

Sample:

Church Website Message

You're compassionate.

You want to give back.

Whether it's about your personal faith, or your philanthropic spirit, you are looking to share it with the world.

Your Faith

You have a testimony. Your website reflects your religious faith. Are your visitors finding the answers they seek on your website? Your website is a reflection, an extension of your church. It is your church's virtual front door. Be welcoming. Keep it fully updated. Make sure it contains a rich, inviting format.

It must include the following:

- Location
- Service times
- What to expect when attending services
- What we believe
- About us
- Mission statement
- Leadership profiles
- Member profiles (consider a password-protected page)
- Ministries
- Calendar of events
- Sermons and Talks
- Contact Information
- Call to action

Answer what a visitor might expect when attending your church: are child care options offered? What to wear during services? Are there Sunday School activities, and if so, how is it done? Does the entire family sit together, or are there classes available for each of the age groups?

Be sure to use a Responsive design to allow for viewing on mobile devices. Create an interactive map for people to find your location.

Keep church leadership contact details current at all times. Help to create a relationship with leadership by sharing their testimonies and a little about their personal story.

Make sure your entire website portrays a consistent tone and reflects your church. Make everything on the website relevant. Keep members and visitors informed.

Highlight your church's affiliations, including its parent church, if any. Share your church's mission and goals, short-term and long.

More ideas to include on your website:

- Scripture
- Sacred art
- Resources
- Interactive
- Accessible
- Church history
- Member Directory (including possibly internal listings, password protected)
- Family friendly
- Secure site
- Updated regularly

Review the information below for more considerations. Finally, make sure the Web supports your Ministry, not the other way around. (James 1: 5-6)

Sample:

Cause/Organization Message

You feel driven. You care deeply about your cause and are seeking to share it and help change the world. Your cause requires a sense of community awareness. You are looking for donations and/or volunteers. Either way, your website must include certain elements.

Your nonprofit website must make it easy for visitors to understand your message. It must be easy to donate time and/or money to become involved in your cause or organization.

It must be secure. It must be connected and endorsed by the parent organization, if you have one. Contact details must be easy to find on every page. It must be donor-friendly. It must be media friendly. Having a press kit ready is crucial.

Your website must tell a story. The story must be sincere and tug at the heartstrings of the reader in order to take action. The story must clearly explain your purpose and intent.

It must be volunteer friendly. The website's entire design must revolve around your cause or organization and include call to action buttons everywhere.

It must be appealing to your target audience. It must have a consistent logo and tagline that is or will become easily recognizable; it must be branded.

The website must clearly demonstrate the utmost safety and security for all who visit. It must be browser and SEO (search engine optimization) compatible and maintained regularly for functionality.

Your website must be visually appealing and consistent. Careful placement of multimedia helps in aiding promotion of the written content. All presentations must singularly be in line with your message.

It must be accessible, removing any barriers that prevent interaction by people with disabilities. The entire design should incorporate technology such as properly coded HTML, textual equivalents for images, clearly understood links, checked for color blindness, closed captioned videos, and more. Content management systems (CMS) can help keep your website be consistent.

The website information architecture, privacy issues, and standards all must clearly point to your impeccable integrity. It must respect all visitors, inform and teach them. Building a consistent reputation means to allow only impeccable advertisements on your website.

Use clear, simple language for readability, accessibility and usability. Remember, bad P.R. would be your ruin.

Reply promptly to all inquiries. Make sure someone in your organization is easily reachable at all times.

Connect. Never compromise on principle.

Use the power of the Web to promote your cause.

Think globally: spread awareness.

Inspire visitors to donate resources and/or money. Recruit volunteers.

Must haves:

- Donate buttons
- Email signups
- Content that connects with your reader at all levels
- Social media focus
- Impeccable integrity
- Be visually compelling
- Media coverage section that connects with parent organization
- Testimonials
- Blog

end