



CASE STUDY

*The Church of the Magdalen
Wichita, KS*

Overview

The Church of the Magdalen in Wichita, Kansas, is a vibrant, faith-filled community that serves both parishioners and the wider public. With a mission to nurture spiritual growth and outreach, the church has long been committed to providing timely information about services, events, and community initiatives.

Recognizing the importance of staying connected with their parishioners and the local community, the church decided to invest in a digital sign from **Next LED Signs**.

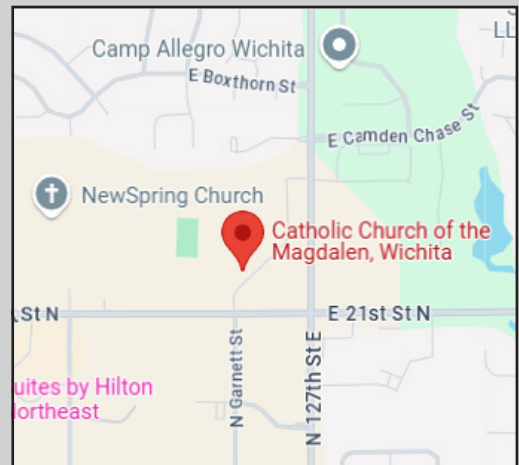
This decision was part of their goal to modernize communication efforts and create a more visible and dynamic presence in their community.



CLIENT : Church of the Magdalen

PITCH : ONYX 10MM

PIXEL MATRIX : 270px x 120px



Challenge

The Church of the Magdalen faced several challenges with their existing communication system before deciding to install a digital sign:

- **Limited Visibility**

The church's static signage and bulletin boards were not highly visible to drivers or passersby, making it difficult for the community to stay informed about event and services.

- **Inability to Communicate Timely Updates**

The church struggled to quickly communicate last-minute changes, such as cancellations or emergency announcements, in a way that reached all members of the community.

- **Engagement with the Broader Community**

While the church served its parishioners well, it wanted a more effective way to engage with the broader Wichita community, especially nonparishioners who may be passing by the church on a daily basis.

Solution

After exploring various options, the Church of the Magdalen decided to partner with Next LED Signs for the installation of a digital sign. The team at Next LED Signs worked closely with the church to understand their specific needs and design a solution that would provide the flexibility and impact they were seeking.

The digital sign was strategically placed in a highly visible location at the front of the church property, ensuring that it could be seen by both traffic and pedestrians. The sign was equipped with highdefinition LED displays that could showcase a variety of content, including text, images, animations, and videos.

The church staff also received training on how to use the easy-to-manage software to update and schedule content, allowing them to communicate with their congregation and the local community in real-time.

"The digital sign from Next LED Signs has enhanced the way we communicate with our parishioners and the wider community. It's fast and easy for our team to update, making it a snap to provide real-time information about our Mass times, ministries, and events. We also like to include fun facts about our faith and uplifting quotes, which allows us to engage with our community on a whole new level.

The display is vibrant, catching the attention of those who drive by our campus, whether they are part of our parish family or within our wider community. The software is incredibly easy to use, and the customer support is consistently helpful with our questions. We're so grateful for this technology and the positive impact it's had on our church."

Fr. John Francis Jirak, Church of the Magdalen



Results

Since the installation of the Next LED sign, the Church of the Magdalen has experienced several positive outcomes, including:

Enhanced Communication with Parishioners

The digital sign has provided a reliable platform for communicating important messages, such as upcoming masses, holy days, parish events, and religious education programs. The ability to update the sign in real-time has allowed the church to stay connected with parishioners more effectively.

For example, when special events like retreats or guest speakers are scheduled, the church can easily update the digital sign with event details, location, and time, ensuring maximum visibility for all attendees.

Greater Community Engagement

The digital sign has increased the church's visibility and presence in the local community. With its bright, eye-catching displays, the sign grabs the attention of passersby, including those who may not be regular churchgoers but are interested in community events or services.

The sign also promotes the church's outreach programs, such as food drives, charity events, or volunteer opportunities, encouraging non-parishioners to engage in these initiatives and participate in the church's efforts to serve the wider community.

Real-Time Announcements and Updates

One of the most valuable aspects of the digital sign has been its ability to provide real-time updates. The church can now notify parishioners about unexpected schedule changes, cancellations, or urgent messages without delay. This has been especially helpful during weather-related events, when mass schedules or event timings might change.

For instance, if a mass time is adjusted due to inclement weather or a special event, the sign allows the church to update this information instantly, ensuring that parishioners receive the most accurate and timely details.

Increased Participation in Events

The vibrant content displayed on the digital sign has drawn more attention to the church, resulting in increased foot traffic. People passing by are more likely to stop, check out the displayed information, and even attend services or participate in events they might have otherwise missed.

The church has noticed a higher level of engagement in their community events, such as holiday services, outreach programs, and special initiatives, thanks in part to the enhanced visibility offered by the digital sign.

Cost-Effective and Time-Efficient

With the ability to easily update messages and schedule content in advance, the church has significantly reduced the time and resources previously required for traditional methods of communication. There's no longer a need to print new flyers or manually change signs for each new event or update.



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