

Churches :: Arundel Christian Church — Glen Burnie, Md.



BEFORE

Background

Two years ago, Arundel Christian Church moved to a new location in the town of Glen Burnie, Md. Part of the reason for the move was to attract younger parishioners. But it soon became clear that their sign, made of cinder blocks and two-by-fours, was woefully out of date. To remedy the problem, the church contacted Baltimore-based GableSigns Inc. with the intention of acquiring signage that would appeal to the young audience they were targeting.

Results

Working closely with Brent Haberkam of GableSigns, Arundel Christian Church began shopping for electronic message centers. The hope was to find an LED sign that would give the church a more modern appeal while remaining within its budget. GableSigns recommended a model by Watchfire Signs, and arranged for an on-site demonstration of the product for church employees. It was immediately clear the Watchfire sign was the complete package: excellent graphics, reasonable price and great technical support. In short, it was everything Arundel Christian Church was looking for.



AFTER

SIGN SPECS

16mm Color LED
Matrix: 48 x 144
36" High x 8'2" Wide
6 Lines x 29 Characters

Case Study

To survive and thrive, churches must continuously appeal to younger audiences. That was part of the strategy behind Arundel Christian Church's move to a new location in Glen Burnie, Md. However, its sign was doing a poor job of reflecting its mission to attract youth. That's when Brent Haberkam of GableSigns Inc. stepped in.

"They wanted us to design something to improve their image and better relay to the general public what they were all about," Haberkam said. "They're a very dynamic and very tech-savvy organization, but their sign was not successfully reflecting that."

Haberkam recommended a 16mm Watchfire LED sign. According to associate pastor Anthony Dunning, just two days with the sign was all it took to know it was the right choice. "Getting to use the sign for a couple of days really showed us what we were going to get for our money, and all the things we would be able to do with it," he said.

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— Anthony Dunning, Associate Pastor
Arundel Christian Church

"When you're a church, you have to physically get people into the building," Haberkam said. "With the sign, it bridges that gap and allows them to communicate to passersby through visual marketing. That's what was most appealing to Arundel — being able to grip the attention of the younger group."

Since the church acquired the sign, Dunning says the comments have come pouring in. "The people love it," he said. "We've definitely stepped it up a notch, and it has already brought in new members."

Haberkam had no doubts about the impact the sign would have on the church. "With a little help from GableSigns, Arundel decided to go in the right direction, which is Watchfire," he said. "Now they love the sign, because of its user-friendly software and the quality of the equipment. They saw right away this LED sign was the future of signs, and they wanted to be a part of that future."

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