


WEBSITES, SOCIAL MEDIA, & NON- PROFIT STATUS

[MORE INFO ABOUT MY
WEBSITES](#)

[LINK TO OUTLOOK ARTICLE ON
FREE TECH](#)

WEBSITESBYJR@GMAIL.COM




HRP Webinar

THE DIGITAL FRONT DOOR

Workshop Leader:
Rev. Julie Raffety

**FEBRUARY 26
@7PM**

Sponsored by
HRP Nurturing Leadership

Logo: 

MY BACKGROUND

undergrad

- Graduated with a degree in Mathematics from University of Denver, minor in Statistics and **Digital Media Studies**

First call

- Worked with other Associate Pastor to rebuild church website using Wordpress: Westminsterchurch.cc
- Attended CREDO and started talking shop with other pastors

Tech consultant for Presbyterian Outlook

- Articles on technology (mostly free) that is useful for churches

Build portfolio and explore websites as second call

- Kitchell PC (East Hanover NJ), New Hempstead PC (NY), United Church of Middletown (NY), Hardyston Historical Inc. (NJ), Mine Hill PC (NJ)
- Community PC of Ringwood (NJ), FPC Itasca (IL), New Windsor PC (IL)

WHY DO WE NEED A WEBSITE?

- Digital front door: first digital contact with visitors
- Google.com
- Social media is a great tool, but no social media reaches all demographics
- Leverage outward facing ministries

WEBSITE BASICS \$\$

Terms & Fees

- **Unique domain name** (web address)
 - Uniquechurch.com, uniquechurch.org, uniquechurch.cc
- **Platform/host**
 - Wordpress, Wix, etc.
- **Initial build or rebuild (one-time fee), ongoing updates**
- **Plug-ins, widgets, premium content**

Other terms: SEO (search engine optimization), themes (built-in design options), custom (built by developer), HTML, CSS, JavaScript, Apps

WHAT SHOULD BE ON MY WEBSITE (LESS IS MORE)

- WORSHIP INFO!
- LIVESTREAM ACCESS
- LINKS TO SOCIAL MEDIA THAT YOU USE
- CONTACT INFO IN FOOTER OR SEPARATE PAGE
- DONATION/ELECTRONIC GIVING
- OUTWARD FACING MINISTRIES – COULD EVEN LINK TO SEPARATE SITE
- UPDATED INFO (IF YOU'RE NOT GOING TO BE ABLE TO KEEP IT CURRENT, SKIP IT)

CAN WORK WELL: CHURCH CALENDAR, ANNOUNCEMENTS, PASTOR BLOG, NEWSLETTERS, MEMBER-ONLY PORTAL, PHOTOS

SOCIAL MEDIA BASICS & SOCIAL MEDIA INTEGRATION

- Make sure your worship info & contact info is visible on social media
- Images that match social media resolution (canva)
- Update it or get rid of it (find someone who already uses this platform to manage)
- Have a social media strategy (be purposeful)
 - Events, marketing, prayers, livestream
- Multiple admins (not just the pastor!)
- Drive traffic wherever your community “lives”

MAKING THE MOST OF YOUR NON-PROFIT STATUS

- [PRESBYTERIAN FOUNDATION ONLINE GIVING PROGRAM \(THROUGH VANCO\)](#)
- [TECHSOUP.ORG: DISCOUNTS ON SOFTWARE & HARDWARE](#)
- [MAILCHIMP \(FREE MASS E-MAIL CLIENT\)](#)
- [GOOGLE SUITES FOR NON-PROFITS](#)
- [CANVA PRO \(ONLINE GRAPHIC EDITING\)](#)

Other options: add mass texting through [mailchimp.com](#), zoom license & Adobe products ([techsoup.org](#)), Constant Contact, QR codes, technology for preaching