[note: list real examples of things at your church people will be interested in.]

In addition to regular group and ministry communication, we'll also use this to send you important updates about special events coming up, inclement weather announcements, and: _____. *[note: list some of the other real things you intend to send to everyone and how often you'll send them. Ex: "We're going to send you one text message each week about the most important thing going on in our community that week."]*

And it's important for you to know that you can update your communication preferences or unsubscribe from any of these updates at any time!

[hold up sign if possible — ex: "Text HCC to 84576"]

So, now that you have your cell phone out, I'd like you to text message **the letters HCC** to the SHORT 5-digit phone number 84576. This is also written on the flyer we handed you as you walked in today. So again, text **the three letter keyword HCC to eight — four — five — seven — six. HCC is for Holy Cross Church. HCC** is all one word, no spaces. And make sure your auto-spelling-corrector on your phone doesn't mistakenly change the text. ☺

Once you send that in, Flocknote will text you back a confirmation message AND another message with a link you'll need to click to complete the process.

One more time: **text HCC to 84576.** Then after it texts you back, make sure you click that link and complete the process, choosing what updates you'd like from us. Please take a minute to do this now. *[Note to announcer: make sure you pause and give them time now to complete the task, background music is a plus.]*

If you can't complete this on your mobile phone, please go online to: flocknote.com**/[vanity-url-of-yournetwork]**. This web address is also on the flyer we handed to you.

(Recommended option) As a BONUS: If you complete this process today — whether through your mobile phone or on the web — you will be eligible to win a _____. *[fill in with a prize, like an iPad, $100 gift card, kindle, tickets to sporting event, tshirt, sponsored prize, etc.]*

I'll give you one more minute to finish the process on your phone now. *[note to announcer: pause for 1 more minute, background music is a plus.]*

We're on a mission here at _____ *[name of church]* and we want you to be a part of it. This is a great opportunity for you to get plugged in to the many wonderful things we have going on here. If you're having trouble, please talk to one of our helpers in the back. We'd be happy to help! Thank you for participating. This is really going to simplify communication and increase engagement here in our community.

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Tips for the admin/announcer: Things to remember for a successful Signup Sunday

1. Don't just blindly read the script. Understand it, engage people and allow them to respond, give them time to get out their phones and text in, have fun with it and expect them to participate.
2. Make sure you communicate the value of connecting with your community. What inspiring things are you doing that people want to be a part of? You're on a mission!
3. Be as clear as possible as to what you'll be sending to your main (Everyone) list and how often you plan to send it.
4. Make sure to mention they can unsubscribe any time. This is an important way to show you respect their contact info and to remind them that they can control what they receive from you.
5. And remember, your members aren't signing up for "Flocknote" (that's just the tool). They are signing up to be a bigger part of the community and mission of your church.