Session 1 • 9:00am-9:45am CT

Course Title	Focus	Course Description
Ministry Brands Solutions: Giving 1 on 1	Digital Giving	Ministry Brands' Giving (online) combines all the tools you need to engage your congregation as well as features to manage and organize your giving. This session provides the backdrop for how to receive online contributions through web, text, mobile, or kiosk as well as a look at Forms.
Shelby Financials: What's New & What's Coming	Shelby Financials	Come learn about recent updates in Shelby Financials. During the session you take a look at the following: • New features added in the past 12 months • Updated information on how bugs are handled • Items that are currently being added to the program for the next release • The Product Roadmap for the next 12 months
Arena Reports: Foundations of Customization	Shelby Arena	This class focuses on accessing reports via Report Manager and Report Builder, and how to make basic changes in Report Builder. The following topics are presented: • Adding Reports from the Arena Hub • Using Report Manager to upload reports from the Shelby Community • Organizing reports using Report Folders • Editing existing reports • Editing CN Statements

Session 2 • 10:00am-10:45am CT

Course Title	Focus	Course Description
Shelby Financials: Accounts Payable Foundations	Shelby Financials	This session gives you a good solid look at the basics of the Accounts Payable module in Shelby Financials. See everything from setup to daily use to maximizing reports. In this class you cover: • How to enter and post transactions and recurring transactions • How to run searches and inquiries to find posted activity • How to run reports
Arena Attendance: Best Practices	Shelby Arena	Understand the options for viewing or reporting on Arena Attendance data within the core program. Explore a few simple customizations using the Arena Hub, List Configuration, and Custom Attributes that offer some additional reporting power. In this session you cover how to: • View attendance data by Category, by Tag or Group, and by Person • Download and use helpful Attendance Reports and the Attendance Reporting module • Create and use a custom attribute for Last Date Attended • Set up a basic attendance criteria using List Configuration

Session 3 · 11:00am-Noon CT

Course Title	Focus	Course Description
General Opening Session	Opening Session	Join us for the MPower20 General Session to learn not only more about the event but to also learn more about the heart and mission of Ministry Brands.

Session 4 · 1:00pm-1:45pm CT

Course Title	Focus	Course Description
Volunteer Scheduling & Service Planning	WorshipPlanning	Learn about our new event planning and volunteer scheduling tool, WorshipPlanning! During this session you'll learn about the features and integrations with your ChMS.
Arena Tags: Events	Shelby Arena	Manage your Events through Arena. In this class, hear about specific aspects of Events such as: • Promoting Events to the Web • Posting Events on the Calendar • Accepting Online Registrations • Creating Custom Fields
SNF: Remittance	Shelby HQ	The Remittance application is used by organizations who receive expected revenue from reporting churches.

Session 5 · 2:00pm-2:45pm CT

Course Title	Focus	Course Description
Engaging children with the gospel through visual storytelling	Children's Pastor	For a teacher, nothing is worse than a classroom filled with bored and disinterested kids. Maybe it's not what you're teaching, but how you're teaching? In this class we'll look at how to incorporate engaging digital content into your Bible lessons.
Arena Admin: Security–Preliminaries & Processes	Shelby Arena	Learn about the different ways to manage Giving in FellowshipOne. Managing Giving and Ministry in the same database allows for a complete view of the health of your church. We will review how to record contributions, view giving history and discuss reporting options.

Session 6 • 3:00pm-3:45pm CT

Course Title	Focus	Course Description
Successful Ways to Ensure You Get Enough Volunteers	WorshipPlanning	Volunteers help ensure ministry happens. So what can you do to eliminate no shows, prevent burnout, and grow your list of capable volunteers? Join us to find out.
Ministry Brands Solutions: Fire Up Your Giving	Digital Giving	Are you aware that a majority of people who give to nonprofits in North America have said they prefer to give online using a credit or debit card instead of using the mail, cash, or even a bank transfer? 52 percent! This session explores how to engage this large and growing segment of your population using Ministry Brands' online giving platform.
Shelby Financials: Bank Account Management Foundations	Shelby Financials	This class covers the basics of the Bank Account Management module in Shelby Financials. Get great tips to maximize this tool in tracking your bank statements and activity. The topics covered help you to: • Work with the dashboard • Change the Financial Settings • Set up a Bank Account • Post Deposits, Withdrawals, and Electronic Fund Transfers • Enter an Outstanding Item • Reconcile to the bank and to your books • Create Reports
Shelby Financials: Build a Monthly Statement of Cash Flow	Shelby Financials	In this session, you will learn how to create a Cash Flow report and learn how to select the accounts needed for a basic Cash Flow report. This topic will cover: • Work with Special Reports • Creating a basic Cash Flow report • How to run the Cash Flow report
Arena Volunteers: Mobilize & Manage–The Full Process	Shelby Arena	In this session you discuss ways to mobilize volunteers by: • Managing and communicating with your entire volunteer ministry • Monitoring prospective volunteers • Enabling the reminder feature and system email • Using the scheduling feature

Session 7 · 4:00pm-4:45pm CT

Course Title	Focus	Course Description
Empowering Families At Home To Disciple Their Children	Children's Pastor	Most Kid's Ministries struggle to connect with parents. Take home printouts get thrown in the trash and emails don't get opened. But with interactive family devotionals, parents will not only see the lesson you're teaching, but they'll be able to continue them at home with their children!
Shelby Financials: General Ledger Foundations	Shelby Financials	In this session the General Ledger module of Shelby Financials is introduced—from building and maintaining a COA, to entering budgets, to posting Journals and running reports. Join this group and look into the foundational area of Shelby Financials. Explore these topics: • Basic General Ledger setup • How to manage your Chart of Accounts • How to enter budgets • How to add, post, and edit journals • How to run basic financial reports
Arena Structure	Shelby Arena	What does it take to make Arena work? This class takes a thorough look at how these topics relate in Arena: • CSS • Templates • Modules • Pages

Session 1 • 9:00am-9:45am CT

Course Title	Focus	Course Description
Shelby Financials: General Ledger Monthly Reports	Shelby Financials	Explore the reports available in Shelby Financials and be informed on how to run: • Detail Ledger • Statement of Financial Position • Statement of Activity • Budgeted Financial Statement • Designated Fund Summary • Financial Spreadsheet
How to Build a Winning Worship Service	WorshipPlanning	Building a winning worship service is more than just what song you are going to sing. It requires setting up the right flow and transitions. You also need to ensure you have the right people in the right place at the right time. Join this class to learn how Worship Planning can help you build a winning worship service.
Arena Check-In: Strategize, Implement, & Launch	Shelby Arena	Think through your Arena Check-In setup and how your organization uses Check-In. In this session you cover: • IT and hardware considerations • Check-In settings • How to test and adjust • Setup of classes and labels • How to launch and monitor • Attendance tracking and reporting This session is appropriate for customers using either hosted or local Arena Select or Premium.

Session 2 • 10:00am-10:45am CT

Course Title	Focus	Course Description
Increasing Generosity with Effective Launch and Engagement	Digital Giving	Learn strategies to encourage donors and members to confidently use online and digital media to increase charitable donations to support your church's mission and vision. The class will cover: • Online Giving Platforms: How do ours compare and what features are included. • Text Giving VS Short Codes • Customizable Mobile Apps: MinistryOne • Communication Resources: Email Templates, How to Guides, Websites, and Best Practices • Using social media to engage members and non-members alike • Engagement Programs: Youth Uplift, Giving Tuesday, Disaster Relief

Session 2 *cont.* • 10:00am-10:45am CT

Course Title	Focus	Course Description
Shelby Financials: General Ledger Statement of Functional Expenses	Shelby Financials	Some churches are now required to prepare a Statement of Functional Expense showing expenses by their functional classification and by their natural classification. This class helps you design and run this new report and covers the following topics: • What is ASU 2016-14 • What are Functional Classifications—Identify your programs and support activities • What are Natural classifications—Identify your expense activities • Where do you start • How to configure the report • How to run the report
Shelby Financials: Track Payables from Purchasing Management to Payment	Shelby Financials	Learn how to take a Purchase Order or Check Request from entry to approval to applying the purchase order to an invoice in Accounts Payable.
5 Simple Ways to Organize and Plan Your Children's Ministry	WorshipPlanning	Leading any ministry requires communication, volunteers, and planning. Learn 5 simple ways to organize and plan your children's ministry so that you can focus on what's important.
SNF: GAAP Reporting	Shelby HQ, Shelby Financials	This session covers how to set up and use three GAAP reports including Functional Expense, Liquidity, and Cash Flow.

Session 3 • 11:00am-Noon CT

Course Title	Focus	Course Description
Shelby Financials: Payroll Foundations	Shelby Financials	This lecture-style class provides the basics of Shelby Financials Payroll from setup to payup. Get helpful tips on setting up and running payroll for your organization. In this session you cover these topics: • Best practices for good payroll setup • How to set compensations and deductions correctly • How to set up employee information • How to effectively and efficiently run payroll • How to run the reports and get the information you need
How to Set and Achieve Strategic Website Goals	Marketers/ Communicators	Does your website align strongly with your ministry's goals and actually help you accomplish them? Learn how to set specific, measurable goals and strategize a website that transforms your site from a static information silo to a digital ministry tool. Bonus: this course comes with a downloadable workbook!

Session 3 *cont.* • 11:00am-Noon CT

Course Title	Focus	Course Description
Ad Hoc Reports	Shelby Financials	Ad Hoc reports allow you to do just a bit of data mining. In this early advent of this powerful tool, you can combine multiple data tables to pull raw data from the database. While this is not for the timid, if you are not opposed to a little learning curve this is not as challenging as you might think. Join us for: • A quick look at this tool • Some helpful hints of how best to use this tool • A quick walk through of some simple example reports
Arena Missions: Manage Your Mission Trips	Shelby Arena	In this session you discover how to manage your mission trips by: • Setting up a mission trip • Entering a gift to the trip • Using the online tools to allow online registrations and payments

Session 4 • 1:00pm-1:45pm CT

Course Title	Focus	Course Description
Shelby Financials: Credit Card Tracking	Shelby Financials	See the value of focusing on key best practices for handling credit cards securely in Shelby Financials. In this session you discover: • Benefits of using Credit Card Tracking • How to set up credit cards – you can track multiple cards • How to enter transactions daily, weekly or monthly • How to reverse posted transactions – why and when • How to reconcile credit card statements monthly • How to make a payment by check or EFT • How to balance to the General Ledger
Leveraging Your Website to Attract New Visitors	Marketers/ Communicators	Wondering how to drive more traffic to your church website? We'll discuss SEO best practices—including some tips you may not know about, setting up a site map that attracts and engages visitors, and guide you through the ins and outs of Google Ad Grants for churches.

CONFERENCE SCHEDULE

(Schedule subject to change)

Session 4 *cont.* • 1:00pm-1:45pm CT

Course Title	Focus	Course Description
Shelby Financials: HQ-Specific Applications–Insurance Billing & Pensions Billing	Shelby HQ	The Insurance Billing and Pensions Billing applications are designed to be used by a denomination headquarters for billing reporting churches and individuals. The Insurance Billing application allows users to establish and bill most types of insurance plans, i.e. medical, dental, property, auto, etc. Key characteristics of Insurance Billing: • Supports easy setup of both insurance types and various fee structures • Posts monthly invoices for both organizations and individuals directly to Accounts Receivable • Easy monthly editing to individual accounts to keep monthly postings accurate Pensions Billing is designed for organizations that have multiple pension plans available for each qualified participant. Posting is directly to Accounts Receivable on a monthly basis. This application does the following: • Supports multiple pension types • Supports charges with one or more organizations • Supports flexible Plan Limits • Supports tracking of Appointments

Session 5 • 2:00pm-2:45pm CT

Course Title	Focus	Course Description
Shelby Financials: Handle Mistakes	Shelby Financials	Correct your financial mistakes in Shelby Financials. In this session you cover: • How to avoid common mistakes when posting transactions • Why dates and post-to-period are critical financial settings to watch • What to do if you use the wrong bank account • What to do if you use the wrong year • Posting Journal entries to the General Ledger—Who approves them? • Do you post directly from applications or not? • How to track missing transactions—Watch the filters • Reverse/Copy a journal entry—When and why • Why your reports may be out of balance
Creating a Worship Experience for Kids	Children's Pastor	Identifying popular trends in communication and what the future of church communication looks like.

Session 5 *cont.* • 2:00pm-2:45pm CT

Course Title	Focus	Course Description
Shelby Financials: General Ledger Best Practices	Shelby Financials	Learn some best practices to maximize your use of the General Ledger like: • Navigate within the General Ledger Application • Setting up Company Information • How to manage your Chart of Accounts • Are the other Financial Applicatons "linked" correctly to your General ledger? • How to work with Journal entries: Add, Manage, and Finalize • Budgets • Account Rights Roles – limit users to specific Funds, Departments, or Accounts • Common Monthly financial reports
Church Communication Trends	Marketers/ Communicators	Identifying popular trends in communication and what the future of church communication looks like.

Session 6 • 3:00pm-3:45pm CT

Course Title	Focus	Course Description
Shelby Financials: General Ledger Chart of Account Design (or Redesign)	Shelby Financials	Get insights from an experienced consultant on clear and wise Chart of Accounts design. This session is structured to show concepts and theory as well as the steps to put them into practice. In this session you cover: • Company Information • How to understand new Account Structure • How to add/edit funds, departments • How to add Groups (total lines) • How to add/edit account numbers • How to add Sub-Accounts • How to move accounts • How to print Budgeted Financial Statements with totals and Sub-Accounts
Applying Creativity in How You Communicate	Church Communicator	Beyond just getting an announcement out, what kinds of creative needs does the church have and how do we implement creativity in our approach to communication to help our church stand apart from the rest.
Shelby Financials: Accounts Receivable Foundations	Shelby Financials	Get a solid look at the basics of Accounts Receivable in Shelby Financials. In this class you discover how to: • Set up Revenue Centers and Add Items • Add Customer and Bill To records • Create Invoices, Recurring Invoices, and Payments • Make Adjustments • Run Reports and Inquiries (including Statements)

Session 7 • 4:00pm-4:45pm CT

Course Title	Focus	Course Description
Social Media Marketing	Marketers/ Communicators	A class specifically built around social media, how each social media platform differs, and which ones your church should be using and how.
Shelby Financials: Special Reports Design	Shelby Financials	Special Reports provide the opportunity to extract, summarize, or rearrange General Ledger data to meet your ministry needs. In this session you: • Begin with the basics to build a special report • Build a summary Balance Sheet and Income Statement • Look at additional sample Special Reports
How to Deliver a Personalized Website Experience to Develop Your Community	Marketers/ Communicators	People expect to be known and have their online experience tailored specifically to them. With an integrated ChMS and website that is a reality. Learn how you can connect your ChMS and website to personalize next steps for each individual.