

THURSDAY, JUNE 22ND - 2023

# WEBSITE

# Workshops



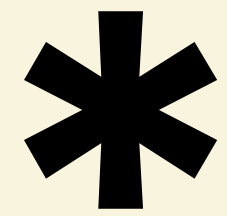
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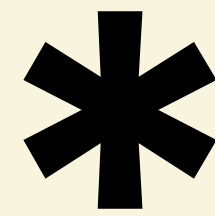
**CNH**  
LCMS

# WHY?

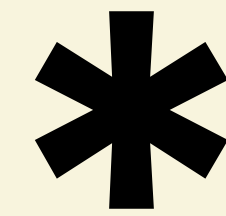
## YOUR WEBSITE...



is no longer an  
**AFTER-THOUGHT**  
or a **LUXURY**  
*(rather it's accessible  
and inexpensive)*



is the **FIRST STEP**  
someone makes  
before they show  
up in person



**GOOD NEWS** for a  
world in pain and in  
need of a Savior  
*(Let's make it one less  
roadblock/hurdle)*

# WEBSITE WORKSHOP (1 of 2)

☒ **BUILDING BLOCKS**

☒ **SIMPLE TOOLS**

☒ **PRINCIPLES**

# WEBSITE WORKSHOP (2 of 2)

## NEXT WEEK...

- ☐ **Optimizing the User Experience**
- ☐ **Writing for Web**
- ☐ **Connecting to third party apps & services**

# QUESTION

## YOUR WEBSITE...

What **frustrates** you the most about your site?

What is the **biggest roadblock** for visitors?

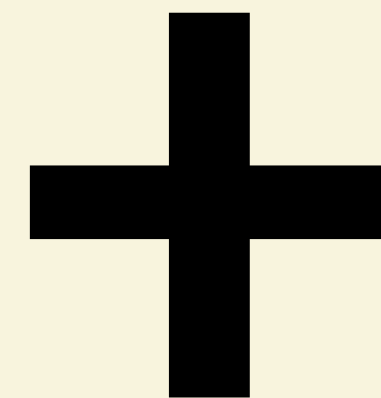
# **BUILDING BLOCKS** // SIMPLE TOOLS //PRINCIPLES

## **A WEBSITE = 2 PARTS**



**DOMAIN**

(The Address)



**HOSTING**

(The Content)

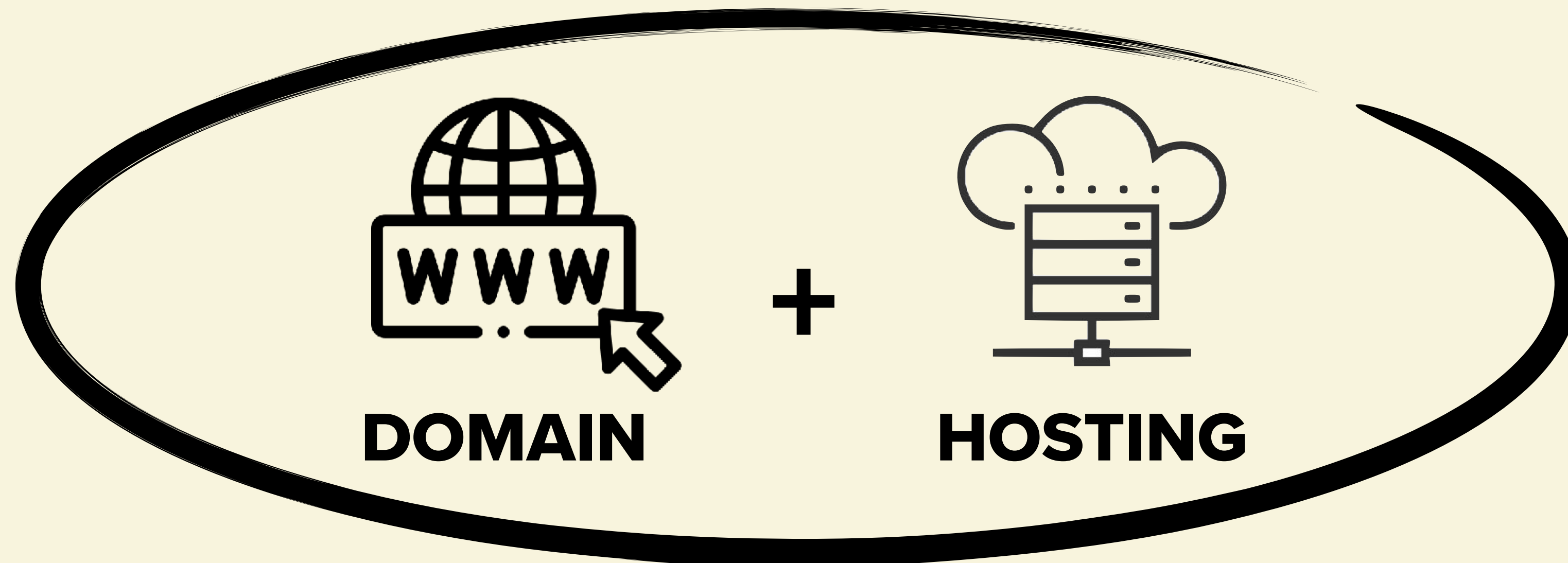


**BUILDING BLOCKS // SIMPLE TOOLS //PRINCIPLES**

# WEBSITE BUILDER or CMS

*(Content Management System)*

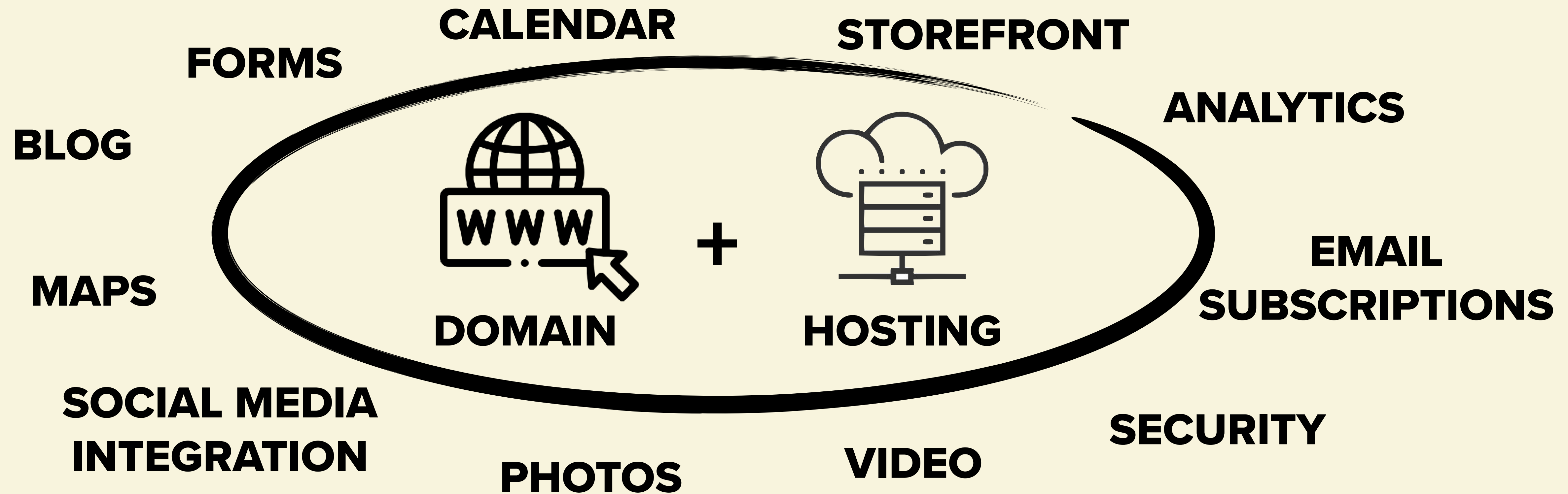
**BRINGS THE TWO TOGETHER  
WITHOUT THE NEED FOR CODING PROFESSIONALS**



**BUILDING BLOCKS // SIMPLE TOOLS //PRINCIPLES**

# WEBSITE BUILDER or CMS

*(Content Management System)*





# BUILDING BLOCKS // SIMPLE TOOLS //PRINCIPLES



## DOMAINS

(COST: \$10-15/year)

- **MAKE IS SIMPLE, MEMORABLE & OBVIOUS TO SPELL**  
*(Lutherans love acronyms but they require precision)*
- **YOU CAN HAVE MORE THAN ONE POINTING TO MULTIPLE PAGES**  
*(event, program or campaign specific)*
- **CAUTION:** *most likely connected to your email accounts*

# BUILDING BLOCKS // SIMPLE TOOLS //PRINCIPLES



## HOSTING

(COST: \$10-15/month)

- **RELIABILITY & PERFORMANCE & SECURITY**

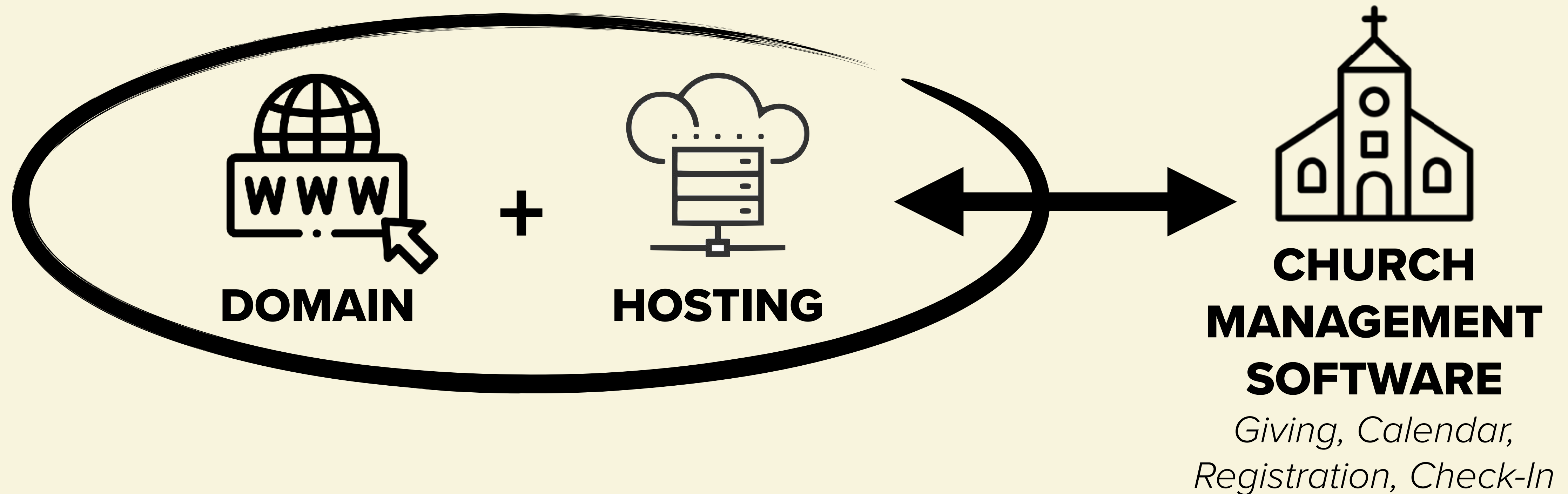
*(Find a bigger company with history & credentials)*

- **BACKUP YOUR ENTIRE SITE OCCASIONALLY**

**BUILDING BLOCKS // SIMPLE TOOLS //PRINCIPLES**

# INTEGRATION OF **ChMS**

*(Church Management Software)*



# **BUILDING BLOCKS** // SIMPLE TOOLS //PRINCIPLES

## **EXERCISE**

**WHERE IS YOUR SITE HOSTED?**

**WHAT IS YOUR DOMAIN?**

**WHAT IS GOING WELL WITH YOUR SET UP?**

**DOES SOMETHING NEED TO CHANGE?**

BUILDING BLOCKS // **SIMPLE TOOLS** //PRINCIPLES

# SIMPLE TOOLS...

**CUT OUT THE “WEB GUY” and  
SHORTEN THE DISTANCE FROM  
THE MINISTRY LEADERS TO  
PUBLISHING CONTENT**



\* if coding is required it's not simple



BUILDING BLOCKS // **SIMPLE TOOLS** //PRINCIPLES

# SIMPLE TOOLS: Website Builders

## BEST OF 2023

<https://theleadpastor.com/tools/best-church-website-builder/>

1. **Subsplash** - for modern mobile experiences
2. **WordPress** - for free website themes
3. **SquareSpace** - for website analytics
4. **CloverSites** - for member engagement
5. **Abundant** - for full-service websites
6. **The Church Co** - for podcasts and sermon mgmt
7. **ShareFaith** - for website migration
8. **Nucleus** - for on-page SEO
9. **Subsplash SnapPages** - for device compatibility
10. **Tithe.ly** - with integrated online giving

**\*SHOUT OUT: Church360 - Concordia Technologies**

**CHECK OUT: WIX & NUCLEUS**




BUILDING BLOCKS // **SIMPLE TOOLS** //PRINCIPLES

# SIMPLE TOOLS: Quality Images

 **Canva**  
Graphic Design Layouts

 **Igniter Media**  
Church Media Library

 **Pro Church Media**  
Church Media Library

 **Adobe**  
Design Software  
\*techsoup (non-profit pricing)

 **Unsplash**  
Royalty Free Images

 **Share Faith**  
Church Media Library

 **Envato Elements**  
Stock images, graphics, video and audio

 **Lightstock**  
Church Media Library

 **FreePik**  
Free & Inexpensive Graphics

BUILDING BLOCKS // **SIMPLE TOOLS** // PRINCIPLES

# SIMPLE TOOLS: Online Giving

## LCEF's Joyful Response

<https://lcef.org/joyful-response/>

A free stewardship service for LCMS congregations, schools and RSOs. One time or recurring tithe on your church website, by a mobile phone app, or text to give.





BUILDING BLOCKS // **SIMPLE TOOLS** // PRINCIPLES

# SIMPLE TOOLS: Other Integration

**Mailchimp**

Email Marketing

**Constant Contacts**

Email Marketing

**Google Workspace**

Forms, Cal, Docs, Drive, Etc.

BUILDING BLOCKS // **SIMPLE TOOLS** //PRINCIPLES

# EXERCISE

**What tools are working well for you?**

**What tools are missing from your toolbox?**

# #1 KNOW YOUR AUDIENCE

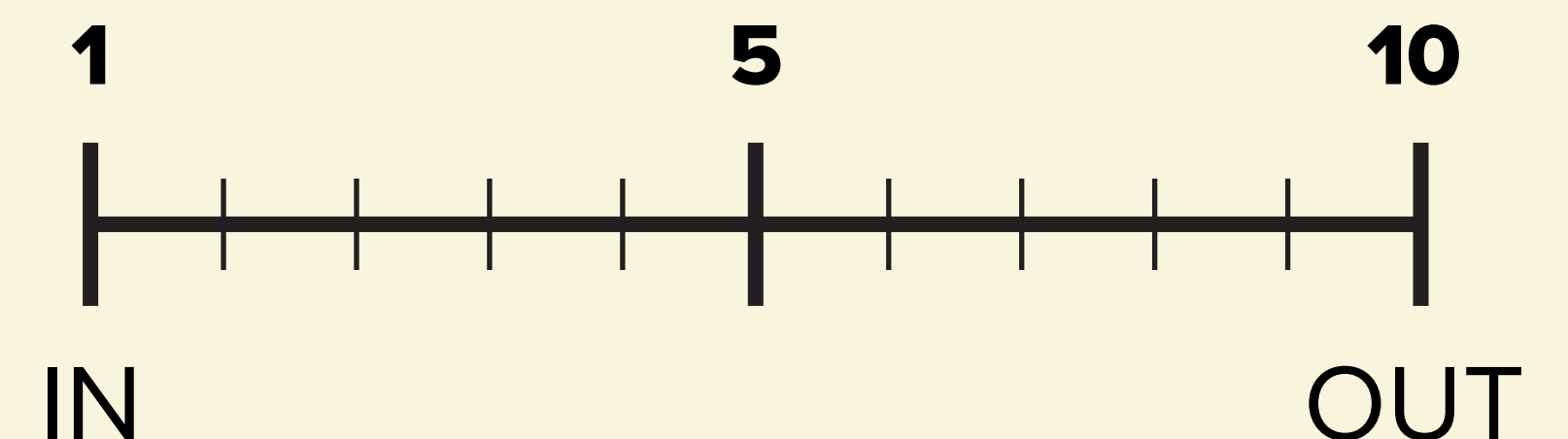
**Your audience is BOTH IN & OUT**

*assume outsiders know nothing and  
equip the insiders with the tools*

**Avoid confusing Insider language  
without adequate explanation**

*Narthex, Confirmation...*

**DO A QUICK SCAN OF  
YOUR CHURCH WEBSITE  
TO ASSESS THE TARGET  
AUDIENCE**



## #2

# SIMPLICITY

**Use as FEW PAGES as possible** - *It's easier for you to maintain and easier for the visitor to navigate*

**Then use SUBSECTIONS and HEADERS** - *too much text can overwhelm. Break it up so they can get to the point quickly.*

**SPEND 5 MINUTES AND  
STICKY NOTE YOUR  
NAVIGATION**

**HOME**

**ABOUT**

**STAFF**

**CALENDAR**

**NEXT STEPS**



# SIMPLICITY IN ACTION

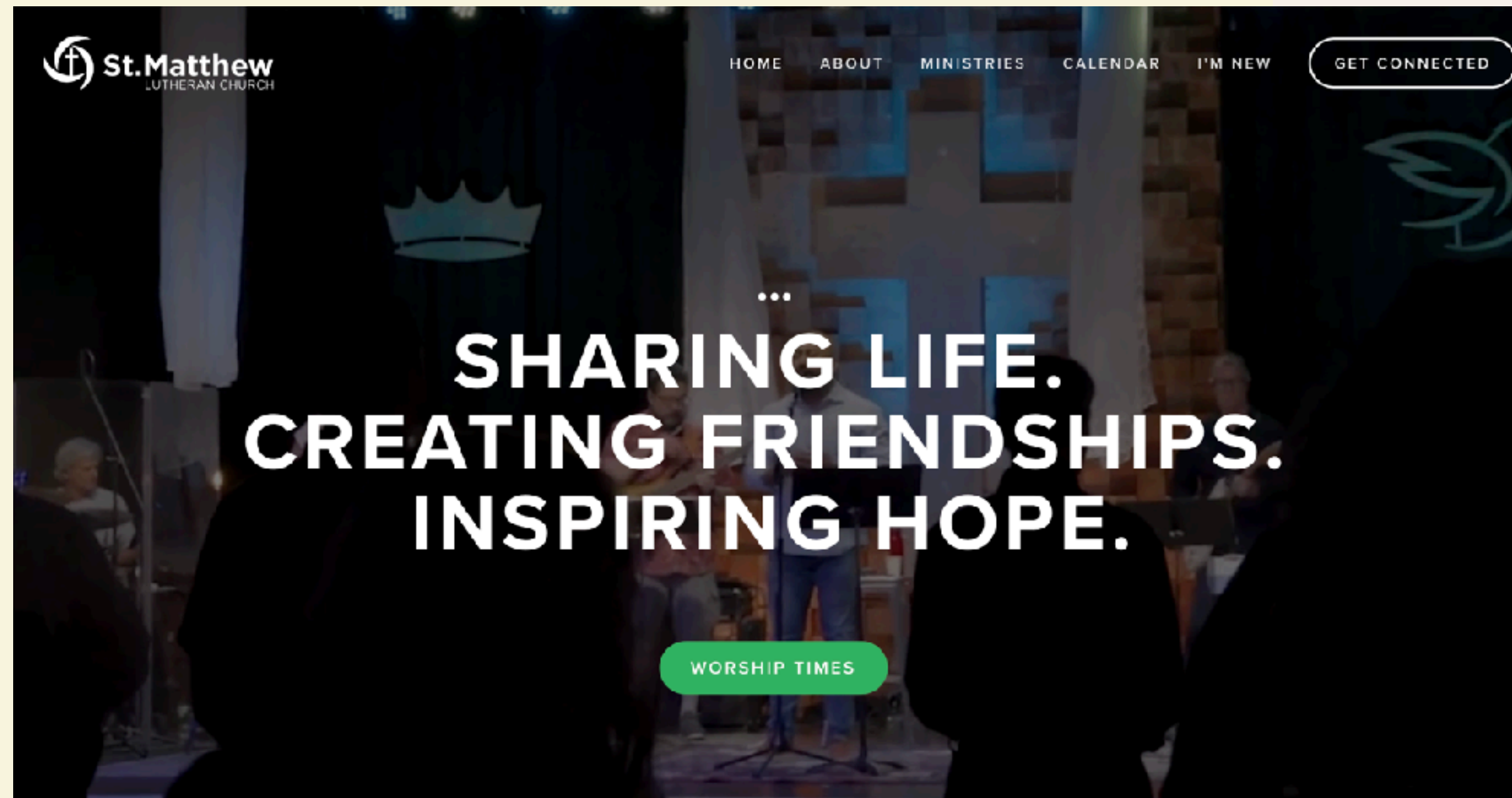
Join us Sundays at 9 & 11 AM

LITTLE'S & KIDS PLACE AT BOTH SERVICES. CLUB45 & JR. HIGH DURING 11 AM SERVICE.

View past services on our [YouTube channel](#) or on the [GVCC app](#)

**WATCH LIVE**

**DIRECTIONS**



BUILDING BLOCKS // SIMPLE TOOLS // **PRINCIPLES**

**#3**

# CONSISTENCY

**Carry your **BRANDING** and **VOICE** throughout the site**

**EXAMPLE:** *Small Groups » Life Groups » Home Groups » Community Groups*

**Pick 3 main colors and stick with them**

*\*Adobe has an awesome tool: <https://color.adobe.com/create/color-wheel>*



# CONSISTENCY IN ACTION

PATHWAYS

GROWTH

John Snikins, MS

Home

About

Contact John

HOW WE CAN WORK TOGETHER

INDIVIDUAL COACHING

Let me walk with you through seasons of change as we uncover, discover and discard self-defeating patterns.

COUPLES COACHING

Relationships can be messy. We tend to get stuck in our same "dance", repeating the same unhelpful moves. I can help you shed light on what has not worked and point to what can work and be restorative.

GROUP COACHING

Creating a healthy cultural environment takes intentionality and a degree of safety. Let's explore the foundational elements that spawn Team health and growth.

About

Camp Kidsway

Events

Ministries

Next Steps

Grow

Care

Watch/Listen

Give

BRIDGEWAY

CHRISTIAN CHURCH

WATCH LIVE

PLAN YOUR VISIT

SHARE YOUR STORY

DOWNLOAD THE APP

BUILDING BLOCKS // SIMPLE TOOLS // **PRINCIPLES**

**#4**

# CALL to ACTION

***Information*** » ***Inspiration*** » ***Invitation***  
WHO, WHAT, WHEN & WHERE      WHY STORIES OF IMPACT      CALL TO ACTION



# CALL TO ACTION... IN ACTION

## You belong here.

We are a community that loves Jesus. We can't wait to share the hope, love and joy that comes from following Jesus with you! In the meantime, check out our audio content or follow us on whatever social media platform is most convenient.



BUILDING BLOCKS // SIMPLE TOOLS // **PRINCIPLES**

**#5**

# MOBILE READY

**Assume 50% of your traffic is mobile**

**Mobile Responsive > Mobile Adaptive**

(This one requires more work!)

**To APP or not to APP?** *Only you know the answer.*

**HOW  
MOBILE  
FRIENDLY IS  
YOUR SITE?**



# MOBILE READY IN ACTION

## Desktop



### About Steve.

Steve McNitt has a Bachelor of Arts in History, a Master's degree in Social Work, and has been a Licensed Clinical Social Worker in California for over twenty years.

He has been a Pastor, Speaker, Corporate Trainer, Psychotherapist, high school Social Studies Teacher, Coach, and Author. He has been following Jesus, studying and teaching the Bible for over forty years. He loves to be part of unveiling God's truth with a splash of humor. He has had the privilege, throughout his career, to be able to make an impact in the lives of people in schools, churches, camps, businesses, mental health clinics, juvenile hall, and state prison (as staff, not resident). He is a father, a volunteer Young Life leader, and a volunteer for the Leukemia and Lymphoma Society's Team in Training. He has been married to Susie for over thirty years (in a row). He and Susie have two boys, both adopted, and both better looking than anything they could have produced biologically. He loves Jesus, his family, and a really good card trick. Throughout all of his life experiences, his greatest passion is for people to know the freedom and power they get when they embrace their genuine God-given, God-honoring, fully-loved-by-God identity. He has seen this happen again and again as people embrace the simplicity and enormity of God's love for them.

Feel free to reach him at [stevemcnitt59@gmail.com](mailto:stevemcnitt59@gmail.com)

Simple.  
Enormous.  
Love.

EVERYTHING I EVER NEEDED  
TO KNOW ABOUT GOD  
I LEARNED IN ROMANS 8



# Mobile



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**#6**

# USE GREAT PHOTOS

**Get in close to the smiles**

**Get a wide variety of events/people & perspectives**

**Always remember to take the group photo!**

**Ask young people in your congregation with iPhones**

**Find a local photographer and pay them to shoot a Sunday**



# GREAT PHOTOS IN ACTION





# EXERCISE

**Assign A WEBSITE CHAMPION for accountability and make a list of the people who could also have access to update content.**

**Set a calendar event for every Monday at 10AM to update your site**

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# WEBSITE

Workshops



&



**CNH**  
LCMS