Just because you *can* send this mass text doesn't mean you *should*.

The SMS Guide to Not Annoy Your Entire Church😒

QUESTIONS, COMPLAINTS, PROS, CONS, & BEST PRACTICES

98% of texts get opened and read!

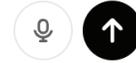with 90% of those within the first 3 minutes!

Sure, but opens ≠ engagement... 👀

👆

And isn't *that* what you're really after anyway?!

in this SMS Guide

We asked ChatGPT...

What is the primary goal of any communication channel?

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The **primary goal of any communication channel** is:

> **To deliver the right message to the right audience at the right time in a way that drives understanding, connection, and action.**

In simpler terms: **clear, meaningful impact.**

ASK THESE
3 QUESTIONS
BEFORE SENDING
ANY MESSAGE (Yes, ANY message)

1

What do we **want** to happen from this message?

2

How will we **measure** what actually worked?

3

In light of 1&2, what is the best **channel** for this message?

BONUS QUESTION
WARNING: It's a doozie...

Are we prioritizing what's **fastest and easiest** *for us* **OR** what's **best** *for them*?

Oof—did that one hit too close to home? 😬 Sorry not sorry.

So, if you're going to send a mass text, keep reading...

There is a gap between what

SMS PROMISES YOU💪

...and

HOW PEOPLE FEEL🙄

📈 **"High Engagement Guaranteed!"**

"Oh I opened it... and then immediately deleted it."

❯ Seeing it ≠ they like it or trust it.

🤖 **"Automated Campaigns at Scale!"**

"This feels robotic. Do they even know me?"

❯ Without smart personalization, automation = alienation.

💬 **"Two-Way Conversations"**

"I replied and never heard back!"

❯ Ignoring replies kills trust and contradicts the promise of "connection."

🚀 **"Instant Reach to Your Whole List"**

"Why am I getting texts about stuff I don't care about?"

❯ Without segmentation, "instant reach" quickly becomes "mass spam."

📲 **"Multi-Channel Sync with Email & Socials"**

"Why am I getting the same message in 3 different places?"

❯ Repetition without tailoring leads to fatigue.

🎯

Key Takeaway

The very features that SMS services promote can inadvertently annoy your people — especially for churches, where **trust** and **tone** matter deeply.

> Your texts to me should serve our relationship, not simulate it.

> Don't let the features become the focus — lead with VALUE, EMPATHY, AND DISCERNMENT.

TOP 7 COMPLAINTS
ABOUT CHURCH
TEXTS 😖

1

"Too many texts"

"I get more texts from my church than from my own family."

- ❯ Overuse leads to overwhelm—even well-meaning texts can feel like spam.
- ❯ Especially frustrating if multiple ministries are texting independently.

2

"Always asking for something"

"They only text when they need volunteers or money."

- ❯ People pick up on transactional patterns fast.
- ❯ Texting only when there's a "need" (not when there's encouragement, care, or community) turns off engagement.

3

"I Never Signed Up for This"

"I never opted in—why are they texting me?"

- ❯ Violates trust and, likely, texting laws.
- ❯ Even if someone gave their number on a connect card, they may not have expected automated texts.

4

"Not Relevant To Me"

"Why am I getting texts about youth ministry? I don't have kids!"

- ❯ Poor segmentation leads to messages that feel out of touch.
- ❯ Generic mass messages make people feel unseen.

5

"Too Long or Hard to Read"

"I just skimmed it and deleted it."

- ❯ SMS stands for short message service for a reason — not mini newsletters.
- ❯ Texts without spacing, clarity, or a single point often get skipped.

6

No Easy Way to Opt Out"

"I tried replying 'stop' and nothing happened."

- ❯ Some churches overlook opt-out compliance or don't communicate how to unsubscribe.
- ❯ Even if it's rare, people need to know they're in control of their inbox.

7

"Bad timing"

"They texted me during work, or late at night."

- ❯ Timing matters. Texts during inconvenient hours can feel disruptive—even for good reasons.
- ❯ There are laws about allowable times.

Key Takeaway

If texts feel **invasive, irrelevant, or impersonal,** people check out — even if your intentions are good.

✅ SAMPLE TEXT TEMPLATES BY USE CASE

📖 Encouragement + Devotional Link

> "[Scripture Verse]"
>
> Whatever you're facing this week, you're not alone. Here's a short devo to encourage you: [Link]
>
> —[Church Name] Team

🙏 Prayer Request Invitation

> Life happens—and you don't have to go through it alone.
>
> Got something on your heart? Text us your prayer request 🙏 We're here for you.
>
> —[Church Name] Team

⚠️ Last-Minute Change or Weather Alert

> 🌧️ Quick update: Due to [weather/circumstance], tomorrow's service is moving to [New Time or Location].
>
> Stay safe & see you then!
>
> —[Church Name]

📅 Event Reminder (Personal & Timely)

> Hey [FirstName] 👋 just a reminder that our [Event Name] is happening this [Day/Time] at [Location]. We'd love to see you there!
> 👉 Register here: [Link]
>
> —[Church Name] Team

🙌 Special Services Invite

> Good morning [FirstName]! This weekend is [Holiday/Event]. Think about who you might invite to come or join you. You make us better ❤️
> See you soon!
>
> —[Church Name]

👐 Volunteer or Serving Call to Action

> Hey [FirstName] 👋
> We don't need you to serve, but YOU might need you to serve. Something happens in our hearts when we willingly serve others. Ready to take that step?
>
> —[Church Name]

Pro Tips

💡

Here are some best practices for texting the people in your church 👉

Best Practices

- ❯ ALL CAPS? DON'T. JUST DON'T.
- ❯ Write like a human talks.
- ❯ By law, send between 8am-8pm.
- ❯ Reply. Quickly. No excuses.
- ❯ Goldilocks your emoji use: juuuuust right 👍
- ❯ Space them out. The larger the group receiving, the more time is needed between texts. Entire congregation? Once/month.

If you want **higher conversion rates** at **lower costs**, and **robust analytics** to know what's actually working, take a look at StudioC's **Member Engagement Solution**, with Email & SMS fully integrated!

WHY DOES THAT 👆 EVEN MATTER? BECAUSE...

Helping you know your people and create dynamic audience segments here 👇

To send personalized and targeted messages here 👇

Data Warehouse

M·E·S·
Member Engagement Solution

ChurchiQ
Data Analytics Solution

Mobile App

Website

Email

SMS

Tracking every little channel engagement here 👇

Feeds into and enriches the data here 👆

Engagement Analytics

StudioC's SMS Features

😃 **Simple Tier-Based Pricing**
No confusing credits or tokens to manage

👥 **Unlimited Advanced Audience Segmentation**
Target specific segments based on your data

✈️ **Generous Message Allowances**
High volume caps with very low overage fees

⚡ **Automated Engagement Flows**
Create trigger-based messaging sequences

🖌️ **Unlimited Keywords & Users**

...and many, many more

See For Yourself

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helping churches engage better

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