

CITK

Implementing Community Outreach in CITK Software for a Church Organization



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Community outreach is essential for churches to engage with their local communities and extend their mission beyond their walls. Here's how to set up and manage community outreach programs using CITK Software:

1. Setting Up a Community Outreach Program Directory

Step 1: Organize Outreach Programs

1. Create Custom Fields for Outreach Programs:

- Navigate to 'Setting' > 'Custom Fields'.
- Click '+ Add Field' to create fields like:
 - **Program Name:** 'Text'
 - **Program Type:** 'Dropdown' (e.g., Food Drive, Homeless Shelter Support, Educational Programs)
 - **Start Date:** 'Date'
 - **End Date:** 'Date'
 - **Coordinator:** 'Text'
 - **Contact Info:** 'Text'

2. Group the Fields into a Section:

- Click on '+ Add Section' to create a 'Community Outreach Programs' section.
- Drag the created fields into this section.

Step 2: Create a Program Registration Form

1. Navigate to Forms:

- Go to **Marketing > Forms**.

2. Create a New Form:

- Click `+ Create New Form`.

3. Design the Form Fields:

- Include all the custom fields you created for program details.
- Add a field for volunteers to sign up or express interest in specific programs.

4. Form Settings:

- **Form Name:** `Outreach Program Registration Form`

- **Sticky Contact:** `On`

- **Submit Action:**

- **Message:** "Thank you! We have received your interest in the outreach program."

- **Redirect URL:** [Optional: Thank You Page URL]

5. Click Save Form:

- Click `Save Form` and `Integrate Form`.

2. Managing Outreach Volunteer Sign-Ups

Step 3: Automate Volunteer Management

1. Navigate to Workflows:

- Go to `Automation` > `Workflows`.

Create a New Workflow for Volunteer Sign-Ups:

- Click `+ Create Workflow`.
- Name the workflow `Outreach Volunteer Management`.

3. Set Up the Workflow Trigger:

- Click `+ Add New Trigger`.
- Choose `Form Submitted`.
- Select the `Outreach Program Registration Form`.

4. Add Workflow Actions:

A. Send Confirmation Email to Volunteers:

- Click `+ Add New Action`.
- Choose `Send Email`.
- Configure the email:

Subject: Thank You for Signing Up for Our Outreach Program

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Hi {{contact.first_name}},

Thank you for signing up to volunteer for our {{contact.program_name}}. Here are the details of the program:

Program Name: {{contact.program_name}}

Start Date: {{contact.start_date}}

End Date: {{contact.end_date}}

Location: [Provide location details]

We'll be in touch soon with more information.

Blessings,

[Your Name]

[Your Role]

- Click `Save Action`.

B. Assign a Coordinator to Follow Up:

- Click `+ Add New Action`.
- Choose `Assign to User`.
- Select the team member(s) or volunteer coordinator responsible for this outreach program.
- Click `Save Action`.

3. Tracking and Reporting on Outreach Activities

Step 4: Monitor Outreach Program Impact

1. Navigate to Custom Reports:

- Go to `Reports` > `Custom Reports`.

2. Create a New Custom Report:

- Click on `+ New Report`.
- Name the report `Community Outreach Impact Dashboard`.

3. Add Relevant Data to the Report:

- Click `+ Add New Widget`.
- Choose data sources like:
 - `Forms`: Track registrations and volunteer sign-ups.
 - `Workflows`: Monitor the status of volunteer engagement.
 - `Custom Fields`: Analyze program data and coordinator effectiveness.

4. Customize the Dashboard:

- Rearrange the widgets for better visibility.
- Add filters to display data for specific programs or time periods.

4. Promoting Community Outreach Programs

Step 5: Utilize Marketing Tools to Promote Programs

1. Create Campaigns:

- Go to `Marketing` > `Campaigns`.
- Click `+ Create Campaign`.
- Develop email and social media campaigns to promote upcoming outreach programs.

2. Schedule Posts and Emails:

- Use the scheduling feature to plan out when promotions will go out, coordinating them with program dates and volunteer needs.

5. Additional Tips

- Regular Updates:** Keep the community informed about the progress and impact of outreach programs through regular updates via emails, newsletters, or social media posts.
- Feedback Collection:** Collect feedback from volunteers and beneficiaries to improve future outreach efforts.
- Volunteer Recognition:** Recognize and appreciate volunteers for their contributions to encourage continued participation.

Let us know if you need further assistance or clarification on any step!