## **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



# Ulaf makes



Ease of navigation

- Good visuals

# Current information **Engaging layout/design** A link to the diocesan website

## What should church websites include?

## Home

•

- Welcome 0
- Service times 0
- **Quick links** 0
- About
  - Staff Page Ο
  - History Ο

## Worship

- **Livestream** link 0
- What to Expect 0
- **Children/Youth** 0
- Serve
  - **Ministries** Ο
  - Sign-ups 0

Connect • **Events** 0 Newsletter 0 Contact 0 Give (Other) Learning 0

## <u>All Saints - Chicago</u>

## St. Margaret's - D.C.

## <u>Calvary+St. George's - New York</u>

# Examples of Good Uebsites

# Activity Time

Solo (7 mins) -

Group (10 mins) -

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

menus.

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



# where the second mebsite cost?

- Hosting and Domain
  - Separate cost
- Hire a Web Designer
  - \$30-\$100/hour
  - Flat rate \$2,000+

- Average \$200/year **DIY Design** 0 • Hosting+Domain included

- Website Builder Plans More Info: <u>Article Link</u>

# Getting help with website costs

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

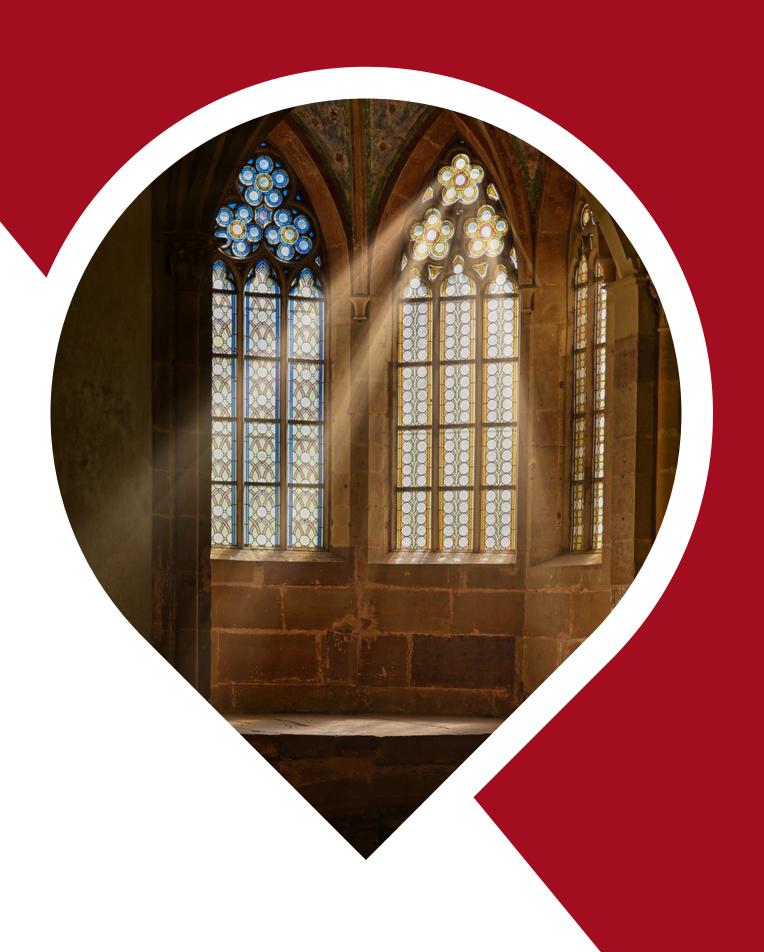
# Let's Discuss

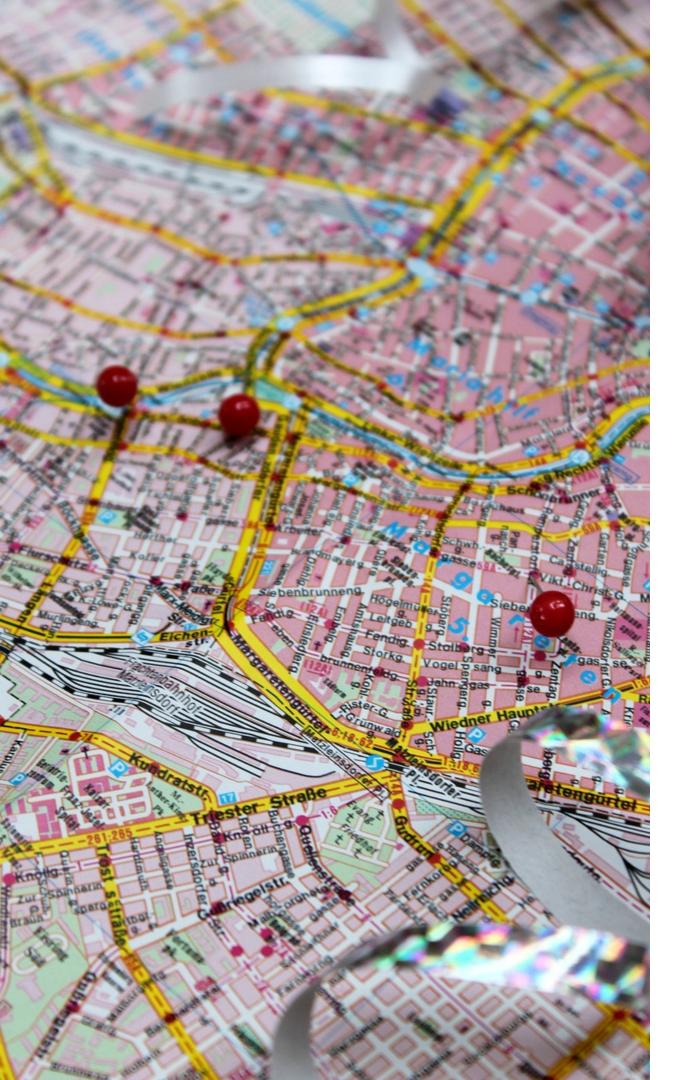
- Aha! moments?
- Questions?



# 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

VOLUNTEER

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# Make the most of the map

### **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. What should be present on a church's page?

### **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.