

TOUCHPOINT ACQUISITION FAQ

Why did Pursuant acquire TouchPoint Software?

[TouchPoint Software](#) was created as a practical response to a felt need in the local church. Similarly, [Pursuant](#) was founded to help churches and nonprofits fund their vision through the creative application of up-and-coming technologies. Pursuant has continued to expand its offerings over the years, and believed TouchPoint would be a terrific addition to its suite of services and technologies.

Who is Pursuant?

Pursuant is a nationally-recognized fundraising agency serving some of the world's leading nonprofits, churches, and faith-based ministries including Moody Bible Institute, FamilyLife, and Insight for Living. [RSI](#), Pursuant's church services group, has worked in over 10,000 churches over the last 40 years.

Why did TouchPoint believe this is the right direction for the company?

TouchPoint was excited by the extent of Pursuant's work in churches, and their commitment to TouchPoint's software tools. Pursuant offers valuable expertise that complements and supports TouchPoint, and believes, together, we can help more church leaders increase their Kingdom impact.

What does this mean for Pursuant clients?

TouchPoint is an important part of Pursuant's expanding church services, and offers a valuable additional tool for Pursuant's church clients. As church leaders seek ways to engage their people more deeply in the life of the church, TouchPoint represents a valuable tool for collecting and managing information important to the church's relational, spiritual, and financial development.

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What does this mean for TouchPoint clients?

TouchPoint will become an integral part of the expanded services and tools Pursuant offers its clients. TouchPoint clients will see no material change in their day-to-day interactions with sales, support, or development. Pursuant is committed to no interruption in service or support for all existing clients during this transition. Clients will see a continued effort to improve the product and should expect regular updates and improvements.

How does this change the services or subscription I'm currently receiving from RSI or TouchPoint? Will I interact with the same people?

Nothing will materially change in the immediate future for our clients. We want to ensure there is as little amount of disruption as possible for everyone involved. As more information is available, we'll certainly let you know.

Is Pursuant committed to the ongoing development and improvement of TouchPoint?

Yes. Pursuant is committed to ongoing improvements to the TouchPoint software. Users can continue to expect frequent updates and improvements to the church management system as well as integration to other Pursuant services, analytics, and technology tools.

Does Pursuant understand the unique needs of churches the way TouchPoint does?

We do. In fact, Pursuant is the parent company of RSI, a 40-year-old church stewardship company that has helped over 10,000 churches conduct successful capital campaigns and annual stewardship programs. They also offer professional print services related to stewardship initiatives, stewardship assessments, professional websites, and can even help churches integrate an iPhone app that supports mobile communication and gifts.

Coupled now with Pursuant's analytics, technology, creative, and strategic services, TouchPoint enables Pursuant to deliver a completely integrated system to help church leaders make informed and wise decisions. This acquisition is much more than "another offering to a market vertical"; it changes the way church leaders understand and engage their parishioners and encourage greater support of their mission.

What is Pursuant's commitment to the technological support of churches?

TouchPoint is a software tool developed by church leaders for church leaders. That was a quality that first caught the attention of Pursuant leadership. Similarly, Pursuant was founded to help nonprofits raise more money through the creative application of up-and-coming technologies and has continued to expand its offerings over the years. Over the last several years, TouchPoint expanded to connect both database and mobile app technologies to provide a truly integrated experience. Pursuant is serious about investing in the technological support of churches. Including TouchPoint in the Pursuant family gives us an unprecedented opportunity to help churches accelerate their efforts to reach more people with the gospel and grow disciples.

Is this acquisition something TouchPoint wanted? Why?

Yes. TouchPoint believes that Pursuant is the right partner to come alongside them in creating a pathway for church leaders to eliminate the guesswork of ministry and help people grow in their faith. More churches can be impacted by joining the Pursuant family.

Was TouchPoint in financial trouble? Is TouchPoint growing?

No, TouchPoint has not been in financial trouble and has continued to add more churches to its client list. Pursuant is now bringing an enhanced vision for how TouchPoint can be used in an even greater way to support the discipleship process through great technology and counsel, all to help church leaders minister more effectively and maximize their ministry impact.

What is the plan for continuing to enhance the capabilities of TouchPoint?

Pursuant plans to accelerate investment in TouchPoint's staff and product development team, as well as integrate Pursuant's extensive suite of analytics, technology and strategic solutions to advance the mission and impact of church leaders.

Does this in any way impact the confidentiality of our church's information?

Absolutely not. Pursuant has been handling complex and confidential data for some of the largest nonprofit brands in the country for more than a decade. Pursuant does not broker or resell client information and has sophisticated security measures in place to protect your data from unauthorized access while it is in our possession. The TouchPoint acquisition does not change our position that your data belongs to you.

Will this change require us to convert to another system?

No. You can continue using TouchPoint without any interruption.

Will Bellevue Baptist continue to use TouchPoint?

Yes. Bellevue Baptist church will continue to be a client and an important ministry partner to TouchPoint and Pursuant's leadership.

Who can I talk to if I have questions? Where can I go to find more information?

For immediate questions, we recommend reaching out to Leah Davenport by emailing leah.davenport@pursuant.com or calling 214-866-7700.