The Church Online

Developing Effective Web Strategies

MONKDEV™
Builders of Web Solutions
Our comprehensive team and expertise can help take your organization to the next level.
CREATORS OF:
ekklesia360
MONKCMS
the Cloud Network
COBBLESTONE™
Community Network

Overview

- **Part 1: Past – Present – Prediction**
- **Part 2: Web Strategy**

Part 1

PAST – PRESENT - PREDICTION

1990

Today's Teen – Just Born

Tim Berners-Lee writes
World Wide Web program

1990 Present Infinity

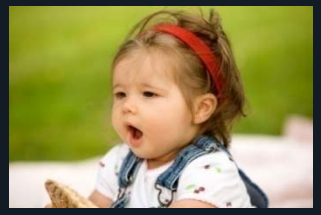
1992

Today's Teen – Takes First Steps

There are 26 web servers online

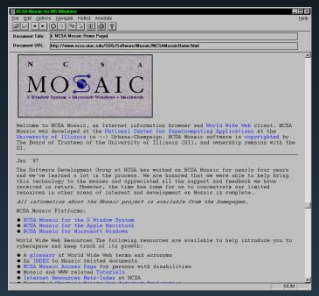
1990 Present Infinity

1993



Today's Teen – First Words & Speaking

Mosaic web browser for Windows is released

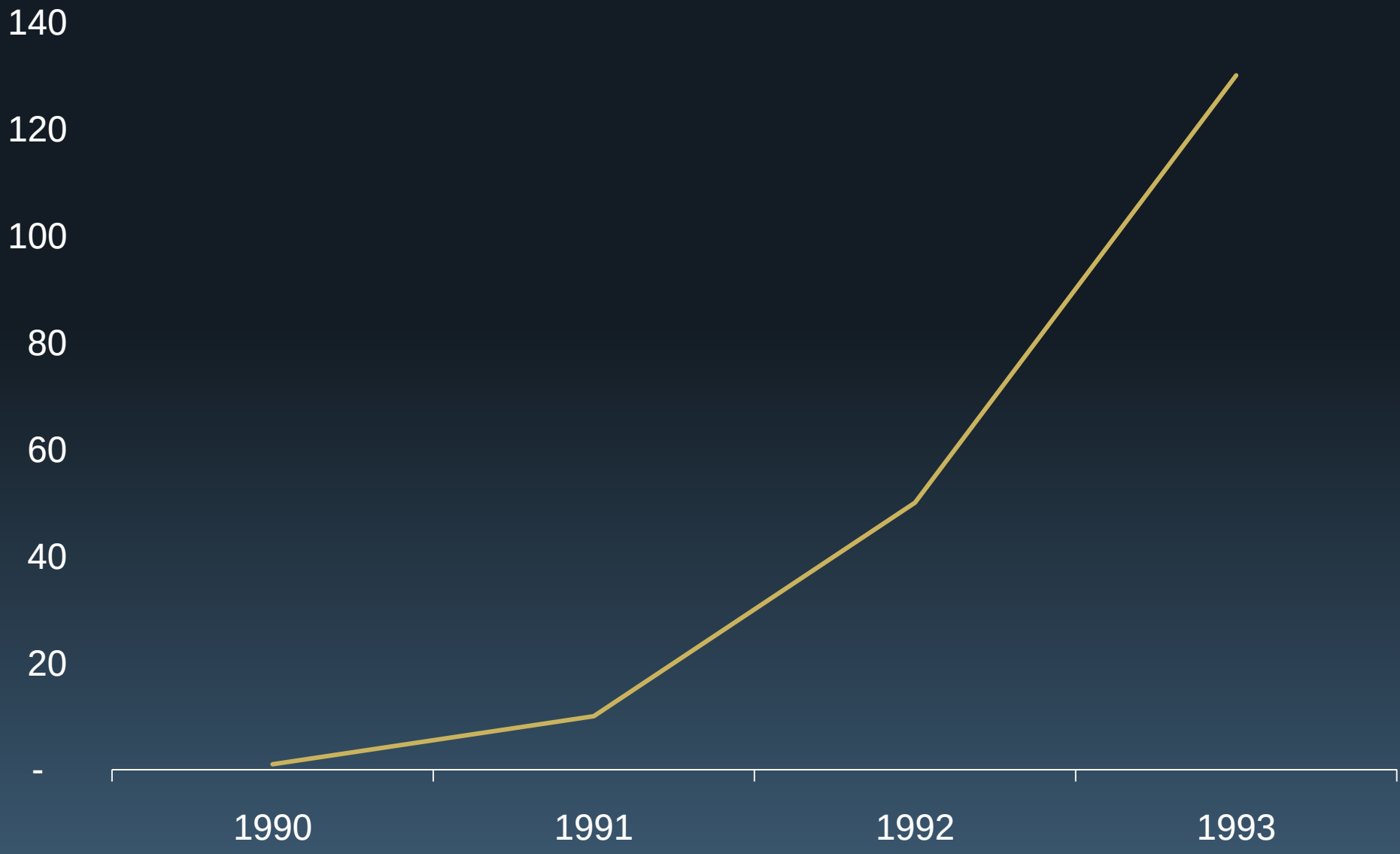


HTML programming language used to create webpages is released

First webcam goes online watching a coffee pot

1990 Present Infinity

Internet Site Growth 1993



1995

Today's Teen – Enters Kindergarten

Online bookstore **Amazon.com** launched

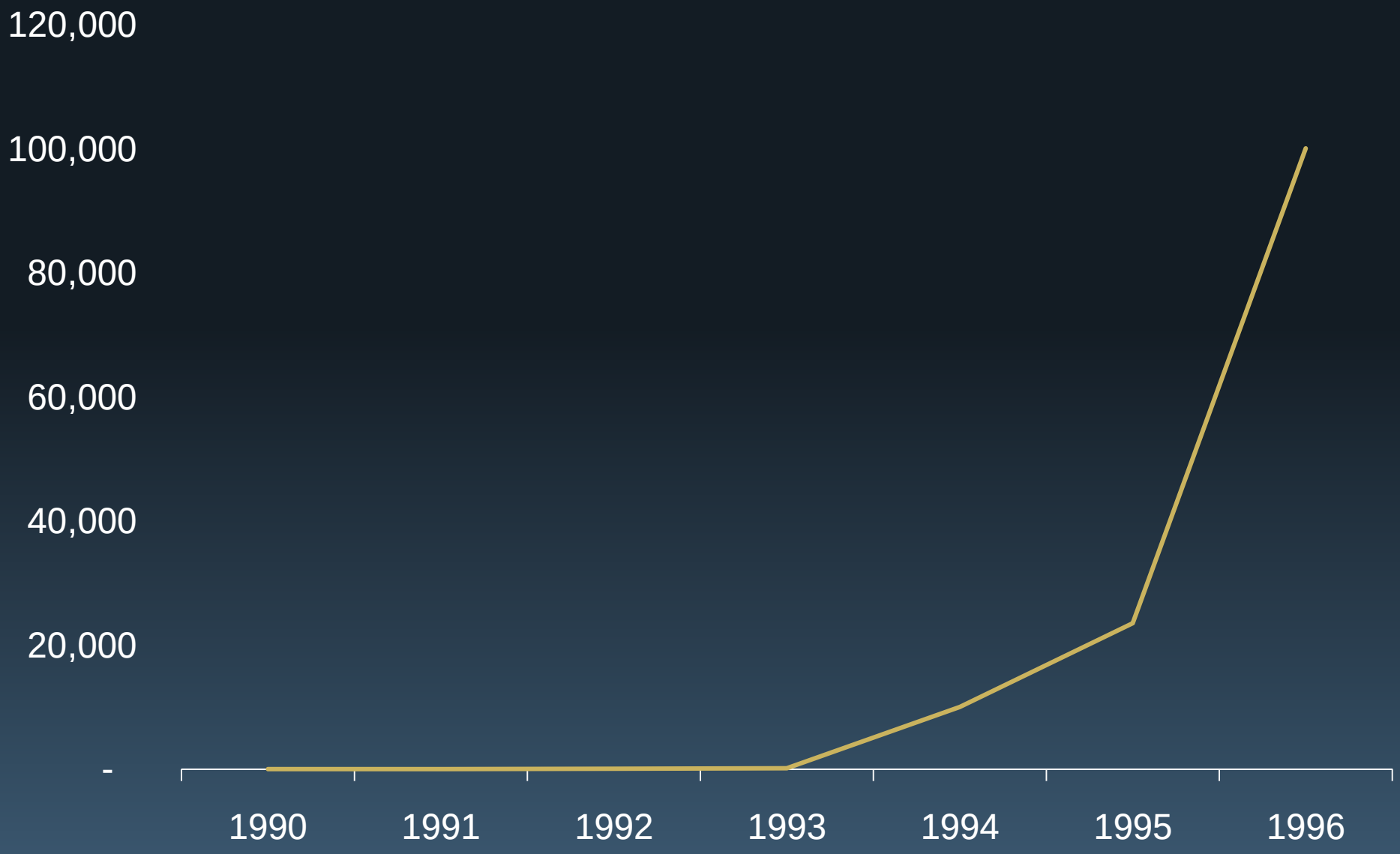
There are now 18957 websites online

Microsoft's **Internet Explorer** released

Online auction site **eBay**

1990 Present Infinity

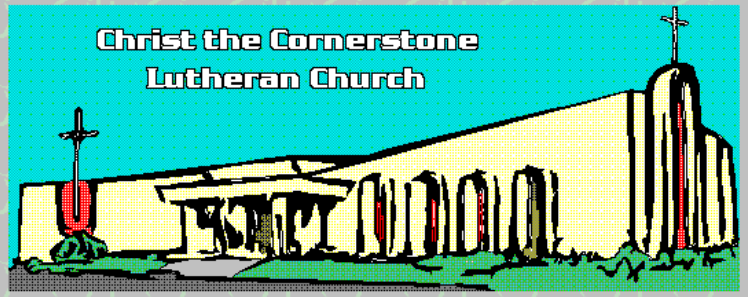
Internet Site Growth 1996



Web as a Medium

Christ the Cornerstone Lutheran Church - San Diego

Missouri Synod



9028 Westmore Road

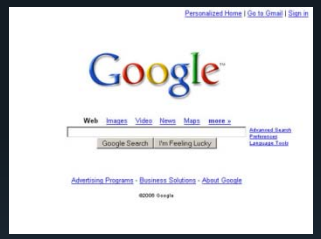
San Diego, CA 92126

Church Office: (858) 566-1860

School Office: (858) 566-1741

1998

Today's Teen – Enters Third Grade



Google opens its first office in a garage

Open diary the first **blog community** launches

Kozmo.com that promised free one hour delivery of anything launches

1999

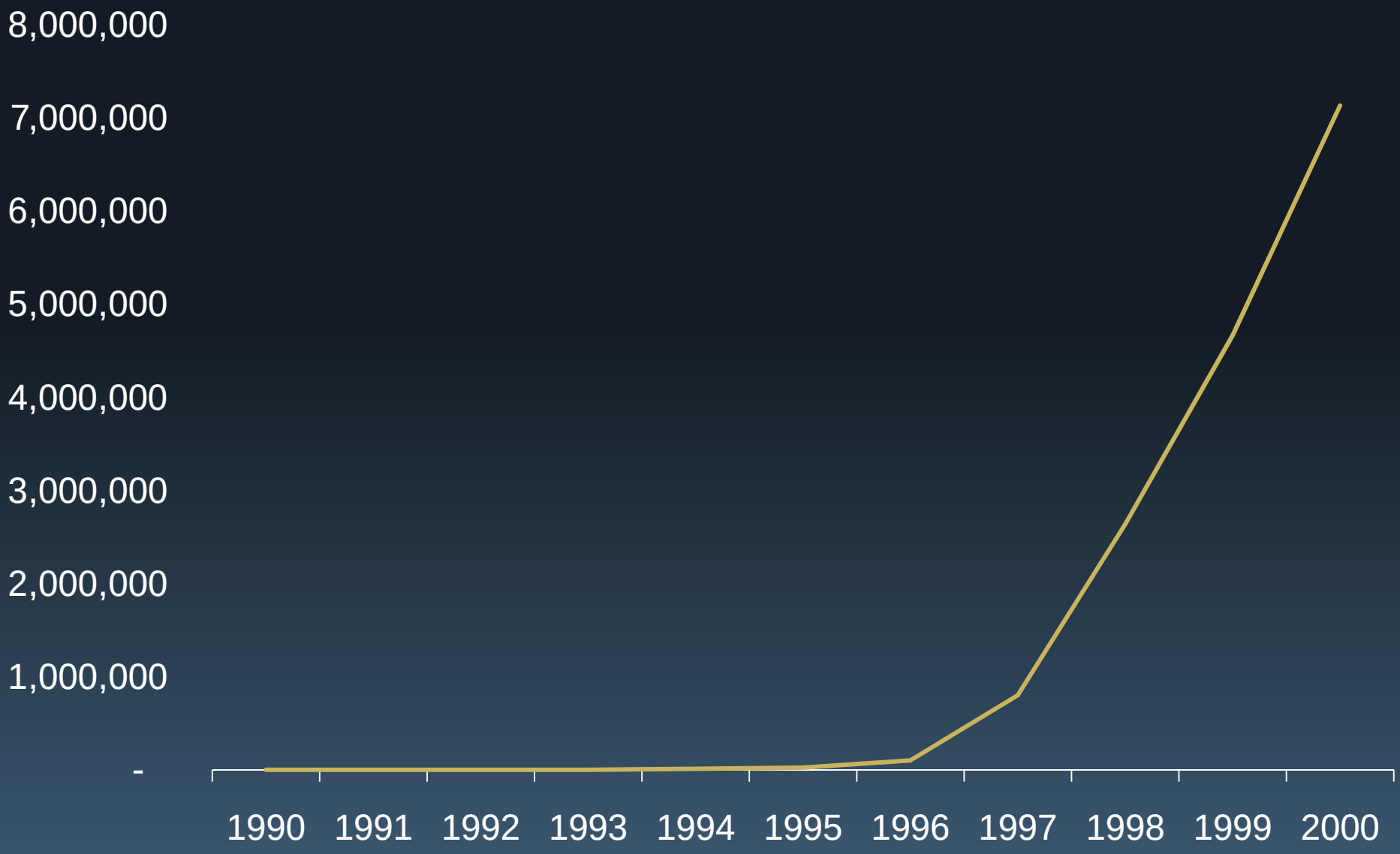
Today's Teen – Enters Fourth Grade

Shawn Fanning founds **Napster**

Original **MySpace** website launched

1990 Present Infinity

Internet Site Growth 2000



2001

Today's Teen – Middle School

Wikipedia is founded by Jimmy Wales

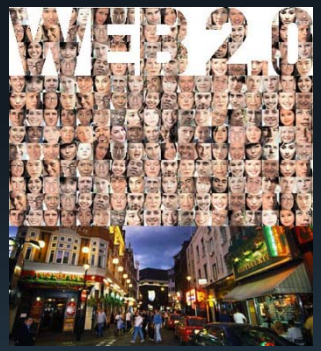
Pope John Paul II sends the first papal email from a laptop in his office

About 9.8 billion electronic **messages** are sent daily.

1990 Present Infinity

2002

Today's Teen – Middle School



Web 2.0 term used, Tim Berners-Lee originally expressed the vision of the Semantic Web.

As of January, **58.5%** of the U.S. population (164.14 million people) uses the Internet.

1990 Present Infinity

2004

Today's Teen – Starts High School

Mozilla **Firefox** web browser launched.

45% of online teens have a **cell phone**

Photosharing sites: **Flickr**, Photobucket

1990 Present Infinity

2005

Today's Teen – High School

Video sharing site **YouTube.com** goes online.

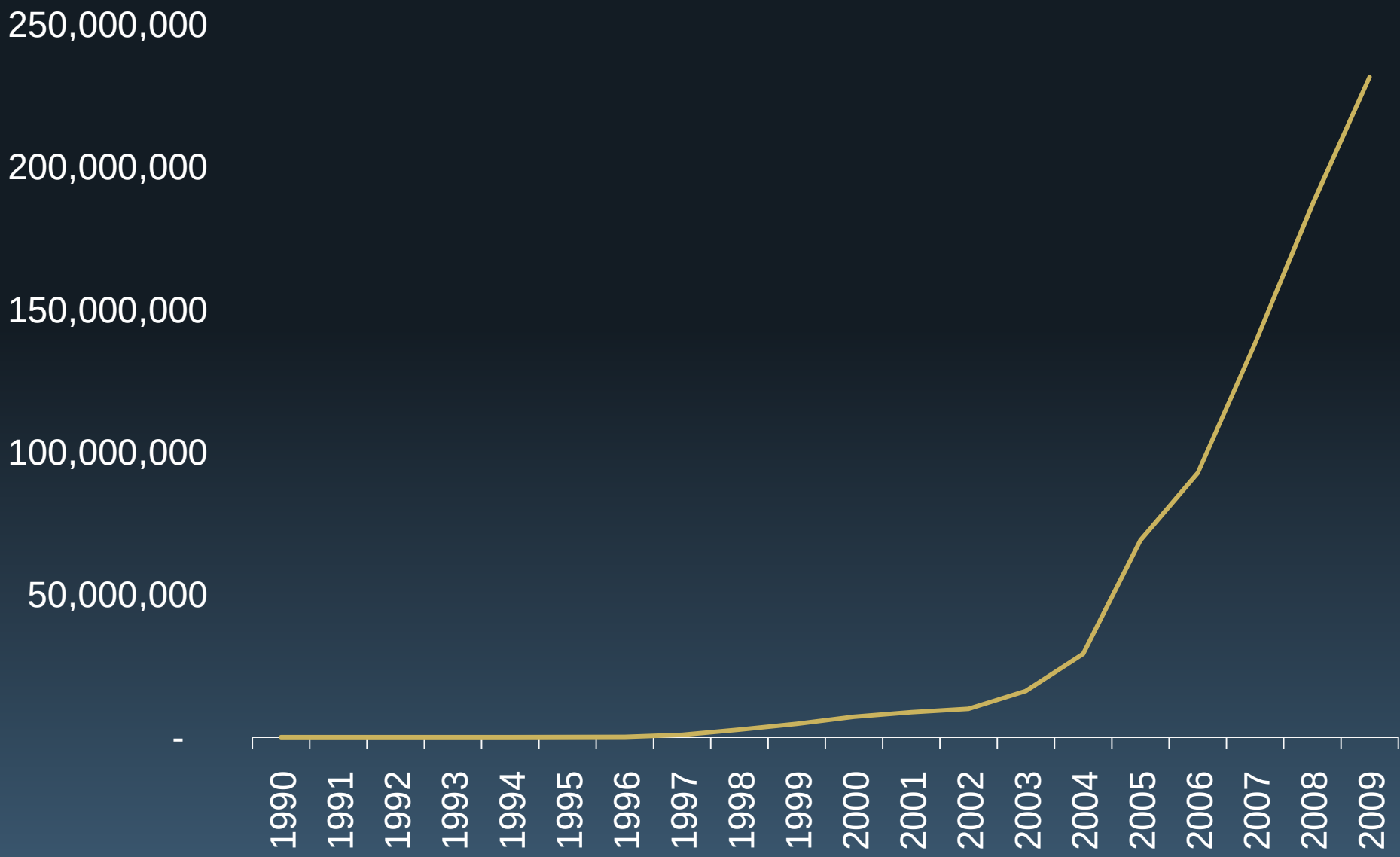
The web grows more than during the whole dot com boom. 17 million new sites go online.

More than 100 million accounts created on **MySpace**. Third most popular site in the U.S. (after Yahoo and Google)

1990 Present Infinity

Present

Internet Site Growth 2009



1 Billion

Number of Internet Users

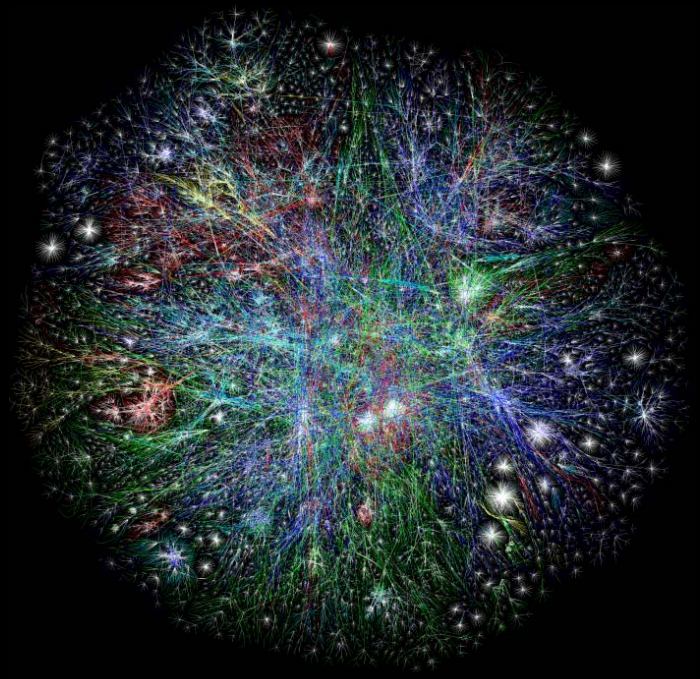
Measuring the Internet

- 100 Billion **Clicks** Per Day
- 55 Trillion **Links**
- 2 million **Emails** Per Second, 1 Million **IM** Per Second
- 5% of Global **Electricity** for the Internet
- 1 Quintillion **Transistors**
- 2 Billion **Location Nodes** Activated
- 7 Terabytes Transferred Per Second

Source: Ted Talks **Predicting the next 5,000 days of the web** Kevin Kelly, Exec Editor at WIRED

Internet = 1 **Human Brain**

- 55 Trillion Links = **Synapses**
- 1 Quintillion Transistors = **Neurons**



Your brain isn’t **DOUBLING**
every 2 years.

2040

Exceed Processing Power of Humanity

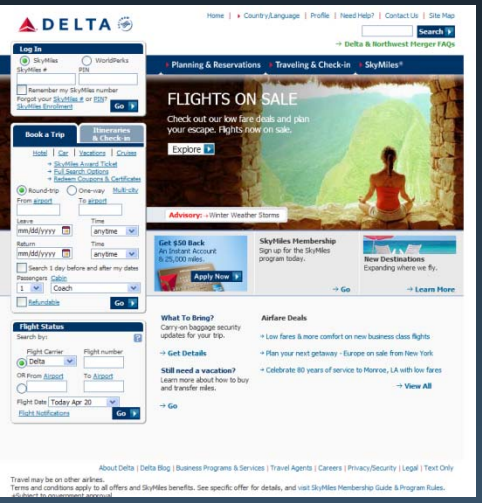
Consequences

1. Everything in our Environment becomes part of the web we are **Embodying** the Cloud.
2. **Restructuring** to the Cloud.
3. **Co-Dependency** to the Cloud.

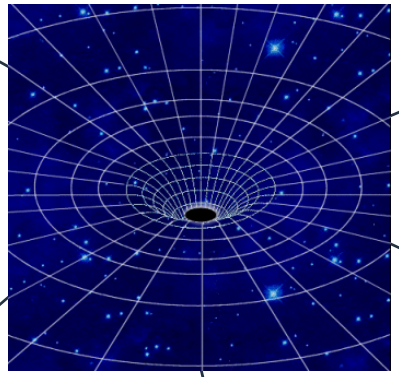
Restructuring

1. Network = Computer-to-Computer
2. Internet = Linking Pages-to-Pages
3. **Semantic Web = Data-to-Data**
4. OneNet = Things-to-Things

Airlines


DELTA
FLIGHTS ON SALE
Check out our low fare deals and plan your escape. Flights now on sale.
Explore
Book a Trip
Flight Status
Get $50 Back
SkyMiles Membership
New Destinations

SEATGURU
by tripadvisor
Search SeatGuru
Delta Air Lines Boeing 737-700 (73W)
Airlines: A-B
Airlines: C-D-E
Cathay Pacific Airways
China Airlines
Click Mexicana
Continental Airlines
CSA Czech Airlines
Delta Air Lines
General Information
Boeing 737-700 (73W)
Boeing 737-800 (73Y/73H)
Boeing 757-200 Vers. 1 (757)
Boeing 757-200 Vers. 2 (757)
Boeing 757-200 Transcon (75X)
Boeing 757-200 Ex-TWA (75E)
Boeing 747-400 (744)
Boeing 767-300 (76P/76Q)
Boeing 767-300ER Vers. 1 (767)
Boeing 767-300ER Vers. 2 (76G)
Boeing 767-400ER Vers. 1 (764)
Boeing 767-400ER Vers. 2 (760)
Boeing 767-400ER Transatl (76C)
Boeing 777-200ER (777)
Boeing 777-200LR (77L)
Canadair CRJ 40-Seats (CR4)
Intel Mash Maker
Mashups for the Masses
DOWNLOAD NOW!
Mash. View. Share. Explore.
About Mash Maker
Spotlight
Gallery
Top 3 Mashups
Videos



Gmail Calendar **Documents** Photos Reader Web more ▾

Google Docs BETA Search Docs Show search options

New ▾ Upload | Share Move to ▾ Hide Delete Rename More actions ▾

- All items
  - Owned by me
  - Opened by me
  - Starred
  - Hidden
  - Trash
- Saved searches
- All folders
  - Items not in folders
  - reviews (1 item)
- Items by type
- Shared with...
  - Dave.merwin (1 item)
  - Drew (2 items)
  - Ekklesia360 (1 item)
  - Et (1 item)

Name	Folders / Sharing
OLDER	
Project Spreadsheet	Marciekechely, Et, Etdebruin, Ju
Project Schedule	Writejamesmartin, Etdebruin, E
Monk Sales	me
Bankroll 10	me
Kaleo_Home_Group_Theology_Survey.	me
Goodmanson, Drew.doc	me
Members on Ekklesia	Lefthand, Etdebruin, me, Shar
SC FAQ	Lefthand, Etdebruin, me, Shar
Sermon Cloud	reviews Dave.merwin, Leftha
Etienne Monk Money	Etdebruin, me

If the Internet doubles every two years, how are the resources you dedicate to it increasing?

Part 2

CHURCH WEB STRATEGY

1	2	3	4

Internet Presence Management

Website Development

1	2	3	4

Internet Presence Management

Website Development

1	2	3	4

Internet Presence Management

Community Engagement

Website Development

ROI Management

1

2

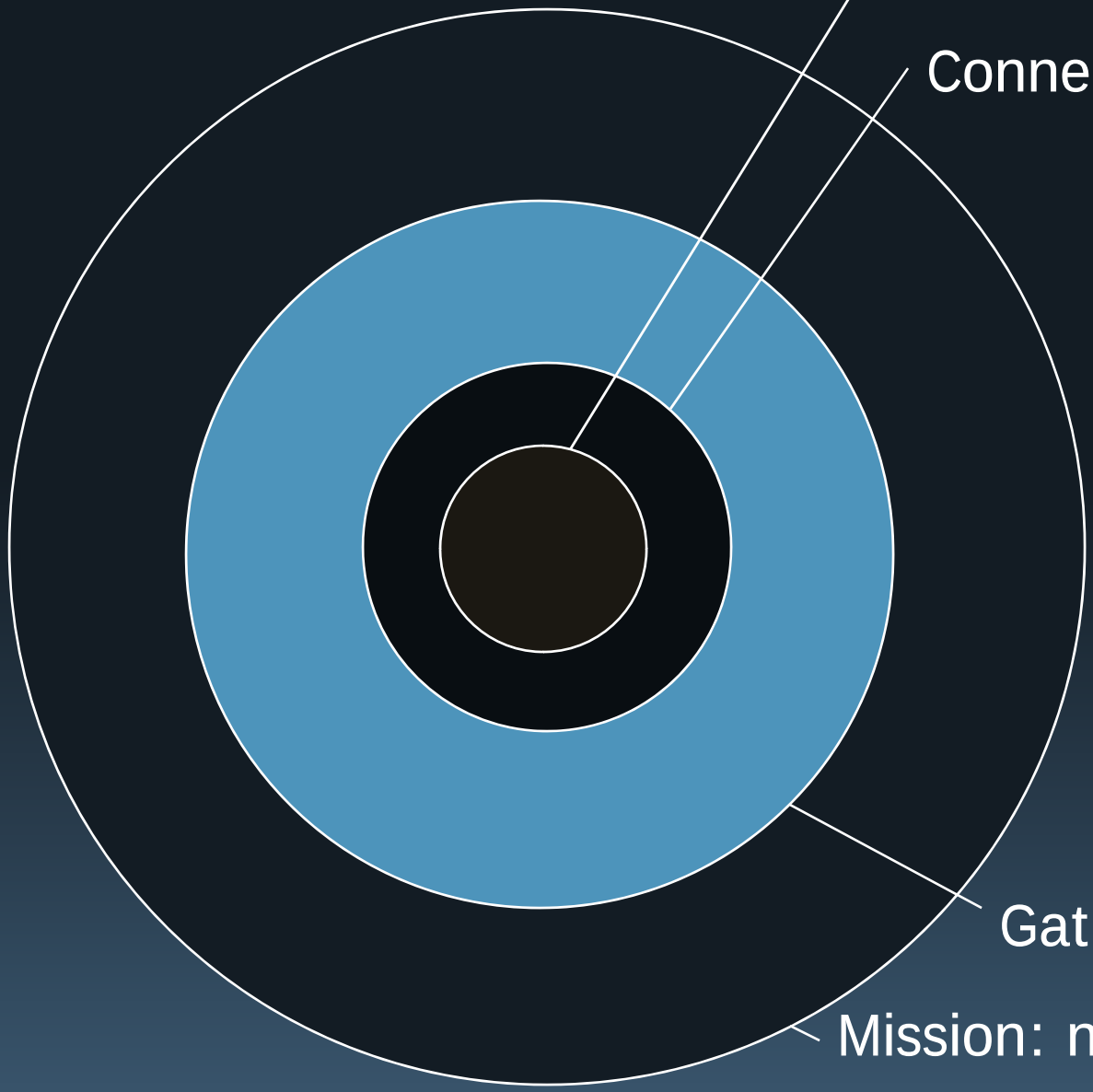
3

4

Internet Presence Management

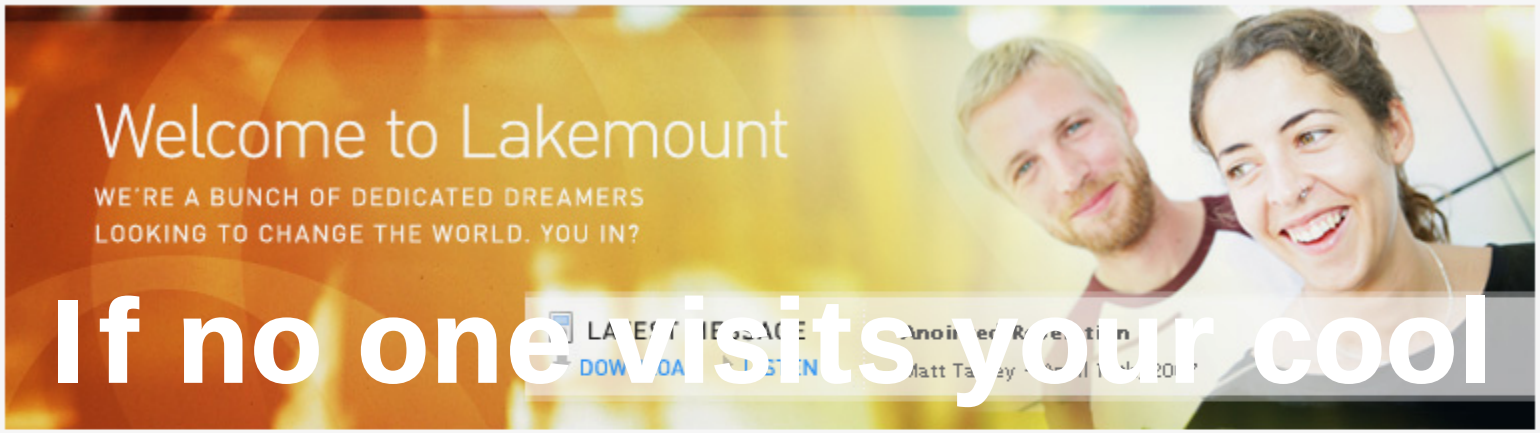
Community Engagement

4 Audiences


Resource: Members
Connect: Beginners
Gather: Visitors
Mission: non-Christians

Lakemount
Worship Centre

Home | About Us | Ministries | Events | Media | Contact Us



If no one visits your cool website does it really exist?

Join us for our
Family Worship Service
Every Friday 6:30pm
Onsite Children's Program Available
Contact us for more information

VINTAGE
YOUTH
EVERY WEDNESDAY AT 7PM

Tuesday April 17, 2007 | Overcast - Feels like 4°C

UPCOMING EVENTS

Apr 20	Friday Night Service
Apr 22	Connections #1 Luncheon
Apr 24	Rise Up! Women's Gathering
Apr 25	Quarterly Leadership Meeting
Apr 26	New Members Information Class

SERVICE TIMES

Friday Evening: 6:30 - 9:00pm
Sunday Morning: 10:00 - 12:00noon
Monday Evening: 7:00 - 10:00pm

DIRECTIONS

Worship & The Word

Every Monday night young adults gather at Lakemount to open up their lives to God without holding back. The Word is challenging and convicting. The fierce hunger for God is on the hearts and faces of everyone in the room. Are you ready?

Lakemount Kidz!

At Lakemount we want all children to see the relevance of Jesus in their lives at an early age, and to know that even though they are children - God can use them in great ways!

Small Groups

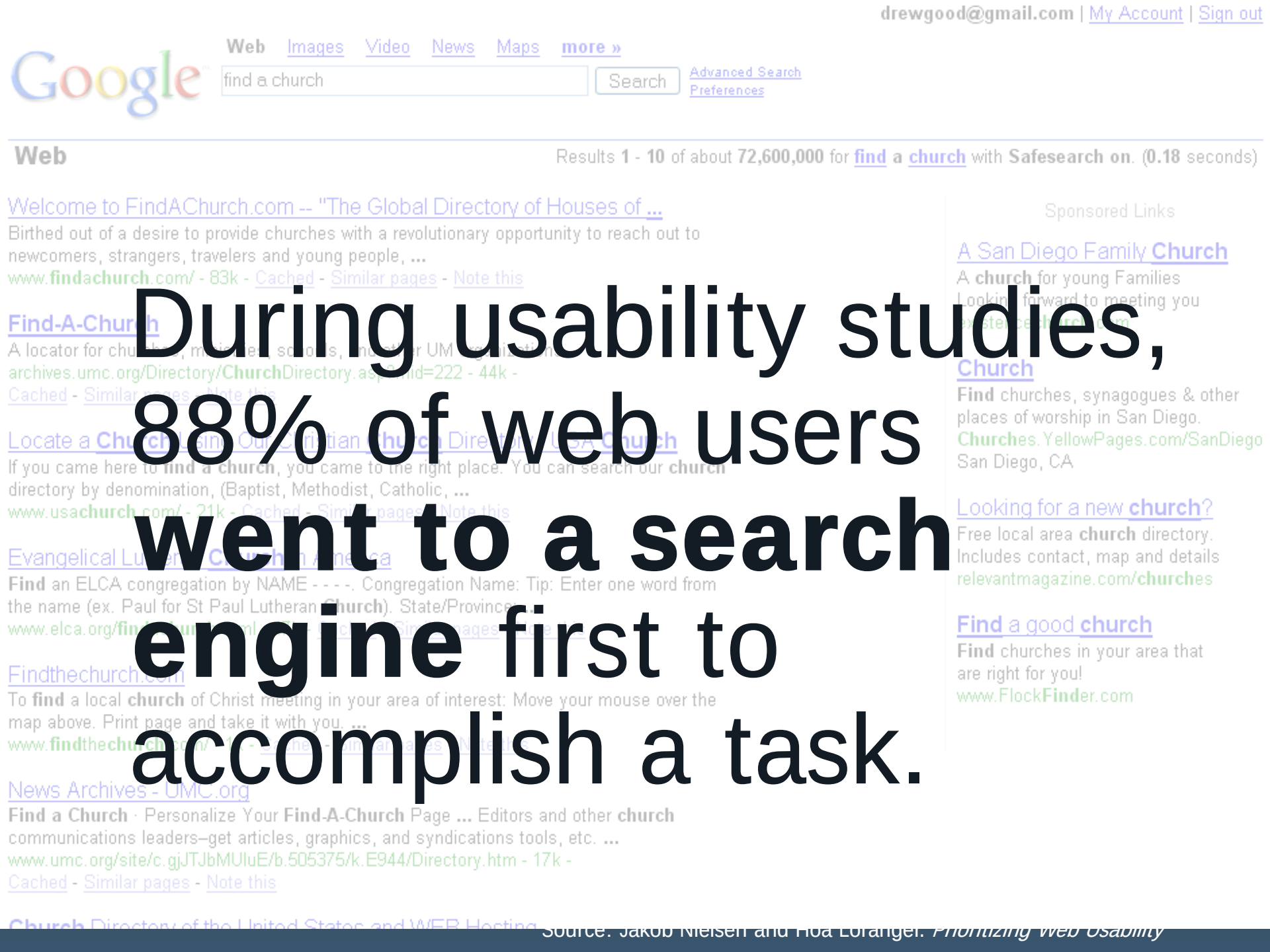
While we love the larger church gatherings on Sundays and at events, we realize that a crowd

64% of wired Americans have **used the Internet for spiritual or religious** purposes.

Source: Pew 2004 Internet & Faith Study

45% of internet users, or about 60 million Americans, say that the **internet helped them make big decisions** or negotiate their way through major episodes in their lives in the previous two years.

Source: Pew 2004 Internet & Faith Study



During usability studies, 88% of web users **went to a search engine** first to accomplish a task.

Source: Jakob Nielsen and Hoa Loranger. *Prioritizing Web Usability*

Traditional Marketing

Our Message

Your Situation.

Just in Time Ministry

“I am depressed.”
“My mom has cancer.”
“I want to know more about…”

Targeted Response

The average American family will **experience a crisis** of moderate to severe nature every three to four years.

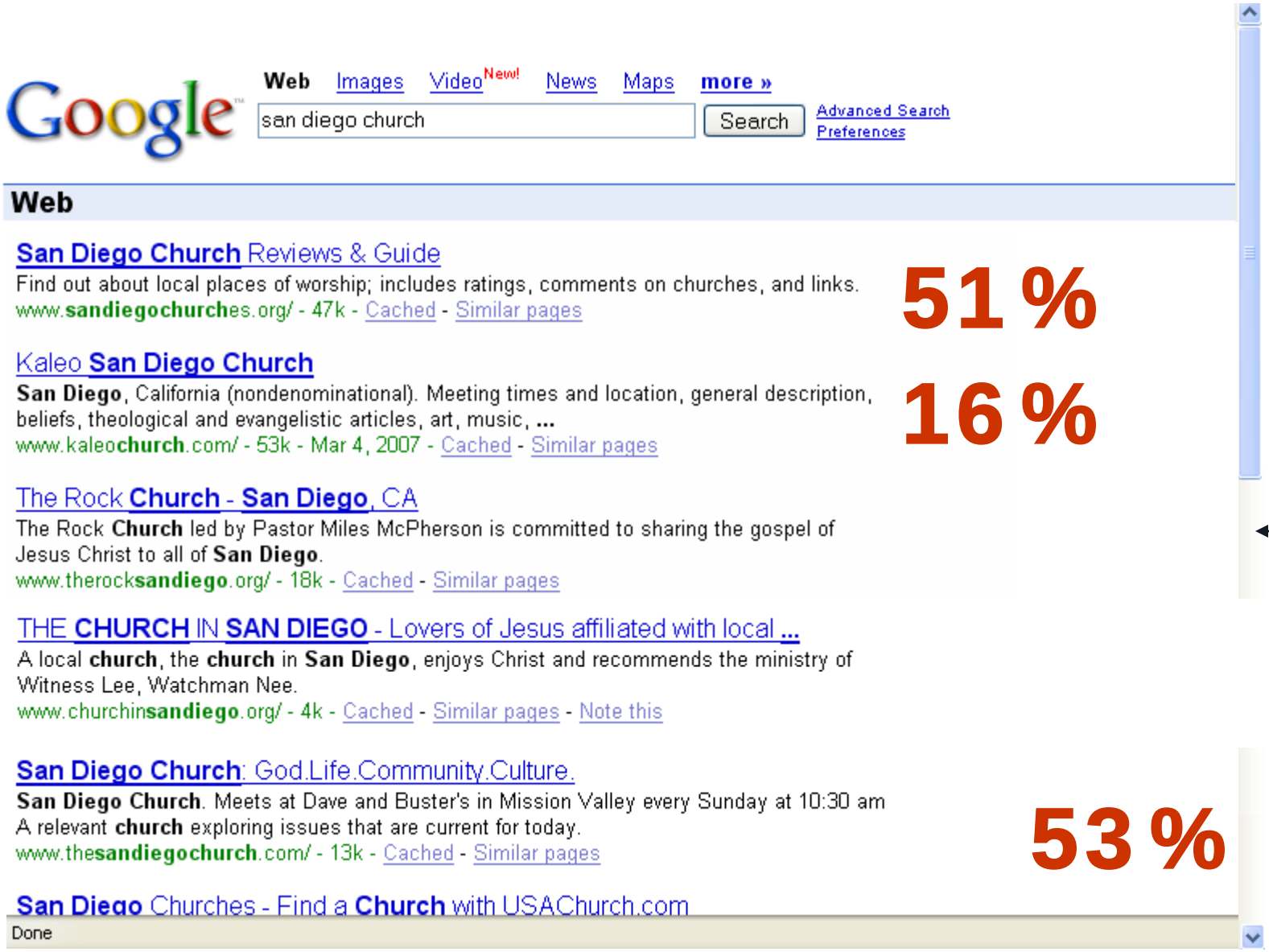
Personal crisis is the single largest factor that causes most people to try church for the first time.

Source: Thom Rainer

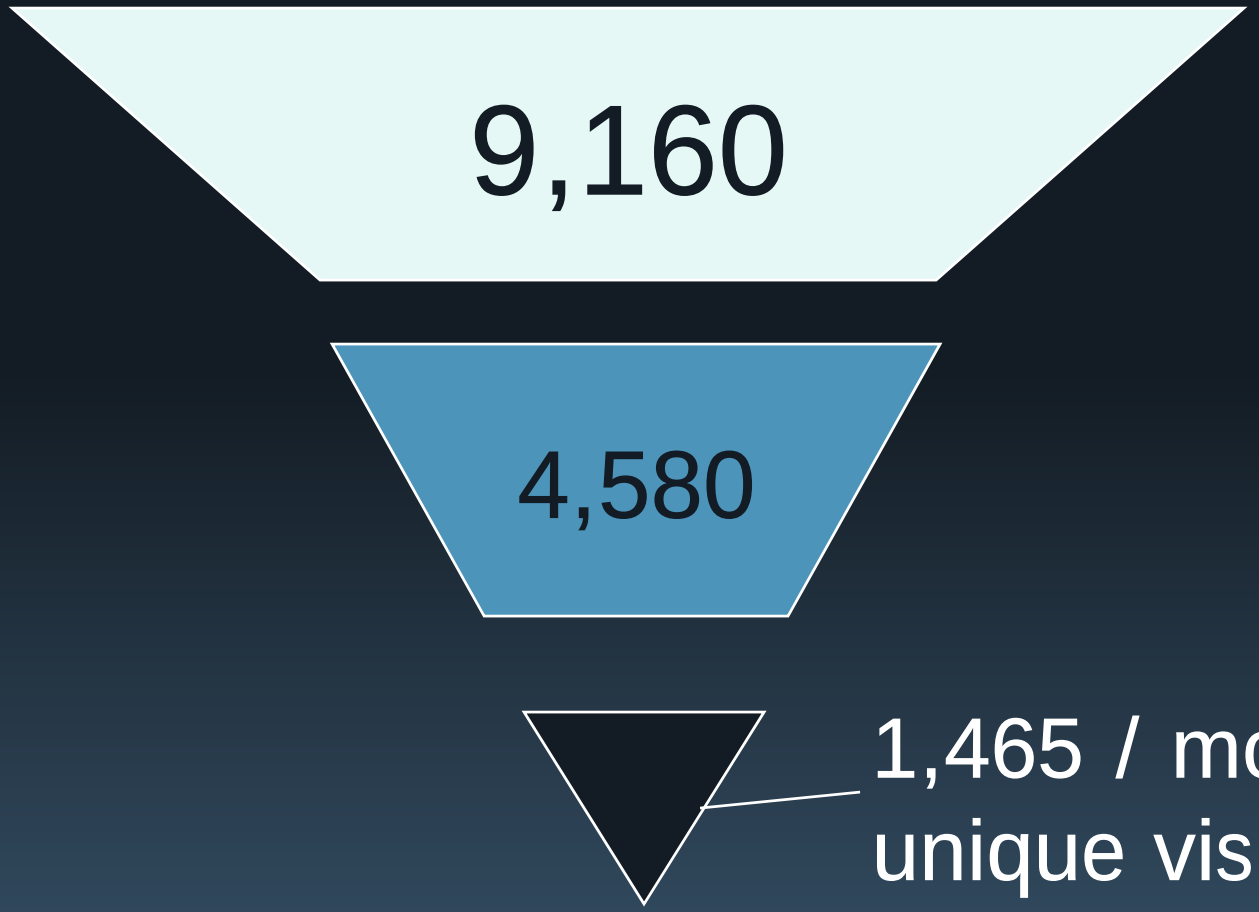
Reach people when they need you the most.

Examples:

- Depression
- Marriage
- Death
- Illness
- Moves
- Transition
- Pregnancy


Google
Web Images Video New! News Maps more »
san diego church
Search
Advanced Search
Preferences
Web
San Diego Church Reviews & Guide
Find out about local places of worship; includes ratings, comments on churches, and links.
www.sandiegochurches.org/ - 47k - Cached - Similar pages
51%
Kaleo San Diego Church
San Diego, California (nondenominational). Meeting times and location, general description, beliefs, theological and evangelistic articles, art, music, ...
www.kaleochurch.com/ - 53k - Mar 4, 2007 - Cached - Similar pages
16%
The Rock Church - San Diego, CA
The Rock Church led by Pastor Miles McPherson is committed to sharing the gospel of Jesus Christ to all of San Diego.
www.therocksandiego.org/ - 18k - Cached - Similar pages
93%
THE CHURCH IN SAN DIEGO - Lovers of Jesus affiliated with local ...
A local church, the church in San Diego, enjoys Christ and recommends the ministry of Witness Lee, Watchman Nee.
www.churchinsandiego.org/ - 4k - Cached - Similar pages - Note this
San Diego Church: God.Life.Community.Culture.
San Diego Church. Meets at Dave and Buster's in Mission Valley every Sunday at 10:30 am
A relevant church exploring issues that are current for today.
www.thesandiegochurch.com/ - 13k - Cached - Similar pages
53%
San Diego Churches - Find a Church with USAChurch.com
Done

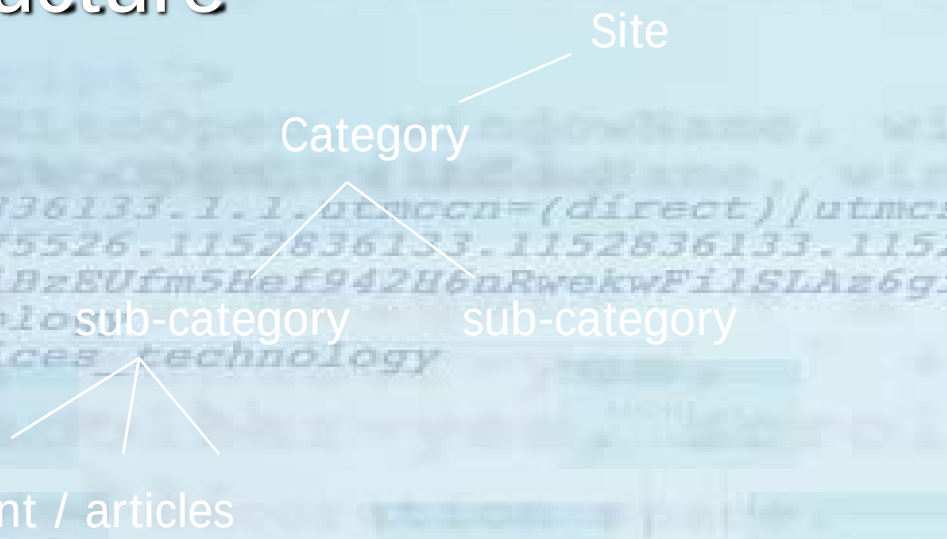
Kaleo “San Diego Church”



Source: 3Prophet Systems

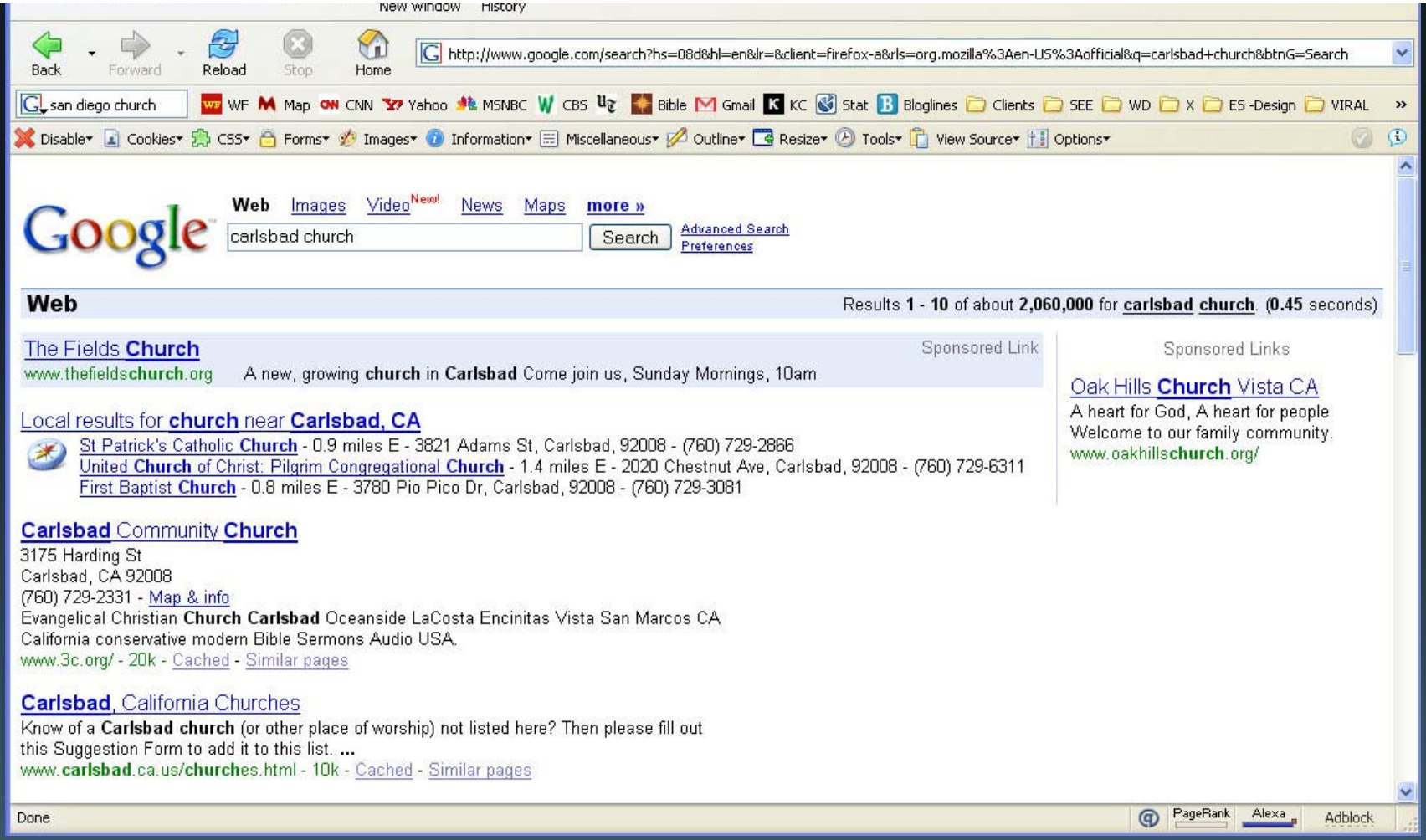
SEO Intro

- Relevant Links Kaleo San Diego Church from related sites.
- Great content Articles, sermons, reviews, resources
- Keyword focus, know code: <h1>, <b>, <a>, <i>, <title>
- Themed site, site structure



Adsense

The Fields **Church**
www.thefields**church**.org A new, growing **church** in **Carlsbad** Come join us, Sunday Mornings, 10am



Find out how to gather more people!

the Cloud Network

CONNECTING PEOPLE TO LOCAL CHURCHES

powered by ekklesia360

thecloudnetwork.com
ekklesia360.com

Internet Presence Management

News Feed
bJack
San Diego
Photos
Links
Video
More + Create

What's on your mind?

Share

Abraham Vizcarra off to work now.
14 minutes ago · Comment · Like

Abraham Vizcarra ▶ **Kevin Christopher Fong:** Hope you feeling better big Kev!
17 minutes ago · Comment · Like · See Wall-to-Wall

Doug Yearick Another amazing performance. I wish I could get this show at home. Seems much more entertaining than the ones we get here.

Video - Shaheen - Watch a Dream Come True - tangle.com
Source: www.tangle.com
Shaheen - Watch a Dream Come True - Shaheen Jafargholi - It is such a joy to watch someone have a dream come true.

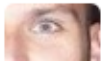
Shaheen,Jafargholi,simon,cowell,joy,dream,britains,got,talent,britain

30 minutes ago · Comment · Like · Share

David Fairchild TriP Leaderships Essentials http://tinyurl.com/ytvfak
32 minutes ago · Comment · Like

Pete Williamson first day of the pastors' conference is done...seemed like we got off to a strong start; oh, and it was in the 80s here
35 minutes ago · Comment · Like

David Fairchild ▶ **Jihya Yi:** Great seeing you yesterday Jihya!
39 minutes ago · Comment · Like · See Wall-to-Wall



Mike Brown It is going to be 100 degrees in Los Angeles today. I thought we had another month or two still?

Requests

See All

1 friend request
1 cause invitation
1 daveingland.com invitation

Suggestions

See All

Susan Boyle
4 friends are fans.
Become a Fan

Sponsored

Win Taylor Swift Tickets

Become a fan of the Win Taylor Swift Tickets page. You and a friend could win a trip to see Taylor live! Become a fan and enter now.

Become a Fan of Win Taylor Swift Tickets!

Highlights

A collaboration of Birthdays!
by Sean Soh

Apr 20, 2009 7:53am
by Amy Morton

Sunday Afternoon Rock Climbing
by Ben Crawford
3

You are the Man: How to Rightly Listen to a S...
by Michael Foster
6

Facebook = 5th Largest Nation

“As of January 2009, 5% of all time spent online was on Facebook.”

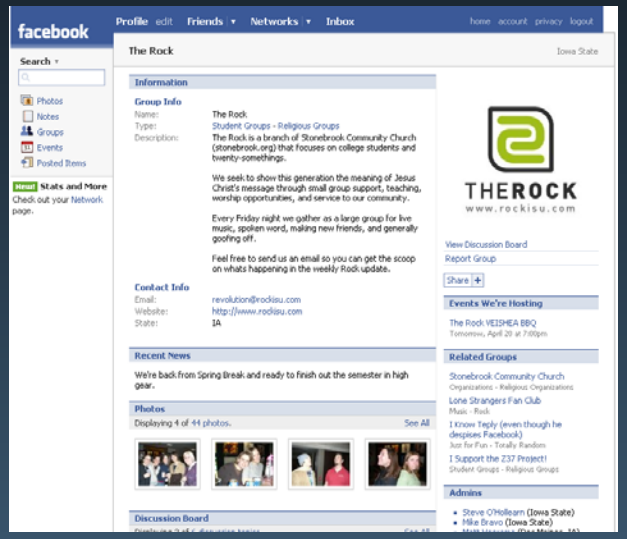
Compete (Feb 27, 2009)

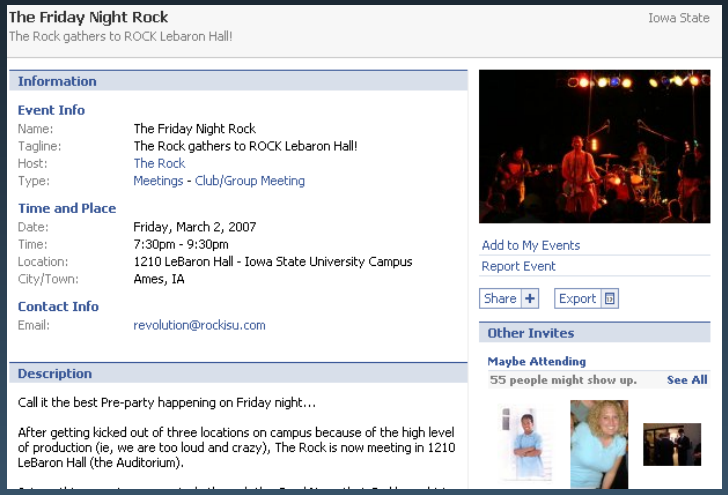
“The number of Americans over 35, 45, and 55 on Facebook is growing fast. In the last 60 days alone, the number of people over 35 has nearly **doubled**.”

Inside Facebook (March 2009)

Facebook Case Study

- 400 people invited through Facebook.
- 40 more people than average at the event.

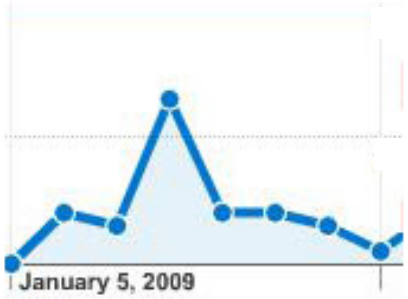




Facebook Case Study

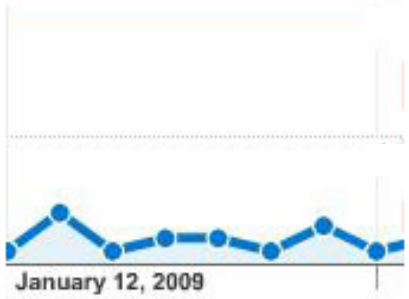
- 50% increase in physical visitors on Easter Sunday.

Facebook Spike



A link posted to facebook, creates a spike in traffic, but a quick falloff the next day.

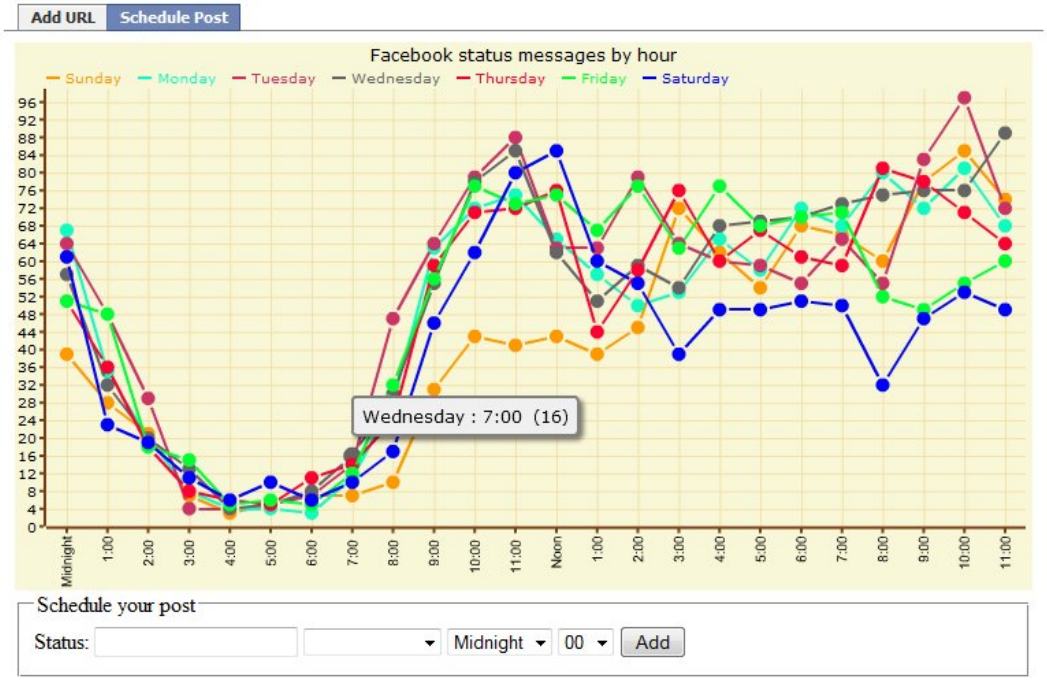
Organic Traffic



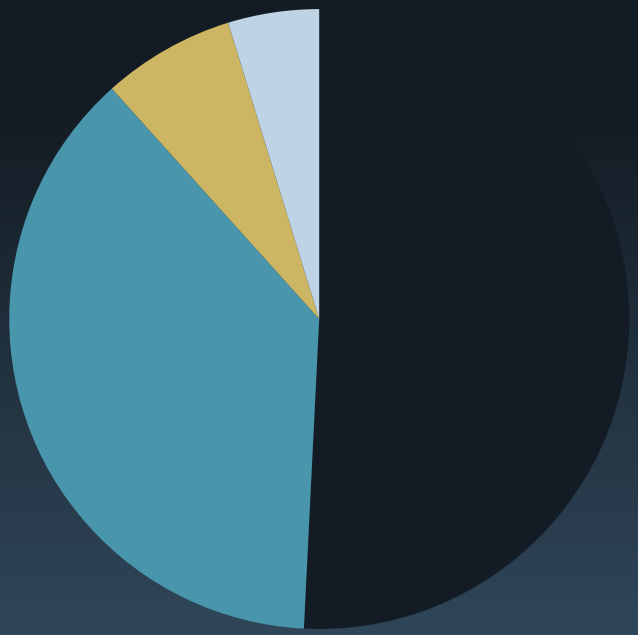
Traffic on an average week

Scheduled post

When you schedule a send, the traffic increase is constant and increased.



Churches on Facebook



- Yes
- No
- No, but plan to.
- Don't Know

twitter

Home Profile Find People Settings Help Sign out

What are you doing? 140

Latest: @michaelsfoster content gathered together for a particular person based on some knowledge of who that person is or t... about 21 hours ago

update

djchuang win 2 tix to #wfx worship facilities conf wfxweb.com 5/13-15, drawing on Fri 5/1 2pm PT - Retweet to enter
less than a minute ago from Tweetie

JeffPelletier "We never look more like Christ than when we're rescuing (others)." Francis Chan #orange09
2 minutes ago from TwitterBerry

dotcomlarry Dear coworkers: It's the Netherlands, not Holland. Also, it's Suriname, not Surinam. Make an attempt to know the fields we work in. Thanks.
2 minutes ago from Tweetie

stevekmccoy Getting thru a bunch of emails. Drinking french roast in the french press. Thinking about which project is most important to work on first.
3 minutes ago from TweetDeck

bryanzug Sorry we couldn't get UStream up for #igniteseattle last night. Had 2 macbook pros crash repeatedly when loading the UStream app. Same spot.
8 minutes ago from TweetDeck

mheerema Thank you, Firefox, for consuming half my RAM.
12 minutes ago from Tweetie

dotcomlarry Question to the pastoral crowd: What age range is "young adult" in ministry context?
20 minutes ago from Tweetie

bryanzug RT @aai: Looking to go contract me some Wine Flu...
27 minutes ago from Tweetie

dgoodmanson

72 following 266 followers 264 updates

Tweet Deck
n. a powerful dashboard for Twitter and more.

Home

@dgoodmanson

Direct Messages 0

Favorites

Everyone

Following add

View All...

Device Updates
Set up SMS updates

RSS feed

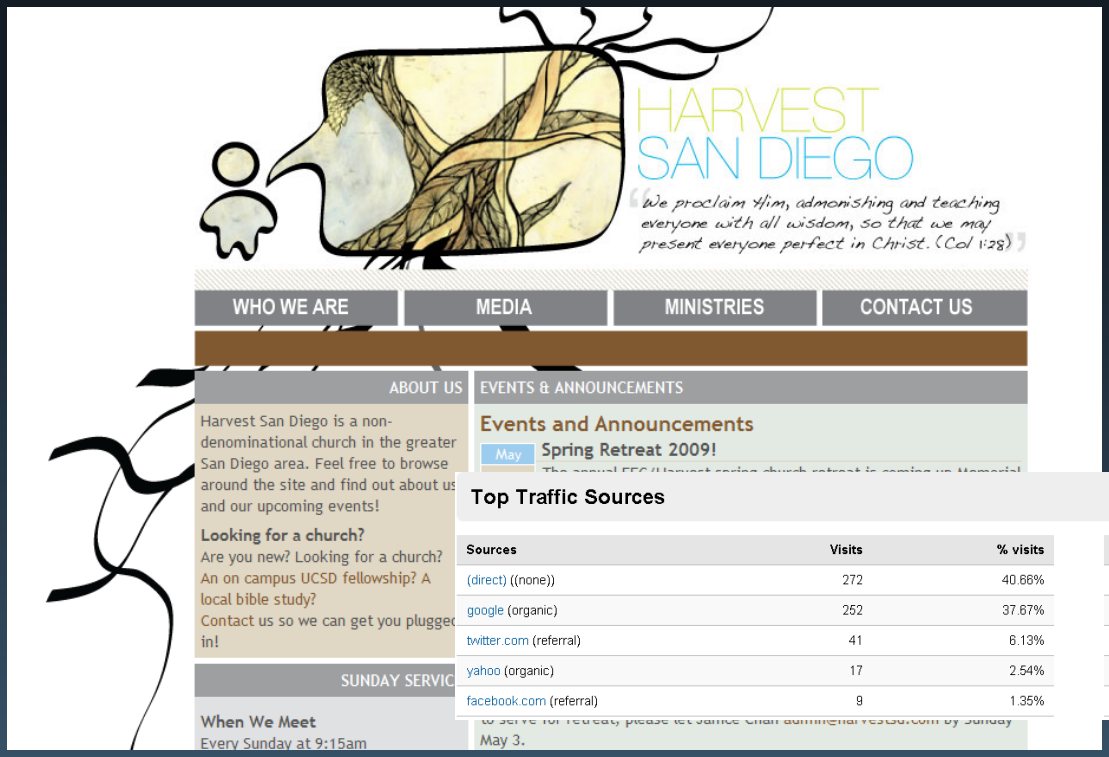
10
%

“Twitter has rapidly grown to become the third-largest online social networking service.”

SearchEngineWorld (February 2009)

Twitter Case Study

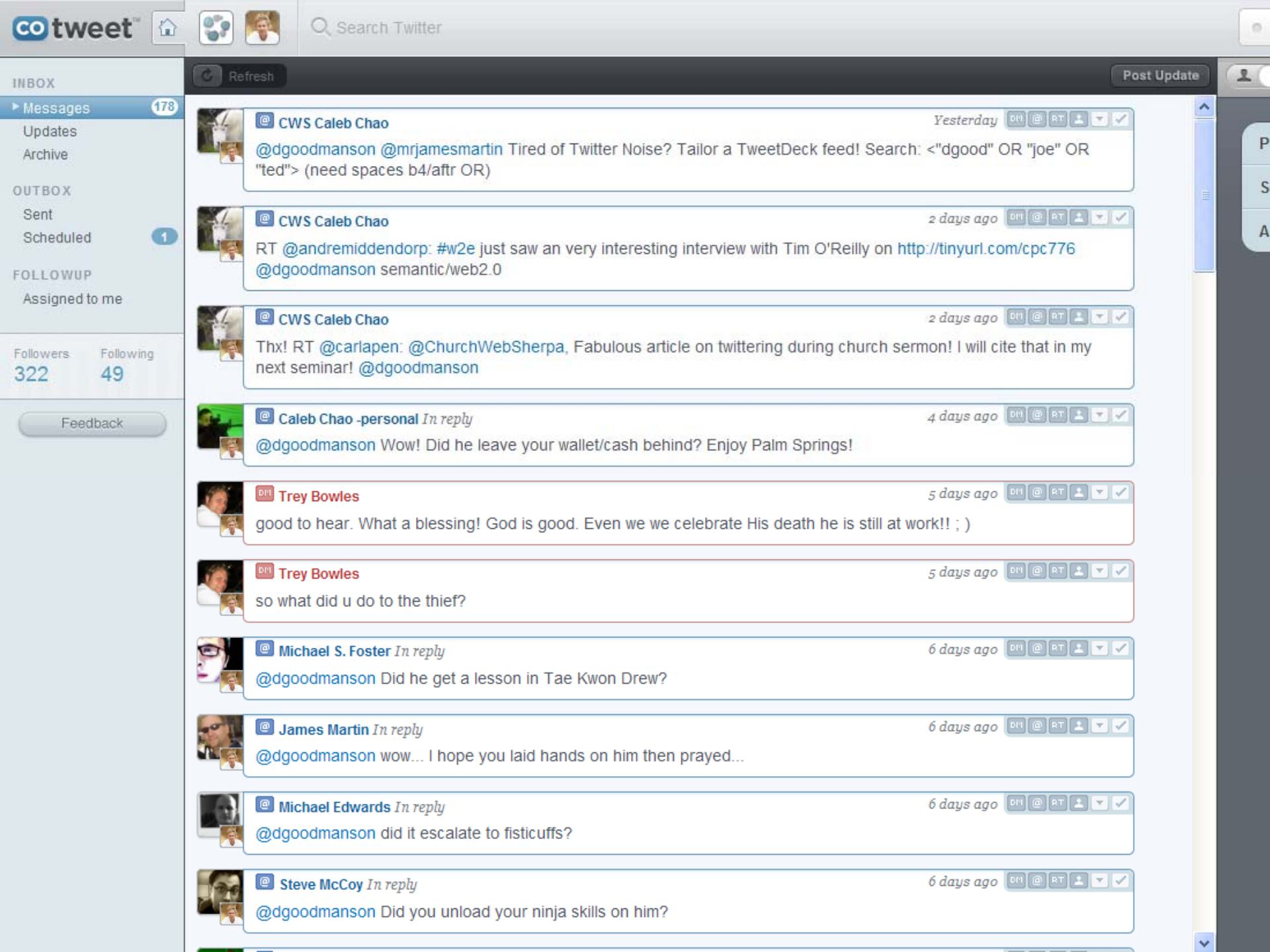
- 6.13% of all visits from twitter



Top Traffic Sources

Sources	Visits	% visits
(direct) ((none))	272	40.66%
google (organic)	252	37.67%
twitter.com (referral)	41	6.13%
yahoo (organic)	17	2.54%
facebook.com (referral)	9	1.35%

Keywords	Visits	% visits
harvest san diego	50	17.86%
harvest sd	32	11.43%
harvest church san diego	22	7.86%
harvest fellowship uc sd	8	2.86%
harvest ucsd	7	2.50%

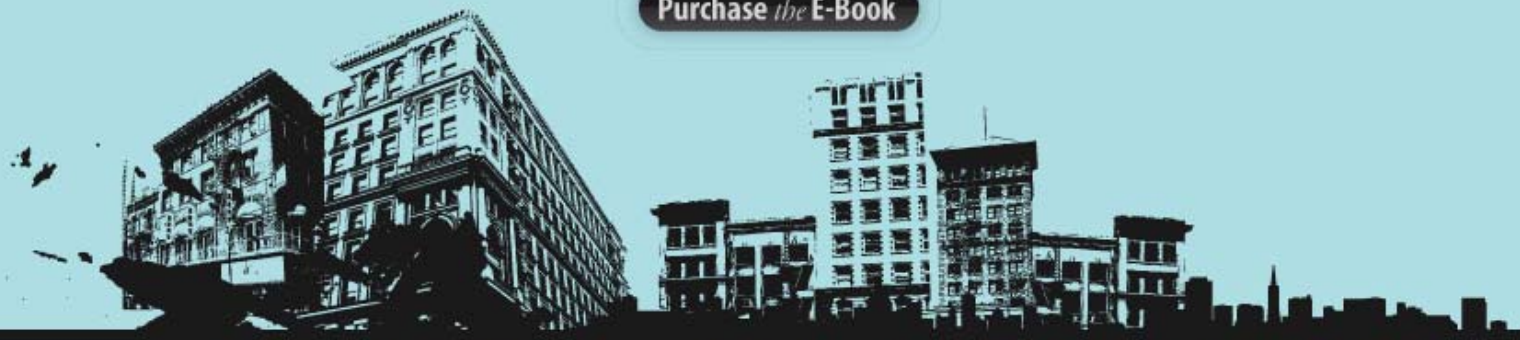

cotweet
Search Twitter
INBOX
Messages 178
Updates
Archive
OUTBOX
Sent
Scheduled 1
FOLLOWUP
Assigned to me
Followers 322
Following 49
Feedback
Refresh
Post Update
CWS Caleb Chao Yesterday
@dgoodmanson @mrjamesmartin Tired of Twitter Noise? Tailor a TweetDeck feed! Search: <"dgood" OR "joe" OR "ted"> (need spaces b4/aftr OR)
CWS Caleb Chao 2 days ago
RT @andremiddendorp: #w2e just saw an very interesting interview with Tim O'Reilly on http://tinyurl.com/cpc776 @dgoodmanson semantic/web2.0
CWS Caleb Chao 2 days ago
Thx! RT @carlapen: @ChurchWebSherpa, Fabulous article on twittering during church sermon! I will cite that in my next seminar! @dgoodmanson
Caleb Chao -personal In reply 4 days ago
@dgoodmanson Wow! Did he leave your wallet/cash behind? Enjoy Palm Springs!
Trey Bowles 5 days ago
good to hear. What a blessing! God is good. Even we we celebrate His death he is still at work!! ;)
Trey Bowles 5 days ago
so what did u do to the thief?
Michael S. Foster In reply 6 days ago
@dgoodmanson Did he get a lesson in Tae Kwon Drew?
James Martin In reply 6 days ago
@dgoodmanson wow... I hope you laid hands on him then prayed...
Michael Edwards In reply 6 days ago
@dgoodmanson did it escalate to fisticuffs?
Steve McCoy In reply 6 days ago
@dgoodmanson Did you unload your ninja skills on him?

TWITTER *for* CHURCHES

Home *of* The New E-Book *titled*

THE REASON YOUR CHURCH MUST TWITTER

Purchase *the* E-Book



On Twitter: @anthonycoppedge - TwitterForChurches.com - AnthonyCoppedge.com - Email Anthony HIDE / REVEAL HEADER

"Twitter allows churches to send quick updates, drive traffic to websites & remind people of events more efficiently than ever."

Twitter for Churches

This E-Book is about Twitter, a social networking tool that combines the ease of cell phone text messaging with the power of email. The purpose of this book is not to give you *one more thing* to learn or manage. Rather, the purpose is to provide churches with a *helpful, easy* and *practical guide* to

Churches on Twitter

Obama's Elf

0:01 / 0:18

★★★★★ 3,950 ratings

980,236 views

Favorite | Share | Playlists | Flag

MySpace | Facebook | Twitter | (more share options)

▶ Statistics & Data

▶ Video Responses (0) — Sign in to post a Video Response

▼ Text Comments (1,660) Options — Sign in to post a Comment

Snugglez37 (6 hours ago) — Reply — 0

this is farking hilarious

felixsputnik
February 08, 2009
(more info)

Subscribe

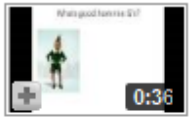
Animated Version of Eric Carmens Ballad

URL http://www.youtube.com/watch?v=A_B5Url

Embed <object width="425" height="344"><param

▶ More From: felixsputnik

▼ Related Videos



Obama The Elf
35,518 views
prasad604

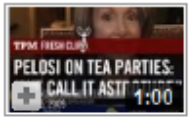
Brompton2
2,173 views
felixsputnik

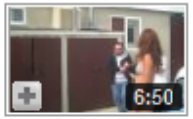
Jizz In My Pants
41,039,570 views
thelonelyisland

Phoenix
2,169 views
felixsputnik

kittens inspired by kittens
3,852,106 views

Featured Videos





“YouTube is now the 3rd (some even say second) largest search engine based on search queries.”

Google Insider (February 2009)

Communication

phonetic alphabet > libraries > philosophy > post offices > printing press > telephones > radios > televisions > computers

Oral Communication Pre-literates Events / Stories	**Print Communication** Literates Words / Ideas	**Digital Communication** Post-literates Images / Stories
Learn through observing, imitating, retelling and dialogue – apprenticeships	Learn through reading, individual studying and analyzing	Learn by hearing, seeing and interacting; experiences move them to belief
Shared experiences determine truth	Facts determine truth focused on individual Application	Personal experiences determine truth
Get information from stories; use stories to package information	Get information from print and lecture	Get information through media and dialogue
Driven by events and relationships - a search for connection	Driven by concepts and principles - a search for knowledge	Driven by interaction, participation and imagery - a search for significance
Think in metaphors	Thinks linear, analytical, logical	Thinking is non-linear, - makes random connections

myspace.com
a place for friends.

Web▼ Search

Home | Mail (18) ▾ | Profile ▾ | Friends ▾ | Music | Video | More ▾ | My Accoun

Hello, Drew Goodmanson!

Search powered by Google

Page T

My URL: myspace.com/goodmanson [Edit Profile]

Monday, April 20, 20

Profile Views: 2,278
Last Login: 04/20/09

Photos: Edit | Upload
Videos: Edit | Upload
Manage Calendar
Manage Blog
Manage Reviews

Status and Mood

Status: (none)
Mood: neutral (Update)

What are you doing right now? Click the link above to tell your friends.

Get Back Loretta just finished recording 3 tracks at Dave Grohl's studio in LA. We will release those songs after our NEW 6 song EP in June.
22 hours ago
Mood: adventurous
view more - comment - message

Vanja James Music I'll be re-vamping my garageband and ilike music page getting it up to date with my album and fresh cuts of new stuff. Happy easter all!
at 5:25 PM Apr 12
Mood: Lovely
view more - comment - message

john o'keefe easter, the definition of "christian hypocrisy?

travelocity
You'll never roam alone.
Book Flight + Hotel together and save $240 on average.
See site for details.
From: To:
Depart: May 20 Return: May
▲ advertisement

People You May Know

Sorry! an unexpected error has occurr

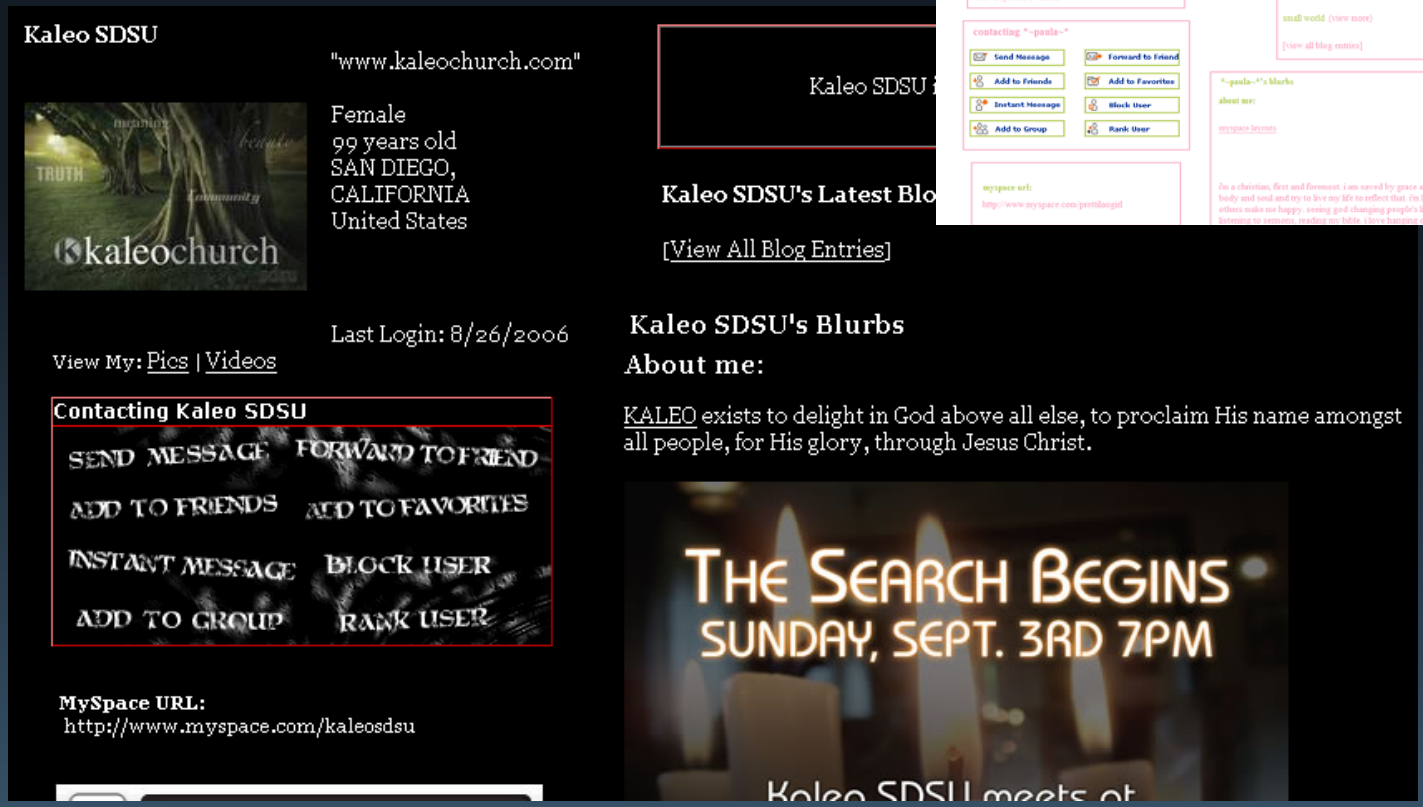
This error has been forwarded to MySp technical group.

“The average MySpace user now spends 266 minutes (4.4 hours) on the site every month; a 5% increase over last month and a +31% increase year over year. MySpace says its users spend nearly 100 minutes more per visitor than the closest competitor.”

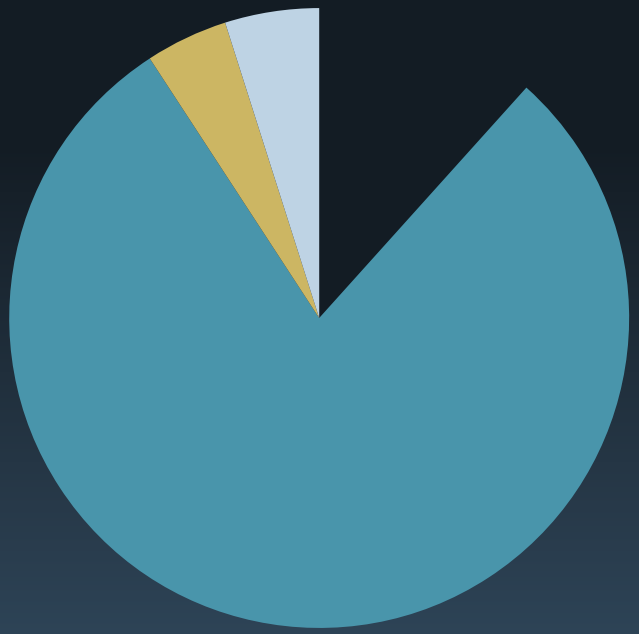
Social Media Bible (February 2009)

MySpace Case Study

- 0 to 50 in a month.



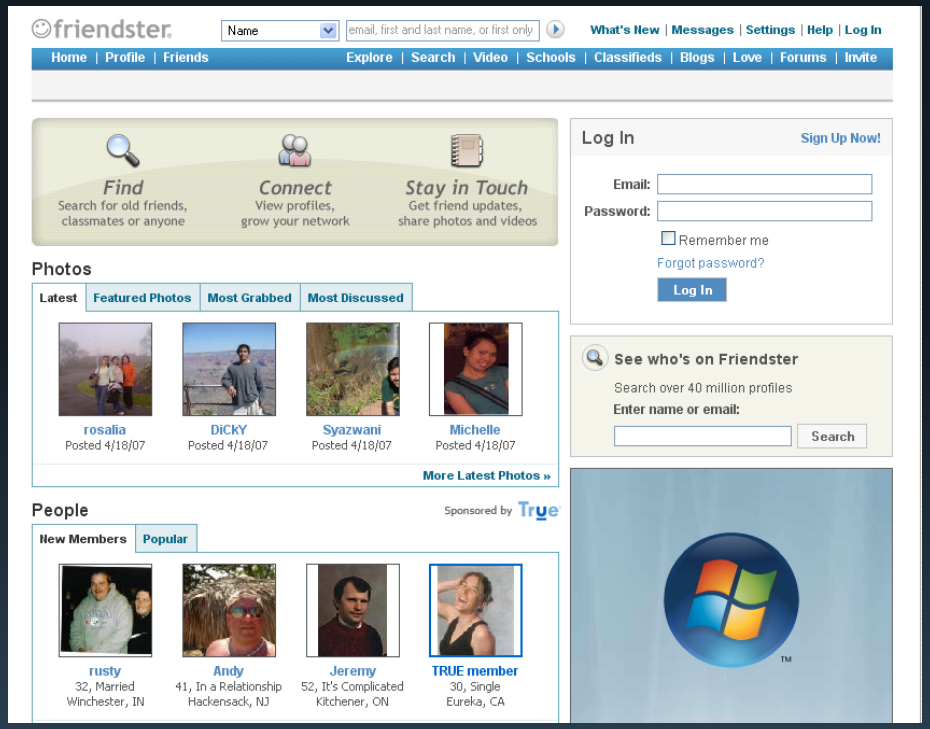
Churches on MySpace



Other Sites

LinkedIn
Relationships Matter
What do you want to do today?
Already a user?
Sign In
Upgrade your email
Stay in touch with your network
Be alerted when contact info has changed
View LinkedIn mini-profiles on emails
...with our updated Outlook™ Toolbar
People you know are already LinkedIn
There are 10 million professionals already on LinkedIn. Find the people you know:
First Name
Last Name
Search
Not a user?
Join Now
Create your profile and make 5 connections in 5 minutes
10 million experienced professionals already use LinkedIn
LinkedIn is free to join
In the News
See all articles about LinkedIn
TIME
CNN
Forbes
U.S.News
People Directory: A B C D E F G H I J K L M N O P Q R S T U V W X Y Z more

eventful
home
events
venues
calendars
What
Where
San Diego, CA
concert, lecture, etc.
city, state or zip (optic
Aug
27
Kaleo Church Sunday Services
Added by nate
When:
Sunday, August 27, 2006 10:30 AM PST
Repeats weekly on Sundays
Sunday, August 20, 2006 10:30 AM
Sunday, August 27, 2006 10:30 AM


friendster
Name
email, first and last name, or first only
What's New | Messages | Settings | Help | Log In
Home | Profile | Friends
Explore | Search | Video | Schools | Classifieds | Blogs | Love | Forums | Invite
Find
Search for old friends, classmates or anyone
Connect
View profiles, grow your network
Stay in Touch
Get friend updates, share photos and videos
Log In
Sign Up Now!
Email:
Password:
Remember me
Forgot password?
Log In
Photos
Latest
Featured Photos
Most Grabbed
Most Discussed
rosalia
Posted 4/18/07
DiCkY
Posted 4/18/07
Syazwani
Posted 4/18/07
Michelle
Posted 4/18/07
More Latest Photos »
See who's on Friendster
Search over 40 million profiles
Enter name or email:
Search
People
Sponsored by True
New Members
Popular
rusty
32, Married
Winchester, IN
Andy
41, In a Relationship
Hackensack, NJ
Jeremy
52, It's Complicated
Kitchener, ON
TRUE member
30, Single
Eureka, CA

Home Away
From Home
SASURAL
Bringing the Indian community together™

Craigslist Case Study

- 10 people respond to ads a month
- 40% non-Christian, 40% ‘inactive Christians’, 20% Christians

life has a point

Reply to: ken@lifepointcommunity.com
Date: 2006-08-17, 1:31PM PDT

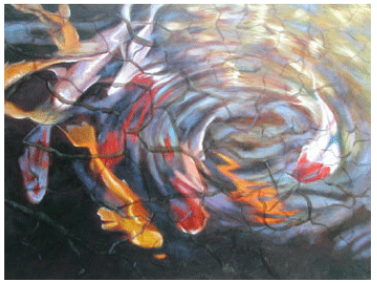
Life has a Point

What is your's? lifepointcommunity.com

Click here to visit LifePoint.

Original Art -- This Sunday @ LifePoint

Reply to: ken@lifepointcommunity.com
Date: 2006-08-17, 8:50AM PDT



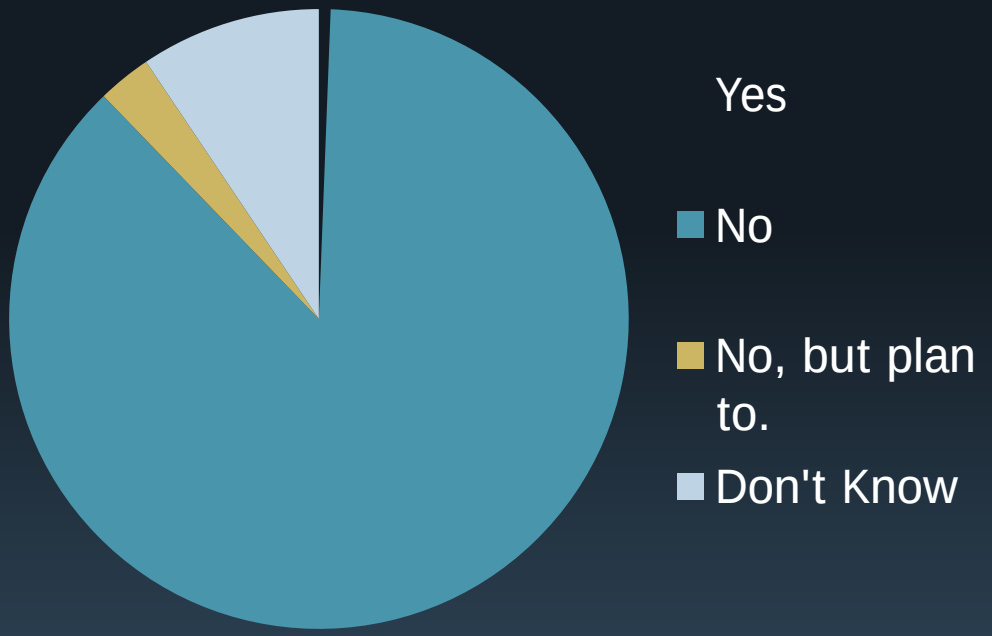
This Sunday @ 10:30, LifePoint will feature the original art of Jennifer Kai Nilles. Jennifer is a local artist based in San Diego. If you're interested in displaying original art during one of our worship gatherings, please email Ken Hensley.

LifePoint Christian Community

Sundays @ 10:30
4698 Alvarado Canyon, Suite A
Interstate 8 and Mission Gorge

this is in or around Mission Valley
no -- it's NOT ok to contact this poster with services or other commercial interests

Churches on Second Life



The Truth about Church Websites and Effective Online Outreach

Thank you for all who participated in today's webinar, nearly 80 people signed-up for it. For those who missed it, here was the description of the webinar: We have all heard about the importance of a church website, the craze of social networking and the need for pastors to blog. But how effective...

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random posts

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RSS 2.0 Atom Comments RSS RSS/RDF 1.0

recent posts

CHURCH PLANTING, KINGDOM BUSIN...

Posted by D. Goodmanson on 04 10th, 2009

10 Insights from a Church Planter by David Fairchild Learn from the mistakes, lessons and reflection of a church planter 7 years into it. Business for the kingdom by Tim Chester How do you grow and run a company as a believer? Conferences to...

CHURCHES AND SOCIAL NETWORKING...

Posted by D. Goodmanson on 04 8th, 2009

Unconventional Method began to design research to explore what churches are doing effectively online in this area and help shape the

recent comments

Marvin: Drew, I have followed your site for about a year and I appre...

Derek Iannelli-Smith: This is FANTASTIC!!! Thank you Drew for your faithfulness, v...

Leon Chingcuangco: Hey Drew, I'll be taking some of my team up the Catalyst Wes...

iris: Pretty slick trick, Drew! I would have left a comment

IS IT TIME TO UPGRADE YOUR CHURCH WEBSITE?
ekklesia360
GET DEMO →

CHURCH WEBSITE STUDY
RESULTS

CHURCH PLANTING RESOURCES

TRIPERSPECTIVALISM AND CHURCH ECCLESIOLOGY
RESOURCES

COBBLESTONE™
Community Network

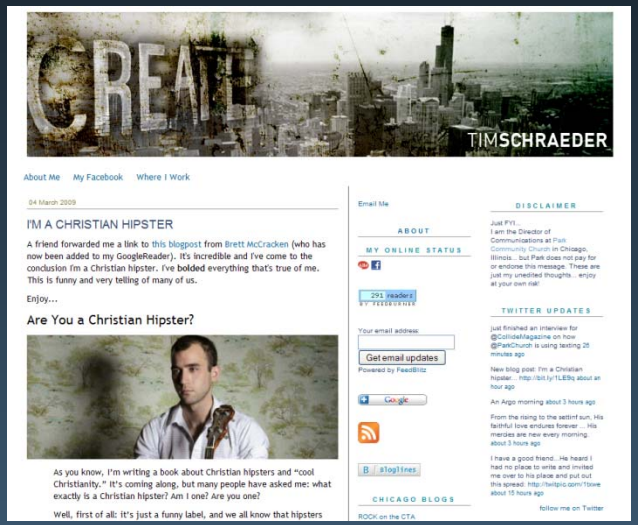
Blogs

Kaleo Church

- Goodmanson.com
  - 228.25 visitors/mo
  - 71.85% new visitors
  - 4.49 page views
  - 3.60 time on site

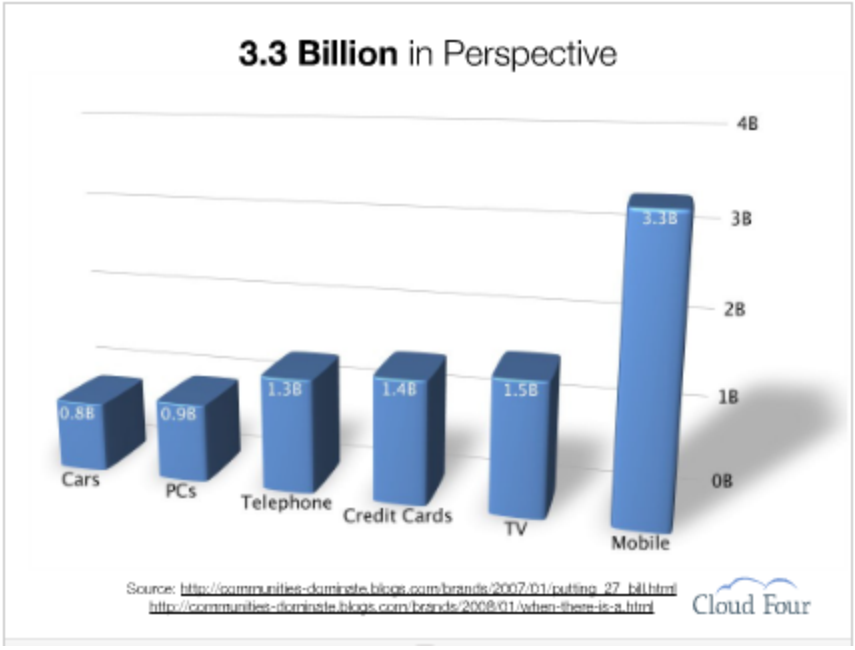
Park Community Church

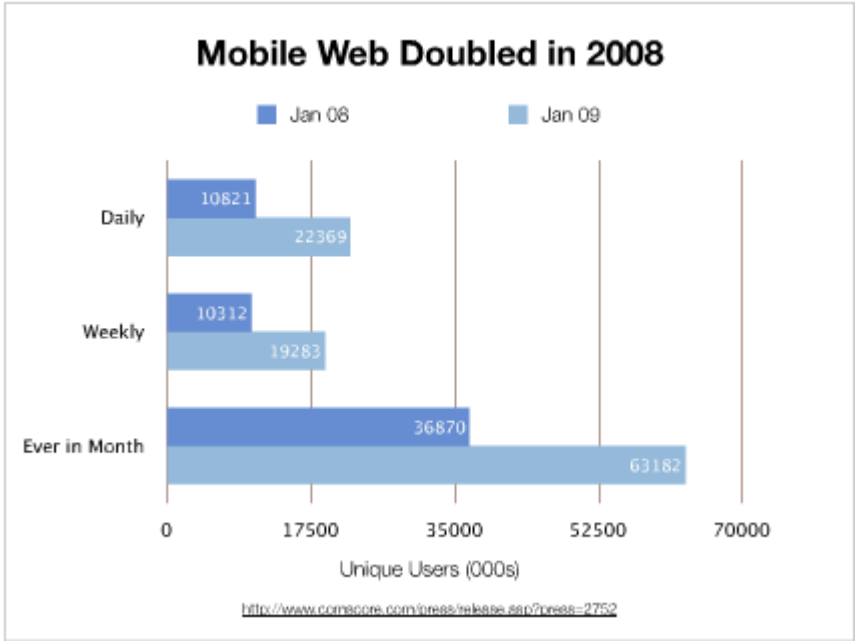
- timschraeder.typepad.com
  - 112.67 visitors/mo
  - 28.11% new visitors
  - 3.8 page views
  - 2.47 time on site



Top Five Services Non-users Intend to Start Using in the Next 24 Months

	U.S.	Europe
Mobile Internet	49%	34%
MMS	38%	39%
Uploading Photos	34%	27%
Software/app download	30%	30%
Email	28%	32%

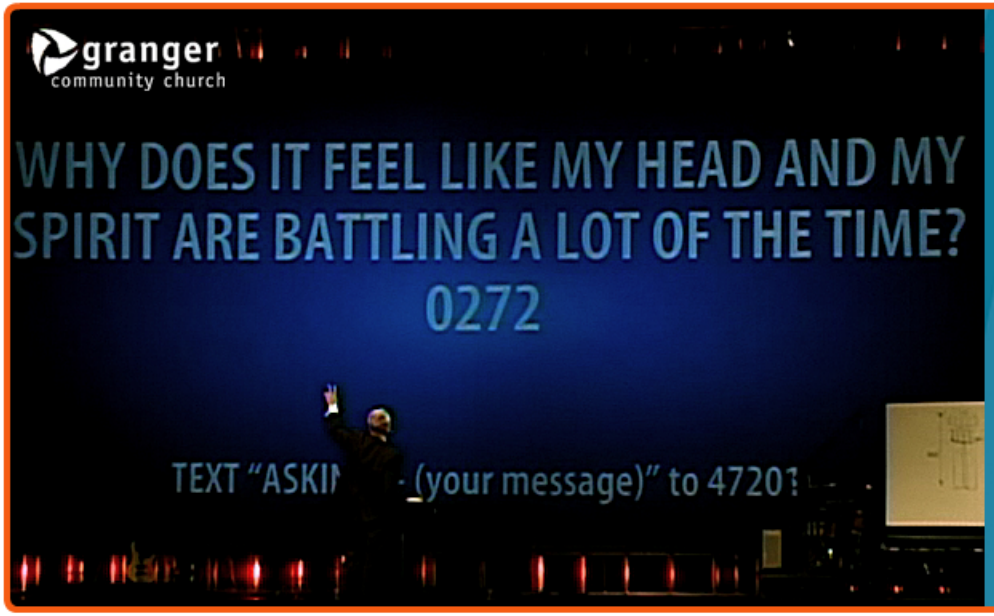




jarbyco

USERNAME
PASSWORD
CLEAR FORM
ENTER

WHAT IS IT? HOW DO YOU GET IT? CASE STUDIES



< II >

Granger: Unscripted

Granger Community Church truly embodied the name of its series ASK ANYTHING by allowing the congregation's questions and struggles guide the course of the service. Audience members could (yep you guessed it) text in questions from all different shapes and sizes.

Harmonious teamwork between Granger's production team and Senior Pastor Mark Beeson introduced a new teaching style...

READ FULL STORY

TECHNOLOGY THAT EMPOWERS YOU

Jarbyco was built to help you focus on your business and marketing efforts to your clients. It's that simple. We specialize in text message marketing and can help you create solutions that work for you and your business.

- QUIZ, POLLS AND VOTING — TRY IT DEMO
- ALERT GROUPS — TRY IT DEMO
- TEXT TO SCREEN — TRY IT DEMO
- PROMOTIONS
- SITE LINKS
- COUPONS
- 24 / SUPPORT
- CONSUMER STATISTICS

SEE MORE TECHNOLOGY

SEE OTHER Jarbyco FEATURES CLICK HERE

SEE US IN ACTION

“The text message open rate is 98%.”

brightkite
people. places. friends.

Log in | Log in using Facebook

People. Places. Friends.

Brightkite is a location-based social network. In real time you can see where your friends are and what they're up to. Depending on your privacy settings you can also meet others nearby.

Next ▸ Sign up ▸

Welcome to Brightkite | Meet people around you & keep track of your friends | Post photos & notes to locations | Explore & discover new places

Recent activity around Chula Vista

msmom: surfing the web while listening to my baby breathe deeply as she sleeps. i wonder what she is dreaming about

@ San Diego, CA 92117 - less than a minute ago

msmom checked in @ San Diego, CA 92117 - 2 minutes ago

Dmkanter: Watching OSX screensavers with space. Thinking about a veggie burger then reading #LOST theories online.

@ It's A Grind Coffee House - 4 minutes ago

samhart: off to nashtown!!!

@ 14860 Lyons Valley Rd, Jamul, CA 91935 - about 1 hour ago

maeinsd: Getting some ube boba!!

@ Lollicup Tea Zone - about 1 hour ago

maeinsd checked in @ Di-Chan Thai Restaurant - about 3 hours ago

Brightkite for iPhone

Brightkite for iPhone is now available! Download it from the app store.

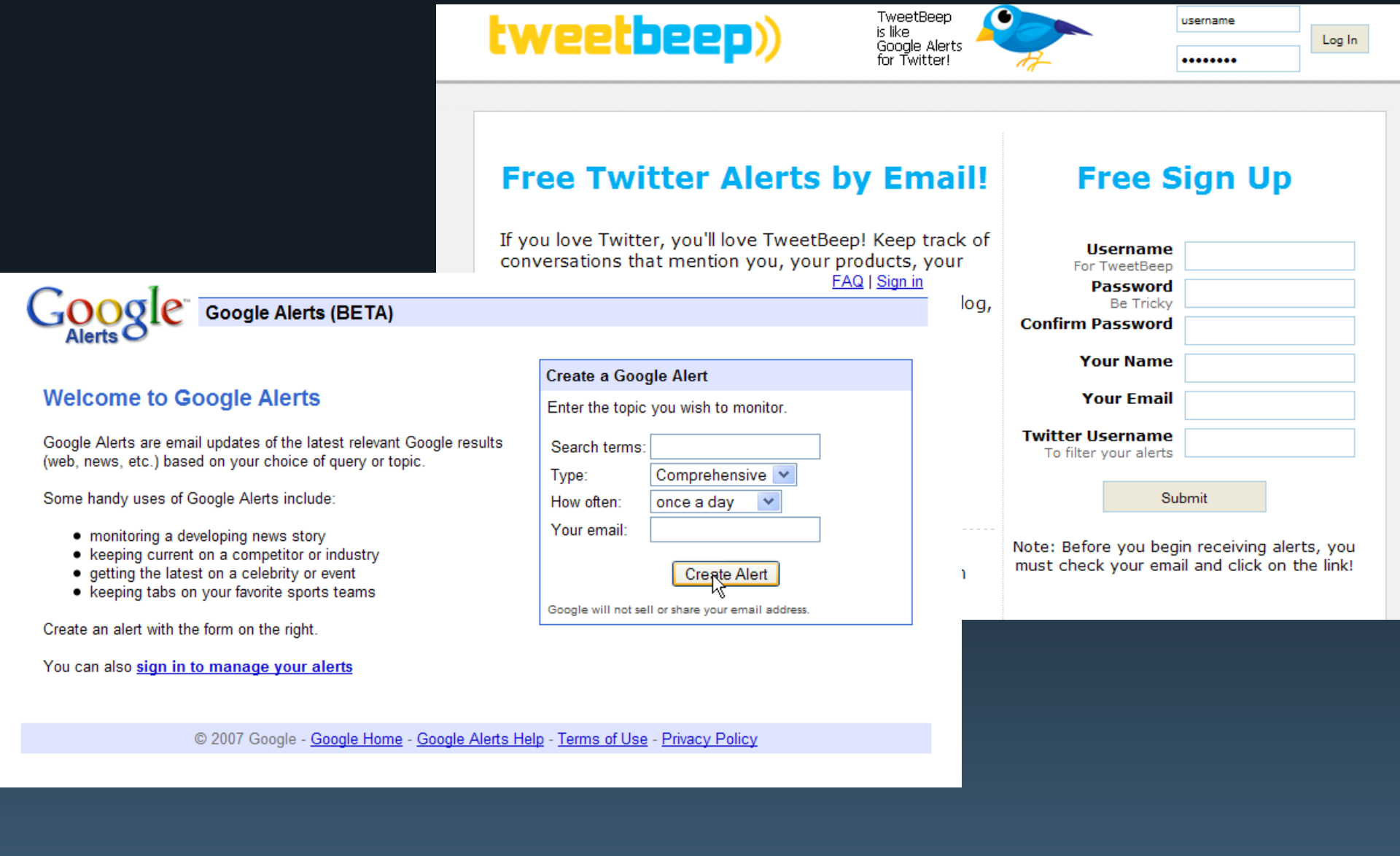
Available on the iPhone App Store

Works on any phone

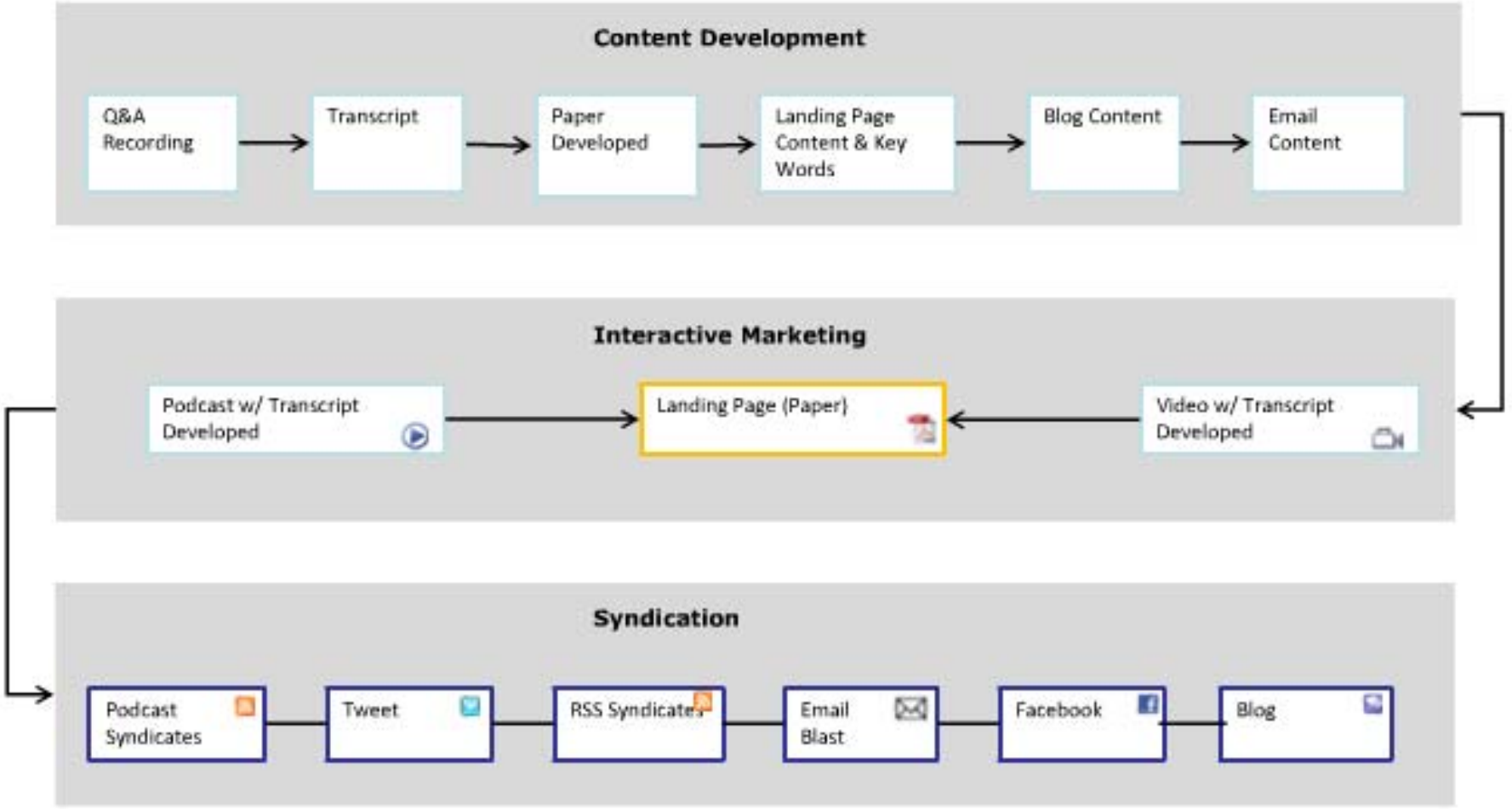
No fancy phone required. You can use Brightkite from any phone.

Read our blog

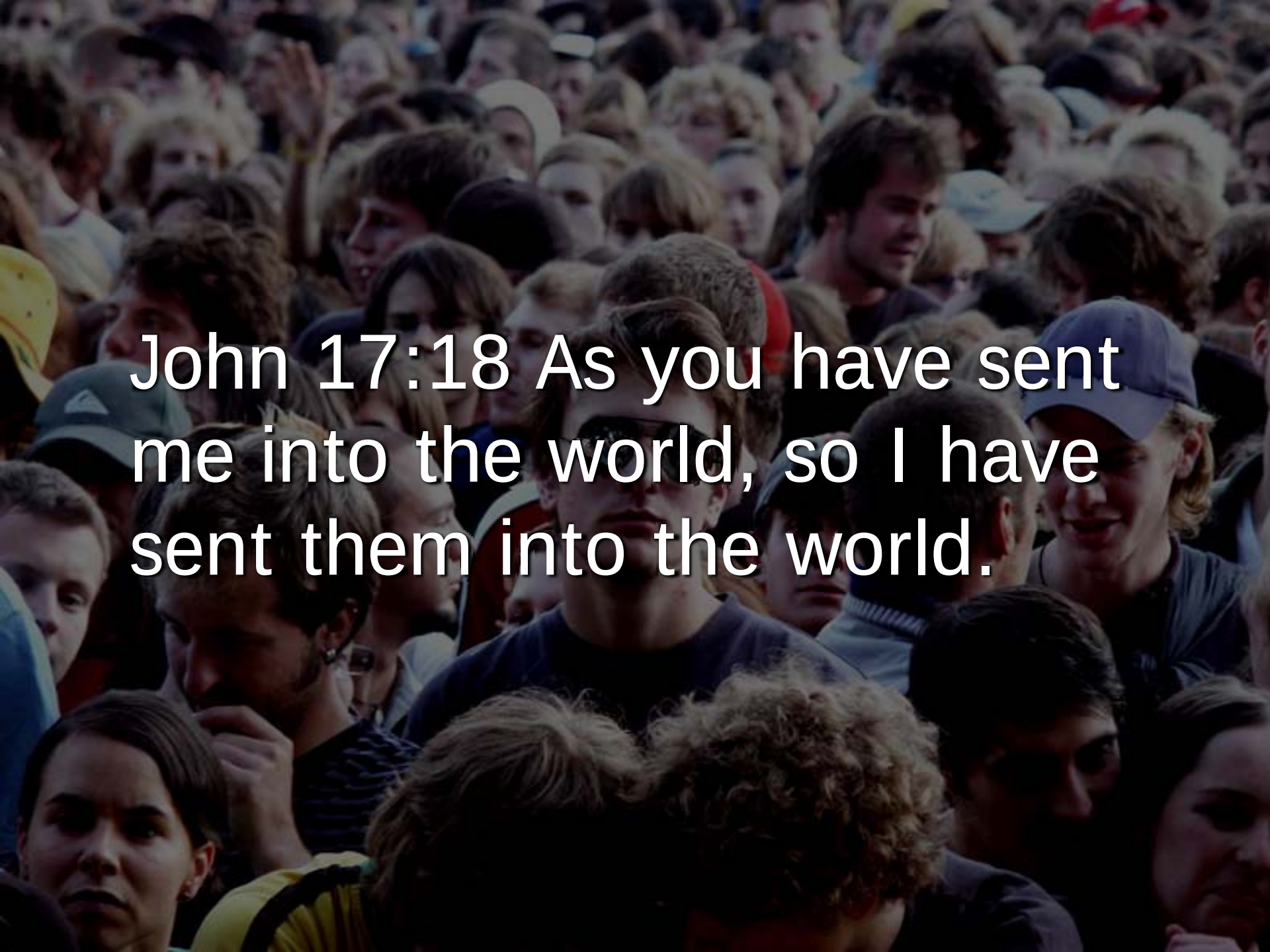
Proactive Response



Think Content Factory



AVAYA Con-way Junta42


John 17:18 As you have sent
me into the world, so I have
sent them into the world.

Christians, Churches & Social Media

- What Social Media strategies and services do Christians or their church use?
- What Christian social media websites do they participate in?

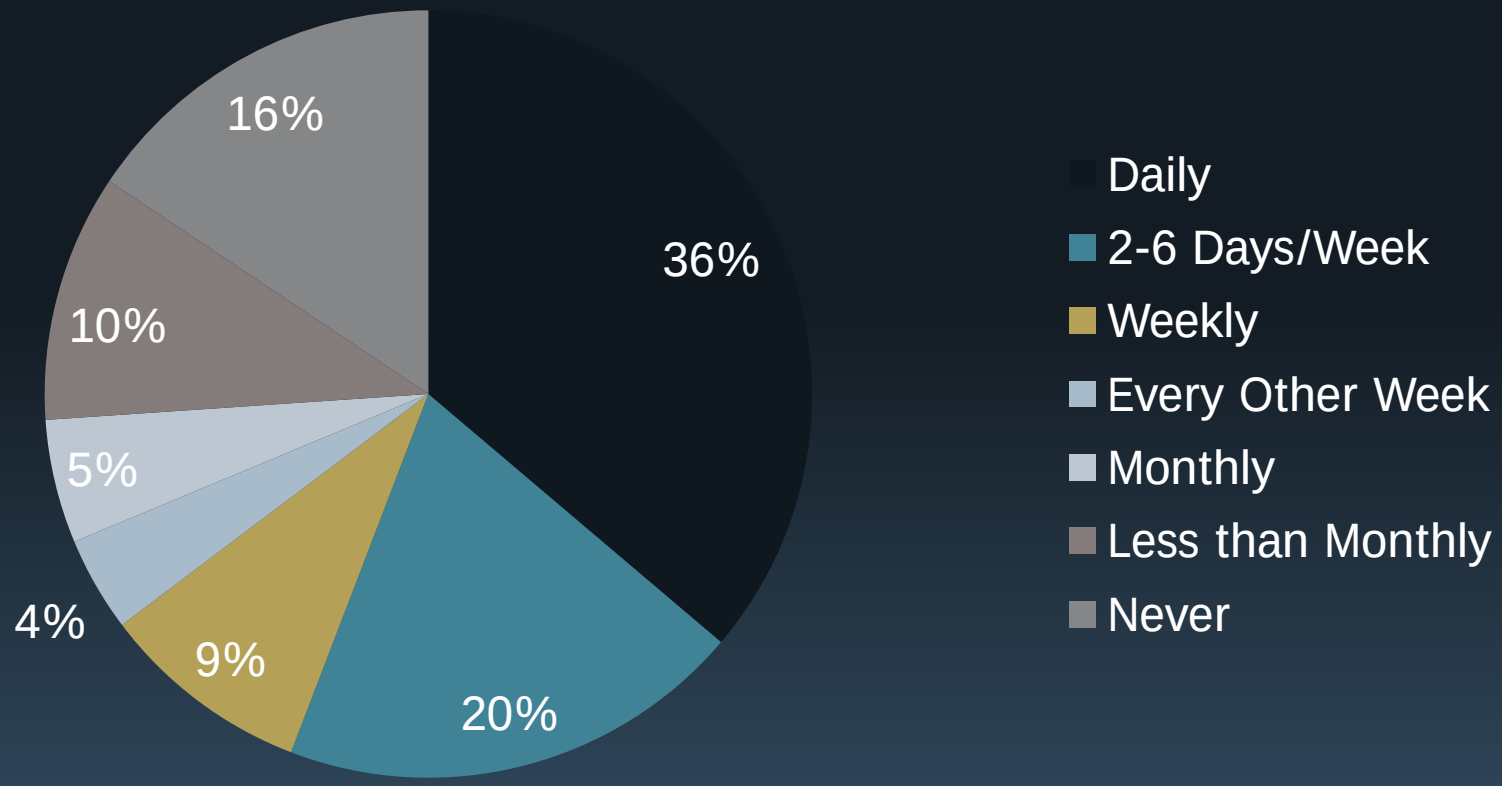
Survey Overview

- Phase 1
  - General Web Participants
  - Congregational web surveys
- Phase 2
  - Social Media Website Participation
  - Analytics & Metrics
  - Congregational Surveys
  - Interviews/Case Studies

Survey Demographics

- Church Community Online Strategy
  - 571 Web Participants
  - Heavily Influential in the Church Technology space
- Church Attendees
  - 440 Participants (Email Phase 1)
  - Respond to Request from Church

Church Attendee & Social Media

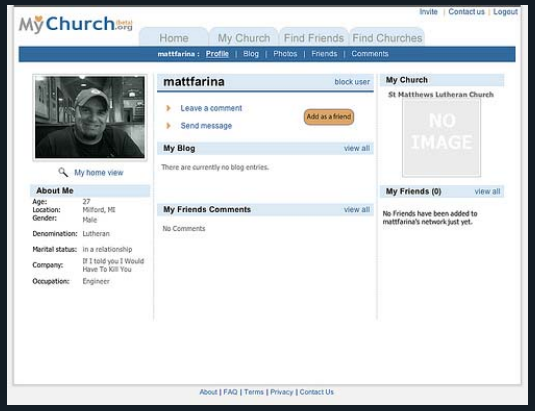


Christian social networking and community sites have made little inroads into the church.

Tangle (GodTube)

MyChurch.org

- Currently Use
- Have Used
- Heard of
- Not Heard of



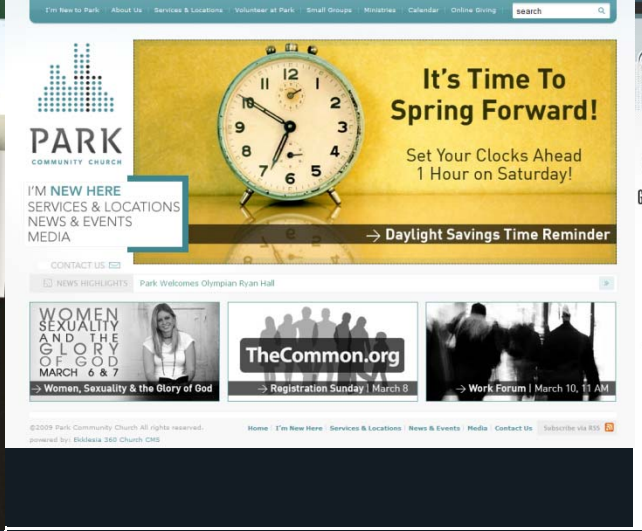
WEBSITE DEVELOPMENT

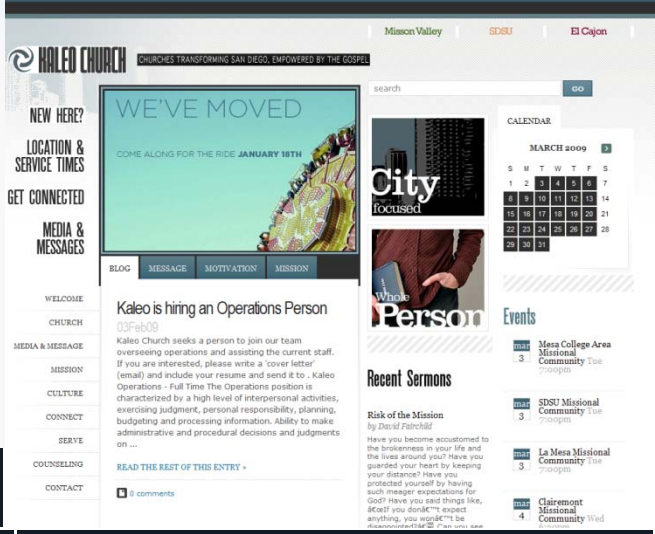
Questions:

- Are church websites effective tools of evangelism & outreach?
- How are people finding the church website?
- What are people doing on church websites?

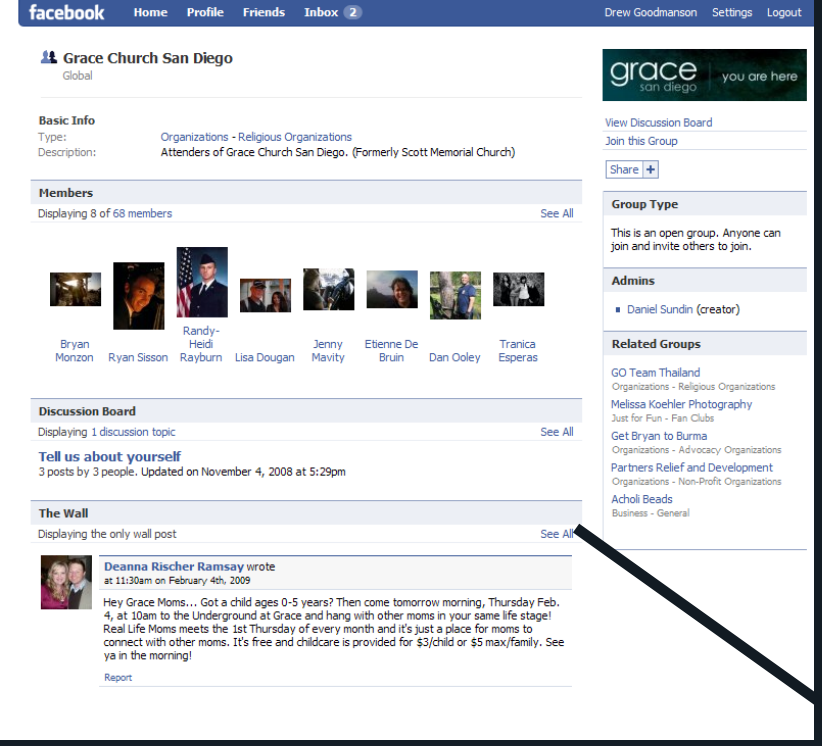
Survey Overview

- 74 churches (target = 100)
  - web analytics
  - congregational surveys
  - phase II : interviews/case studies
- church demographics
  - range of 5 to 45,000 people
  - 27 internal designer & 20+ other designers
  - ~60% of sites design is 6 months or older





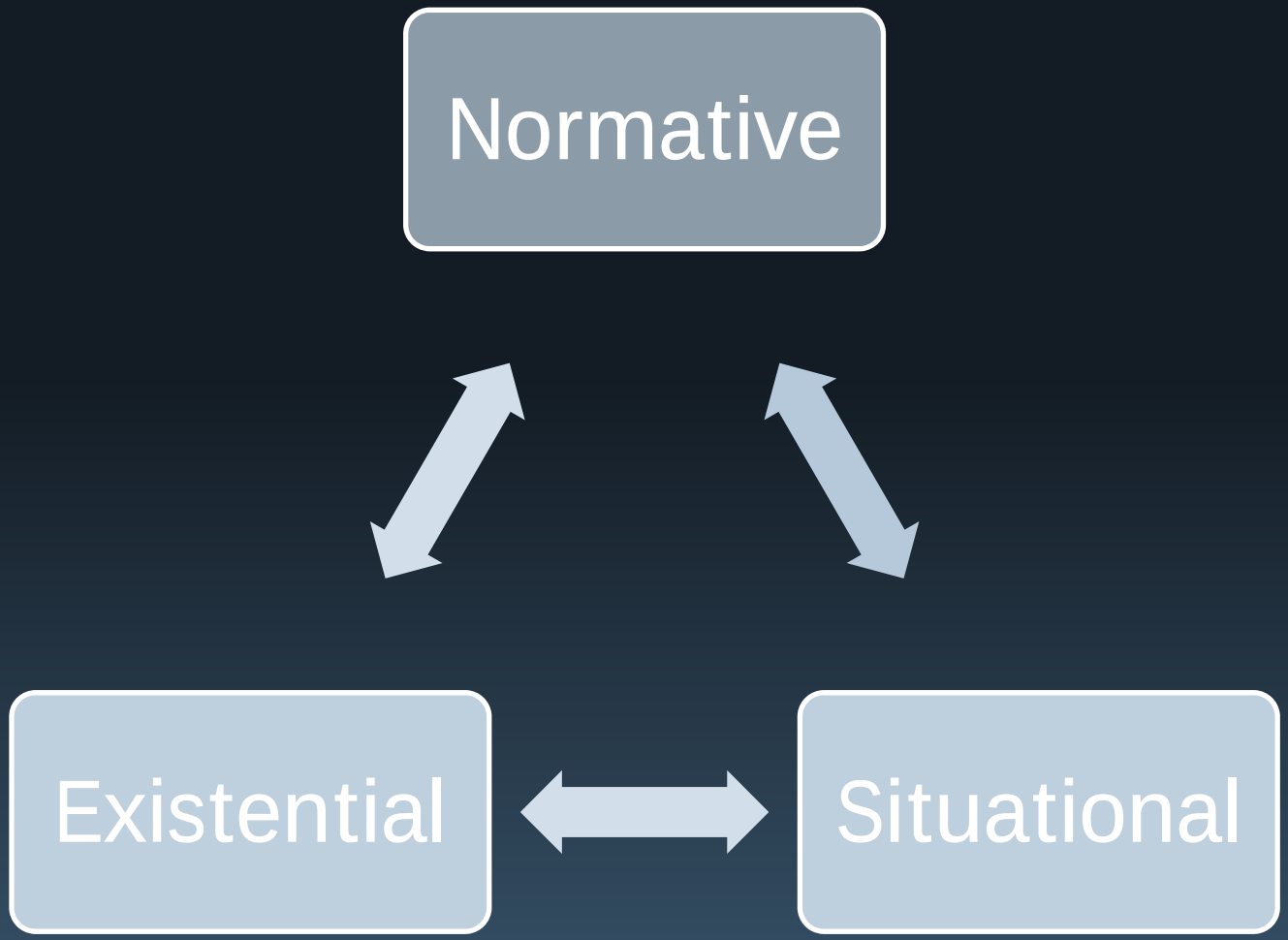
	College Park Church www.yourchurch.com	Park Community Church www.parkcommunitychurch.org	Kaleo Church www.kaleochurch.com
Search	12.79%	38.19%	37.87%
Direct	39.03%	39.43%	16.29%
Referral	48.18%	22.38%	45.80%



6.5% or 80 out of its 1200+ hits/month come from Facebook.

43 SECONDS

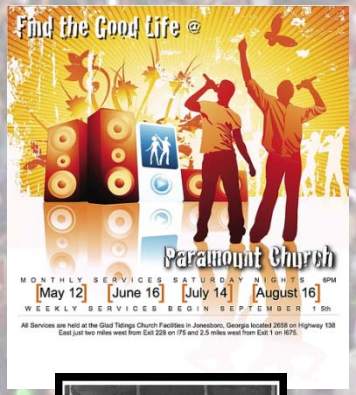
Triperspectival Design

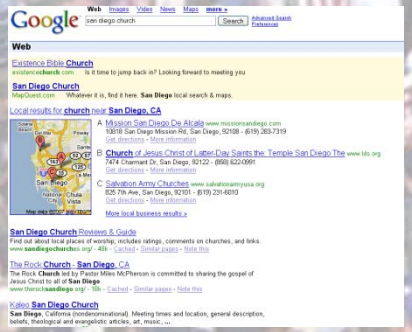


Design

1. What is your Message. [N]
2. Who are your audience groups? What behaviors are you wanting people to engage? [S]
3. How are you transforming them to encourage these behaviors? [E]

The majority of people who visit your church **look at your website first.**





When we moved, a **church's website has to be our first filter** to find a church. A lot of churches had crummy websites and regardless of how great a church they may be, we passed them by.

Source: Ryan Heinese

Church websites are an *effective* tool of attracting Christians.

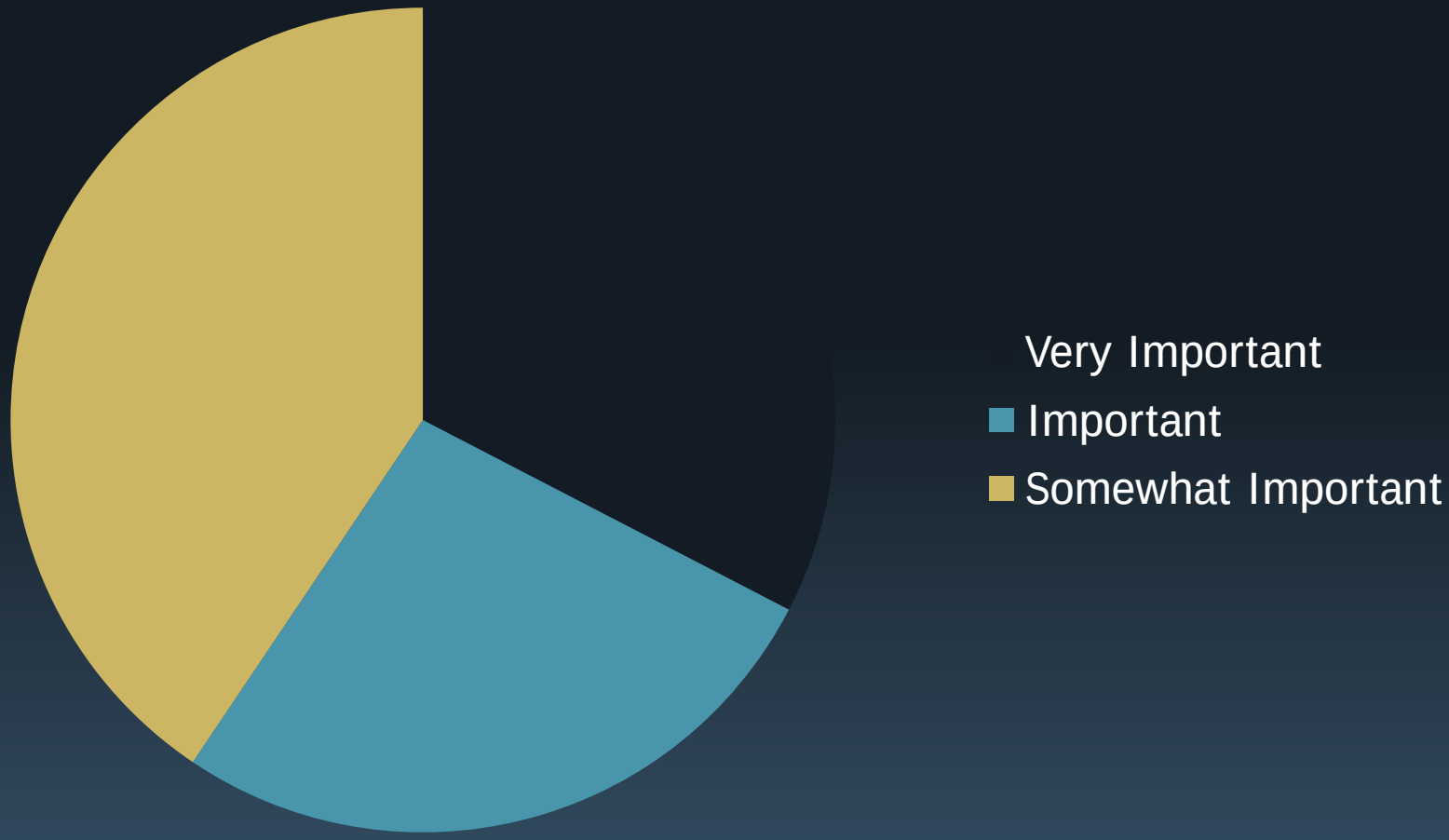
20%

of the respondents said the church website was how they first learned about the church.

52%

the church website was somewhat to very important in their decision to attend church.

Importance of the website in decision to attend church:

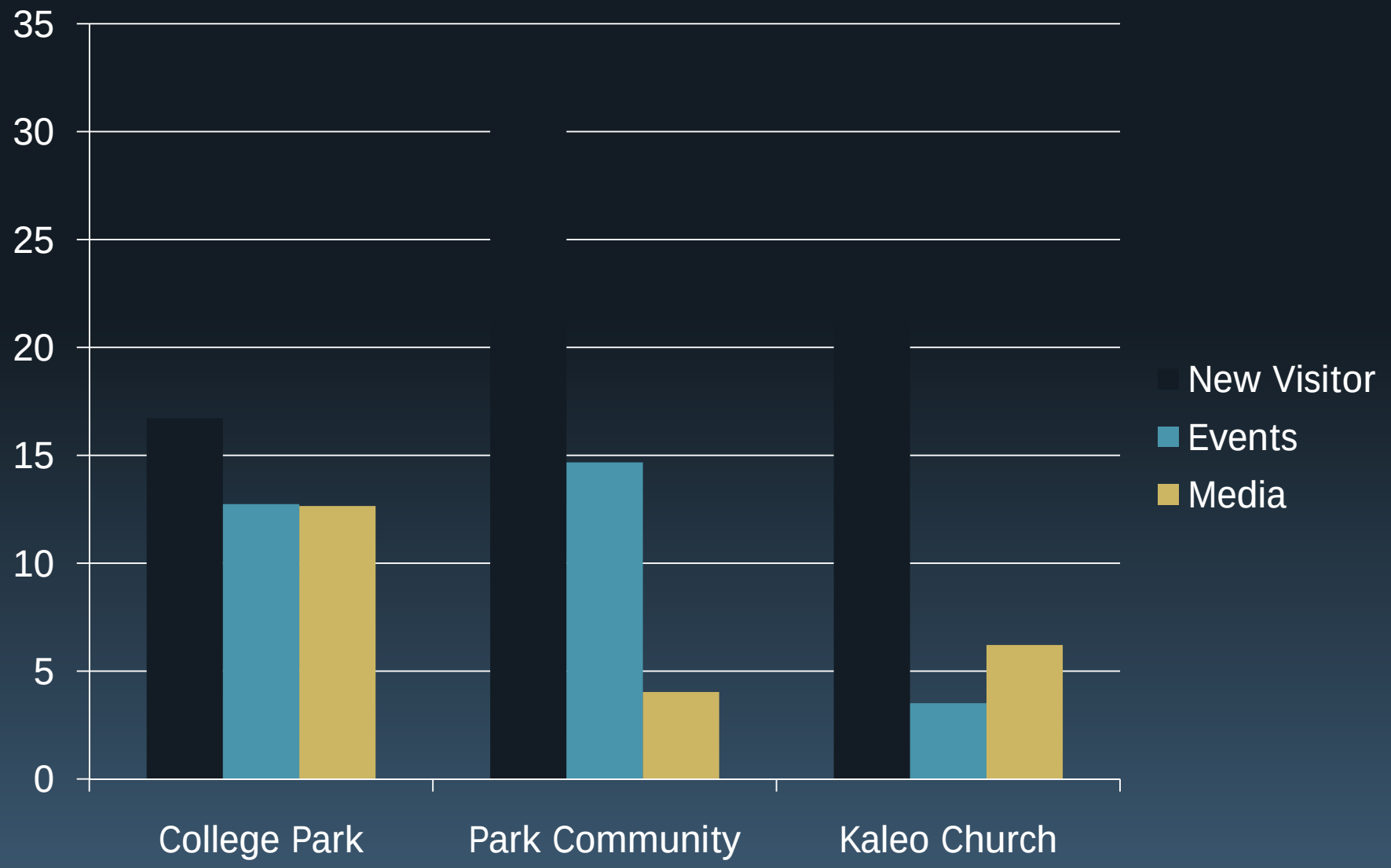


At present church websites are ineffective tools of evangelism.

.2%

of Non-Christians were influenced by the website to attend Church.

Website Usage

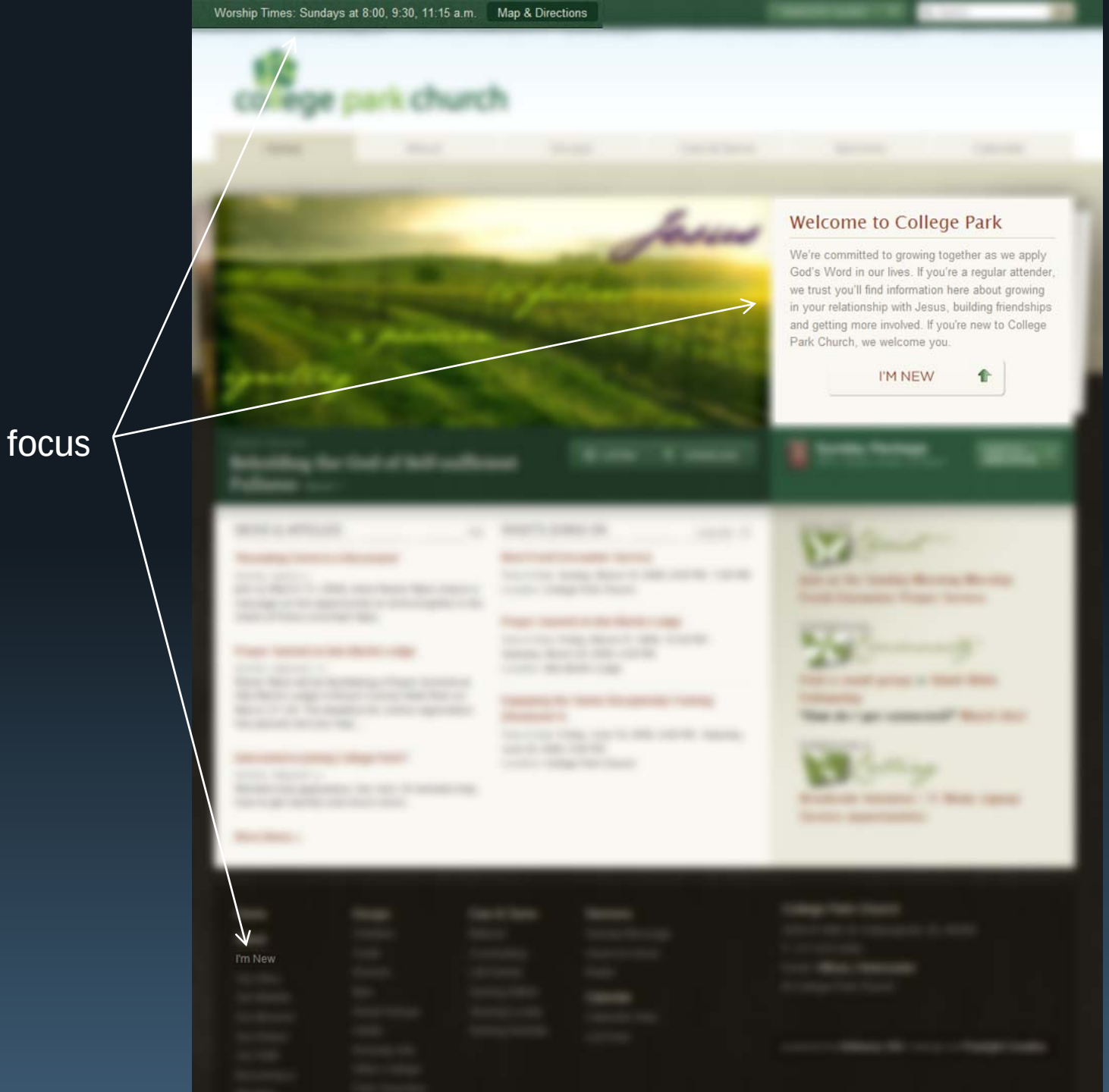


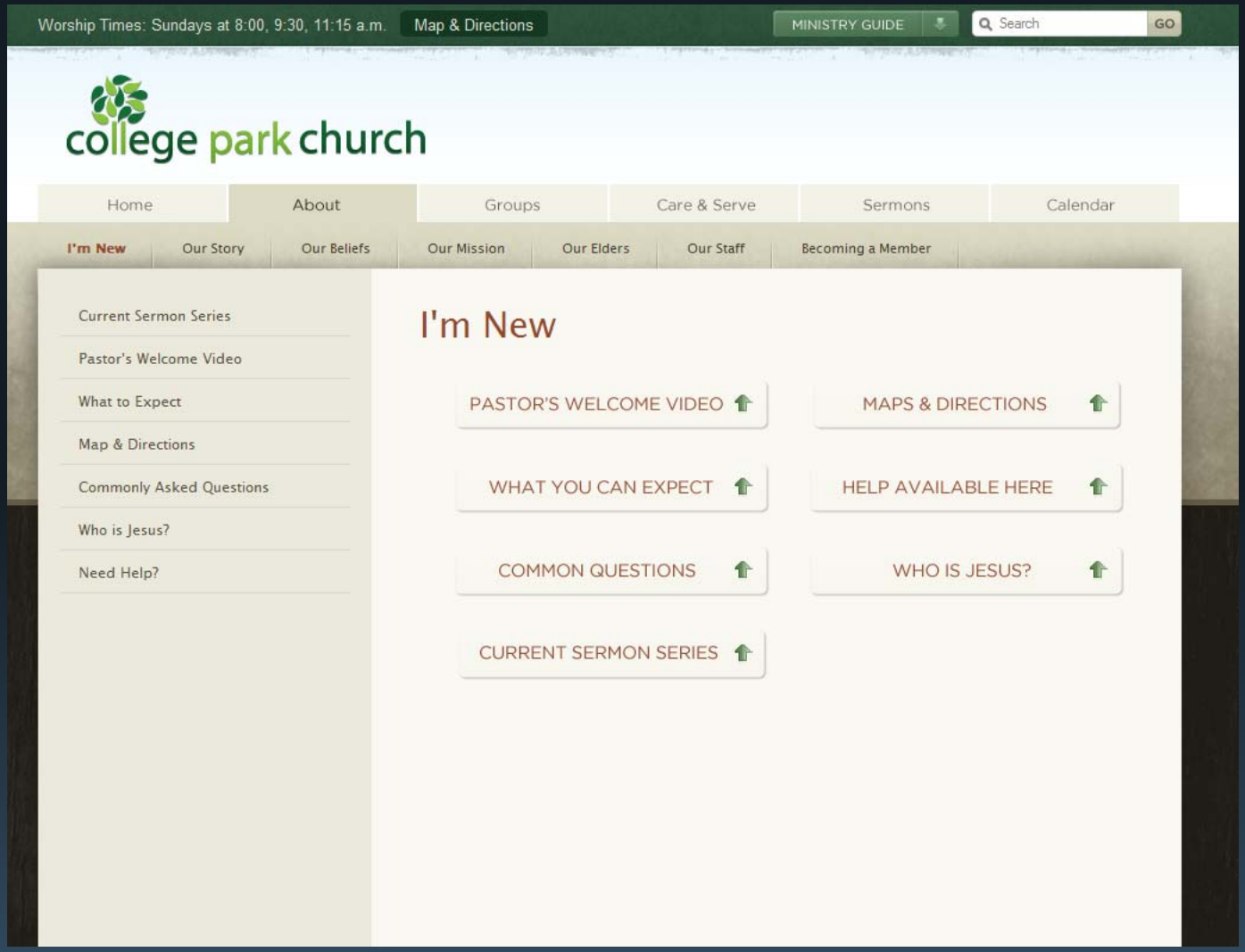
Visitor (less than 3 months)

- Usage
  - 95% have visited the church website.
  - 1/3 visit the church website more than once a week.
  - 2/3 visit at least once a week.

83%

the church website was somewhat to very important in facilitating their participation in the church community.


focus
Worship Times: Sundays at 8:00, 9:30, 11:15 a.m.
Map & Directions
college park church
Welcome to College Park
We're committed to growing together as we apply God's Word in our lives. If you're a regular attender, we trust you'll find information here about growing in your relationship with Jesus, building friendships and getting more involved. If you're new to College Park Church, we welcome you.
I'M NEW
I'm New

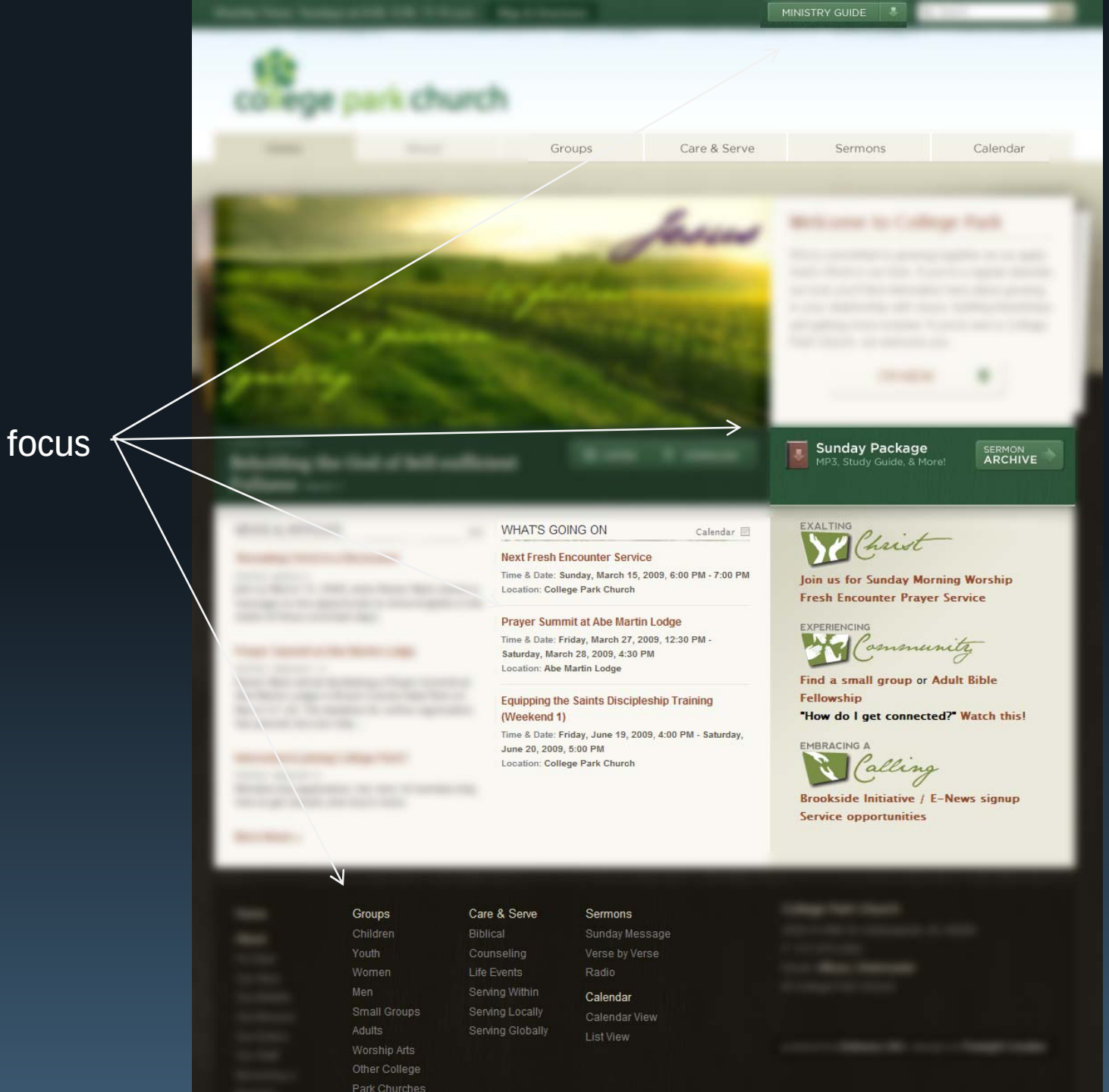

Worship Times: Sundays at 8:00, 9:30, 11:15 a.m.
Map & Directions
MINISTRY GUIDE
Search
GO
college park church
Home
About
Groups
Care & Serve
Sermons
Calendar
I'm New
Our Story
Our Beliefs
Our Mission
Our Elders
Our Staff
Becoming a Member
Current Sermon Series
Pastor's Welcome Video
What to Expect
Map & Directions
Commonly Asked Questions
Who is Jesus?
Need Help?
I'm New
PASTOR'S WELCOME VIDEO
MAPS & DIRECTIONS
WHAT YOU CAN EXPECT
HELP AVAILABLE HERE
COMMON QUESTIONS
WHO IS JESUS?
CURRENT SERMON SERIES

Beginner (3-6 months)

- Usage
  - 100% have visited the church website.
  - 27% visit the church website more than once a week.
  - 82% visit at least once a week.

47%

the church website was somewhat to very important for their ongoing discipleship and spiritual growth.


focus
MINISTRY GUIDE
college park church
Groups
Care & Serve
Sermons
Calendar
Sunday Package
MP3, Study Guide, & More!
SERMON ARCHIVE
WHAT'S GOING ON
Calendar
Next Fresh Encounter Service
Time & Date: Sunday, March 15, 2009, 6:00 PM - 7:00 PM
Location: College Park Church
Prayer Summit at Abe Martin Lodge
Time & Date: Friday, March 27, 2009, 12:30 PM - Saturday, March 28, 2009, 4:30 PM
Location: Abe Martin Lodge
Equipping the Saints Discipleship Training (Weekend 1)
Time & Date: Friday, June 19, 2009, 4:00 PM - Saturday, June 20, 2009, 5:00 PM
Location: College Park Church
EXALTING Christ
Join us for Sunday Morning Worship
Fresh Encounter Prayer Service
EXPERIENCING Community
Find a small group or Adult Bible Fellowship
"How do I get connected?" Watch this!
EMBRACING A Calling
Brookside Initiative / E-News signup
Service opportunities
Groups
Children
Youth
Women
Men
Small Groups
Adults
Worship Arts
Other College
Care & Serve
Biblical
Counseling
Life Events
Serving Within
Serving Locally
Serving Globally
Sermons
Sunday Message
Verse by Verse
Radio
Calendar
Calendar View
List View

Worship Times: Sundays at 8:00, 9:30, 11:15 a.m. | Map & Directions | MINISTRY GUIDE | Search | GO

A-B
- Active Adults (Seniors)
- Adult Choir
- Adoption
- Adults
- Adult Sunday School
- Amazin' Praisin'
- Arabic Church
- AWANA
- Baby Dedication
- Baptism
- Brookside Initiative

C
- Cafe Agape
- Children's Ministries
- Christmas Offering
- Coffeehouse
- College Park Institute
- Columbus Church
- Compassion Ministries
- Counseling
- Counseling Resources
- Counseling Training
- Core Values

D-K
- Dance
- Drama
- Elders
- Funerals
- Global Outreach
- Hispanic Church
- Individual Counseling
- Instrumentals
- Jr. High
- Kids Church

L-O
- Local Outreach
- Marriage Counseling
- Media Ministry
- Membership
- Men
- Mentoring for Women
- Missions (Global)
- Missions (Local)
- MOPS
- Music
- Nursery

P-S
- Parenting
- Pre-Marriage Preparation
- Prenatal Ministry
- Production Arts
- Small Groups
- Small Praises
- Special Forces
- Sr. High
- Sunday School (K-6th)
- Sunday School (Preschool)

T-Z
- Teen Choir
- Volunteer (Children's)
- Volunteer (Globally)
- Volunteer (Locally)
- Volunteer at CPC
- Weddings
- Widows
- Women
- Worship Ministries
- Youth

college park church

Home | About | Groups | Care & Serve | Sermons | Calendar

Welcome to College Park

We're committed to growing together as we apply God's Word in our lives. If you're a regular attender, we trust you'll find information here about growing in your relationship with Jesus, building friendships and getting more involved. If you're new to College Park Church, we welcome you.

I'M NEW

Latest Sermon

LISTEN | DOWNLOAD

Sunday Package

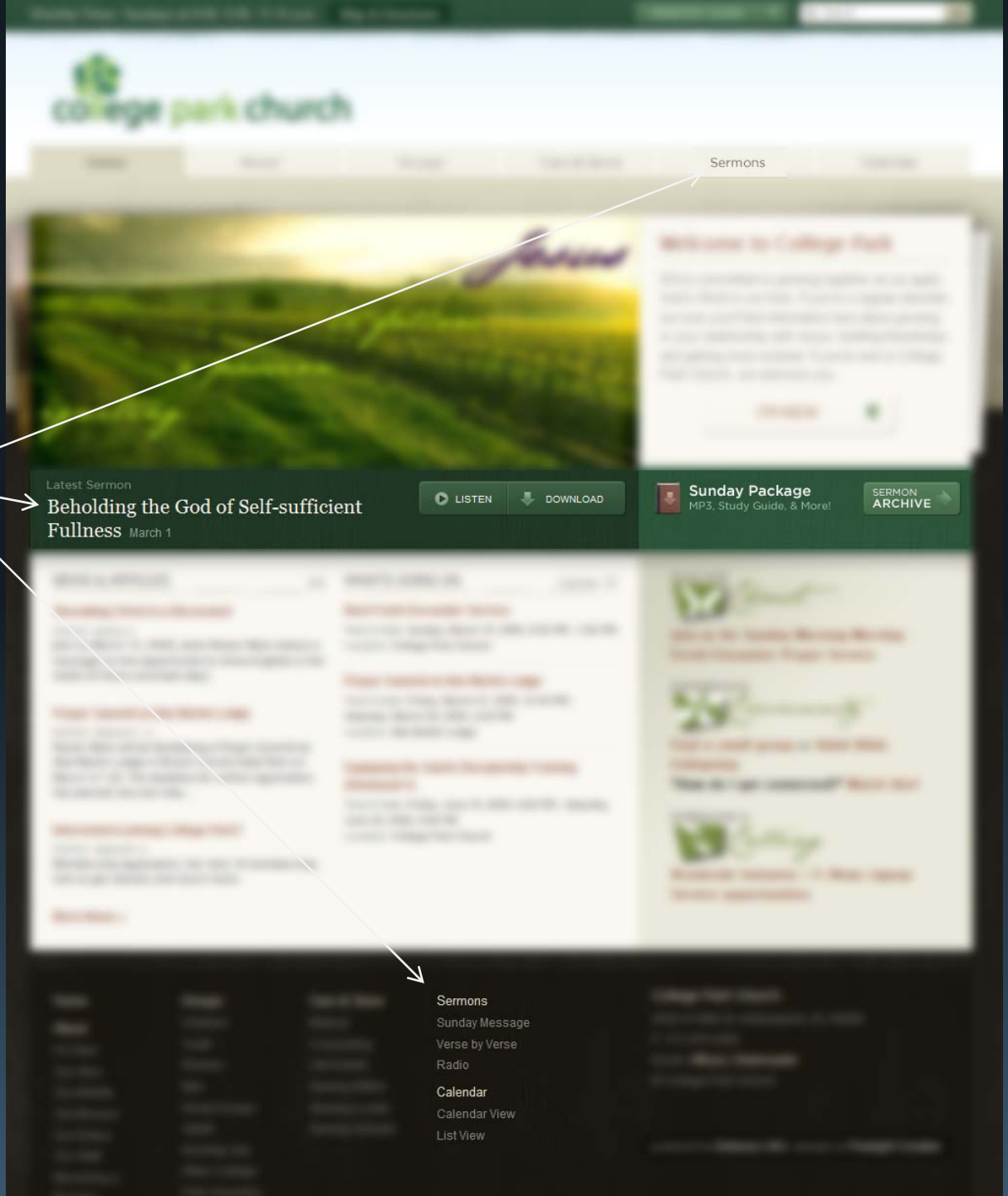
SERMON

Regular (6+ months)

- Activities (based on importance)
  - Access to Content & Resources.
    - **Listening to sermons.**
  - Continuing the Connection
    - **Connect with other members.**
    - View weekly information/calendar/news/events.

52%

the church website was somewhat to very important in sharing their faith with others (friends, business colleagues, others)


college park church
Sermons
Latest Sermon
Beholding the God of Self-sufficient Fullness March 1
LISTEN
DOWNLOAD
Sunday Package
MP3, Study Guide, & More!
SERMON ARCHIVE
Sermons
Sunday Message
Verse by Verse
Radio
Calendar
Calendar View
List View

focus

college park church

Sunday Message

Latest Sermon

Beholding the God of Self-sufficient Fullness

Mar 1st | Dr. Bruce Ware | Series: Special Theme

Archive

Page: 1 2 3 4 5 6

Suffering's Ultimate Ends
Feb 22nd | Mark Vroegop | Series: I Choose to Bless: Suffering, Sovereignty and a Man Named Job

The Eclipsing Answer
Feb 15th | Mark Vroegop | Series: I Choose to Bless: Suffering, Sovereignty and a Man Named Job

Why Do the Righteous Suffer?
Feb 8th | Mark Vroegop | Series: I Choose to Bless: Suffering, Sovereignty and a Man Named Job

The Confusions of God
Feb 1st | Nate Irwin | Series: I Choose to Bless: Suffering, Sovereignty and a Man Named Job

HOW IT WORKS

- Listen to the Sermon
- Download the MP3
- Download the Manuscript
- Download the Sunday Package

WHAT'S IN THE **SUNDAY PACKAGE**

- Sermon Audio mp3
- Sermon Manuscript
- Study Guide
- Service Bulletin
- News & Opportunities

SUBSCRIBE TO THE **PODCAST** ON **iTUNES**

versebyverse radio

Verse By Verse is the radio teaching ministry

Take Away

- 1. Determine who you plan to design for?
  - Evangelism/Outreach
  - Gathering New Visitors
  - Connecting Beginners
  - Providing Resources to Regulars

Chilliwack Case Study

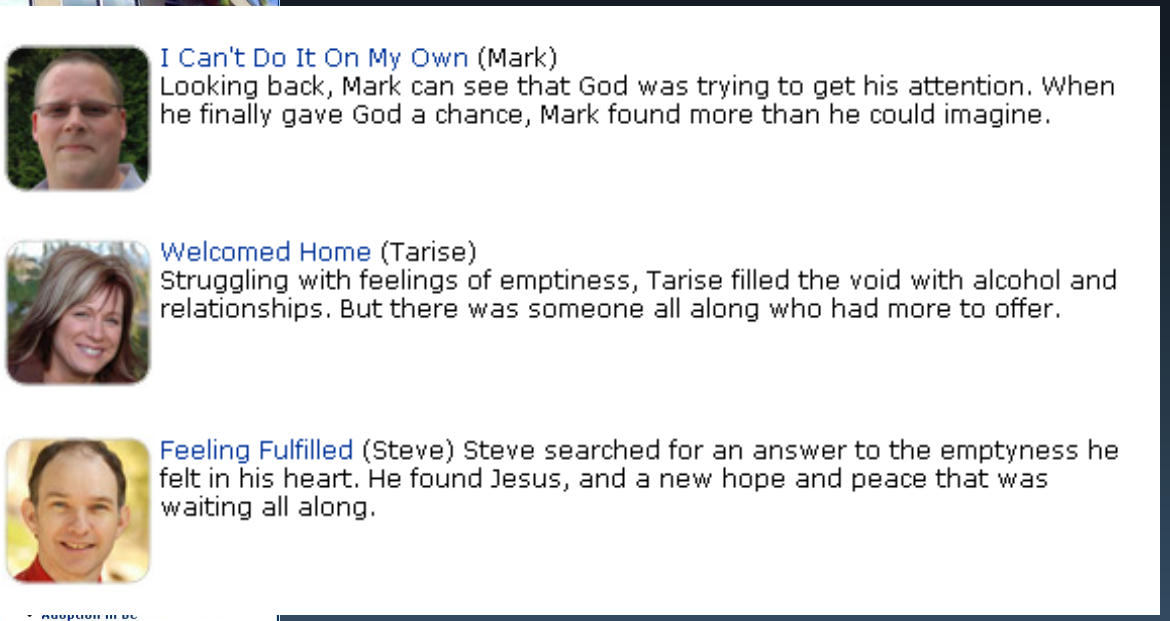
Population: 70,000

Chilliwack Hike

- Hundreds of hiking enthusiasts signed-up.
- 1 hike a month.
- 18 – 20 People
- 25-50% from church

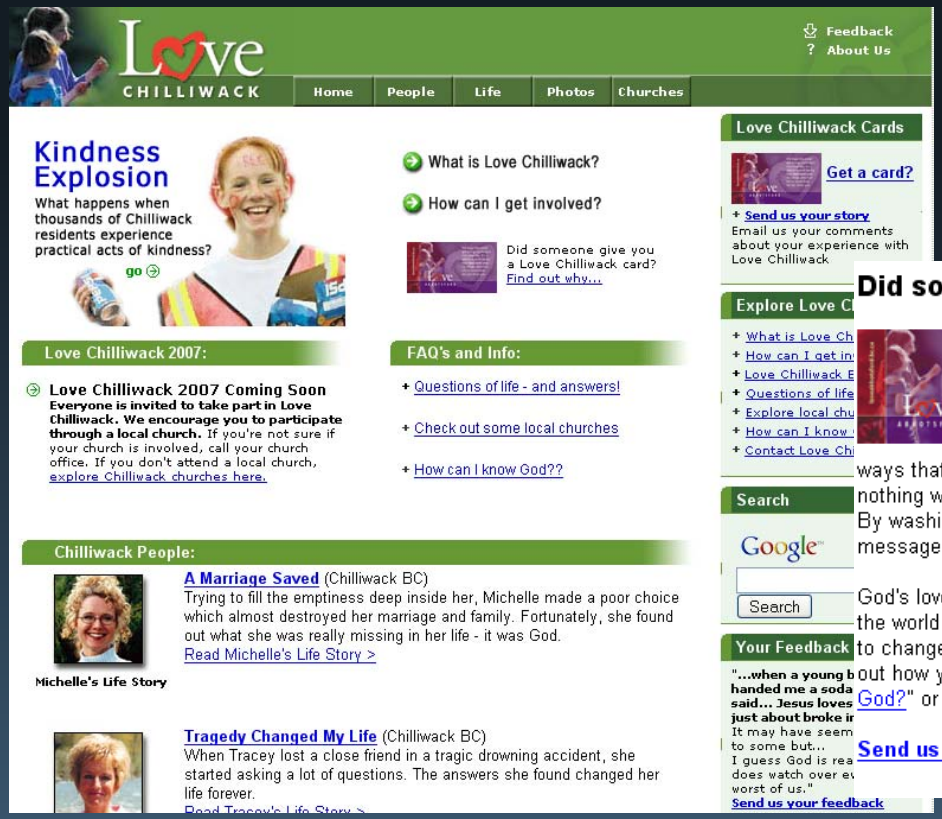
Chilliwack Life

- 4,000-4,500 unique visitors/mo
- 100 click through testimonies to church

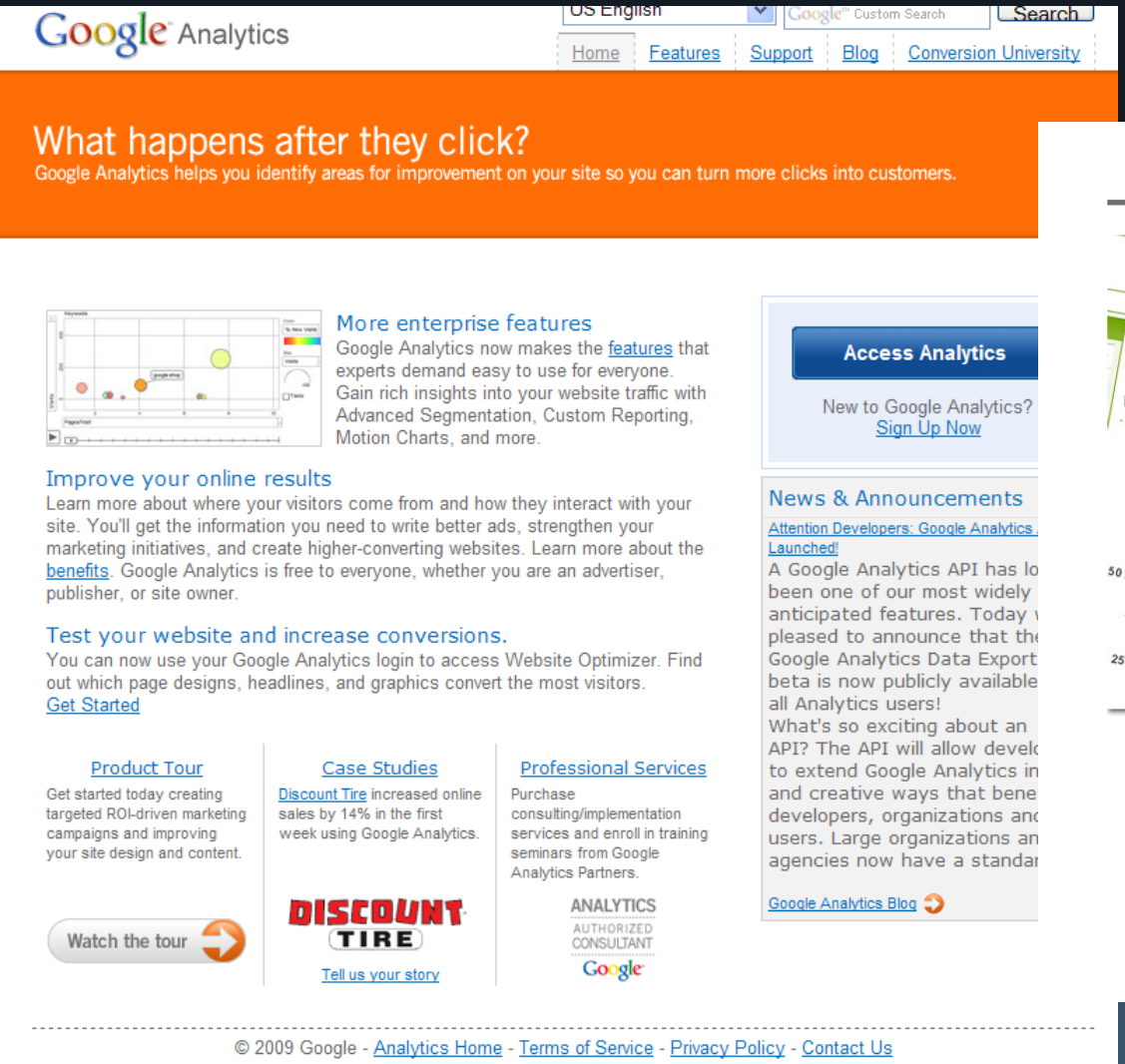


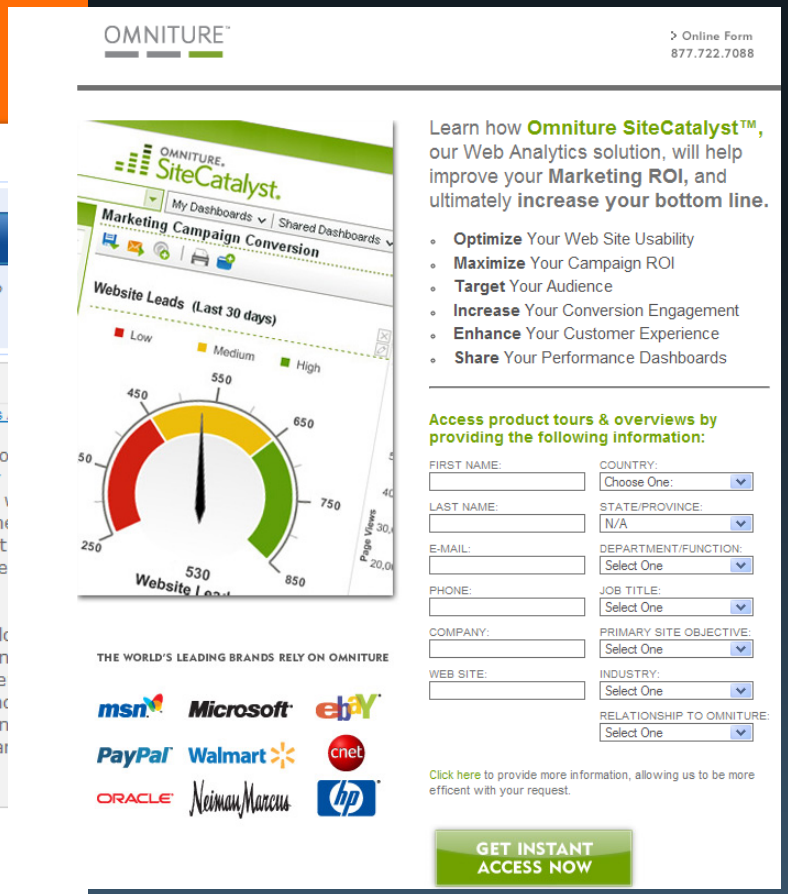
Love Chilliwack

- “Acts of Kindness” from many churches
- Love Chilliwack card leads to website.

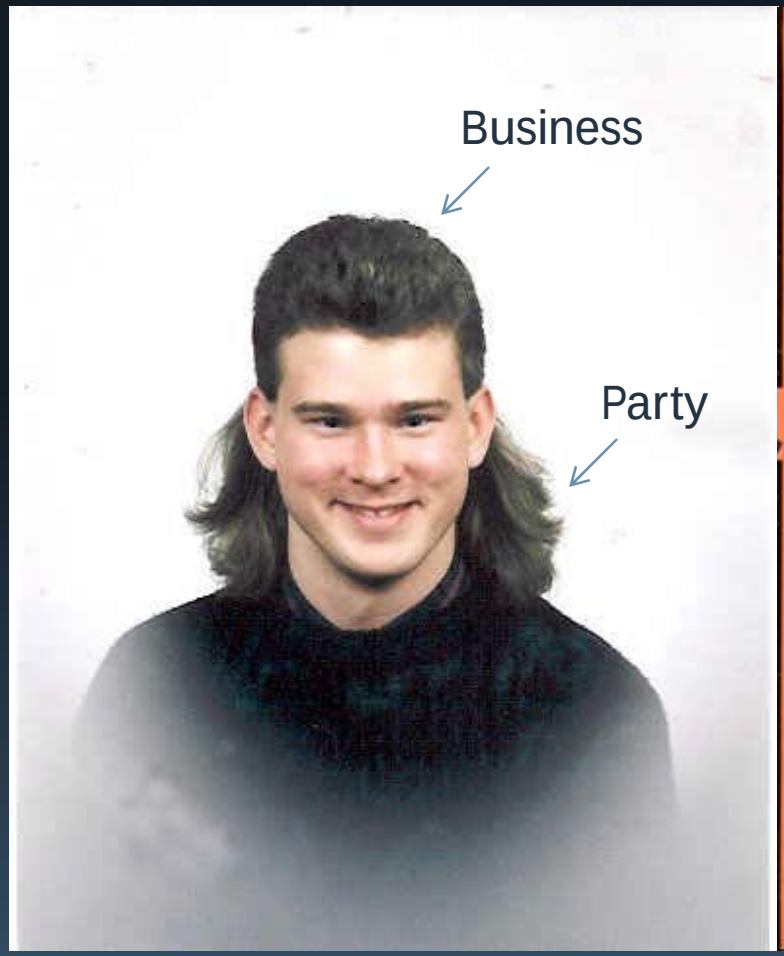


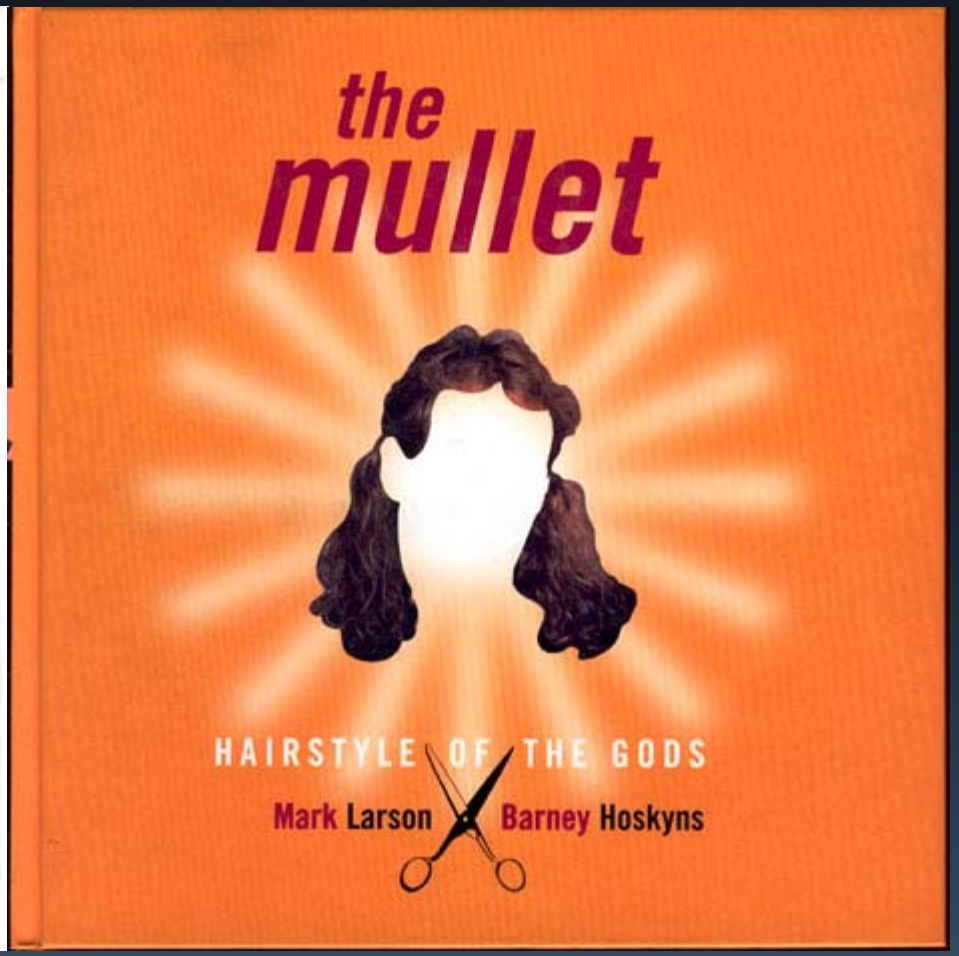
Analytics


Google Analytics
US English
Google Custom Search
Search
Home
Features
Support
Blog
Conversion University
What happens after they click?
Google Analytics helps you identify areas for improvement on your site so you can turn more clicks into customers.
More enterprise features
Google Analytics now makes the features that experts demand easy to use for everyone. Gain rich insights into your website traffic with Advanced Segmentation, Custom Reporting, Motion Charts, and more.
Improve your online results
Learn more about where your visitors come from and how they interact with your site. You'll get the information you need to write better ads, strengthen your marketing initiatives, and create higher-converting websites. Learn more about the benefits. Google Analytics is free to everyone, whether you are an advertiser, publisher, or site owner.
Test your website and increase conversions.
You can now use your Google Analytics login to access Website Optimizer. Find out which page designs, headlines, and graphics convert the most visitors.
Get Started
Access Analytics
New to Google Analytics?
Sign Up Now
News & Announcements
Attention Developers: Google Analytics
Launched!
A Google Analytics API has lo
been one of our most widely
anticipated features. Today
pleased to announce that the
Google Analytics Data Export
beta is now publicly available
all Analytics users!
What's so exciting about an
API? The API will allow develo
to extend Google Analytics in
and creative ways that bene
developers, organizations and
users. Large organizations an
agencies now have a standar
Google Analytics Blog
Product Tour
Get started today creating targeted ROI-driven marketing campaigns and improving your site design and content.
Watch the tour
Case Studies
Discount Tire increased online sales by 14% in the first week using Google Analytics.
DISCOUNT TIRE
Tell us your story
Professional Services
Purchase consulting/implementation services and enroll in training seminars from Google Analytics Partners.
ANALYTICS AUTHORIZED CONSULTANT
Google
© 2009 Google - Analytics Home - Terms of Service - Privacy Policy - Contact Us


OMNITURE
Online Form
877.722.7088
OMNITURE SiteCatalyst
My Dashboards
Shared Dashboards
Marketing Campaign Conversion
Website Leads (Last 30 days)
Low
Medium
High
Learn how Omniture SiteCatalyst™, our Web Analytics solution, will help improve your Marketing ROI, and ultimately increase your bottom line.
Optimize Your Web Site Usability
Maximize Your Campaign ROI
Target Your Audience
Increase Your Conversion Engagement
Enhance Your Customer Experience
Share Your Performance Dashboards
THE WORLD'S LEADING BRANDS RELY ON OMNITURE
msn
Microsoft
ebay
PayPal
Walmart
cnet
ORACLE
Neiman Marcus
hp
Access product tours & overviews by providing the following information:
FIRST NAME:
LAST NAME:
E-MAIL:
PHONE:
COMPANY:
WEB SITE:
COUNTRY:
Choose One:
STATE/PROVINCE:
N/A
DEPARTMENT/FUNCTION:
Select One
JOB TITLE:
Select One
PRIMARY SITE OBJECTIVE:
Select One
INDUSTRY:
Select One
RELATIONSHIP TO OMNITURE:
Select One
Click here to provide more information, allowing us to be more efficent with your request.
GET INSTANT ACCESS NOW

Community Engagement



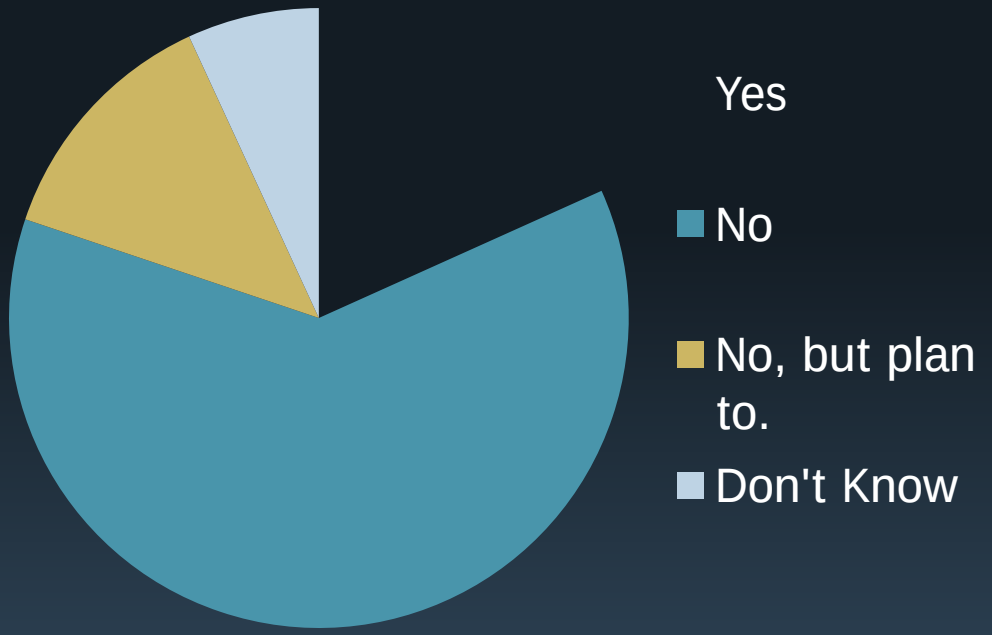


got jesus?

Church Mullet Strategy

- How do we help local church communities be the church?
- How do we encourage behaviors of value for a local church community?
- What theological distinctions need to guide the design of a private church community?
- What feature/functionality are Christians seeking for social networking?

Churches with a members portal or private community site



- Unifyer
- Oikos
- TheCommon
- 360Hubs
- Cobblestone
- Church Community Builder
- CircleBuilder
- CrossUnite
- The City

memberhub
beta
Overview
Connecting Organizations and Memb
MemberHub provides a single place for member-driven organizations such as churches and nonprofits to handle communication among groups, teams, and ministries through use of private online hubs.
Get Started
unifyer
What is Unifyer?
Unifyer - "People Support What They Help
Unifyer is a revolutionary web-based communication platfor
non-profits have a desperate audience that needs the tools t
based on the feedback from working with over a hundred non
360hubs
How can we help you
Home
What's Different?
Enterprise Solution
Industry Products
Product Demo
The Power of
Get Your Message to Y
Welcome George P. Burdell
Manage Profile
Edit Website Template
TheCity
MARS HILL CHURCH
My Home
My Profile
My Groups
More
Ballard
GROUP INFO
Leader(s):
Pastor Bubba Jennings
Description:
Ballard Campus Web Page
Location and Service Times
Mars Hill Membership Process
Address:
1401 NW Leary Way
Seattle, WA
map this...
Started:
Belongs to:
Mars Hill
File Quota:
GROUP DISCUSSION TOPICS
Pastor Bubba Jennings wrote 5 months ago
Welcome to the Ballard Campus City Group! (sticky)
Pastor Bubba Jennings wrote 5 months ago
Become a Member (sticky)
Deacon Paul Rohrbaugh commented 19 days ago
Help Make Proxy Fun
2 replies
Pastor Tim Beltz commented about 1 month ago
MHC Job Opportunities (shared) (sticky)
tangle
HOME
The Most Viewed Videos Of All Time
DASHBOARD
PEOPLE
GROUPS
Monk-eys!
Admin Utility Menu
COBBLESTONE
Community Network
Latest Activity
Chad Johnson replied to the The first discussion! discussion.
Drew Goodmanson replied to the Messages Feature Discussion discussion.
Justin Stayton replied to the Messages Feature Discussion discussion.
Drew Goodmanson replied to the Messages Feature Discussion discussion.
Diego Overton replied to the The first discussion! discussion.
Diego Overton replied to the The first discussion! discussion.
Diego Overton replied to the The first discussion! discussion.
Justin Stayton replied to the Messages Feature Discussion discussion.
April 2009
Hi, Drew
Your Profile | Log Out
Edit Profile
My Activities
My Groups
My Messages
TANGLE TOP 10
10
10. Shaheen - Watch a Dream Come True
featured videos
featured photos
featured people
Chaplain, Dallas Mavericks -...
Parachute - She Is Love
CAT FIGHT!!!

86%

DASHBOARD | PEOPLE | GROUPS | CONNECT

Stonebrook

Stonebrook COMMUNITY CHURCH

Search

Admin: John Stamos

Goodmanson Small Group

ADD NEW: Event | Gallery | Resource | Discussion | Need/Prayer | Classified

Latest Activity

AUGUST 8

Stacy Manning commented to the "Discover Your Gifts" thread.

Jonas Tibet created the event, Small Group Ice Cream Social.

AUGUST 8

John Smithson and Andi Goodweather are now married.

Jonas Tibet joined the group, I love starbucks,

John Hunt posted a new Need/Prayer, "Need help repairing car and A/C unit."

Stacy Manning commented to the "Discover Your Gifts" thread.

Jonas Tibet created the event, Small Group Ice Cream Social.

SHOW 10 MORE

August Events

S	M	T	W	TH	F	S
27	28	29	30	31	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	1

Small Group Ice Cream Social
August 19, 2008 | 7:00pm - 9:00pm
3 people attending | 8 Comments | RSVP

VIEW ALL EVENTS

Hi, **Chris**
Your Profile | Logout

Update Status | Edit Profile
Post Need | Post Photos

My Activities

- View My Groups
- View My Upcoming Events
- View My Connections
- View Messages (15)

Latest

View All | Discussions | Events | Prayers | Needs | Classifieds | Resources

Displaying 3 of 35 | View All Discussions

Jeremy Anderson posted a new prayer request, "**Pray for Brother**"
Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Proin vel metus eget arcu vehicula feugiat. Aliquam tincidunt metus nec sem. Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Proin vel metus eget arcu vehicula feugiat. Aliquam tincidunt metus nec sem.
posted 3 Days ago | 13 Comments | Reply

Shane Bonham created a new thread, "**The Virtual Church**"
Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Proin vel metus eget arcu vehicula feugiat. Aliquam tincidunt metus nec sem. Lorem ipsum dolor sit amet, consectetuer adipiscing elit.
posted 3 Days ago | 10 Comments | Reply

Allison Ashmore posted a new need, "**Need a Ride to the Airport**"
Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Proin vel metus eget arcu vehicula feugiat. Aliquam tincidunt metus nec sem. Lorem ipsum dolor sit amet, consectetuer adipiscing elit.
posted 3 Days ago | 10 Comments | Reply

Galleries

Displaying 4 of 35 | View All Galleries

Men's Breakfast
12 photos | 8 comments

John Mayer Concert
12 photos | 8 comments

Last Gathering
12 photos | 8 comments

Backyard Bible Study
12 photos | 8 comments

Group Members

Angela Stephens

of the beta program.

NE™
work

your community
hurch. View the Benefits

address below to stay up to date with
elopment.

Signup

spam you or sell your email address.

on Twitter.

pment. All Rights Reserved.

Kaleo Church

Dashboard | To-Dos | Milestones | All Peop

Latest activity across your projects

West Side Worship Band — Kaleo Worship

Comment	Re: New Song for Sunday 5/3	Posted by David C.	28 Apr
Comment	Re: New Song for Sunday 5/3	Posted by Nas H.	27 Apr
Comment	Re: New Song for Sunday 5/3	Posted by David C.	27 Apr
File	What Wondrous Love is This.doc	Uploaded by David C.	27 Apr
Message	New Song for Sunday 5/3	Posted by David C.	27 Apr

Missional Community Leaders — Missional Community Leaders

Message	MC Outreach	Posted by Drew G.	27 Apr
Message	Rentals in our hood	Posted by Drew G.	7 Apr
Message	The Gospel & Our Church Membership Class	Posted by Leah H.	6 Apr
Comment	Re: Men's Boot Camp	Posted by Jeff R.	31 Mar
Comment	Re: Men's Boot Camp	Posted by Leah H.	31 Mar

Crowded House — Porterbrook Institute

Comment	Re: Do we need conf call?	Posted by Rebecca B.	23 Apr
Comment	Re: Do we need conf call?	Posted by Steve T.	22 Apr
Comment	Re: Do we need conf call?	Posted by Jeff V.	22 Apr
Comment	Re: Do we need conf call?	Posted by Caesar K.	22 Apr
Comment	Re: Do we need conf call?	Posted by Caesar K.	22 Apr

Ministry Leaders — Staff

Comment	Re: Staff meetings for Jan-June 2009	Posted by Leah H.	16 Apr
To-do	~~Ask Kimberley for discount at Bahia~~ (3.3.2009 Staff Meeting)	Completed by Leah H.	31 Mar
Comment	Re: Ask Kimberley for discount at Bahia	Posted by Leah H.	31 Mar
To-do	~~Put together form for MC leaders to fill out, asking what they'd like to see in terms of discipleship~~ (8.5.2008 Staff Meeting)	Completed by Drew G.	19 Mar

Crea

Your pr

Kaleo Elc
Kaleo D
New C
Renovc

Creative
Brandir

Crowded
Porterb

Deacons
Deacon

Kaleo Elc
Kaleo E

Ministry
Staff

Missiona
Mission

West Sid
Kaleo V

Your arch

Churches on Google Groups

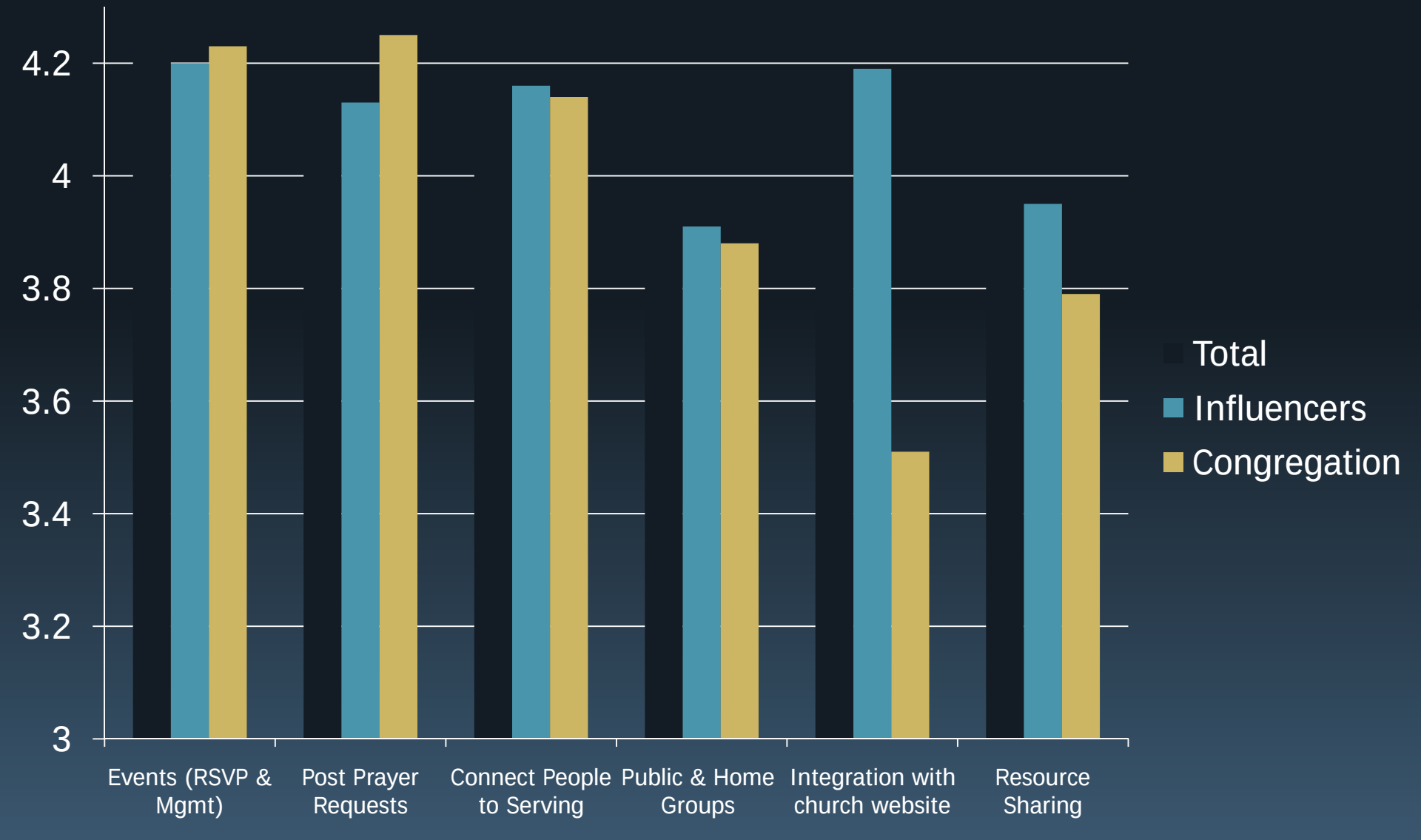
Yes

No

No, but plan to.

Don't Know

Top Features/Functionality



Congregation Top 5 Features

1. Ability to post **prayer requests** or needs.
2. Ability to find, register, and/or get details for **events**.
3. Ability to find **serving** opportunities at the church based on interest or gifts
4. Ability to access a phone/email **directory**.
5. Ability to join and interact with **home/bible study groups**.

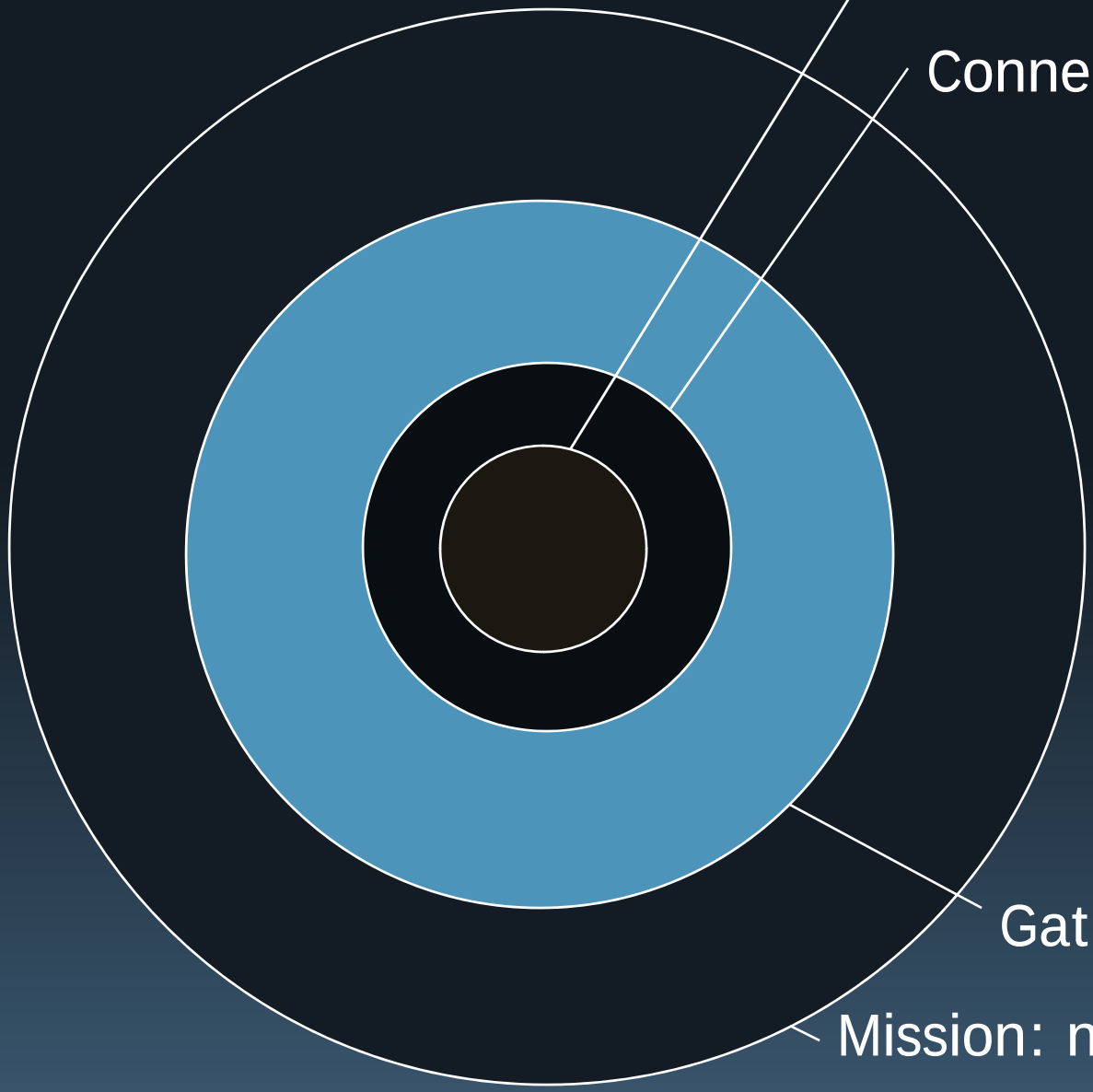
Influencers Top 5 Features

1. **Event** scheduling, registration and management.
2. Integration with existing **church website**.
3. Ability to connect people to **serving opportunities** based on interest or gifts.
4. Ability to post **prayer requests** or needs.
5. **Member communication** and messaging.

Online Donations

- Online Donations **grew 39%** vs **decline of 3%** in total giving from ‘07-08.
- Online average gift size is **140% larger** than offline.
- In 2008, online accounts for 9% of the donors and 11% of the donations.
- Online donations is estimated to account for the **majority** of donations by 2020.

4 Audiences


Resource: Members
Connect: Beginners
Gather: Visitors
Mission: non-Christians

Influencers: Want to Participate?

- 1. **Take the survey.** We would love to get your perspective on this space and how your church is approaching online community. http://www.surveymonkey.com/s.aspx?sm=bQWu6K2vXJyKE1aGHWr8_2fg_3d_3d

  2. **Distribute the survey within your church**. We are looking for feedback from as many people as possible within your church and, if you are willing, we would ask that you pass it along to staff, members, and attendees. We will follow up with you after the launch of the survey to discuss the best way to do this and any concerns that you may have. To express our gratitude, we are offering a free copy of our findings report to churches that participate in this way.

  3. **Tell your friends about this project**. That fact that you are aware of this work means that you are fairly tech-savvy. To make our research valuable to the church, we need to include feedback, perceptions, and experiences from churches that aren't as comfortable with these trends. To that end, it would be especially valuable if you could reach out to other church leaders in your area or network to tell them about our work.

  Questions? Contact research@unconventionalmethod.com.

Churches: Want to Participate?

Sign-up. We seek 100 churches to participate in understanding the state of the church online.

http://www.surveymonkey.com/s.aspx?sm=bQWu6K2vXJyKE1aGHWr8_2fg_3d_3d

Questions? Contact research@unconventionalmethod.com.

State of the Church Online

These series of studies are led by Kevin Ring of Unconventional Method. Kevin brings years of experience leading research projects – designing and executing strategic customer/competitive research and analysis across multiple industries, including work with companies such as Google, Yahoo!, Citibank, Hewitt Associates, Gallup, Bank of America and other Fortune 500 companies, ministries and non-profits.

Thank you for participating!

“The danger of the internet isn't necessarily the porn, but the continued wasting of time to find the next great thing.”

Dr. Michael Goheen

Presenter:

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