



THE  
bridge app

Analytics: Classis Niagara  
January to June, 2020

## Preamble

This document has been created to show you some analytical information surrounding the use of The Bridge App in your classis. The statistics are for the first half of 2020. The last two pages contain Canada wide statistics that run through to July 13<sup>th</sup>, 2020.

We are excited about the features of The Bridge App. We continue to receive positive feedback from our church administrators as they use The Bridge App to communicate to the church community.

As you know the app has the following features:

WATCH	PRAY	GIVE	DIRECTORY	EVENTS
BIBLE	CONNECTED (to CRC stories)	CRC RESOURCES	TODAY (devotional)	

In our communications to churches we stress that the app is a “responsive app”. By this we mean that we listen to what our churches and users are suggesting could be possible enhancements to the app. Over the past year we have implemented over *95 enhancements*. These changes range from how to manage the app in the portal to how a user sees and interact with the different features. All of these changes have been made so that the user can have a more streamlined app experience.

# User Engagement

- This table shows the user engagement per church from the highest engagement per user to the lowest.
- During the months of January to June 2020 there were 539 active users with a total number of logins of 73,587!
- Of those active users, on average over 75% have engaged in the app during the past 3 months.
- Churches that have posted announcements consistently over the past three months demonstrate increased engagement by individual users.  
Conclusion: “If you use it, they will come!”

Church	City	Active Users	Logins
Bethel CRC	Dunnville	59	7520
Fruitland CRC	Fruitland	1	47
Jubilee Fellowship	St. Catharines	22	1074
Faith Fellowship	Niagara Falls	3	41
Providence CRC	Beamsville	150	27922
Trinity CRC	St. Catharines	24	2438
The Bridge	Niagara Falls	7	370
Smithville CRC	Smithville	80	6391
Grace CRC	Welland	10	416
Riverside CRC	Wellandport	31	2581
Mountainview CRC	Grimsby	100	11265
Bethany CRC	Fenwick	52	13522
<b>Totals</b>		<b>539</b>	<b>73587</b>

# User Engagement - Opportunity for Growth

- Early interest in The Bridge App in Classis Niagara (14 of 15 churches onboarded) demonstrate that a relational, local and missional multi-functioning app has appeal. However, moving from onboarding to regular use at the same church has not been automatic. This can be changed for the better via facilitated one-on-one coaching at no charge to local church administrators.
- As churches use the app for announcements and prayers, users will engage more, they will learn that The Bridge App is the place to find out what they need to know. As an example, Providence CRC with the highest engagement (as seen by having the greatest number of logins), continues to post announcements, prayers and events.

# Administrators / Treasurers

- Each of these churches have at least one person designated as the administrator of the Bridge App, some have more than one. Many churches have given Key Personnel (beyond the designated admin) the ability to post prayers and announcements to the app (an example would be a cadet leader or youth leader) making the administering of The Bridge App less cumbersome for one person.

Church	City	Administrators	Treasurers
Bethel CRC	Dunnville	2	1
The Village	Thorold	3	
Fruitland CRC	Fruitland	1	
Jubilee Fellowship	St. Catharines	3	1
Covenant	St. Catharines	1	
Faith Fellowship	Niagara Falls	1	
Providence CRC	Beamsville	1	1
Trinity CRC	St. Catharines	2	
The Bridge	Niagara Falls	1	1
Smithville CRC	Smithville	2	1
Grace CRC	Welland	2	
Riverside CRC	Wellandport	1	
Mountainview CRC	Grimsby	4	1
Bethany CRC	Fenwick	2	1
<b>Totals</b>		<b>26</b>	<b>7</b>

# Administrators / Treasurers – Opportunity for Growth

- Beyond setting up an administrator of The Bridge App, many churches have given key personnel the ability to post prayers and announcements to The Bridge App (an example would be a cadet leader, prayer coordinator or youth leader) making the administering of The Bridge App less cumbersome for one person. Once activities resume, they will be able to send out communications via The Bridge App to the members by simply sending an email.
- Churches that have assigned privileges to their treasurers are all ready to initiate GIVE by simply enabling the GIVE feature and adding their causes.

# The Photo Directory

- Many churches have taken advantage of the PHOTO DIRECTORY feature and have uploaded their household information to The Bridge App. For Classis Niagara alone there are a total of 1970 households published!
- During this time of Covid-19, the directory feature has been a much appreciated easy way for members to stay in touch with each other.

Church	City	Households in Directory
Bethel CRC	Dunnville	179
The Village	Thorold	1
Fruitland CRC	Fruitland	135
Jubilee Fellowship	St. Catharines	232
Covenant	St. Catharines	259
Faith Fellowship	Niagara Falls	58
Providence CRC	Beamsville	144
Trinity CRC	St. Catharines	68
The Bridge	Niagara Falls	11
Smithville CRC	Smithville	176
Grace CRC	Welland	113
Riverside CRC	Wellandport	95
Mountainview CRC	Grimsby	339
Bethany CRC	Fenwick	160
<b>Totals</b>		<b>1970</b>

# The Photo Directory – Opportunity for Growth

- The PHOTO DIRECTORY feature is the second most used feature of The Bridge App. The ability to add photos for each household by the user has received overwhelming praise. As well, members have the ability to edit their own information on The Bridge App and send it to the admin. This allows the admin to stay current with household changes.
- “Upcoming Birthdays” is a new part of the PHOTO DIRECTORY feature that shows birthdays coming in the next 4 weeks for church members. This is not something that the admin needs to administer but happens automatically for churches that have imported birthdays for their members. This is a simple way to build community and relationship within the body.

# The Watch Feature

- There are seven churches that have enabled the WATCH feature of The Bridge App. These are churches that have a YouTube or Vimeo Channel.

Church	City	Watch
Bethel CRC	Dunnville	✓
The Village	Thorold	✓
Fruitland CRC	Fruitland	
Jubilee Fellowship	St. Catharines	✓
Covenant	St. Catharines	
Faith Fellowship	Niagara Falls	
Providence CRC	Beamsville	✓
Trinity CRC	St. Catharines	✓
The Bridge	Niagara Falls	
Smithville CRC	Smithville	
Grace CRC	Welland	
Riverside CRC	Wellandport	
Mountainview CRC	Grimsby	✓
Bethany CRC	Fenwick	✓

# The Watch Feature – Opportunity for Growth

- As churches are offering Online Church in many different ways, The Bridge App is able to display these services through YouTube, Livestream or Vimeo Channels, as well as through a Facebook video page or a Zoom link. At the beginning of Covid-19 many churches were deeply appreciative of having this feature available to them so that they could broadcast their church service to members of their congregation and beyond.
- For Classis Niagara, churches that are also streaming video of their services online but not utilizing the WATCH feature, all they need to do is add a link to their portal settings, and the video will stream automatically through The Bridge App.

# Give - the Donate Feature

- There are seven churches that are using the GIVE feature on The Bridge App to process donations. There has been a total of \$89,985.00 donated through the app for Classis Niagara in 2020.
- There are seven churches that are using the PAR (Pre Authorized Remittance) program for giving in Classis Niagara. Now that debit giving is available on the app, we anticipate these figures to decrease so that churches will begin implementing donations by way of The Bridge App.

Church	City	GIVE	PAR (Pre Authorized Remittance)
Bethel CRC	Dunnville	√	√
The Village	Thorold		
Fruitland CRC	Fruitland		
Jubilee Fellowship	St. Catharines	√	√
Covenant	St. Catharines		
Faith Fellowship	Niagara Falls		
Providence CRC	Beamsville	√	√
Trinity CRC	St. Catharines		
The Bridge	Niagara Falls	√	√
Smithville CRC	Smithville	√	√
Grace CRC	Welland		
Riverside CRC	Wellandport		
Mountainview CRC	Grimsby	√	√
Bethany CRC	Fenwick	√	√

# Give – Opportunity for Growth

- As The Bridge App is available to process donations at no cost to the church via electronic funds transfer, we see many more churches re-engaging with The Bridge App.
- Since the onset of the COVID epidemic, and the suspension of in-church worship services, donations made through the GIVE function of The Bridge App have increased *nine-fold*. While several churches within Classis Niagara have successfully taken advantage of this opportunity for accepting donations from their members, this is a service that additional churches may find beneficial.
- Using GIVE instead of PAR allows a member control over their monthly donation – the day of withdrawal, the frequency of giving, ability to suspend their giving in cases of emergency, and which cause to direct their recurring donation to.
- As the current PAR program slowly becomes obsolete (there is no ongoing technical support for the current platform), The Bridge App GIVE feature will replace it. We anticipate churches will be encouraging their members to utilize The Bridge App for their donating. Donors will appreciate the ability to control all of their information themselves on the app.

# A View From Here – The Local Church

“We are is taking full advantage of all the features within The Bridge App and we appreciate being able to adapt and use the features according to our church’s needs. Since GIVE is the most used feature at this time, we have given it the first feature position on the (home screen) of the app.

We find that each person has their own use for The Bridge App, whether it is to look up a phone number or an address of a member in the PHOTO DIRECTORY or using the TODAY feature for devotions each morning.

WATCH is also being well used currently to view our recorded video sermons on our YouTube channel.

Weekly ANNOUNCEMENTS with our newsletter and a PDF copy of the sermon attached are a great way to stay connected.

EVENTS keeps everyone up to date on birthdays and meetings that are scheduled each month. It is the place to go to see if the church is being used or what is happening through Zoom.

One congregant has moved to a church out of town and is so appreciative of the app as it keeps her connected to our church until she finds a new home church.

Last year one deacon had said to me that he “hopes that classis continues to support The Bridge App as *he has found it his lifeline.*”

# Analytics: Per Classis Across Canada To July 13, 2020

Let's take a look at how other churches across Canada are engaging with The Bridge App. The following pages focus on statistics from two features: GIVE and User Logins. Seeing how other churches are using the app will provide you with a strong opportunity to see how Classis Niagara churches can become more engaged.

Learning from others is always useful. As pastors move to a new church that does not use The Bridge App they are making plans to have their new church get set up with it. They have so valued the use of the app in their previous church and look forward to having the same communication with members of their new congregation.

# Comparisons by Classis - Donations

- A comparison of donations by classis, listed from highest to lowest amounts, shows the potential for growth in Classis Niagara.
- Many churches across Canada are realizing the benefits of using the GIVE feature. This list grows each month as donor realize the benefits of using The Bridge App to support ministry efforts.
- All of this giving has taken place by credit card which has a 3% surcharge. Imagine how much more this feature will be used now that we offer debit donations at no charge!

<b>Total Donations Using GIVE from January 1 to July 13, 2020</b>			
<b>Classis</b>	<b># of Churches Using GIVE</b>	<b># of Donations</b>	<b>Total</b>
Classis Hamilton	9	1591	\$245,519.48
Classis Alberta North	10	972	\$210,525.23
Classis Niagara	7	598	\$89,985.00
Classis Huron	6	402	\$84,473.24
Classis BCNW	5	564	\$79,579.18
Classis Toronto	5	616	\$78,380.50
Classis Alberta South/Saskatchewan	3	206	\$65,597.50
Classis BCSE	5	213	\$42,880.00
Classis Chatham	9	167	\$27,390.50
Classis Quinte	3	217	\$26,749.00
Classis Eastern Canada	3	76	\$15,726.00
Other	2	41	\$2,417.24
<b>Totals</b>	<b>67</b>	<b>5663</b>	<b>\$969,222.87</b>

# Comparisons by Classis - Users

- Data representing the number of times a user logins to The Bridge App is shown in the figure at the right, from highest to lowest. We have seen that data drives engagement. The more you engage your users by the content that you provide, the more they are driven to access The Bridge App.
- The average logins per user for this time period is 156.58.
- Coaching is available to all administrators of the app at no charge to assist them in creating a beneficial communications strategy for their church so that they too can have more engaged church members.

<b>Classis</b>	<b># of Churches</b>	<b>Active Users</b>	<b>Logins</b>	<b>Total</b>
Classis BCNW	17	363	81736	225.17
Classis Hamilton	17	981	200177	204.05
Classis Alberta North	31	864	161085	186.44
Classis Niagara	15	544	96891	178.11
Classis BCSE	27	262	36916	140.90
Classis Alberta South/Sas	19	348	49489	142.21
Classis Chatham	30	512	65880	128.67
Classis Toronto	24	358	43021	120.17
Classis Quinte	20	228	21985	96.43
Classis Huron	25	554	52743	95.20
Classis Eastern Canada	21	208	18028	86.67
Classis Lake Superior	8	116	7884	67.97
<b>Totals</b>	<b>254</b>	<b>5338</b>	<b>835835</b>	<b>156.58</b>