

User Guide

novity

Make the most of your Novity products.

Hello, welcome to Novity.

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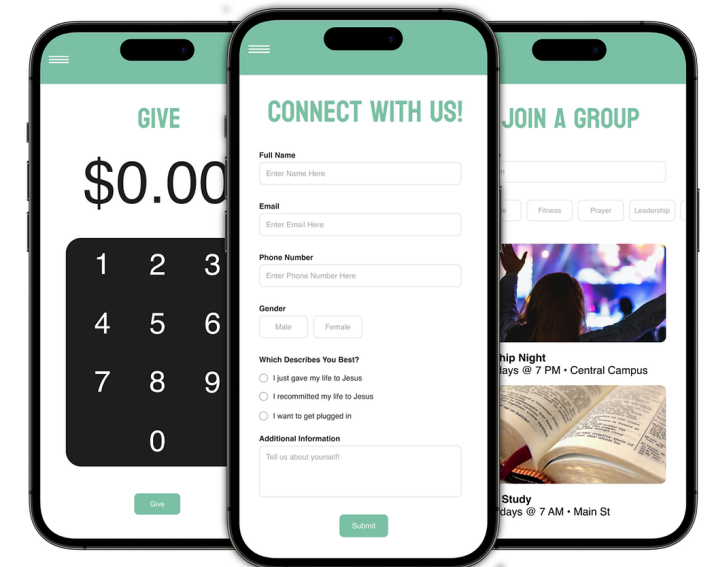
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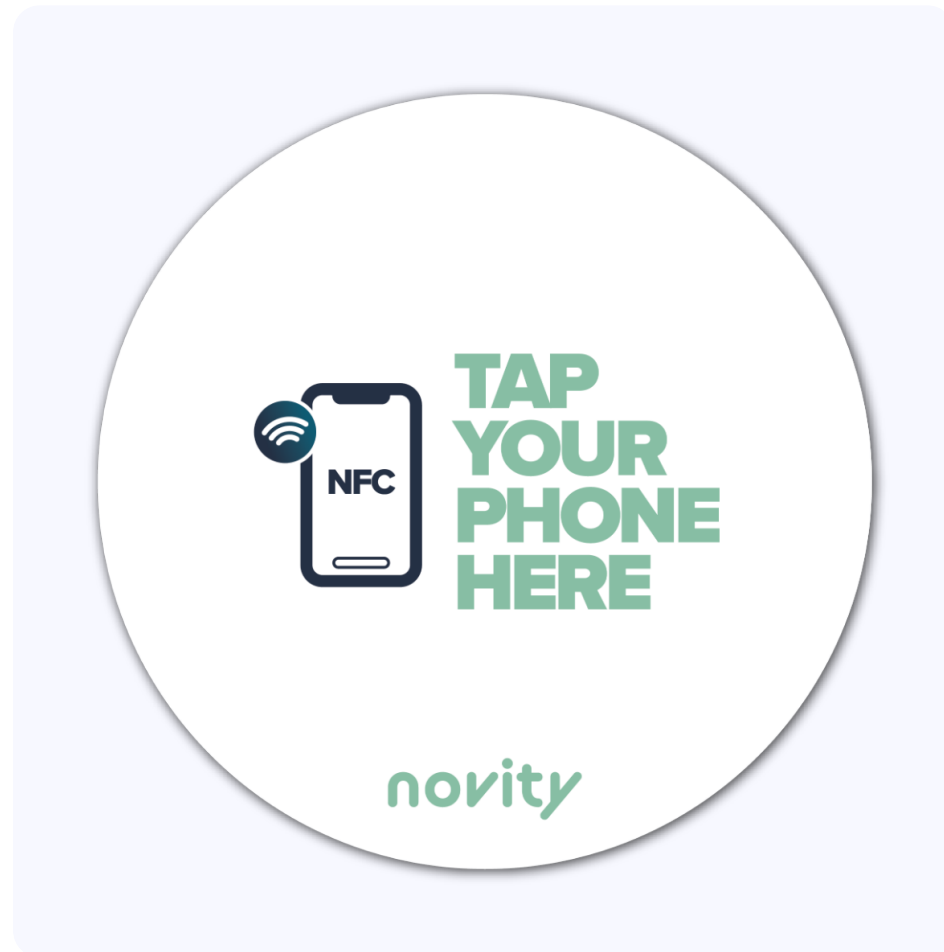
Tap Products To Drive Engagement

Bridge the gap between attendees in-service response and your church's resources. Install your Novity products, encourage members to tap them, and start seeing better engagement.

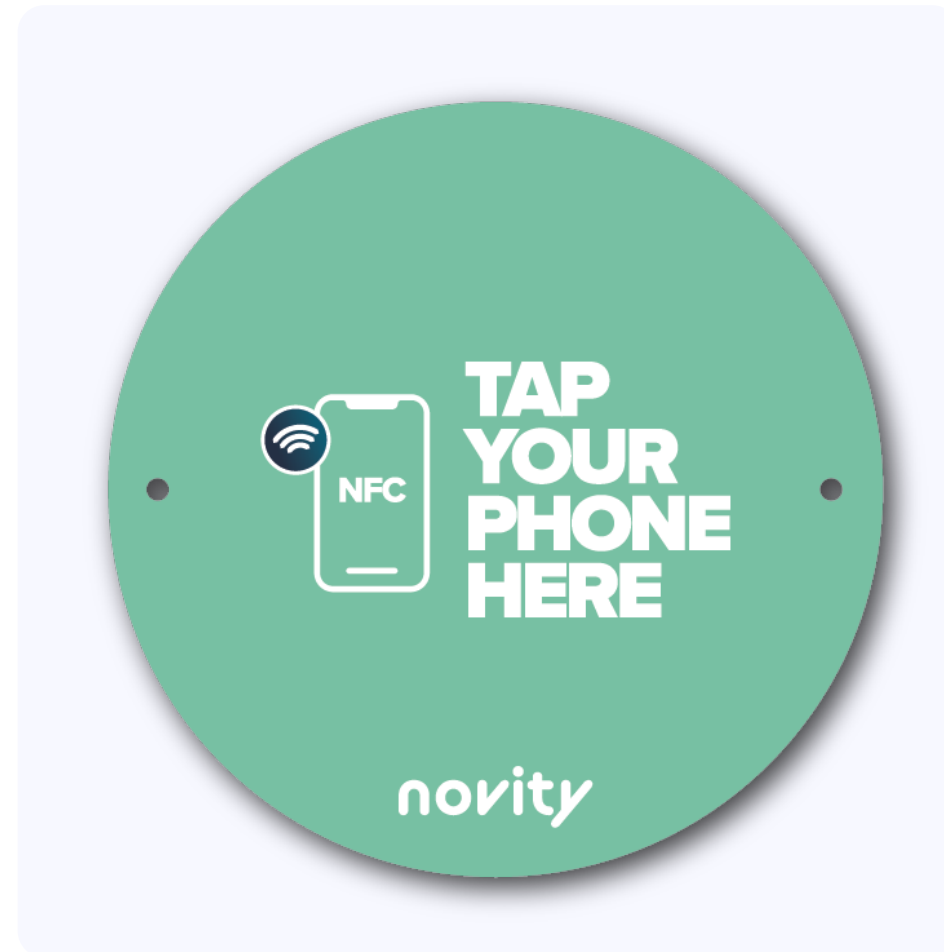


At Novity, we consider an engagement to be whenever someone taps their phone on our product **and** clicks the link to go to the resource you have linked to the unit. Our Data Dashboard gives great insights for your team to better understand how people are interacting with your call-to-actions.

Novity Products



Reach Label



Reach Plate



Reach Disc

Reach Label

Reach labels are installed by peeling of the backing of the label and sticking it directly to a seat back or other surface. If you plan to place the labels on seat backs, be sure to place them in the same place on each seat to create a cohesive look and to have a standard place for referencing where your visitors can locate them.



Bayside Community Church

Reach Plate

Reach Plates are our best-seller due to their flexibility in the installation process. The products can be equipped with **3M adhesive, screw holes, both, or nothing on the back**. The adhesive is great for flat surfaces, holes are awesome for screwing your plates into seat backs, and you can even have both adhesive and holes for an extra strong mount if desired. It's also common to have no 3M or holes so that your team can attach velcro, sticky tac, or even suction cups to the back as other mounting options.



Novity Samples

Reach Disc

Reach Discs are our most luxurious products. It's essentially the Reach Plate but we have added a smooth epoxy coating to the surface for a high-quality finish.

These products will really grab attention on the backs of chairs, floating around the lobby with volunteers or any other strategic location.

Reach Discs can be equipped with 3M or nothing on the back to suit your needs.



GoThere4 Ministries

Designing Your Product

When it comes to creating the design for your Reach Products, you have ultimate creative freedom! Here's the template that we ask your team to design on and return to us for production.



We have found designs that explicitly say “Tap/Hold your phone here” to get the best engagement.



Putting a QR code on your graphic seems like a good idea but actually has proven to decrease engagement.

Compatible Devices

As of 2015, virtually all smartphones on the market are now equipped with NFC compatibility. If any attendees can't get their phone to scan the Reach product, it could be that NFC must be turned on in the device settings. We've seen this happen with a few Android users. For an expansive list, please look to our FAQs page on novitybrand.com.

Scanning on iPhone vs Android

iPhones and Androids have different areas for users to scan our products. Refer to the diagram below for best results.



Let's Setup Your Novity Dashboard.

Navigating Your Dashboard

The Novity Dashboard provides access to everything related to your Reach products. The dashboard allows you to direct reach products to your landing pages, set team permissions, schedule updates, organize batched products and view analytics.

To get started, simply follow these steps:

1. Go to the Data Dashboard by visiting: <https://dashboard.novitybrand.com>
2. Login using the same email address that is tied to your Novity account. Ask your sales contact for that information if you are unsure.

Note - Your organization admin will receive an email when the platform has been activated.

Setup: Team Member Permissions

Assign team members permissions based on the level of access you want each member to have.

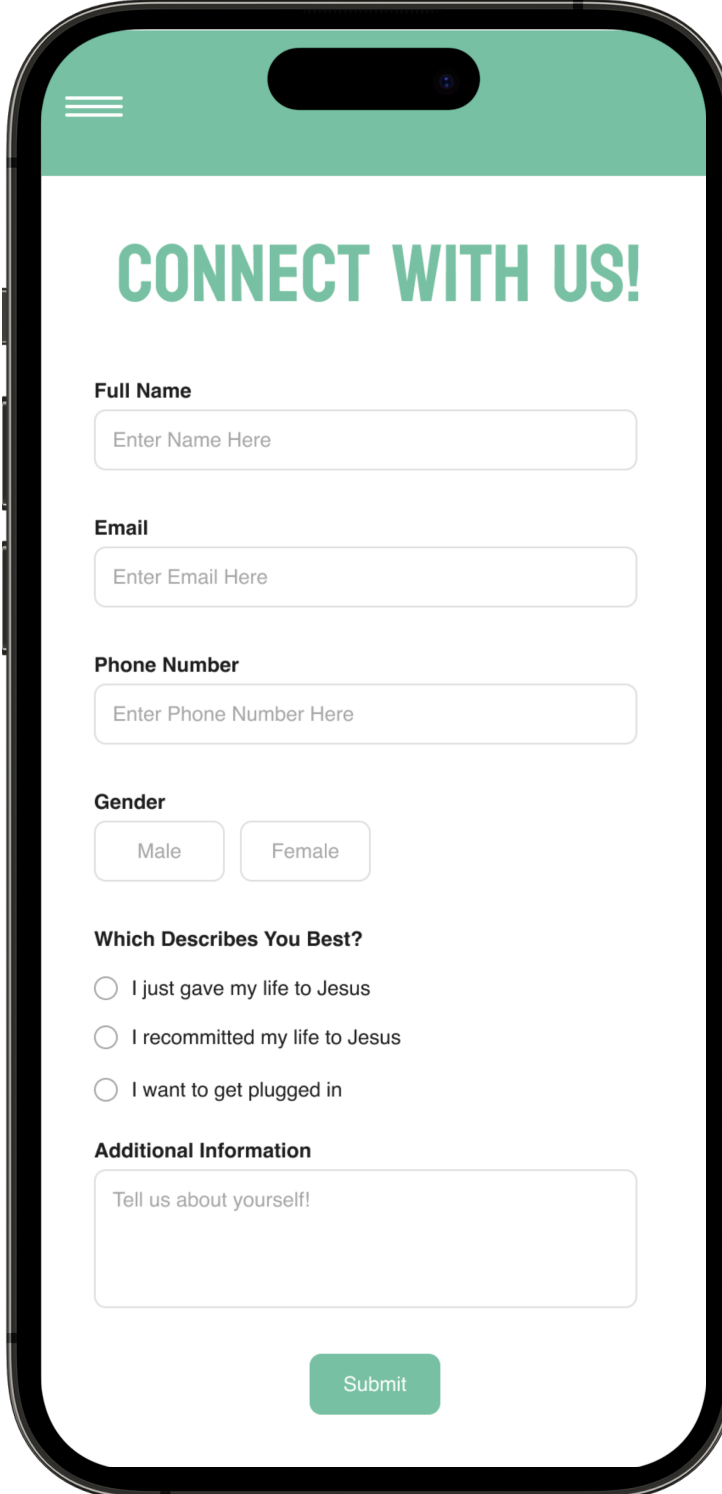
To assign permissions:

1. Click “Viewers”
2. Click “+” (smartphone) or “Add” (desktop) in the top right
3. Enter your team member’s name and email address. They will receive an onboarding email once you click “Submit”.
4. Select which batches you want the new team member to have access to. Remember, they not only will be able to view the data but they will also be able to manage the redirection link.

Setup: Choosing Your Link

Your landing page is the link users will visit when they tap your reach product. Be sure to populate the landing page with resources you want your visitors to see (ex. Connect, Give, Join a Group, etc.)

Once your page is ready, copy the link to the page and insert it into your Novity Dashboard. Check out our [landing page best practices](#) on the next page to ensure you're page helps achieve the highest levels of engagement.



CONNECT WITH US!

Full Name
Enter Name Here

Email
Enter Email Here

Phone Number
Enter Phone Number Here

Gender
 Male Female

Which Describes You Best?

I just gave my life to Jesus

I recommitted my life to Jesus

I want to get plugged in

Additional Information
Tell us about yourself!

Submit

🌟 Landing Page Best Practices 🌟

The best landing pages allow users to **access all features and functions on one single page**.

For example, if someone clicks on “Get Connected”, a form drop-down appears for the user to fill out without being taken to a different webpage, app, or any other vehicle.

It’s important to note that Novity’s version of a “landing page” is **not** a link tree. We have found the highest rates of engagement success are linked to limited actions on one single page.

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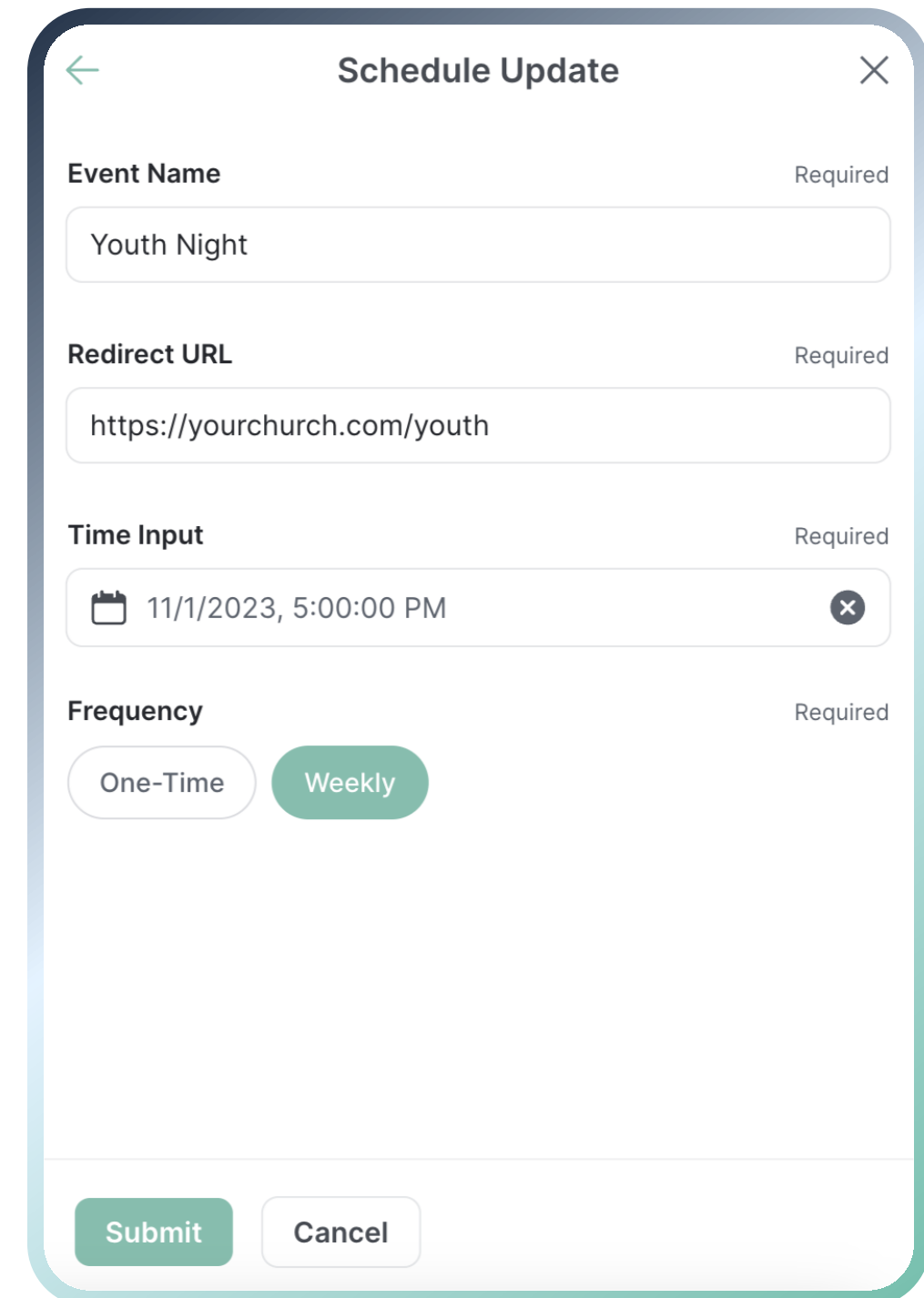
Setup: Data Dashboard

Scheduling Updates

Help visitors go exactly where you want by taking advantage of our update scheduler within the Data Dashboard. Cut out the middle man of a landing page and set up link updates to match your service flow. For example, set your link to a connection card for the first half of service and a giving page for the back half of service.

 **Novity Team Tip:**

To increase efficiency, schedule link updates on a weekly recurring basis so your team doesn't have to input the links each week!



Schedule Update

Event Name Required
Youth Night

Redirect URL Required
https://yourchurch.com/youth

Time Input Required
11/1/2023, 5:00:00 PM

Frequency Required
One-Time Weekly

Submit Cancel

Setup: Data Dashboard

Batching

When you place your order, you can “batch” different quantities together so they can be managed independently from one another. The most common use case is for multi-site churches. Campus A can be going to a giving page while Campus B can be going to a connection card.

This gives you a little more flexibility and freedom at a more granular level. **We need to know if you want the order batched before product begins.**

Batches

🔍 Search

Auditorium

<https://novitybrand.com> • 0 taps



Rooms

<https://novitybrand.com> • 0 taps



Lobby

<https://novitybrand.com> • 0 taps



Communication

Introducing Novity To Your Team

Great communication to your team ensures the best engagement on Sunday. Be sure to fill your team in on the ins and outs of why you're using Novity and how they can help create an amazing guest experience with it during services.

We've seen the best results with leaders who inform and train their staff:

- **Inform:** Let your team know you are transitioning connections to go through Novity in order to better bridge the gap between someone's in-service response and your church's resources.
- **Train:** Be sure your team your team understands how the product works so Sunday services with visitors flow smoothly. Share this user guide with them and be sure to help answer any questions they may have.

Tell Me About Novity....

Here's a quick way to explain how to use Novity:

To use Novity's products, simply unlock your phone and hold it to the sticker/disc (refer to scanning on iPhone vs Android). When you do that, a notification will pop up on your phone - click it and it will take you to our connection card, giving page, groups sign-up, etc.

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🌟 Communication Tips 🌟

Get this: Research shows that multiple options for connections actually hurt engagement.

Churches that get the MOST engagement are those that commit to one vehicle to get people connected. Novity helps your team and members keep things simple.

We love this tip from one of our clients:

We charged our staff to treat Novity like a flywheel on a lawn mower.

“Keep pulling the rope until the engine starts going.”

Our staff found it easy to tell members to tap, tap, tap.

It’s now becoming part of our church culture.

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Need More Support?

Reach out to your account representative
or email connect@novitybrand.com.