

## AGENDA

Introduction  
Globalization & How It Changes Outreach  
Essentials  
Good Ideas  
Bad Ideas  
Summary  
Resources  
Questions

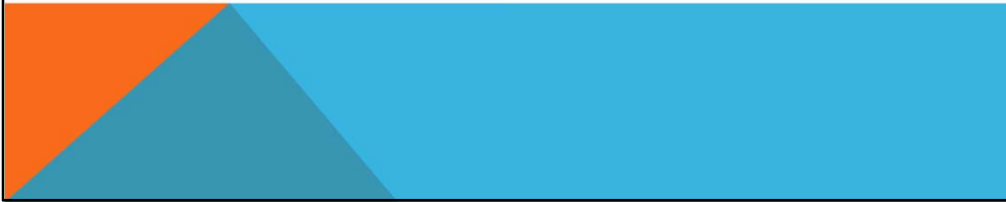
A web site, with a listing in Google & Google Maps/Local, is ESSENTIAL  
A blog where your pastor's weekly sermons are posted (with audio/video if possible – take a look at the "Outreach Bytes That Work" workshop) is IMPORTANT  
A Twitter account where you can post links to any site updates and talk about current happenings is A GOOD IDEA  
A Facebook page where you can post links and events, photos, etc... is A GOOD IDEA  
The ability to accept giving online is A GOOD IDEA  
An RSS feed of your blog postings & site updates/newsletter postings/prayer requests is A GOOD IDEA  
An Email system for doing both outreach to "prospects," and evangelism to current members via newsletters, etc., is A GOOD IDEA  
An online bible study is A GOOD IDEA  
Pay-per-click marketing is A BAD IDEA

## THE LAST WORDS OF CHRIST TO HIS CHURCH ON EARTH!

Matt 28:18-20

Jesus came to them and said:

"I have been given all authority in heaven and on earth! Go to the people of all nations and make them my disciples. Baptize them in the name of the Father, the Son, and the Holy Spirit, and teach them to do everything I have told you. I will be with you always, even until the end of the world."



## WHO, WHAT, WHY, HOW?

Who am I and why should you care what I think?

How am I going to explain/categorize things?

Who finds your church online?

Who can you reach online that you can't on Sunday mornings?

What can your church do online?

What is an appropriate combination of online tools?

Why should your church use the internet as an outreach tool/method?

Why should you worry about being "found" online?

Why should you care about social media?

Who am I and why should you care what I think?

Background summary, 15+ years in marketing, online marketing "guru," CEO of online marketing company with an emphasis in small businesses and non-profits.

How am I going to explain/categorize things?

I'm going to go slow and answer questions as we go, hopefully I'll have some good examples and screen shots to explain what I'm talking about so everyone can get a good idea of what's up.

Things will be classified as:

ESSENTIAL  
IMPORTANT  
A GOOD IDEA  
NOT IMPORTANT or  
A BAD IDEA

Who finds your church online?

Anyone who's seeking.

They've just experienced a "crisis" and need help, they're new to the area and looking for a church, they've experienced something in their life and they want a closer relationship with God.

Your current members.

If they're out of town for any reason and miss a Sunday morning they can "catch-up" on what happened.

They can stay on top of the calendar of church events.  
Prayer requests/prayer chain.

Online support groups.

Who can you reach online that you can't on Sunday mornings?

Members who've moved away but want to stay involved.

People in countries where Christianity is not "okay."

Members & their families who are in the military or out of town for extended periods of time.

What can your church do online?

Web sites, blogs, social media (Twitter/Facebook), online giving, RSS, email, Pay-Per-Click marketing, eLearning

What is an appropriate combination of online tools?

It depends on what your capacity is currently.

Going from easiest to most difficult:

A web site, with a listing in Google & Google

Maps/Local, is ESSENTIAL

A blog where your pastor's weekly sermons are posted (with audio/video if possible – take a look at the "Outreach Bytes That Work" workshop) is IMPORTANT

A Twitter account where you can post links to any site updates and talk about current happenings is A GOOD IDEA

A Facebook page where you can post links and events, photos, etc... is A GOOD IDEA

The ability to accept giving online is A GOOD IDEA

An RSS feed of your blog postings & site updates/newsletter postings/prayer requests is A GOOD IDEA

An Email system for doing both outreach to "prospects," and evangelism to current members via newsletters, etc., is A GOOD IDEA

An online bible study is A GOOD IDEA

Pay-per-click marketing is A BAD IDEA

Why should your church use the internet as an outreach tool/method?

70.1% of the US population is online -

<http://www.internetworldstats.com/stats14.htm#north>

There are people in the world that are starving for the word of God and this is just another tool, and a more cost effective tool than most other outreach tools

You're "competing" with other "distractors" that have an online presence

People are coming to expect INSTANT access to information.

Most importantly, God commands us, through the Son, to do this!

Why should you worry about being "found" online?

People are saying things about you online, you need to make sure that your message is out there first

You will get found

There is a huge audience that is craving the word of God, find them, teach

them, bring them to Christ!

Why should you care about social media?

It's another place where you can easily build a community for your younger/more tech-savvy members to stay in touch and support each other.

## GLOBALIZATION!

“The postmodern moment in Christianity arrives at a time when Jesus’s command to his followers to “make disciples of all nations” – the so-called Great Commission – is having a profound impact beyond the geographical zone in which Christianity was spawned and grew to maturity.”

“Westerners cling to the outmoded modernist assumption that Christianity is basically the same, or should be the same, everywhere in the world; ... the Western Christianity we know has for years been slowly dying, or at least sputtering....”

“On a global scale Christianity looks less and less like what is taught in historical or Western sociological textbooks.”

“World Christianity is evidence of a boundary-free global economy being witness to boundary-hinged communities of faith.”

Carl Raschke – *GloboChrist: The Great Commission Takes A Postmodern Turn*

What does this all mean for you & your church?

Replace Westerners with Lutherans & Christianity with Lutheranism...

## LOCALIZATION?

"The postmodern moment in Christianity arrives at a time when Jesus's command to his followers to "make disciples of all nations" – the so-called Great Commission – is having a profound impact beyond the geographical zone in which Christianity was spawned and grew to maturity."

"**Lutherans** cling to the outmoded modernist assumption that **Lutheranism** is basically the same, or should be the same, everywhere in the world; ... the **Lutheranism** we know has for years been slowly dying, or at least sputtering...."

"On a global scale Christianity looks less and less like what is taught in historical or Western sociological textbooks."

"World Christianity is evidence of a boundary-free global economy being witness to boundary-hinged communities of faith."

This isn't the coffee and cookies, soup & sandwiches Lutheranism anymore, that model doesn't work in a world where so many things are competing for people's attention.



Outreach isn't just about knocking on doors and handing out flyers anymore.

Your church has to compete with all the other things that are draining peoples time these days, so:

Outreach = Marketing

Marketing is a systematic approach to "selling" your "product" to consumers.

Consumers are either:

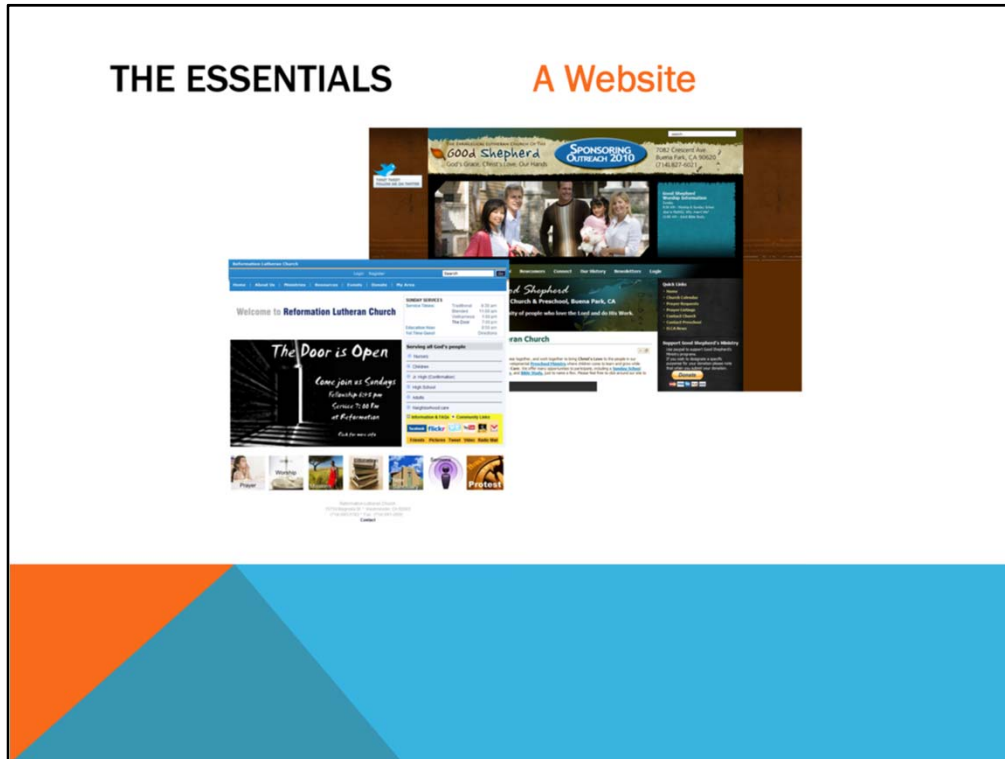
Owners = Members

Prospects = the non-churched

Low-hanging fruit = your preschool parents, any support & community groups your church "sponsors," your local community

## THE ESSENTIALS

## A Website



How do you do it?

Use a simple content management system, like Joomla! or Drupal.

74.1% of the US Population is Online

## CONTENT MANAGEMENT FOR YOUR SITE

Joomla or Drupal or  
CTS

Easy to install and use.

Open source = free.

Lots of “plug-ins.”

Lots of hosting options.

Lots of design sources,  
free or low cost.

Easy to maintain.



[joomla.org](http://joomla.org) or [drupal.org](http://drupal.org)

CTS is the church management SW w/ plug-in for site  
[christiantemplatesonline.com](http://christiantemplatesonline.com)

# THE ESSENTIALS

# Google Listing

The screenshot displays the Google Maps interface for Buena Park, California. On the left sidebar, a search for "church" has been performed, resulting in a list of seven church listings. Each listing includes the church name, address, phone number, and a small thumbnail image. The main map area shows a street grid with several red location pins corresponding to the listed churches. The interface includes standard Google Maps navigation tools like a search bar, zoom controls, and a street view pegman. At the bottom of the map, there is a small text overlay for "Sequoia Community Church" with the website "sequoiaworld.org" and a brief description: "A new church in Southeast Fresno. Relevant teaching, eternal truths." The bottom of the page features a decorative graphic with orange and blue geometric shapes.

Web Images Videos Maps News Shopping Gmail more

Google maps Buena Park

Get Directions My Maps

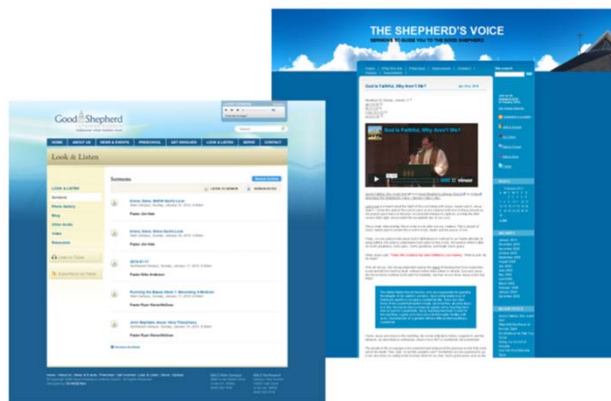
church

- Good Shepherd Lutheran Church - 7822 Concord Avenue, Buena Park, CA - (714) 827-6822
- Galaxy Korean Presbyterian Church - 7822 Concord Avenue, Buena Park, CA - (714) 392-8846
- Christ Community Church - 6575 Concord Avenue, Buena Park, CA - (714) 228-9340
- California Presbyterian Church - 6575 Concord Avenue, Buena Park, CA - (714) 527-6545
- Living Word Christian Center Buena Park - 8821 Wilshire Avenue, Buena Park, CA - (714) 228-9355
- Bethel Lutheran Church - 6421 Lincoln Avenue, Buena Park, CA - (714) 527-4776

Sequoia Community Church - sequoiaworld.org - A new church in Southeast Fresno. Relevant teaching, eternal truths. - California

**IMPORTANT**

**A Blog for Sermons**



For search purposes (Search Engine Optimization or SEO) having a blog that links to, but is separate from, your web site is an important factor. In addition, this will allow you to offer your sermons (in audio &/or video) to users of iTunes/iPods

## CONTENT MANAGEMENT FOR YOUR BLOG

Wordpress

Open source = free.

Lots of design options.

Easy to install and maintain.

Lots of “plug-ins.”



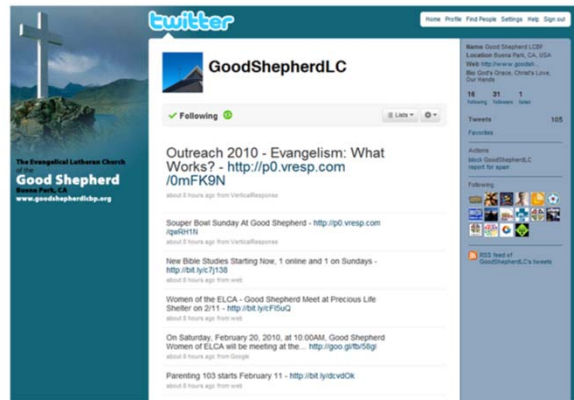
## CONTENT MANAGEMENT FOR YOUR BLOG



Wordpress offers self-hosted, and wordpress hosted sites, the “back-end” administrative portion is very easy to use, and you can set up more than one author, multiple categories, etc...

## GOOD IDEAS

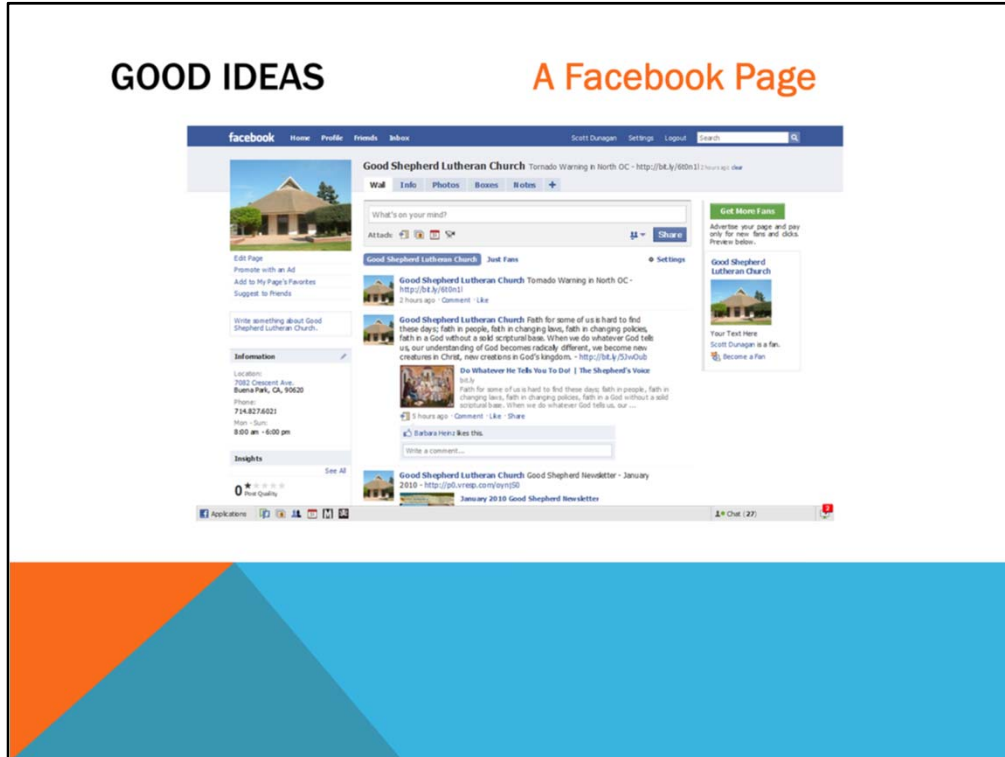
## A Twitter Page



You can post updates about events, blog postings, newsletter articles, and, important community information as well.  
This is VERY easy to do, and, allows you an entry into the Social Media arena.

## GOOD IDEAS

## A Facebook Page



Another VERY easy thing to set up, and it allows you another entry into the Social Media space.  
You can announce events, show off photos, etc.

The figures above are taken from the Facebook advertising interface and show that 46.6% of the Facebook audience of the top 10 countries by usage is in the 15-24 year old age range, followed by a further 30.3% in the 25-34 year old age range.

## GOOD IDEAS

## Online Giving

*Welcome to Good Shepherd*  
Good Shepherd Lutheran Church & Preschool, Buena Park, CA  
We are a close knit community of people who love the Lord and do His Work.

### Good Shepherd Lutheran Church

#### Help For Haiti

Lutheran World Relief is accepting donations for help for the people of Haiti who were devastated by the 7.0 earthquake on February 12th.

If anybody is interested in donating to disaster recovery, Lutheran World Relief is responding, as always. The things that make giving to LWR more attractive are: 1) every single penny goes directly to the victims of the disaster to which you donate; all operating costs are paid by LWF and 2) LWF stays in long after the Red Cross and other organizations have packed up and left. Here is the information if you want to donate directly or you can write a check to the church and indicate that it is to go to Lutheran World Relief for the earthquake in Haiti.

The following is from LWR:  
*Lutheran World Relief is responding to the affected communities through its partners on the ground in Haiti. The coming days are critical as teams dispatch to Haiti to conduct search and rescue efforts. LWR anticipates a large response. Every dollar donated to the life-saving effort is critical to providing the necessary emergency support to the people of Haiti. PLEASE HELP by making a donation to the Haiti Earthquake fund. LWR accepts donations by phone at 800-LWR-411R-2, online at <http://www.lwr.org> or by mailing a check or money order to: Lutheran World Relief/Haiti/Caribbean Hurricane Relief/P.O. Box 17061/Baltimore, MD 21285-9832*

**Quick Links**

- Home
- Church Calendar
- Prayer Requests
- Prayer Listings
- Contact Church
- Contact Preschool
- Photo Gallery
- ELCA News

**Support Good Shepherd's Ministry**

Use paypal to support Good Shepherd's Ministry programs.  
If you wish to designate a specific purpose for your donation please note that when you submit your donation.

**Donate**

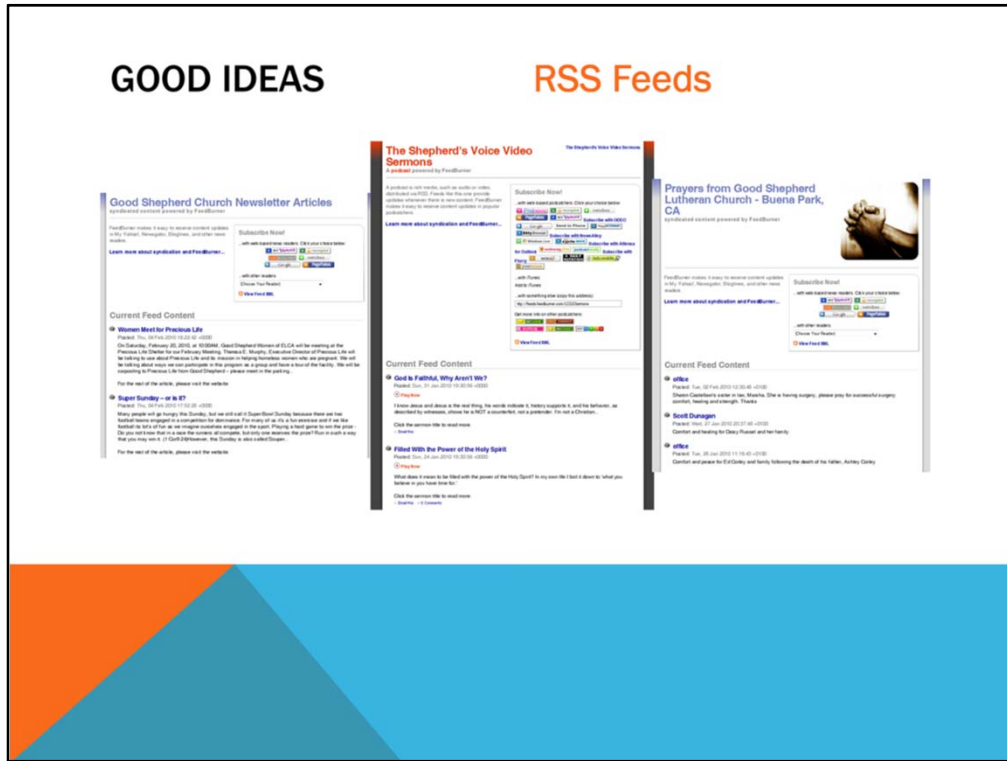
PayPal, Visa, Mastercard, American Express

**Sermons**  
Sermons to Guide You to The Good Shepherd  
Do Whatever He Tells You To

Requires a PayPal account and certification of your 501c(3) status with PayPal

# GOOD IDEAS

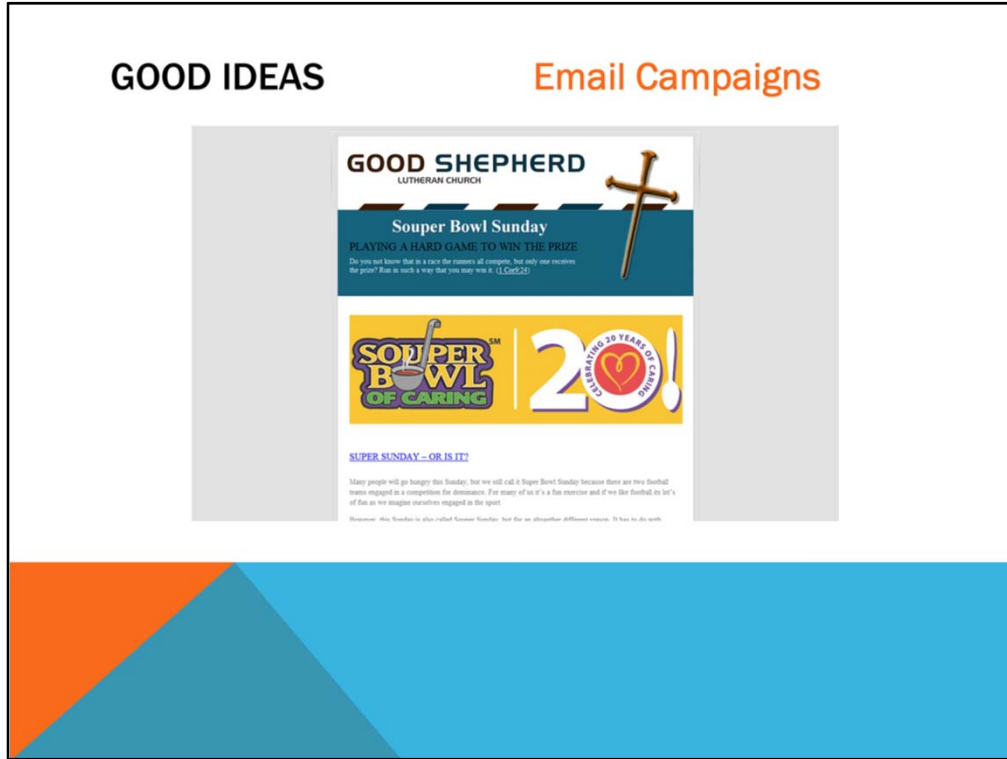
# RSS Feeds



This allows you to push your updates out to your users in the format of THEIR choosing. They can subscribe in iTunes, use a feedreader, get email, or use a browser.

## GOOD IDEAS

## Email Campaigns



This allows you to push out special messages, as well as your monthly newsletter articles as teasers to drive traffic to your web site.

## GOOD IDEAS

## Online Bible Studies



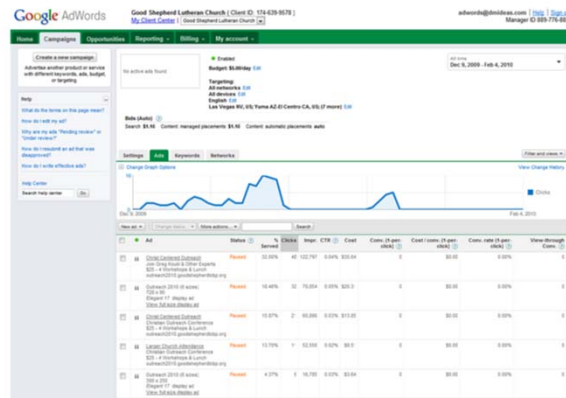
There are lots of solutions out there, however, a very good solution, that is easy to use and free is Moodle.

Moodle is a VERY flexible platform and allows discussions, links, video, slide shows, questions, answers, etc...

Moodle.org & KeyToSchool.com

## BAD IDEA

## Pay-Per-Click Advertising



This is something that isn't needed for churches, it can be used, in SMALL doses to promote LARGE events, but, even then, it is challenging to set-up and manage.

## DEMOGRAPHICS

Generation	Demographic	% of US Population	% of Internet Population
G.I Generation	74+	9%	4%
Silent Generation	65-73	9%	7%
Older Boomers	56-64	13%	13%
Younger Boomers	46-55	20%	22%
Gen X	34-45	20%	23%
Gen Y (Millennials)	19-33	26%	30%

<http://www.psfk.com/2009/02/us-report-internet-usage-by-age.html>

## SUMMARY

To Outreach to 13-65 year olds you need:

Website

Blog

Twitter

Facebook

E-Mail Newsletters

You might want:

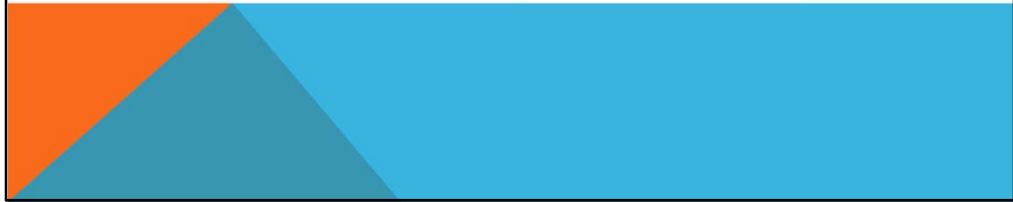
Online giving

RSS Feeds

Online Bible Studies & Groups

You don't want:

Pay-per-click marketing (unless it's for a specific event)



## RESOURCES

**Joomla** - <http://www.joomla.org>

**Drupal** - <http://www.drupal.org>

**Wordpress** - <http://www.wordpress.org>

**Feedburner** - <http://www.feedburner.com>

**Twitter** - <http://www.twitter.com>

**Facebook** - <http://www.facebook.com>

**PayPal** - <http://www.paypal.com>

**Moodle** - <http://www.moodle.org>

**KeyToSchool** - <http://www.keytoschool.com>

**Vertical Response** - <http://www.verticalresponse.com>

**Siteground** - <http://www.siteground.com>

Joomla & Drupal are content management tools to run your site.

Wordpress is the blogging software of choice and can be used to power smaller, limited functionality web sites.

Feedburner is the tool to standardize and publicize RSS feeds for your blog/site and for Podcasting.

Twitter & Facebook are two VERY popular social networking tools.

PayPal will allow you to process payments without capturing any information.

Moodle is a online learning tool, KeyToSchool offers free Moodle sites.

Vertical Response is an email marketing toolkit.

Siteground is my recommended hosting provider.

**NEED MORE INFORMATION**  
<http://outreachfestival.org/index.php/workshops/multichannel-church/>

Download this presentation online.

**THANK YOU FOR ATTENDING**  
ARE THERE ANY QUESTIONS?

FEEL FREE TO CONTACT ME AFTER THE FESTIVAL  
EMAIL: [SCOTTID@DMIDEAS.COM](mailto:SCOTTID@DMIDEAS.COM)  
OFFICE: 714.699.IDEA  
CELL: 714.801.7656  
TWITTER: [WWW.TWITTER.COM/DMIDEAS](http://WWW.TWITTER.COM/DMIDEAS)  
WEBSITE: [WWW.DMIDEAS.COM](http://WWW.DMIDEAS.COM)  
FACEBOOK: [WWW.FACEBOOK.COM/DMIDEAS](http://WWW.FACEBOOK.COM/DMIDEAS)