

Friendship-west Baptist Church's Kingdom Kopy Leverages Advance Printing Technologies To Spread The Word



The motto of the Friendship-West Baptist Church is “Equipping Changed People to Change the world”. The church is home to more than 10,000 members of its fast-growing congregation. “Our church is called to be a caring community of Christians committed to developing a personal relationship with our Lord that becomes a ministry of evangelization, edification and emancipation. We aspire to be a transformational presence in the community,” says Senior Pastor, Dr. Frederick D. Haynes, III.

This concept of a community church was the culmination of a dream by Friendship-West’s organizing pastor, Reverend Robert L. Castle, III, who founded the church in 1976 with just nine worshippers. Over the years, Friendship-West has grown and moved to new, more spacious facilities. In 1991, the Friendship-West family formed a caravan and traveled from its small A-frame location on Polk Street to the site of its former campus on West Kiest Boulevard. On January 1, 2006, members celebrated their first service in a new Worship and Conference Center, complete with a 144,000 square foot sanctuary that seats 4,200, on West Wheatland Road.

Friendship-West’s goal is that every member of its congregation becomes involved in ministry. In fact, becoming a member of the church requires a commitment to “get connected” to Friendship-West’s church family. New members are required to participate in three Connections – Membership, Ministry and Maturity, and also to complete an Orientation Session.

In all, Friendship-West offers 50 ministries, reaching all age groups and including everything from Marriage and Healthcare to Praise DANCE and W.O.W. (Women of the West). These ministries, along with church administration, are serviced and led by a full-time pastoral and support staff of more than 40.

Regular communication with worshippers, ministry members and

Friendship-West’s extended community is a critical aspect of its operations. To that end, Colin E. Benson, Director of Technology, is charged with overseeing production of thousands of pages of printed material each month. Benson has set up an in-house print shop – Kingdom Kopy – that leverages the latest in digital printing technologies to help him do the job faster, more productively, and more cost effectively than ever before to benefit the church and the community it serves.

“When we moved to this area, we discovered that there was no copy service close by. We had to drive to the nearest facility about 15-20 minutes away. It wasn’t an efficient way to manage our business. However, we saw an opportunity to create something special. Kingdom Kopy came from this inspiration,” he says.

With plans for the new Worship and Conference Center underway, Benson set out to upgrade his equipment and outfit Kingdom Kopy with technology that could transform the church's printing capabilities, for both current and projected needs. "We just never had the space to do what we wanted. The new building would allow us to realize our vision," he notes.

Speed, output quality, productivity and flexibility, and cost efficiency were some of the criteria used to evaluate the choices. Benson chose several of RISO's digital printing solutions to form the backbone of the new Kingdom Kopy. "We had an older model RISO GR series printer-duplicator, so we understood the benefits," he says. Kingdom Kopy's new equipment includes five RISO systems.

These include:

- An HC5000 ComColor™ printer, which prints 105 pages per minute in full color with running costs of just \$.03 per page

- An ultra-high speed RZ990 printer-duplicator, which features print speeds of 180 pages per minute in sharp black & white. ("We traded in our GR printer-duplicator for the RZ990," says Benson.)

- An M912 color 11"x17" Multi-Function Printer (MFP), a device that handles media sizes from 5.5"x5.5" to 12"x36", making it useful for a wide variety of applications including posters, banners and signage (an important consideration for an event-oriented church, such as Friendship-West)

- An M632 high performance MFP that includes color scanning capabilities

- An RP3700 printer-duplicator. This cost effective technology has proven ideal for printing the church's thousands of offering envelopes. According to Benson, prior to acquiring this machine, the church had the envelopes printed outside at a cost of approximately \$45 per box. He estimates that the cost of printing them in-house on this device now runs just \$7.80 per box.

In addition, Kingdom Kopy has a color laser copier for jobs requiring glossy stock, a system for printing posters, booklet maker and other accessories to make its capabilities as complete as possible.

Kingdom Kopy's monthly volume is extraordinary. Offering envelopes alone total 5,000 per week. "We produce everything from full color brochures to 120-page new member books, member bulletins and offering envelopes – literally thousands of pages a month," says Benson. His experience with the HC5000 and RP3700 is a good example of the volume Kingdom Kopy turns out. "We've had the HC5000 for just under four months. Since then, we've logged 140,000 clicks on it, and another 70,000 on the RP3700. The work is done fast and we save a lot of money with these technologies."



Use of the HC5000 also has enabled Kingdom Kopy to print convert black & white jobs to full color at no cost increase. The savings has resulted in another side benefit. The money saved can be re-allocated to produce special pieces, such as Friendship-West's publication *Praise and Power Pages* magazine, that are distributed to members monthly. Printed on glossy stock, these are sent out to a commercial printer. Smaller jobs can be produced on Kingdom Kopy's color laser copier.

Another benefit is the networkability of Kingdom Kopy's equipment. This feature makes it easy for the church's ministries to get their printing needs tended to quickly. They can simply upload their job and fill out special instructions from their desktop, and check on the status of their order.

Because it sees itself as part of an extended community, Friendship-West also takes in print jobs for several "sister" churches in the area. Many of these are smaller churches founded by pastors previously affiliated with Friendship-





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West. "We want to enable them to share in the abundance of our operation and pass along the benefits and cost savings our technology affords. We handle letterhead, envelopes, really anything they need. We even deliver the printed jobs to them. The program is going over very well," says Benson.

Kingdom Kopy has also turned into a resource used by groups who rent its Conference Center for events. "We can print everything from surveys to workshop materials, presentations, speaker notes and evaluation forms," says Duran Waters, who runs Kingdom Kopy's day-to-day operations. "Instead of these groups having to send jobs outside, they can have them all done on site very cost-effectively. We help them save not only on printing, but also on shipping charges, because everything is done on premise."

Kingdom Kopy currently resides in a space located under the choir loft that also includes two former classrooms that were converted to accommodate the printing facility. However, Benson describes a much broader vision for Kingdom Kopy as a true resource for the community at large.

"Part of our master plan includes creation of the home of an 'African Village' with a restaurant, a supermarket, health clinic that uses holistic prevention, traditional medicine, and the power of prayer, shops, small businesses, and an African-American Church Museum. We envision that Kingdom Kopy will also be part of that 'retail' center in a facility designed to service our entire community," he says.

Until then, Kingdom Kopy takes in printing for organizations like Alpha Phi Alpha Fraternity, Inc., which is a partner of Friendship-West's mentoring program for youth. The church has also "adopted" Carter High School, located across the street, and prints some of their flyers and brochures. "It's part of our mission to be a changing force in the community," says Benson.

Last year, Friendship-West offered respite for many people from New Orleans who were driven out of their homes by Hurricane Katrina. The church still offers a long-term recovery program for those who stayed in the Dallas area. One of the jobs printed each month on the HC5000 is the *Katrina's Survivors* newsletter. "The program director used to print about 500 copies a month on her home color printer," Benson comments. "It took a really long time and the cost of color cartridges made it very expensive. Now, with the HC5000, we can turn around the whole job in 15-20 minutes, including printing, collating, and folding. That's just one example of what having the right technology can do."

For more information about Friendship-West Baptist Church and Kingdom Kopy, visit the website at www.friendshipwest.org or email Colin Benson at kingdom@friendshipwest.org. For information about RISO's suite of digital printing solutions, visit <http://us.riso.com>.

