



CASE STUDY

ACTIVE Faith | Fellowship One CHURCH MANAGEMENT SOFTWARE

EXECUTIVE SUMMARY

ACTIVE Network's FAITH division offered Fellowship One church management software (ChMS) as a centralized hub for ministry and admin staff to grow and care for their members.

The first product of its kind, the ChMS offered member tracking, volunteer scheduling, facility resource booking, child check-in, and giving.



THE “No Surprises Series” CREATION SNAPSHOT

CHALLENGE

Cloud computing, SaaS, and church management tools were relatively new to church leaders.

Evaluating cloud-based systems meant navigating unfamiliar technology, confusing terminology, and competing vendor claims.

SOLUTION

The sales team requested content on data security.

I interviewed an internal subject-matter expert and developed a buyer-focused ‘Questions You Should Ask’ format that translated complex technical knowledge into practical purchasing guidance.

RESULTS

The asset spawned three additional editions (data migration, features, and reporting), which were eventually compiled into one guide.

It helped sales overcome technical objections, and became a high-value lead-gen download for marketing.

Without being a technical expert of this emerging technology myself, I created ACTIVE Faith's most significant lead-generating asset of 2013.

[View the full asset](#)