



Communications as Evangelism

Being Present:

Websites and the Episcopal Asset Map



The Episcopal Diocese of Western North Carolina

Why does a website matter?

- **Creates presence**
- **Increases Access**
- **Offers credibility**



What makes a website good?

- **Ease of navigation**
- **Current information**
- **Good visuals**
- **Engaging layout/design**
- **A link to the diocesan website**

What should church websites include?

- Home

- Welcome
- Service times
- Quick links

- About

- Staff Page
- History

- Worship

- Livestream link
- What to Expect
- Children/Youth

- Serve

- Ministries
- Sign-ups

- Connect

- Events
- Newsletter
- Contact

- Give

- (Other)

- Learning

All Saints - Chicago

St. Margaret's - D.C.

Calvary+St. George's - New York

**Examples
of Good
Websites**



Activity Time!

Solo (7 mins) -

- Pull up your church website.
- Sketch new homepage and menus.

Group (10 mins) -

- How do you use your site?
- What might you change?

What does a website cost?

- **Hosting and Domain**
 - Separate cost
- **Hire a Web Designer**
 - \$30–\$100/hour
 - Flat rate \$2,000+
- **Website Builder Plans**
 - Average \$200/year
 - DIY Design
 - Hosting+Domain included
- **More Info: [Article Link](#)**

Getting help with website costs

- Congregational Vitality Grant
 - Can cover cost of hiring designer/redesign
 - Plan fees/hosting/domain not covered

Let's Discuss

- **Aha! moments?**
- **Questions?**

Understanding The Episcopal Asset Map

A window into our diocese and denomination





About the map

- ▶ A way to explore ministries, churches, and Episcopal communities.
- ▶ A way to share your church info and your congregation's stories.
- ▶ A way for TEC to find connections across similar areas of ministry.



Let's look at
the map



Make the most of the map

What should be present on a church's page?

Church Info

Be sure to update your service times, rector, and church contact info. The map is a welcome mat for your website.

Ministries

Add local initiatives, international partnerships, disaster preparedness relationships. The map helps the larger church connect.

Stories

Elaborate on how your church participates in the Jesus Movement by sharing articles and videos. The map shows off your style and community life.