

ChurchBoard

Tiny SaaS for the fragmented spiritual-community long tail — small congregations + temples + spiritual groups managing donations + events + member messages. The market nobody serves because each unit is small, but added together is large.

Category	Set 5 · Vertical/Creator
Customer	Small Christian congregations (40-400 members), Hindu temples + bhakti groups, Sikh gurdwaras, small mosques, Buddhist meditation centres, spiritual-community organisations
Monetisation	\$19/mo Standard · \$49/mo Pro (multi-event + advanced) · \$99/mo Multi-location
Build effort	Low
Plan version	v1.0 — 2026-05

Executive Summary

ChurchBoard is a tiny SaaS for the fragmented long tail of small spiritual communities globally. The structural opportunity: there are an estimated 4 million small Christian congregations globally (50-400 members each), millions of Hindu temples + bhakti groups, Sikh gurdwaras, small mosques, Buddhist meditation centres, plus secular spiritual communities. Each unit is small (■30k-2 lakh/month operating budget); each has similar operational needs (donations + event coordination + member communication + volunteer management); none is well-served because the unit economics are too small for enterprise solutions and the fragmentation prevents one-size-fits-all consumer apps.

ChurchBoard addresses the common operational needs across spiritual communities: donations management with recurring-donor automation + tax-receipt generation, event coordination (weekly services + special events + member life-cycle events like baptisms / weddings / funerals), member communication (announcements + newsletters + service reminders), volunteer management (sign-up sheets + reminder + recognition), simple financial dashboard for the small community treasurer.

Year-1 target: 3,200 paying communities generating ■1.8 crore annual revenue against ■38 lakh costs. Cash-positive month 3. The wedge against enterprise church-management software (Planning Center at \$50-200/mo, Tithely at \$15-79/mo) is price + simplicity + non-Christian community support; the wedge against generic event-management tools (Eventbrite, Mailchimp) is community-specific structure + donation + spiritual-community vocabulary.

The Problem

A small spiritual community — a 180-member rural church in Tennessee, a 60-family bhakti satsang in Hyderabad, a 90-member Sikh gurdwara in California, a 45-member meditation centre in Berlin — faces real operational complexity. The unpaid lay-leader-treasurer-secretary-volunteer-coordinator handles donations + recurring giving + event coordination + member communication + volunteer scheduling + tax receipts + simple bookkeeping using a mix of Excel + email + paper notebook + memory. Same operational challenges as a 2,000-member megachurch but at zero budget.

Existing options. Enterprise church-management software (Planning Center, Pushpay, Tithely, Faithful Steward) start at \$50/mo and assume Christian-specific liturgical structure + American-cultural-defaults. Generic event + donation tools (Eventbrite, Mailchimp, GoFundMe) work for one function each but require stitching together. The small spiritual community ends up running operationally on goodwill + the volunteer's spare hours, with recurring failure modes (missed donation acknowledgments + forgotten event reminders + lost volunteer commitments).

The opportunity: a single tool serving the common needs across denominations + traditions + small spiritual communities, priced at consumer-SaaS subscription tier (\$19-99/mo), accessible to non-tech-savvy lay leaders.

The Solution

ChurchBoard's modules cover the common operational pain. (1) Donations: one-time + recurring donations via UPI / card / bank transfer; automatic tax-receipt generation (US 501(c)(3) tax acknowledgment letters / India 80G receipts); donor history + recurring-giver tracking + lapsed-giver alerts. (2) Events: weekly service scheduling + special events (festivals + retreats + member-life-cycle events) + member RSVP + auto-reminders. (3) Member communication: structured member database + announcements + monthly newsletter + service-reminder messages via WhatsApp / SMS / email. (4) Volunteer management: sign-up sheets for service-day roles (greeters + readers + worship-team + clean-up + childcare) + auto-reminders + recognition tracking. (5) Financial dashboard: month-by-month donation trend + per-event expense tracking + simple P&L; view for treasurer.

Three tiers. Standard (\$19/mo): full feature set for single-location community. Pro (\$49/mo): adds multi-event coordination (large communities with multiple weekly services / multi-language services / kids' programs), advanced volunteer-scheduling, custom branding. Multi-location (\$99/mo): for spiritual organisations with multiple locations (mission churches + multi-branch temples) with consolidated reporting + cross-location member access.

Three structural differences from enterprise alternatives. First, denomination-agnostic + globally-applicable (Christian + Hindu + Sikh + Muslim + Buddhist + secular spiritual communities all use the same product; vocabulary configurable per community). Second, price (\$19-99/mo vs. \$50-200+/mo enterprise tools). Third, simplicity (lay-leader-operable in 30 minutes; enterprise tools require IT-staff or paid consultants to set up).

Market Opportunity

Addressable spiritual-community market globally: estimated 6-9M small spiritual communities (Christian congregations + Hindu temples + Sikh gurdwaras + small mosques + meditation centres + secular spiritual groups) below the 500-member size that ChurchBoard targets.

Software-tool penetration in this segment: ~12% in US (largely Tithely + Planning Center for mid-sized churches), <3% in India + most of the developing world. Massive whitespace.

At blended ARPU of \$300/year, the SAM is ~\$1.8-2.7 billion. Realistic 4-year capture: 0.3-0.8% = \$5-22M ARR. Modest absolute scale but durable + sticky community-software business.

Adjacent expansion. Year 2: NGO / non-profit sector (similar operational structure to spiritual communities). School + PTA management (similar membership + event + donation dynamics). Year 3: secular community organisations (alumni associations + neighbourhood associations + interest-based clubs).

Target Customer

Primary persona: a 56-year-old lay pastor of a 140-member rural Baptist church in Tennessee. Manages donations + events + member communication + volunteers using Excel + email + paper sign-up sheets. Will pay \$19/mo Standard tier without negotiation after free trial demonstrates ease of donations + tax-receipt workflow.

Secondary persona: a 48-year-old founder-priest of a Hindu temple + cultural-centre in Hyderabad with 220 family-members + monthly festival events + multi-language services. Will pay \$49/mo Pro tier for multi-event + advanced volunteer scheduling.

Tertiary persona: a 51-year-old administrator of a multi-location church network with 3 locations in Pune (main church + 2 mission churches) + 800 combined members. Will pay \$99/mo Multi-location tier for consolidated reporting + cross-location member access.

Product

Donations module: one-time + recurring donations via UPI + cards + bank transfer + cheque-logging; per-donor history; recurring-giver dashboard with auto-reminder for lapsed; automatic tax-receipt generation (501(c)(3) or 80G); annual giving summary letters.

Events module: weekly service scheduler + special events + member life-cycle events (baptism / wedding / funeral with structured workflow); RSVP collection via WhatsApp / SMS / email; auto-reminders.

Member database: structured member profile (name + family members + contact + life-cycle dates + interests + giving level), categorisation (active / occasional / lapsed), birthday + anniversary reminder.

Communication: announcement broadcast via WhatsApp / SMS / email; monthly newsletter composition + send; service-reminder messages; weather-cancellation alerts.

Volunteer module: sign-up sheets per event role + auto-reminders + recognition tracking + per-volunteer hours contributed.

Financial dashboard: month-by-month donation trend + per-event expense tracking + simple P&L; view + cash position.

Pro tier additions: multi-event coordination + advanced volunteer scheduling + custom branding + child-program management + multi-language service support.

Multi-location tier additions: consolidated dashboard + cross-location member access + location-level financial reporting.

Technical Architecture

Frontend: Next.js + Tailwind, mobile-responsive (lay leaders use phones primarily).

Backend: Python on Hetzner cloud, Postgres on Neon.

Payments: Stripe (US + international) + Razorpay (India) + WePay + similar payment processors for global donation acceptance.

WhatsApp + SMS + email: Meta Business Cloud API + Twilio + Resend.

Tax-receipt generation: per-jurisdiction template library (501(c)(3) US, 80G India, Charity Commissioner UK, similar elsewhere) with structured receipt generation + delivery.

Business Model & Unit Economics

Three tiers. Standard (\$19/mo or \$189/yr): single location, full feature set. Pro (\$49/mo or \$489/yr): adds multi-event + advanced volunteer + custom branding + child-program. Multi-location (\$99/mo or \$989/yr): up to 5 locations + consolidated dashboard.

Conversion economics: 30-day free trial (longer than typical because lay leaders need time to set up + demonstrate to community committee). Free → paid conversion 26%. Distribution: 60% Standard, 32% Pro, 8% Multi-location. Monthly churn target under 2% (very low — switching out of donations + member database is hard once set up).

Gross margin: 82% blended. Major cost: WhatsApp + SMS + email delivery (~\$1.50/community/month), payment processing absorbed at donor side typically (community is not charged for receiving donations beyond payment-processor fee deducted), infrastructure (~\$0.80/community/month).

Customer LTV: very strong; spiritual communities are stable institutions; once integrated, stays for 5-10+ years. ~\$300/year × 7-year average = \$2,100 (Standard); \$590/year × 8 years = \$4,720 (Pro); \$1,188/year × 9 years = \$10,692 (Multi-location).

Unit Economics (Year-1 base case)

Year-1 paying communities (target)	3,200
Blended ARPU	\$60/month average
Year-1 revenue	\$215,000 (~₹1.8 crore)
Gross margin	82%
Customer acquisition cost (CAC)	\$45
Payback period	2.3 months
Year-1 all-in costs	~₹38 lakh
Year-1 net contribution	~₹1.1 crore

Go-to-Market

Channel 1 — Lay-leader content + community (35%): substantive content on small-church + small-temple operational topics (donation acknowledgment best practices, volunteer recruitment, member-newsletter craft, donor-retention strategies). Builds lay-leader audience.

Channel 2 — Denomination + tradition networks (30%): partnerships with denominational regional offices (Southern Baptist regional conventions, Diocese networks, Hindu temple federations, Sikh gurdwara associations) for member-discount + co-marketing.

Channel 3 — Word-of-mouth + lay-leader networks (20%): lay leaders are networked across local denomination meetings + spiritual-community gatherings; satisfied churches refer.

Channel 4 — Paid acquisition (15%): Google + Meta Ads to lay-leader lookalike audiences + 'small church management software' commercial-intent queries.

Roadmap (first 12 months)

- Month 1-3: MVP — donations + events + member database + communication + financial dashboard + Standard tier. Launch with 150 paying communities.

- Month 4-5: Volunteer module + auto-tax-receipt (US + India variants), 600 paying communities, ■4 lakh MRR.
- Month 6-8: Pro tier with multi-event + advanced volunteer scheduling + custom branding, 1,500 paying communities, ■10 lakh MRR.
- Month 9-10: Multi-location tier + consolidated reporting + cross-location member access, 2,400 paying communities.
- Month 11-12: 3,200 paying communities, ■1.8 crore annualised revenue.

Key Risks

- Religion + spiritual-community segment sensitivity: marketing in this segment requires cultural carefulness; missteps damage credibility. Mitigated by denomination-agnostic positioning + culturally-aware messaging + lay-leader-as-buyer focus (not 'sell to congregations').
- Tithely / Planning Center launching SMB-priced + multi-denomination versions — possible. Mitigated by speed + multi-tradition support + India-pricing for non-US segments.
- Donation data sensitivity: members' donation history is privacy-sensitive + community-political. Mitigated by strict access controls + transparency + community-admin control over data sharing.
- Lay-leader change-resistance: established lay leaders prefer the manual systems they know. Mitigated by extended trial period + onboarding-support + champion-lay-leader cultivation per community.
- Multi-jurisdiction tax-receipt complexity: US + India + UK + Canada + Australia each have different tax-receipt requirements. Mitigated by per-jurisdiction template library + community-admin verification of receipt content before issuing.