



THE MULTICHANNEL CHURCH
ONLINE OUTREACH FOR YOUR CHURCH

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PRESIDENT/CEO - DMIDEAS.COM, LLC
OUTREACH CHAIR, GOOD SHEPHERD LUTHERAN CHURCH

AGENDA

Introduction

Globalization & How It Changes Outreach

Essentials

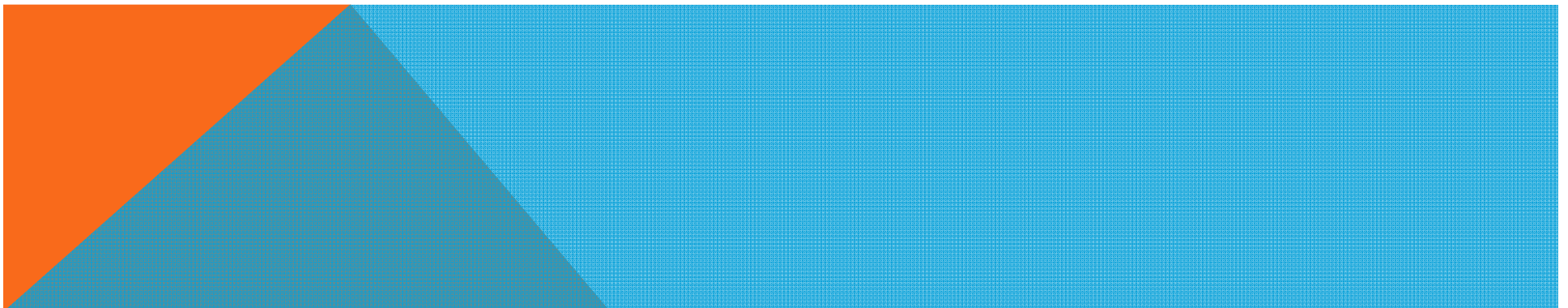
Good Ideas

Bad Ideas

Summary

Resources

Questions

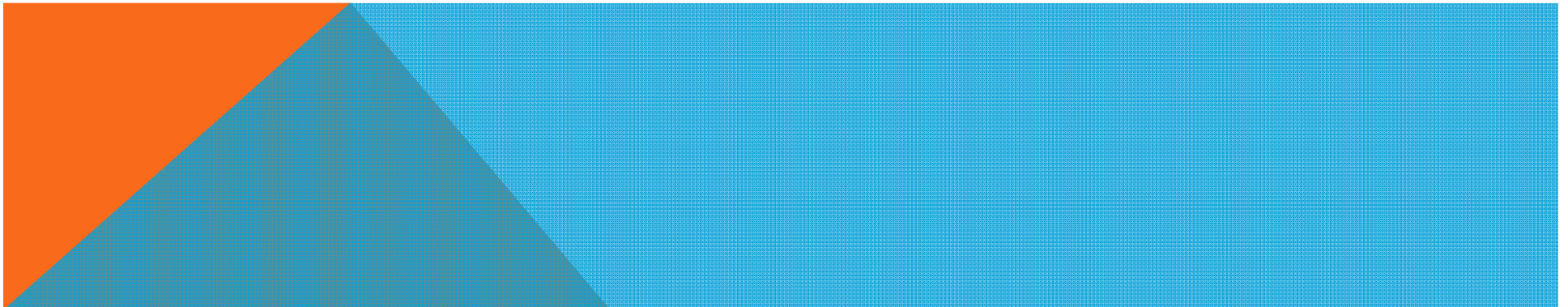


THE LAST WORDS OF CHRIST TO HIS CHURCH ON EARTH!

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?

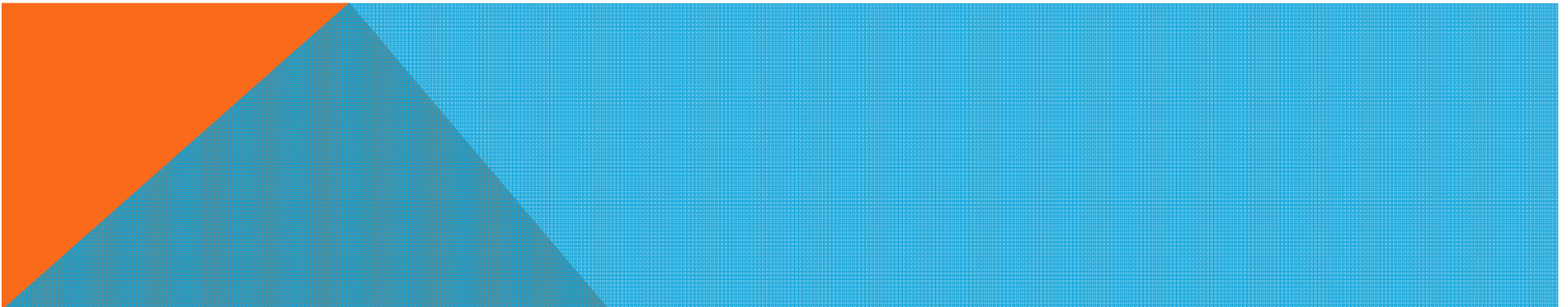
What can your church do online?

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?



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.”

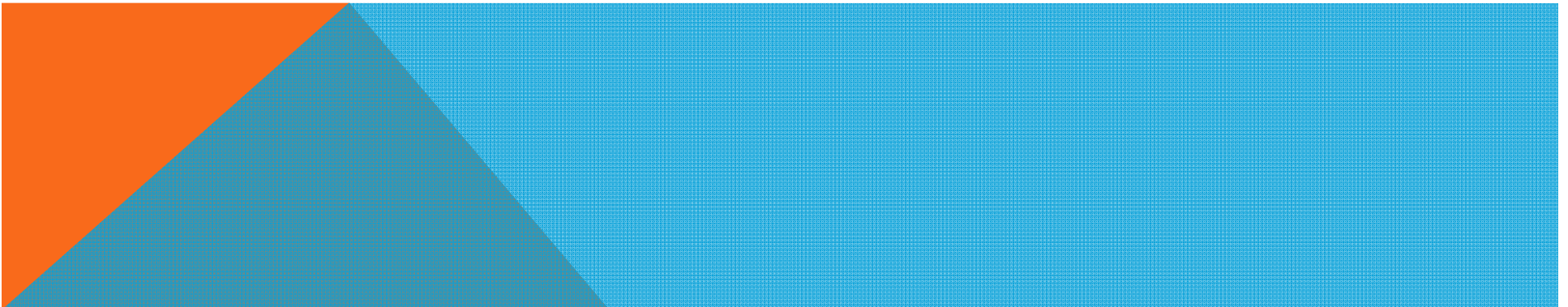
LOCALIZATION?

“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.”



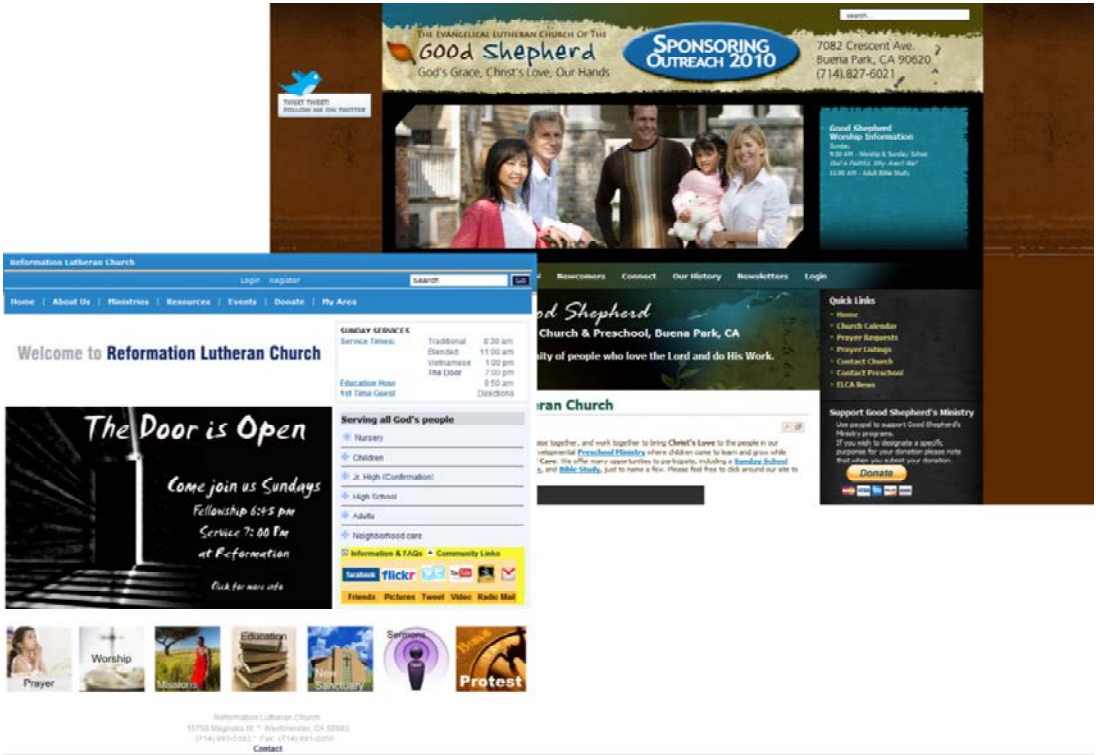


WHAT IS OUTREACH TODAY?

Outreach
=
Marketing

THE ESSENTIALS

A Website



CONTENT MANAGEMENT FOR YOUR SITE

Joomla or Drupal or
CTS

Easy to install and use.

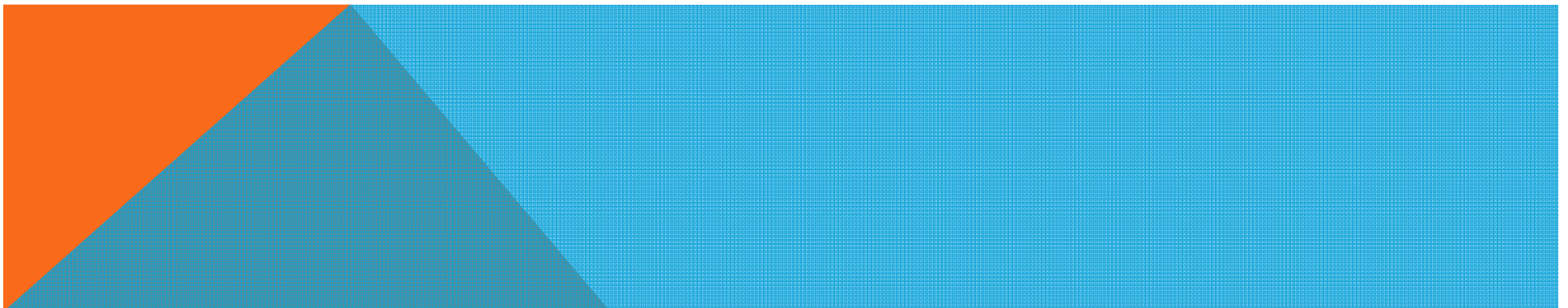
Open source = free.

Lots of “plug-ins.”

Lots of hosting options.

Lots of design sources,
free or low cost.

Easy to maintain.



THE ESSENTIALS

Google Listing

Web Images Videos Maps News Shopping Gmail more ▾ Help | Sign in

Google maps church Search Maps [Show search options](#)
Find businesses, addresses and places of interest.

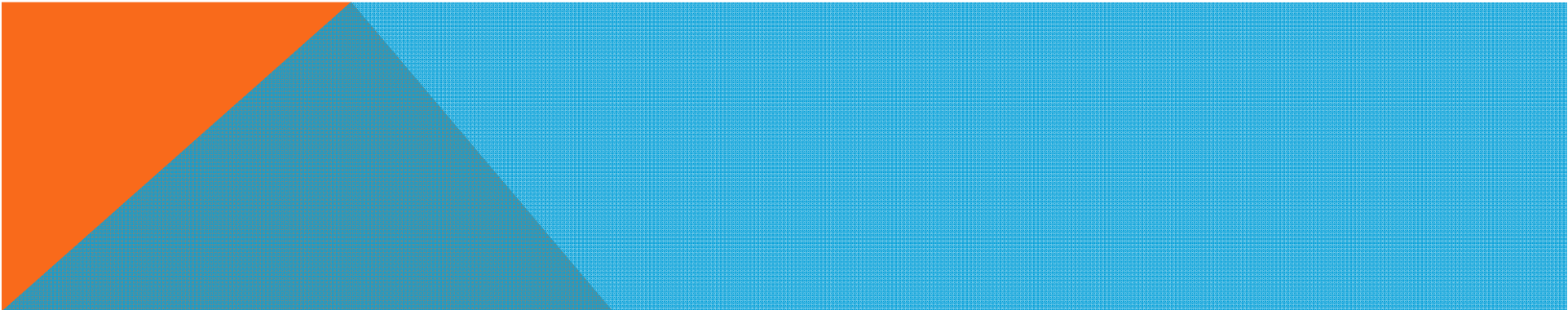
Get Directions My Maps RSS View in Google Earth Print Send Link

Narrow by: [User Rating](#) ▾

church
Categories: [Presbyterian Church](#), [Lutheran Church](#)

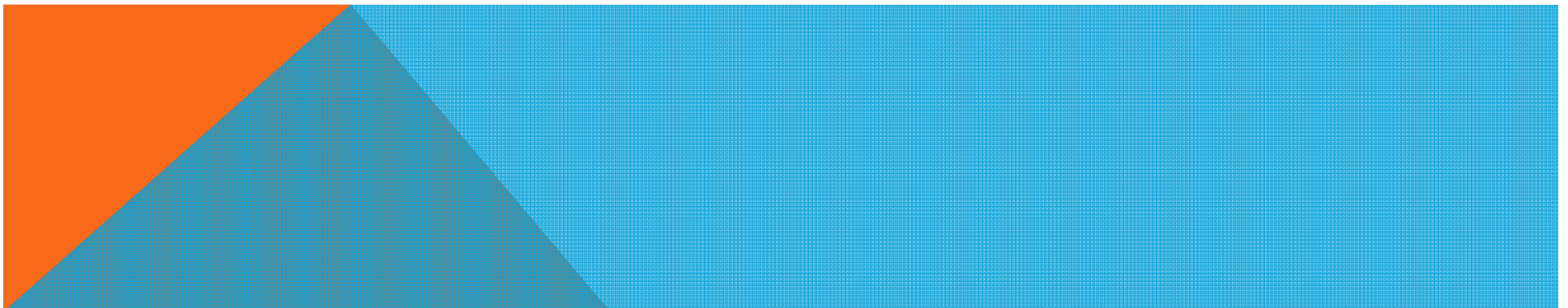
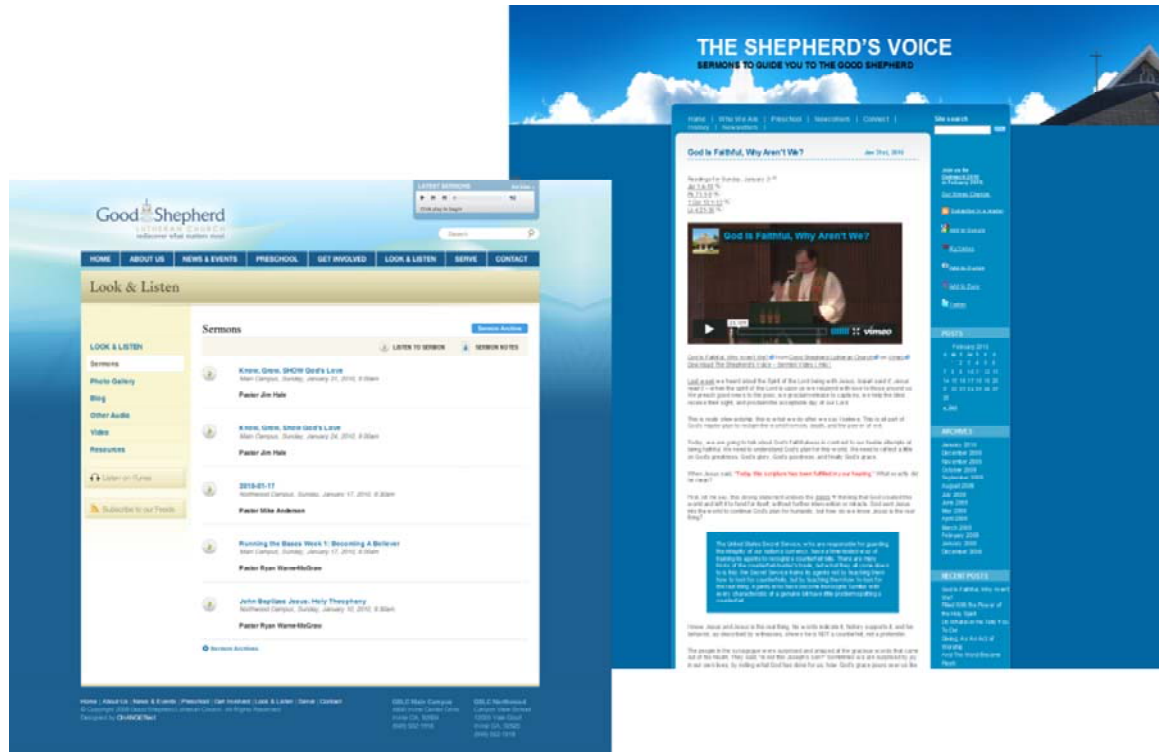
- A** [Good Shepherd Lutheran Church](#) - [more info](#)
7082 Crescent Avenue, Buena Park, CA - (714) 827-6021
[Write a review](#)
- B** [Calvary Korean Presbyterian Church](#) - [more info](#)
7082 Crescent Avenue, Buena Park, CA - (714) 392-0846
[Write a review](#)
- C** [Christ Community Church](#) - [more info](#)
6575 Crescent Avenue, Buena Park, CA - (714) 229-6940
[Write a review](#)
- D** [California Presbyterian Church](#) - [more info](#)
6575 Crescent Avenue, Buena Park, CA - (714) 527-5040
[Write a review](#)
- E** [Living Word Christian Center-Buena Park](#) - [more info](#)
8601 Western Avenue, Buena Park, CA - (714) 220-2400
Category: Foursquare Church
[Write a review](#)
- F** [Bethel Lutheran Church](#) - [more info](#)
6441 Lincoln Avenue, Buena Park, CA - (714) 527-4776
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SEQUOIA COMMUNITY CHURCH
[Sequoia Community Church](#) - [sequoiafresno.org](#) - A new church in Southeast Fresno. Relevant teaching, eternal truths. - California Sponsored Link



IMPORTANT

A Blog for Sermons



CONTENT MANAGEMENT FOR YOUR BLOG

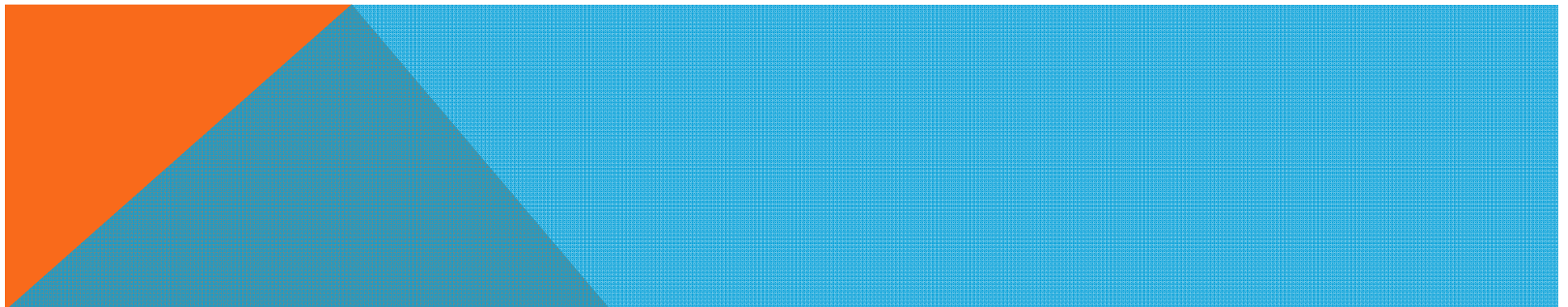
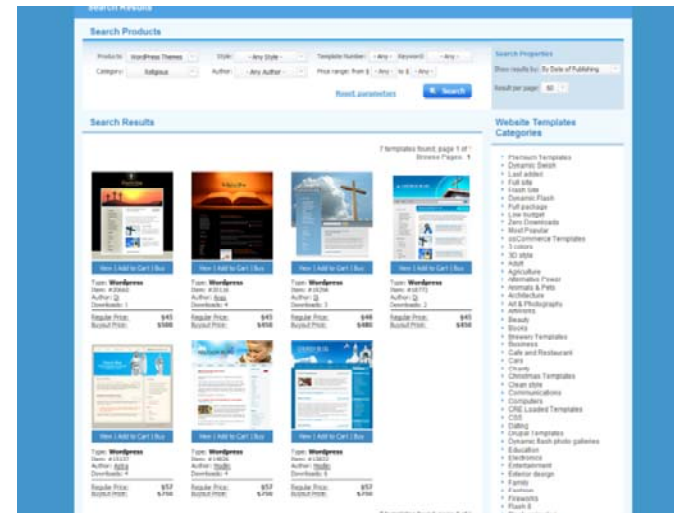
Wordpress

Open source = free.

Lots of design options.

Easy to install and maintain.

Lots of “plug-ins.”

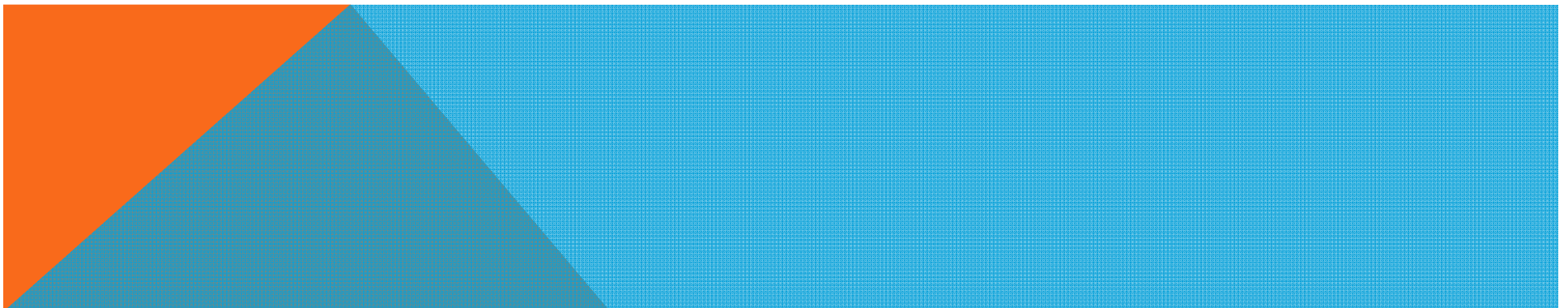


CONTENT MANAGEMENT FOR YOUR BLOG

The screenshot shows the WordPress dashboard for a site named "The Shepherd's Voice". The top navigation bar includes a "New Post" button, the user name "Howdy, Administrator", and a "Log Out" link. The main dashboard area is divided into several sections:

- Right Now:** A summary section showing site statistics: 60 Posts, 1 Comment, 0 Pages, 0 Approved, 2 Categories, 0 Pending, 0 Tags, and 1 Spam. It also indicates the current theme is "WordPress theme 212 with 5 Widgets" and the version is "WordPress 2.9.1".
- QuickPress:** A form for quickly creating a new post, with fields for Title, Content, and Tags, and buttons for "Save Draft", "Reset", and "Publish".
- Recent Drafts:** A section indicating there are no drafts at the moment.
- WordPress Development Blog:** A section for news from the WordPress development blog, currently showing "Loading...".
- Other WordPress News:** A section for other WordPress news, also showing "Loading...".
- Recent Comments:** A section showing "No comments yet."
- Incoming Links:** A section showing "Loading...".
- Plugins:** A section showing "Loading...".
- The Latest news from Yoast:** A section featuring a post titled "Unleashing Quix" by Yoast, dated January 13, 2010. The post text reads: "I've been working on a secret (side) project for 3-4 months now, way longer than I ever intended to work on it, but it's now ready for release. I'm ready to show you Quix, a tool I think is very cool, which I've shared with quite a few of my friends []". The Yoast logo is also visible.

A left-hand sidebar contains navigation menus for Dashboard, Posts, Media, Links, Pages, Comments, Appearance, Plugins, and Users.



GOOD IDEAS

A Twitter Page

The image shows a screenshot of the Twitter profile for GoodShepherdLC. The profile picture is a landscape with a large white cross on a rock. The bio includes the church's name, location (Buena Park, CA), and website (www.goodshepherdcbp.org). The page shows several tweets about church events and outreach, each with a link and a timestamp of 'about 8 hours ago'. The right sidebar displays statistics: 16 following, 31 followers, and 1 listed. It also includes a 'Following' list with various icons and an RSS feed link.

twitter Home Profile Find People Settings Help Sign out

GoodShepherdLC

✓ Following

Outreach 2010 - Evangelism: What Works? - <http://p0.vresp.com/0mFK9N>
about 8 hours ago from VerticalResponse

Souper Bowl Sunday At Good Shepherd - <http://p0.vresp.com/qwRH1N>
about 8 hours ago from VerticalResponse

New Bible Studies Starting Now, 1 online and 1 on Sundays - <http://bit.ly/c7j138>
about 8 hours ago from web

Women of the ELCA - Good Shepherd Meet at Precious Life Shelter on 2/11 - <http://bit.ly/cFI5uQ>
about 8 hours ago from web

On Saturday, February 20, 2010, at 10:00AM, Good Shepherd Women of ELCA will be meeting at the... <http://goo.gl/fb/58gj>
about 8 hours ago from Google

Parenting 103 starts February 11 - <http://bit.ly/dcvdOk>
about 8 hours ago from web

Name Good Shepherd LCBP
Location Buena Park, CA, USA
Web <http://www.goodshepherdcbp.org>
Bio God's Grace, Christ's Love, Our Hands

16 following **31** followers **1** listed

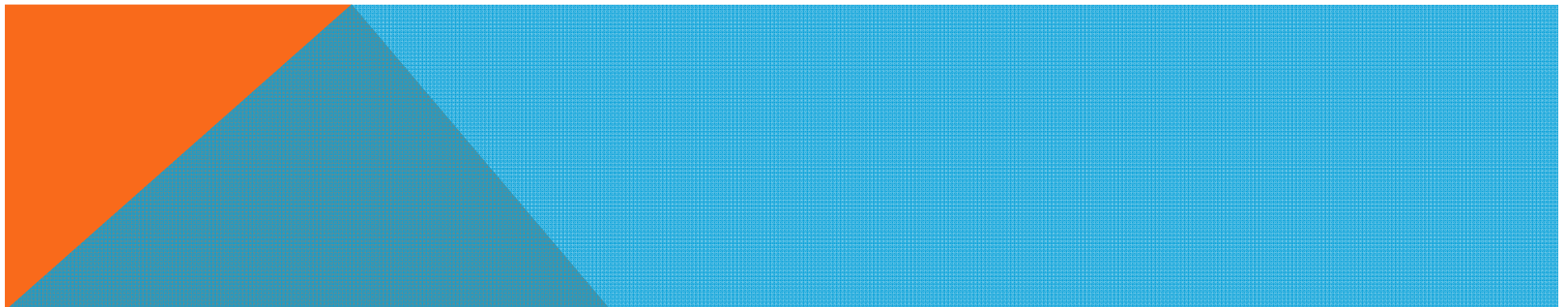
Tweets 105

Favorites

Actions
block GoodShepherdLC
report for spam

Following

RSS feed of GoodShepherdLC's tweets



GOOD IDEAS

A Facebook Page

The screenshot shows a Facebook page for "Good Shepherd Lutheran Church". The page header includes the Facebook logo, navigation links (Home, Profile, Friends, Inbox), the user's name (Scott Dunagan), and settings/logout options. The main content area features a profile picture of the church building, a "What's on your mind?" text box, and a "Share" button. Below this, there are several posts from the church, including a "Tornado Warning in North OC" and a post about faith. The right sidebar contains a "Get More Fans" advertisement and a "Become a Fan" button. The bottom of the page shows application icons and a chat notification.

facebook Home Profile Friends Inbox Scott Dunagan Settings Logout Search

Good Shepherd Lutheran Church Tornado Warning in North OC - <http://bit.ly/6t0n1l> 2 hours ago clear

Wall Info Photos Boxes Notes +

What's on your mind?

Attach: [Icons] Share

Good Shepherd Lutheran Church Just Fans Settings

Good Shepherd Lutheran Church Tornado Warning in North OC - <http://bit.ly/6t0n1l> 2 hours ago · Comment · Like

Good Shepherd Lutheran Church Faith for some of us is hard to find these days; faith in people, faith in changing laws, faith in changing policies, faith in a God without a solid scriptural base. When we do whatever God tells us, our understanding of God becomes radically different, we become new creatures in Christ, new creations in God's kingdom. - <http://bit.ly/5JwOub>

Do Whatever He Tells You To Do! | The Shepherd's Voice
bit.ly
Faith for some of us is hard to find these days; faith in people, faith in changing laws, faith in changing policies, faith in a God without a solid scriptural base. When we do whatever God tells us, our ...
5 hours ago · Comment · Like · Share

Barbara Heinz likes this.

Write a comment...

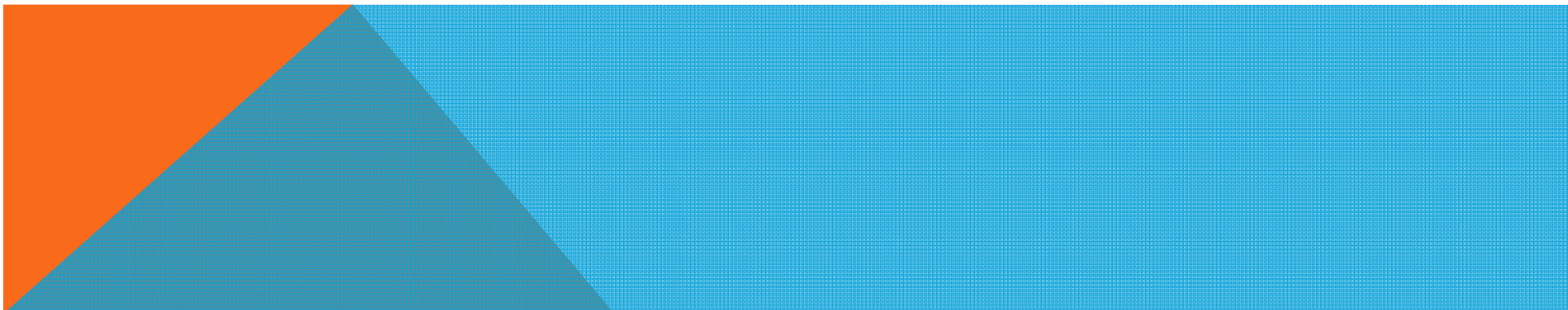
Good Shepherd Lutheran Church Good Shepherd Newsletter - January 2010 - <http://p0.vresp.com/oynj50>
January 2010 Good Shepherd Newsletter

Get More Fans
Advertise your page and pay only for new fans and clicks. Preview below.

Good Shepherd Lutheran Church
Your Text Here
Scott Dunagan is a fan.
Become a Fan

0 Post Quality

Applications [Icons] Chat (27)



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 LWR and 2) LWR 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 this 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-LWR-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 21298-9832

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.

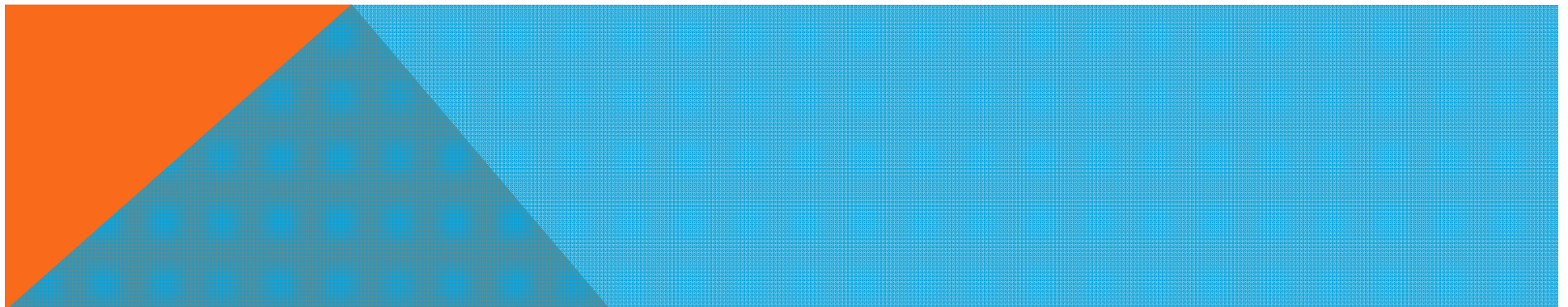
Donate

VISA M.C. BANK

Sermons

Sermons to Guide You to The Good Shepherd

[Do Whatever He Tells You To](#)



GOOD IDEAS

RSS Feeds

Good Shepherd Church Newsletter Articles

syndicated content powered by FeedBurner

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[Subscribe with NewsAly](#) [Subscribe with NewsAly](#)

[Subscribe with NewsAly](#) [Subscribe with NewsAly](#)

...with other readers:

Choose Your Reader:

[View Feed XML](#)

Current Feed Content

- Women Meet for Precious Life**
Posted: Thu, 04 Feb 2010 18:22:42 +0000
On Saturday, February 20, 2010, at 10:00AM, Good Shepherd Women of ELCA will be meeting at the Precious Life Shelter for our February Meeting. Theresa E. Murphy, Executive Director of Precious Life will be talking to us about Precious Life and its mission in helping homeless women who are pregnant. We will be talking about ways we can participate in this program as a group and have a tour of the facility. We will be carpooling to Precious Life from Good Shepherd - please meet in the parking...
For the rest of the article, please visit the website
- Super Sunday - or is it?**
Posted: Thu, 04 Feb 2010 17:52:28 +0000
Many people will go hungry this Sunday, but we still call it Super Bowl Sunday because there are two football teams engaged in a competition for dominance. For many of us it's a fun exercise and if we like football it's lots of fun as we imagine ourselves engaged in the sport. Playing a hard game to win the prize. Do you not know that in a race the runners all compete, but only one receives the prize? Run in such a way that you may win it. (1 Cor9:24) However, this Sunday is also called Souper...
For the rest of the article, please visit the website

The Shepherd's Voice Video Sermons

A podcast powered by FeedBurner

A podcast is rich media, such as audio or video, distributed via RSS. Feeds like this one provide updates whenever there is new content. FeedBurner makes it easy to receive content updates in popular podcasters.

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...with iTunes:

Add to iTunes

...with something else (copy this address):

<http://feeds.feedburner.com/LGSSermons>

Get more info on other podcasters:


[View Feed XML](#)

Current Feed Content

- God is Faithful, Why Aren't We?**
Posted: Sun, 31 Jan 2010 19:30:56 +0000
[Play Now](#)
I know Jesus and Jesus is the real thing, his words indicate it, history supports it, and his behavior, as described by witnesses, shows he is NOT a counterfeit, not a pretender. I'm not a Christian...
Click the sermon title to read more
+ Email this
- Filled With the Power of the Holy Spirit**
Posted: Sun, 24 Jan 2010 19:30:56 +0000
[Play Now](#)
What does it mean to be filled with the power of the Holy Spirit? In my own life I boil it down to 'what you believe in you have time for.'
Click the sermon title to read more
+ Email this - 0 Comments

Prayers from Good Shepherd Lutheran Church - Buena Park, CA

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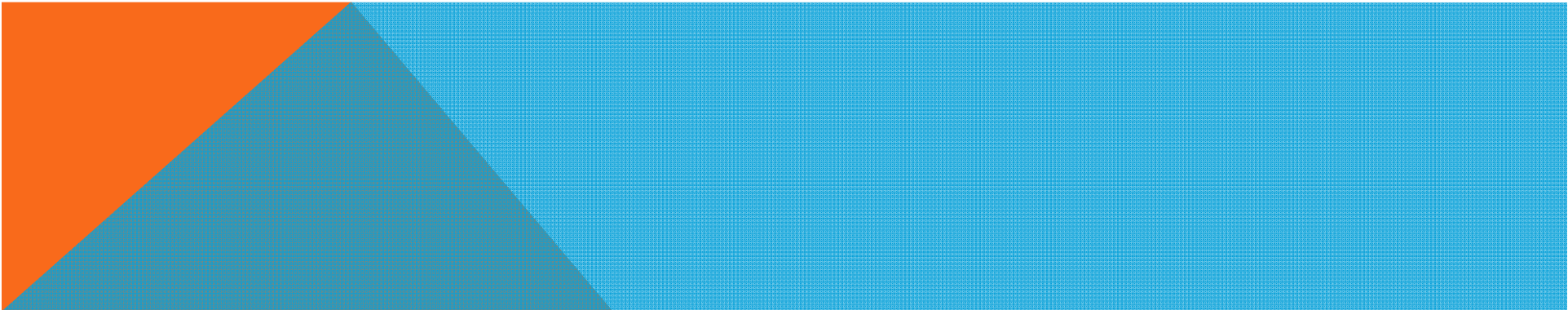
...with other readers:

Choose Your Reader:

[View Feed XML](#)

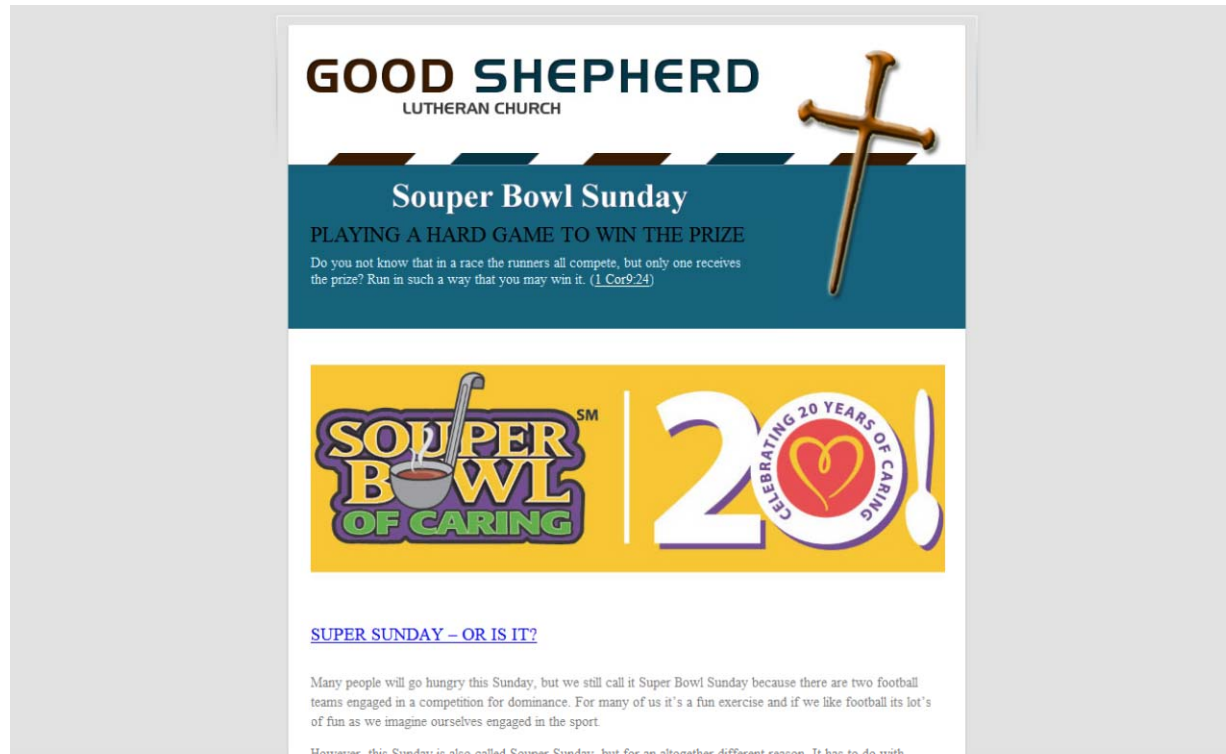
Current Feed Content

- office**
Posted: Tue, 02 Feb 2010 12:30:48 +0100
Sharon Castellaw's sister in law, Masha, She is having surgery, please pray for successful surgery, comfort, healing and strength. Thanks
- Scott Dunagan**
Posted: Wed, 27 Jan 2010 20:37:48 +0100
Comfort and healing for Daisy Russel and her family.
- office**
Posted: Tue, 26 Jan 2010 11:16:43 +0100
Comfort and peace for Ed Corley and family following the death of his father, Ashley Corley



GOOD IDEAS

Email Campaigns



GOOD SHEPHERD
LUTHERAN CHURCH

Super Bowl Sunday
PLAYING A HARD GAME TO WIN THE PRIZE

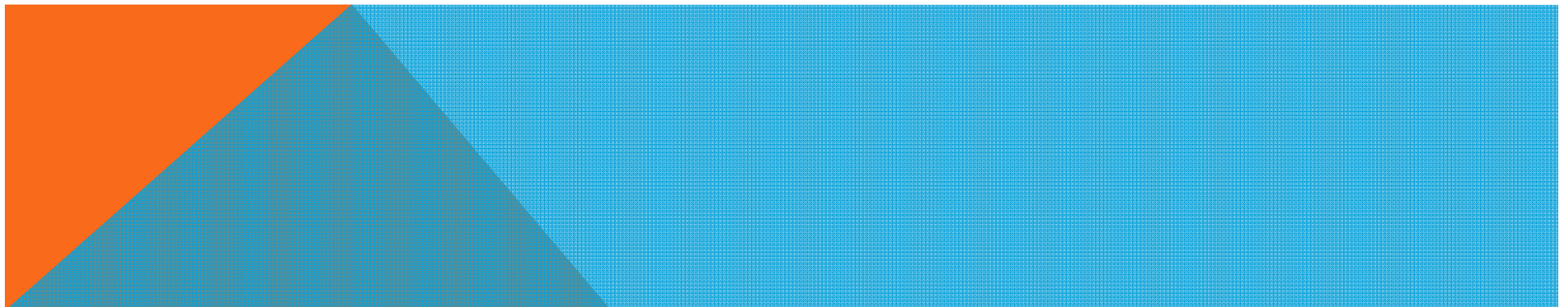
Do you not know that in a race the runners all compete, but only one receives the prize? Run in such a way that you may win it. (1 Cor9:24)

SUPER BOWL OF CARING | **20** CELEBRATING 20 YEARS OF CARING

[SUPER SUNDAY – OR IS IT?](#)

Many people will go hungry this Sunday, but we still call it Super Bowl Sunday because there are two football teams engaged in a competition for dominance. For many of us it's a fun exercise and if we like football its lot's of fun as we imagine ourselves engaged in the sport.

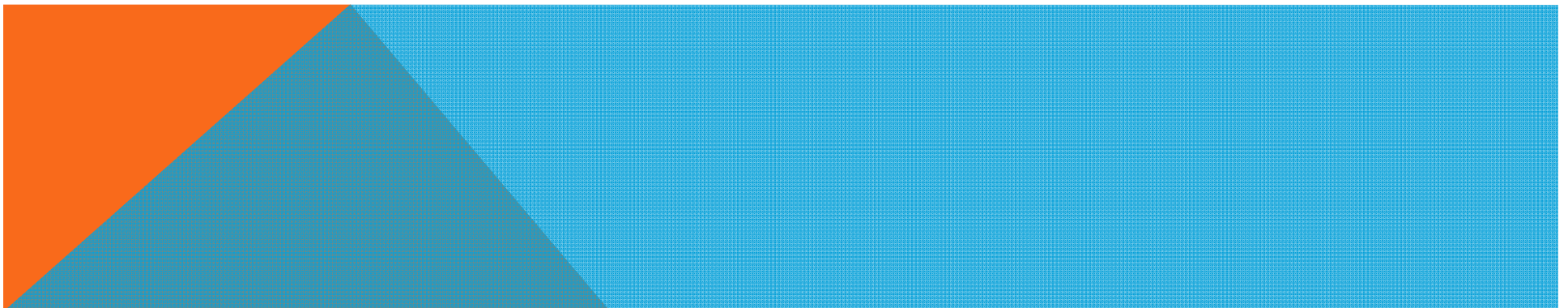
However this Sunday is also called Souper Sunday but for an altogether different reason. It has to do with



GOOD IDEAS

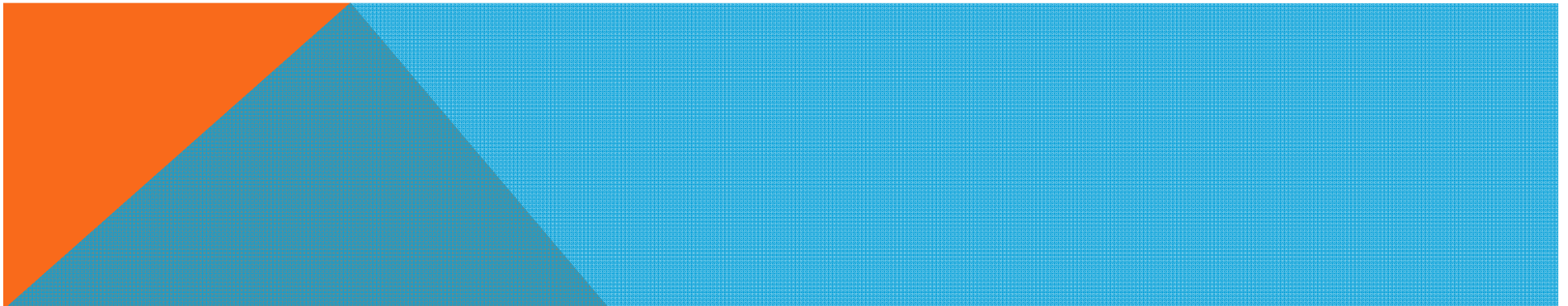
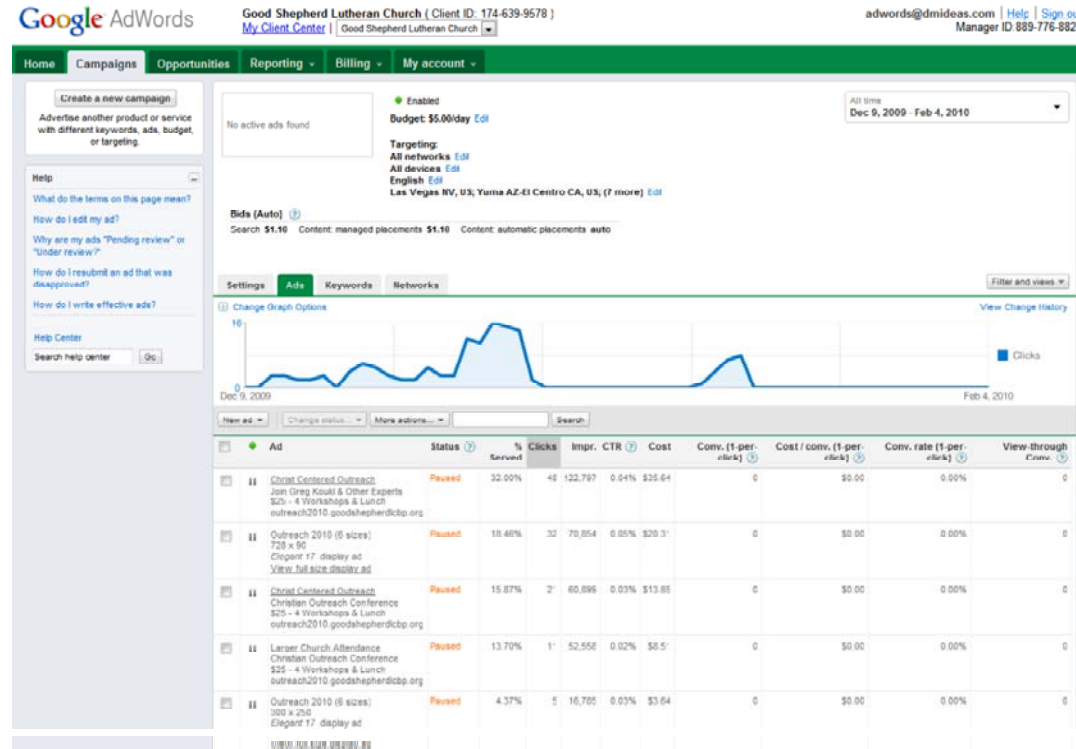
Online Bible Studies

The screenshot shows a Moodle course page for "Good Shepherd Adult Bible Study". At the top, it says "You are not logged in. (Login)" and "English (en)". The page features a header image of a cloudy sky. Below the header, there is a "LOGIN" section with fields for "Username" (goodsheph) and "Password" (masked with dots), a "Login" button, and links for "Create new account" and "Lost password?". To the left, under "Available Courses", there is a course titled "Listening To Jesus" with a small icon. The main content area contains a paragraph about the disciples of Jesus: "The disciples of the Old Testament traveled, ate, drink and listened intently to their Rabbi. They recited the Torah the way he did, they listened to every word that he spoke so they could reason and teach the way he did and hoped that over time they would be as great as their Rabbi. The disciples of Jesus were no different because they left everything to follow Jesus. They walked along side him discussing concepts of His teaching. They listened so that they could think and reason like their Rabbi. They followed and listened." Below this is another paragraph: "As disciples of Jesus, our Rabbi, we can look to the Old Testament for a model to emulate. It would be difficult for us to travel, eat, and drink with Jesus but as a follower of Jesus we can listen to what he has to say just like the disciples did 2000 years ago. We can do that by reading the Four Gospels. It would not be a difficult task to read a Gospel per month and it would give you an opportunity to listen to Jesus, your Rabbi." To the right of the text is a "CALENDAR" for February 2010, showing a grid of days with the 4th highlighted. At the bottom, it says "Moodle Hosting by KeyToSchool" and "You are not logged in. (Login)" above the Moodle logo.



BAD IDEA

Pay-Per-Click Advertising



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%

SUMMARY

To Outreach to 13-65 year olds you need:

Website

Blog

Twitter

Facebook

E-Mail Newsletters

You might want:

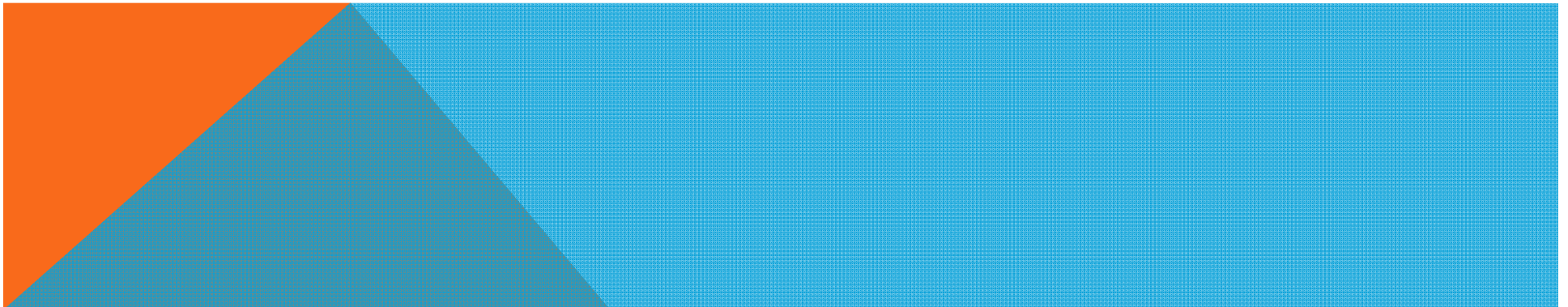
Online giving

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>

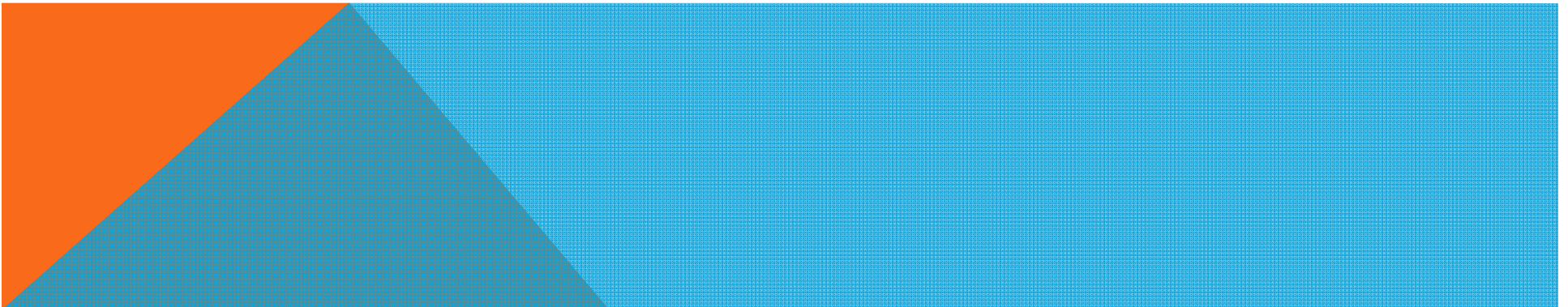
PayPal - <http://www.paypal.com>

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

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

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

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



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: SCOTT@DMIDEAS.COM

OFFICE: 714.699.IDEA

CELL: 714.801.7656

TWITTER: WWW.TWITTER.COM/DMIDEAS

WEBSITE: WWW.DMIDEAS.COM

FACEBOOK: WWW.FACEBOOK.COM/DMIDEAS