



Association Membership Support Services:

Membership Acquisition • Renewal & Retention

Lapsed Member Reactivation • Membership Support Services

Equipping ACSI to Equip Schools

ACSI Represents 5.5 Million Students Across the Globe

When it comes to faith-based education, growth is anything but business as usual. It requires a bit of a special touch, something The Association of Christian Schools International needed during a couple of busy seasons.

The Association of Christian Schools International (ACSI), headquartered in Colorado Springs, Colorado, represents 5.5 million students enrolled in Christian education. They provide accreditation services, as well as resources to equip and strengthen Christian schools. They also provide legal advocacy to support religious freedom among Christian educators.

With eight global divisions, ACSI serves 25,000 schools and 70 colleges and universities in 108 countries and are the largest evangelical association of schools.

Navigating A Time Crunch

One of the core objectives of ACSI involves growth as they introduce schools to the benefits and resources they offer through membership. When other projects demand a lot of time, it can edge out other goals and even take a toll on membership growth.

Growth at ACSI is often achieved using call agents, who attempt to share the value of membership with Christian schools. It is an effective way to pursue new members, but as with any lead generation activity, it requires a time commitment.

Other situations require a surge in outgoing calls, such as when ACSI recently needed to inform member schools about the new federal tax credits supporting the Children's Tuition Fund.

While ACSI pursued growth and outreach initiatives, it was also prioritizing a global IT infrastructure project, with internal staff involved in testing and implementation, often leaving little time for outbound efforts.



ACSI needed additional call agents--but it's not as simple as simply outsourcing to the nearest service provider.

ACSI's focus on faith-based schools and ministries required more than a standard sales approach. Agents representing the organization needed to be familiar with the language and mission of ACSI and Christian education to engage in authentic, meaningful conversations with school administrators.

A Supporting Supplemental Crew

ACSI's Vice President of Communications and Engagement, Christi Lynn, had worked with GAD in a previous role and was familiar with GAD's ability to offer exceptional call center support. Not only could the agents work with a script from ACSI, but they were experienced at adapting to the practices, messaging and values of a faith-based client. GAD worked with ACSI to quickly develop an effective script, allowing ACSI to make adjustments and tweaks through script testing. GAD assigned a dedicated team that supported the objectives outlined by ACSI. With a kickoff meeting at the beginning of the project and a closing meeting at the end, the team was able to see the full reports and ensure that the objectives requested were completed.

Finding Hours

"GAD's service more than paid for itself," said Lynn, following the two periods of time when GAD supported ACSI through a busy season. In one instance, GAD completed 4,195 calls, which yielded 309 positive responses ready for additional nurturing through a follow-up call. So far, 100 of those calls have resulted in new memberships for ACSI.

While ACSI is a nonprofit focused on its mission to support Christian education, the reality is that even ministry works on the driving force of money. With GAD assisting, ACSI was able to remain focused on growth targets and equipping more schools across the world. Lynn mentioned, "Our [internal] team does a great job, but in this instance, we needed outside help to manage all of the capacity that we needed."

Transparent Assistance

Lynn said that GAD offered "a very supportive supplemental tool to the overarching work we do." She applauded the ease with which ACSI was able to work with GAD, citing a high level of transparency, which included daily reports.

"Frank and Marilea are awesome. They are wonderful to work with, very warm and very solution-minded. Nothing but greatness is what I would say for that team--wonderful job," said Lynn. "GAD allowed us to keep the ball going."

By allowing ACSI to maintain momentum while balancing simultaneous goals and objectives, GAD prevented their priorities from becoming conflicted or stalled. ACSI was equipped to advance critical outreach objectives while focusing on their internal transformation.