

Who should participate?

This course is for anyone wishing to develop a Web presence to support the ministry of a church or agency of the Eastern PA Conference. Participants should be able to:

- Connect to the Internet and navigate to specific websites;
- Use computers and software programs to type, copy & paste text;
- Upload and download files.

What are our next steps?

Once you've identified your Web Ministry person or team, register them for the workshop. By **April 5** all participating churches will receive a web training Application/Contract, which must be signed and returned to UMCom by **April 10**.

By **April 15**, UMCom will send each participant a code that allows them to take the **online class "Your Church Website: Rethinking Your New Front Door."** This preparatory class—free for trainees—will explain how to create or transfer a domain name (URL) and create a WordPress website.

Creating a new website domain name typically takes about 2 days, but transferring one can take up to 10 days. Participants should not delay, but take the online class and create or transfer their church's website domain-name/URL promptly. All churches must create or transfer their church's domain-name/URL by **April 28** to participate in the training.

Helping churches share their story and offer Christ's love

The Eastern PA Conference has a robust communications ministry that serves and engages conference and church leaders and members through our conference website, quarterly newspaper (**NEWSpirit**), weekly e-mailed newsletter (**NEWSpirit Digest**), Flickr photo albums, YouTube videos and social media!

Please **Subscribe** to our newspaper (\$12 a year) and our weekly newsletter on our website. www.epaumc.org

Visit and “Like” our Facebook page.
Follow us on Twitter and Instagram.
View our photos and videos
on Flickr and YouTube!



For More Information:

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'If you build it they will come...'

Building an Effective Website for Your Church



Friday, May 5

and

Saturday, May 6
8:30 AM to 3:00 PM

Location to be announced

Engage your church with the world via Web Ministry

A congregation with a quality website can reach beyond its front door to **inform** its community and the world about its life, faith, ministries and concerns. It can also **inspire** others to come visit and get involved.

Your church's website is its virtual front door, allowing you to **invite** people from near and far to peek inside and then come get a closer look.

Many visitors visit a church's website before deciding to visit the actual church. Members also rely on church websites to learn important information and enjoy other benefits.

The Eastern PA Conference Communications Ministry Team, will partner with United Methodist Communications (UMCom), to help your church web team design, launch and maintain an engaging website, whether brand new or new and improved.



Craig Catlett, a Training and Development Specialist at UMCom, will come to Eastern PA to teach church staff and volunteers how to build quality WordPress church websites and begin planning a full-fledged, web ministry, integrated with social media and other strategic components.

How do we sign up?

We will offer this training twice, on Friday and again Saturday, from **8:30 AM to 3 PM**. The training locations are still being arranged. But we can only accommodate **up to 30 people** for each intensive session. So space is limited. Anyone interested should REGISTER as soon as possible through our conference website or events registration site.

It is best to come as a **Web Ministry Team** ready to collaborate in building or improving your church's online presence. **The cost is only \$30 per person, which must be paid in advance. The absolute deadline to register is April 3.** We cannot accept registrants after that date, due to advance preparations needed for the training event.

Your church will get the most out of this training if each participant first takes the **online web ministry course Your Church Website: Rethinking Your New Front Door** before coming to the training. It offers a preview of what Craig will teach, and it covers the basics of creating both your church website and a strategic web ministry that helps people connect with your church in new ways. The usual cost for this online course is \$39.99. But UMCom is offering it for **free for people who register in time for the May workshop.**

UMCom advises church web teams to also take the online course **Church Marketing: How to Effectively Reach Your Community.** In fact, they offer a **25% discount** on the \$29.99 cost only for persons participating in the May workshop.

But wait—there's more!

UMCom also offers **a year of free services through Website Development Grants** to churches that participate in this training, if they create a new WordPress website.

- **Free website hosting and free online support for one year.**
- **Free domain-name registration for one year.**
- **Free WordPress online training through UMCom.**
- **Free pre-designed templates for easy development of your new website**

So, if your church wants to build a new or improved website—one that effectively invites members and others to come experience the message and ministries that you have to offer—then don't delay. **REGISTER for this workshop today** (before it fills up with eager learners) at:

epaumc.org/conference-calendar/building-an-effective-church-website

