

Praiseworthy Signage Helps This Church Connect with Their Congregation



From welcoming congregants to live streaming services and promoting upcoming church events, Raydiant signs have many uses at the Washington Baptist Church in Turnersville, New Jersey. The church uses five Raydiant-enabled screens spread across areas as a way to keep the congregations updated and united. We spoke with Lead Pastor, Lex DeLong, about how churches like his can use Raydiant to connect with church members and welcome visitors.

Live Stream Services That Reach More People

Spreading the Good Word is important for this church, which has been using YouTube and Facebook Live to stream their services for the past couple of years. However, they've found that their live stream services are also extremely useful inside their churches. DeLong explains: "We now use Raydiant to live stream to our nursery screen and other locations within our church so that if we have overflow or people in those areas, they're also able to watch our service."

Raydiant's YouTube app can be used by churches to live stream and display videos of past church services and other events—a feature that is especially valuable during busy times, like holidays, as well as larger events. Having multiple Raydiant-enabled screens placed strategically in church common areas gives congregants the opportunity to enjoy services while caring for babies and small children in another room, and when the main room is full and they're watching the service from a secondary area or room.

How does the Washington Baptist Church congregation feel about using the Raydiant screens this way? "The feedback has been positive," answers Pastor DeLong.

Important Announcements Made More Visible—and Enjoyable

How does the church spread important announcements? They predominantly use emails and newsletters, says DeLong, but only 35-40% of the congregants actually look at them. So, along with these communication tools, they use Raydiant screens to display important announcements like worship and class times, upcoming events, and their live church calendar. "We just find that the more we put the announcements up on our screens, the more they're in front of their eyes, and it gives them multiple opportunities to have these different events and announcements register in their minds," DeLong says.

Churches and other houses of worship can also use Raydiant to welcome congregants, lead prayers and hymns, and display important community events. Raydiant offers a large library of easy-to-use design tools, which include over 150,000 templates for making digital posters and videos that catch the eye and touch the heart. Raydiant screens can also be used to showcase uplifting imagery, photos celebrating the congregation and its individual members, and warm welcoming messages for newcomers and congregants.

Pastor calls Raydiant “an extremely valuable” tool for connecting with his congregation.

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A Live Church Calendar That Syncs and Updates Automatically

DeLong loves the functionality of Raydiant’s live calendar feature. “We have our church calendar alternating with other on-screen displays. We’re able to synch our Google calendar with it. I can just update it there, and it goes right to our screens and I don’t have to change it on Raydiant. It’s a really nice feature.” Having an up-to-date church calendar is important for Washington Baptist Church, as classes are being added, class days and times being updated, and important events are being scheduled constantly.

DeLong also uses Raydiant’s Multi Zone screen, which displays multiple on-screen messages without the main messaging getting lost. “This way,” explains DeLong, “I’m able to put important weekly announcements, like where different classes are meeting or what we’re doing with live and online events, on the side screen, with the welcome message in the center.” This multi-zoned screen alternates with the church’s live calendar, giving congregants and visitors an “at-a-glance” snapshot of church events and happenings.

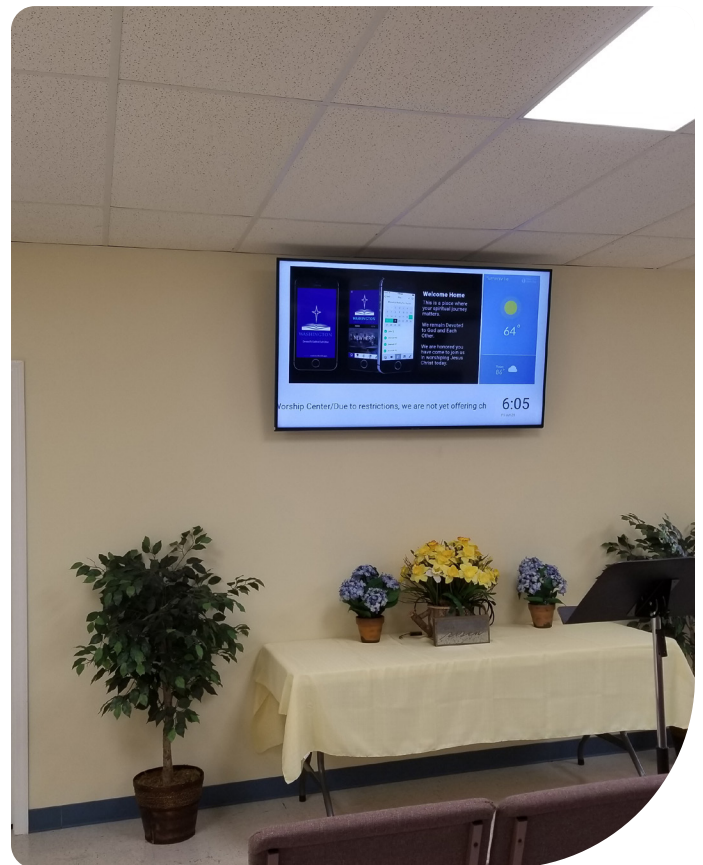
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Promoting Church Events with Vivid HD Video

“We have multiple events through the year,” DeLong told us, “and we plan to use Raydiant to display videos of past events as advertisements for those upcoming events.” Washington Baptist Church isn’t the only house of worship using Raydiant this way. Other places of worship also use Raydiant’s video and PosterMyWall apps to feature hi-res imagery and dynamic video to draw church members in and get them excited about what’s to come.

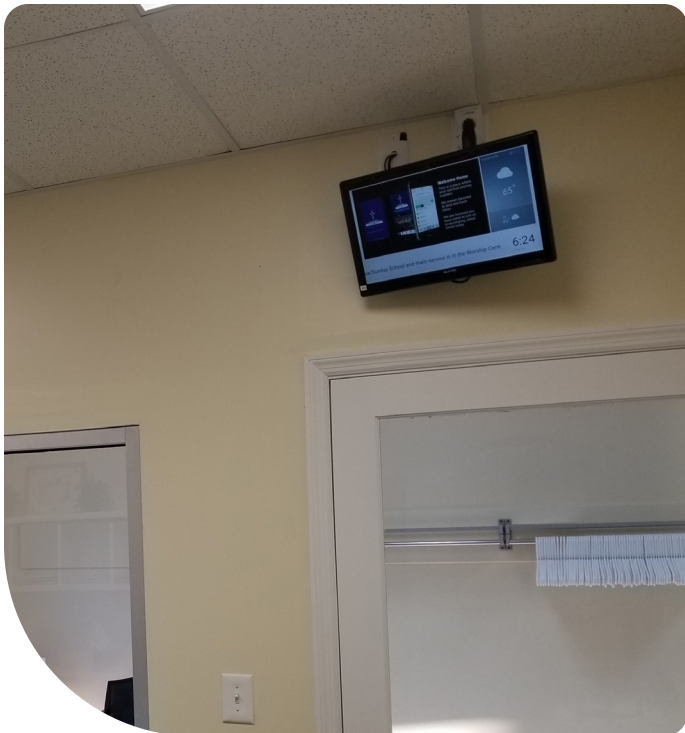
Many places of worship also use Raydiant to create and showcase multimedia presentations of their congregants in action, volunteering and helping those in their communities. And with Raydiant’s Soundtrack Your Brand app, which creates custom, mood-based playlists, these presentations come to life with music that fits the on-screen visuals. This music app is also used for larger gatherings and events, to play worship music and hymns, coupled with on-screen lyrics for all to read clearly.



Remote Accessibility Easy for Church Staff and Volunteers

“The first thing that attracted me to Raydiant is that it gives us control over multiple screens. And the strength of Raydiant is that it gives us all of this with remote access,” says DeLong about Raydiant’s multi-screen management and cloud-based user interface. “The fact that I can give the login info to anyone in the church, and they can log in from anywhere and navigate without any previous experience with it is great,” he adds, calling Raydiant’s interface extremely user friendly.

For churches thinking about using Raydiant, DeLong says that there are many benefits, with its remote accessibility being one of the main ones. “Most churches are run by volunteers,” explains DeLong. “Raydiant gives churches the opportunity to, in a simple way, appoint different people in the church, and give them the ability to access and work in the interface from their own homes and devices. Any church you talk to will appreciate that, whether it’s a pastor and staff that work from home or multiple offices, or volunteers that are connecting in from their homes. It’s extremely valuable.”



About Raydiant for Churches and Houses of Worship

Strengthen and grow your congregation with Raydiant digital signage. Raydiant helps churches welcome, inform, and celebrate their members through highly visible, easy-to-read signage they can see from the back. Raydiant’s dynamic, multi-use platform will bring more dimension to your services, with exciting on-screen visuals, videos, and background music that works along with it. Share your joy, and your message, with your congregations using Raydiant.

Experience the Raydiant Difference

See how our platform can transform your in-store experience and increase franchise sales. Visit raydiant.com and **book a demo** now with our sales team.