### Congratulations!

You’ve completed the key steps to get started with Faithlife Equip. We are excited to partner with you in helping your church grow spiritually, connect to each other, and steward the resources God has given you. This rollout plan is designed to get your church up to speed with Faithlife Equip in just 4 weeks. If you need help with anything, don’t hesitate to call our Tech Support team (888-634-2038) or access online documentation at the [Faithlife Help Center](https://support.faithlife.com/hc/en-us).

**Note:** The following guide is a suggested path. You know your congregation best, so feel free to customize these steps or adapt the timeline to meet the needs in your context.

## Mobilize Your Rollout Team (Week 1)

### First Steps

* Designate a champion and assemble a team to share the project. The champion’s main responsibilities are to generate enthusiasm about this new endeavor and to facilitate implementing the various facets of Faithlife Equip.
* You should already have your champion primed and ready before Week 1, but this is the week your champion hits the ground running. (We recommend this be someone other than the lead/senior pastor.) Your rollout champion likely needs a team to take responsibility for the major facets of Faithlife Equip such as your website, Proclaim, giving, communication, and church management.
* Import people records. ([Learn more](https://support.faithlife.com/hc/en-us/articles/360034404132-Add-a-Person-Record) about importing records.)
**Note:** Importing and/or creating people records is separate from the Faithlife profiles created by individuals in your church.
* Install and set up Proclaim. Download it [here](https://support.faithlife.com/hc/en-us/articles/360007127652-How-Do-I-Install-Proclaim-) and [access](https://support.faithlife.com/hc/en-us/articles/360033600031-Proclaim-Training-Videos) training videos.

### Set Up Your Groups

* Find and bookmark your church group at Faithlife.com (Once you sign in to Faithlife.com, your church appears in the left sidebar). Your church should have one main group with subgroups added to this group. Decide who will be Admins, Moderators, and Members. ([Learn more](https://support.faithlife.com/hc/en-us/articles/360043862731-What-is-a-Group-) about creating church groups.)
* Pin a “Welcome” post to your church group. (See an example [here](https://support.faithlife.com/hc/en-us/articles/360044014911-Create-a-Welcome-Message-for-Your-Church-Group#post).)
* Here is a list of Core Teams we suggest adding to your church group:
	+ Church Group Admins
	+ Faithlife Proclaim
	+ Faithlife Giving
	+ Faithlife Sites
* Set up Faithlife Giving, complete the [Giving Activation form](https://support.faithlife.com/hc/en-us/articles/360028355352-What-Information-is-Required-to-Complete-the-Giving-Activation-Form-), and invite members to the Finance Team. The person who activates giving is automatically added as the first member of the Finance Team.

**Note:** This team is structured to promote accountability and privacy. Only Members and Admins of the Finance Team are able to access giving records. You will need to invite people to your Finance Team and make them an Admin for them to have access to this Giving’s tools.

### Invite Leaders

* Identify all your ministry leaders who have a hand in making Faithlife Equip successful in your church--elders/board members, ministry staff, finance team members, women’s ministry, children’s ministry, small groups, etc.). Send invitations to join your church group. Make sure you include a message sharing your vision for connection and discipleship and how Faithlife Equip is a valuable tool to realize this vision.
* Identify church members who are enthusiastic about using technology in your church. We call these people “early adopters.” Even though they may not have official leadership positions in your church, they can be positive voices and help create momentum by using Faithlife Equip resources and sharing their enthusiasm. When you speak with them, communicate the vision driving your decision to select Faithlife Equip.

## Onboard Leaders and Early Adopters (Weeks 2-3)

* Take time in your staff meeting to get everyone connected with your church group at Faithlife.com. Your congregation will do what is modeled for them, so make sure your leadership profiles exemplify what you want your people to follow. Refresh the vision driving the addition of Faithlife Equip to your ministry tools.
* Invite your leaders to create an account on your church’s group page. Include a link to the “Never Miss a Beat” video.
* Create subgroups for any ministry area you want connected to your Faithlife church group. Consider adding these subgroups:
	+ Children’s Ministry
	+ Youth Ministry
	+ Women’s/Men’s Ministry
	+ Small groups (create a subgroup for each one)
	+ Worship Ministry
	+ Facilities

Subgroups can be added or removed at any time. Individuals can also create subgroups from their own profiles.

**Note:** By default, the person who creates the subgroup is the group Administrator.

* Encourage leaders to begin using Equip features and posting to your group page and/or their own team/group.
* Send invitations to your Proclaim presentation team members.
**Note:** Depending on the makeup of your team, you may want to assign different roles to your group members. [Learn more](https://support.faithlife.com/hc/en-us/articles/360007374391-How-Do-I-Add-People-to-My-Presentation-Group-) about presentation groups.
* Host a training session for your Proclaim presentation team.
* Plan a rollout Sunday when you will announce Faithlife to your congregants.
* Depending on the make-up of your congregation, it may be beneficial to have a sign-up table to assist people with creating an account. Recruit some of your early adopters to oversee sign-ups on Launch Day and the following week (or two).
* Follow up with ministry leaders to check their progress and identify any problems they may have encountered.
* Build your website using a template, widgets, and custom HTML from Faithlife Sites.
* Customize the Faithlife mobile app.

## Build Anticipation (Week 4)

* Add Faithlife/church group info to your digital signage. ([Learn more](https://support.faithlife.com/hc/en-us/articles/360007376331-How-to-Set-Up-Digital-Signage) about setting up a digital signage feed, and how to [add it](https://support.faithlife.com/hc/en-us/articles/360007376371-How-Do-I-Add-My-Digital-Signage-Feed-to-My-Website-) to your website.)
* Send an email to your congregation and post to your website and social media outlets letting your followers know about an exciting announcement about new tools and resources for your church coming this weekend.
* Host a training session for your volunteers assisting with sign ups.
* Print postcards or bulletin inserts with instructions on how people can create their profiles, set up recurring giving, and join small groups/ministry groups.

## Launch Day - Get the Word Out! (Week 4)

* Show “Never Miss a Beat” video and make a verbal announcement about signing up on the church’s group page. Include a bulletin announcement and promo cards on each seat.
* Let people know that this is the best way to stay connected with the church activities and be informed about what is going on in the life of your church.
* Send invites to create a profile on your church group. Maximize the impact of this invitation by timing it to arrive shortly after the end of your church service.
* Encourage people to download the Faithlife app and find your church group.

## Follow through (Week 5 and beyond)

### Post-Launch

* Send out a newsletter this week and highlight your Equip resources and invite recipients to create an account. Include a link to the “Never Miss a Beat” video.
* Share a video from Faithlife TV on your church group page or start a new reading plan.
* Encourage your congregation to post on your church’s group page. Increase engagement by posting questions people can respond to. (e.g. What is something God has done that you are grateful for? What is a verse God has used in your life this week? What needs are you aware of in our community?)

### Spotlight Faithlife Equip

* Make five or more additional verbal announcements encouraging your congregation to join your church group. Be creative and focus on the benefit to your congregation— getting access to content or a tool or feature that meets a felt need. Consider highlighting a book or video that aligns with something your church is talking about right now.
* Encourage small group leaders to follow up with their group members. For group members that have not created a profile, encourage them by discussing a benefit that they will appreciate--greater connection to the church or small group, ability to use Bible study tools, or access content on Faithlife TV.
* Make information available about your church group and Faithlife resources at your Welcome Center or in any venue where you greet your guests. If you use first-time guest gifts, include a short note about how Faithlife helps them get connected and how to start using it.
* Incorporate into your membership process - create a profile as part of your new members class.
* Re-emphasize Equip around major holidays like Christmas, Easter, and Back-to-school with verbal announcements, emails, and social media posts.

#  Faithlife Equip Rollout Tasklist

Stay on track with your rollout plan using the following checklist:

## Week 1

* Create church group
* Send invitations to ministry leaders
* Import people records
* Complete Giving Activation form
* Send Finance team invitations
* Install and set up Proclaim
* Identify “early adopters” who can help encourage adoption of the tools and resources you get through Faithlife

## Weeks 2-3

* Leadership team completes profiles
* Set up ministry subgroups
* Send invites to Proclaim presentation group
* Host Proclaim training session
* Build website with Faithlife Sites
* Recruit early adopters to assist with onboarding
* Create post(s) for your church group

## Week 4

* Add a message encouraging your church members to explore a video series, Bible software, to connect with their small group, etc. to your church signage
* Send email and post to social media outlets about exciting announcement this weekend
* Train volunteers to help with sign-ups
* Create post(s) in your church group
* Print fliers/postcards for Launch Day

## Launch Day!

* Place fliers/postcards on individual seats
* “Never Miss a Beat” video and verbal announcement
* Sign-up tables to assist with creating profiles and joining your church group
* Send invites to create a Faithlife.com profile

## Week 5 and Beyond

* Email newsletter with link to sign up on church group page
* Begin a new reading plan on your group page and/or post a video from Faithlife TV that your congregation can enjoy.
* Additional verbal announcements
* Follow up with ministry team leaders and small group leaders
* Faithlife.com church group info placed at Welcome Center
* Faithlife info added to new members materials
* Faithlife re-emphasis date scheduled