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LAUNCH  
GUIDE



## A Better Platform for your Prayers.

Introducing Amen: The Prayer App.<sup>SM</sup> Built upon the rock of PrayerWorks.

The founding team that brought you PrayerWorks is the same team that brings you Amen: The Prayer App but now with added support, resources, and the ability to add new features and functionality to the platform.

With today's technologies, we've rebuilt PrayerWorks to deliver a new and improved platform. Amen is built on a cloud platform so whether you have a few users or a million users, we've got you covered. As an affiliate you'll instantly experience the benefits and have the support you need to successfully engage your audience like never before.

Additionally, we've designed a launch campaign to support your communications efforts. We have an entire creative toolbox from Amen for you that's packed full of marketing assets to expand your reach. There's content to use on your website, on air {for radio stations} and through your various social channels to more deeply engage your community.



“As of January 2017, we have new features and controls we’re turning over to you. You’ll see things like the ability to more easily customize the interface to reflect your brand, increased controls to monitor your community and more.

We’ve also improved the user dashboard to track prayers given, requests and the ability to bookmark prayers. The new feature list will only continue to grow.”

**Morgan Wood**  
Founder of PrayerWorks and  
Amen: The Prayer App



# Y O U R F A I T H C O M M U N I T Y, M O B I L I Z E D.

## **Our goal is simple. It's all about you.**

Amen: The Prayer App exists to support your organization with a prayer tool that allows you to turn a passive audience into an active community.

We've designed the platform so your community of users can simply post a prayer request and receive a notification every time someone prays for them. It's designed to give your users a simple and easy prayer app on their desktop and in the palm of their hands.

**Anyone--from anywhere, at anytime--can now find hope, support and encouragement when they need it most.**

Whether their need for prayer comes during the hours of their work day, the middle of the night, or at the start of the morning - Amen brings them to your community of hopefuls lifting them in their need.

We know that your listeners matter and everyone goes through "stuff." To help carry and lift that burden, Amen: The Prayer App is here.

To help you launch **Amen: The Prayer App**, we have created marketing tools for you to use with your community.

We want to help you help them share the power of prayer!

## Mic Please: On-Air Spots

*{for radio stations}*

We are supplying everything you need to build and support your user base, including custom on-air spots.

## Let's Get Social

We've created posts for you to help you build awareness of Amen and to increase engagement with your users.

## Your Website

Your job has never been so easy with the help of Amen. We've designed custom assets for your website to encourage your audience to post prayers real-time.

# MAKING A REAL DIFFERENCE IS JUST A CLICK AWAY

We've made this as simple as clicking 'Share' to the Facebook and Instagram posts we share from Amen: The Prayer App account.



- 1 LIKE** Amen's Facebook and Instagram pages. (Search Amen Prayer App to find us.)
- 2 SHARE** our daily posts with your followers. And when you do, share a simple message, like...

*Go to our website and post a prayer!*

*Download Amen: The Prayer App in the App Store and select {your organization}*

- 3 WATCH** your user engagement grow.

## For Radio Stations

Through your affiliate membership with Amen: The Prayer App, we have pre-written scripts for your on-air hosts to run with as well as the option to custom create spots with Amen: The Prayer App founder, Morgan Wood.

We have also produced several generic radio spots ready for you to air. Or we will happily customize them for you for a reduced rate.

## Here are some examples of what you could use for on-air promos

*Praying isn't new. But it is improved. Amen: The Prayer App. Check it out by going to our website, (your station's.com), and while you're there post-a-prayer or pray for someone in our community.*

*Introducing Amen: The Prayer App. Receive hope and encouragement in real time. Go to our website, (your station's.com), and post-a-prayer. Customized to your liking, you can receive notifications when someone prays for you. We call it HOPE delivered to your inbox.*

*Making new years resolutions? Is adding prayer to your daily habits one of them? Go to our website, (your station's.com), and pray for someone in our community. Amen: The Prayer. Changing the world, one prayer at a time.*

*Praying someone will hear your prayers? Go to our website, (your station's.com), and post-a-prayer. Amen: The Prayer App multiplies the power of prayer exponentially, giving you a place to ask for prayer with a community of people lifting you up.*

*Check out our new prayer page, Amen: The Prayer App. While you're there pray for someone right here in our community. The act of prayer just got more user friendly, go to (your station's.com) to see for yourself.*

Information current as of April 5, 2017

COMPLIMENT  
YOUR STATION'S  
CALL LETTERS  
WITH  
AMEN



# G I V E H O P E & ENCOURAGEMENT IN REAL-TIME



Make it easy for your community to find Amen: The Prayer App from your website.

We have created ready-made images for you to use on your homepage, in various sizes - whether you need horizontal, vertical or square web assets.

You might want to create your own images, and we get that. But until we finalize our official “brand standards guide” please keep the following in mind when it comes to our logo:

*There should be no modifications to Amen brand assets in any way, which includes changing the design or combining our assets with other words or images. Only service-marked {SM} versions of the Amen logo are allowed. To ensure accuracy and consistency, you shouldn't modify any colors in the app icon or orientation of the identity.*

These guidelines have been developed to both help and inspire you. This guide has been put together to provide a framework of materials provided on your behalf and will inspire bigger and better ideas for the future.

The purpose is to simplify and unify the visual language of Amen: The Prayer App, how it applies to all kinds of communication materials, and most importantly turn an otherwise passive audience into an active community.

As our identity evolves, certain maxims or conventions will be refreshed and these application guidelines will be updated periodically.

For further help and more detailed specifications for communication applications, please contact Amen directly.

May God bless your efforts as you pursue Him.

In Jesus' Name,  
Your friends at  
Amen: The Prayer App



KEEP THE  
FAITH  
BY ENGAGING THE  
FAITHFUL