



Connecting and engaging members for event coordination and community building

Central Christian Church

At A Glance

- Colorado Springs, Co
- Founded in 1896
- 180 members
- Non-denominational
- Centralchristiancs.com

"It's only me and a part-time admin. CircleBuilder is so much easier for everyone. It frees up my time for my ministries, member issues, my family and running the church."

**Derry Gibson
Lead Pastor**

Founded in 1896, Central Christian is a non-denominational church of 185 members. As the oldest Christian church on the west side of Colorado Springs, Colorado, Central Christian has seen over a century of opportunities and challenges in growing God's Kingdom.

When Lead Pastor Derry Gibson took over approximately five years ago, Central Christian was struggling. "We were somewhat rudderless," Derry stated. "We lacked a broadly accepted statement of faith that clearly articulated our purpose." And like many churches, Central faced other internal obstacles as well. With only a part-time assistant, Derry was stretched to help coordinate, manage and measure all the events and small groups. Members were spread out over many parts of Colorado Springs making mid-week contact difficult. And long time members were internally-focused and 'set in their ways' on 'how' church is done.

A new path

First, working with church leadership, Derry looked to the Bible for leadership and found God's word clearly articulated a simple yet powerful message: love God, love others, love the world. Tying to the three C's in their name, Central Christian Church, they created clear vision: Celebrate, Connect and Contribute. "Everyone gets it," Derry explained.

Next, Derry looked to technology for help with event coordination and community building. He initially rebuilt the website and added some blogging capabilities but utilization was low. "I



was hoping more people would use it but a simple website doesn't really connect the church that well," stated Derry. "We need a more comprehensive and private solution."

In mid-2008, Central Christian teamed with CircleBuilder to build a connectivity and networking platform. The reaction from members was positive with nearly 25% of the members now registered. "We can do so much more on CircleBuilder," blogged Bill Hodgins, member at Central Christian. "There is just no comparison to a normal website."

Fixing the administrative headache

Small groups and events are at the heart of every church. But creating and coordinating all the happenings in a church can be mind-boggling for church leadership. "It's only me and a part-time admin," Derry stated. "I was really struggling with the administrative demands before CircleBuilder."

Now, small group leaders can set up their own circles, schedule events and get RSVP's. Plus circle members can blog, post comments, photos and videos tied to their current topics.

Another community
empowered by



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Derry Gibson
Lead Pastor

Derry stated, “CircleBuilder is so much easier for everyone. It frees up my time for my ministries, my family, member issues, community outreach and running the church.”

Connecting the Community

With strong community roots, Central Christian draws members from across an ever-growing Colorado Springs. A number of members drive in from all over the city. They see each other on Sunday but seldom during the week. CircleBuilder helps Central Christian build their community ‘between Sundays’. Members can organize events, blog on their faith, trade messages and post photos. CircleBuilder not only helps members stay connected but also helps them grow their faith by staying engaged during the week.

In addition, CircleBuilder provides a great tool for the youth. Many pastors are struggling with the explosive growth around social networking phenomena like Facebook® and MySpace®. Of particular concern is member privacy. CircleBuilder solved those issues by delivering a private network that allows Central Christian youth members to communicate privately and securely without fear of unknown users.

Reaching out

As a core mission tenet, Central Christian members look to “Contribute” to their community, spread God’s words and help others. CircleBuilder allows members to invite others to check out Central’s mission, message and members. “Like most churches, our website provides basic information,” Derry said. “But the addition of CircleBuilder allows us to extend invitations to friends and other seekers to ‘see inside’ and really get a good feel for what we do and what we are about. Plus, CircleBuilder helps communicate the way many folks communicate today via online social networks.”

Additionally, Derry is challenging his members to see beyond the church. “We need to go from internally-focused to externally-focused,” said Derry. “We need to get people out of their comfort zone.” CircleBuilder helps Central Christian drive this process by more effectively coordinating outreach events and providing a more effective means for members to communicate on these events with messaging, blogs, photos and even videos.

Bright Future

After some years of declining membership, Derry has seen Central Christian grow nearly 12% since last year. Derry is confident CircleBuilder will be essential to their continued growth both as a church and in Christ stating, “As more and more members use it, the community and Kingdom will grow. Plus it’s fun. I had one member say she had her first blogging ‘experience’ and she loved it!”

About CircleBuilder

CircleBuilder was developed to meet the specific needs of the faith-based community by balancing the power of connective technology while managing the concerns over member privacy, branding and content moderation. Churches can safely deploy our member engagement engine under their own brand and control. Blogs, media, spiritual tools, prayer requests and small group circles help churches and members grow their faith and serve the world. Personalized and targeted electronic communications help you “go green”. And unique reports and surveys provide leaders valuable insight and feedback.

You can get started for FREE at www.circlebuilder.com. No risk. No obligation. Connect your church and grow your members today.