



**People are
knocking on your
church's digital
front door.
Is anybody there?**

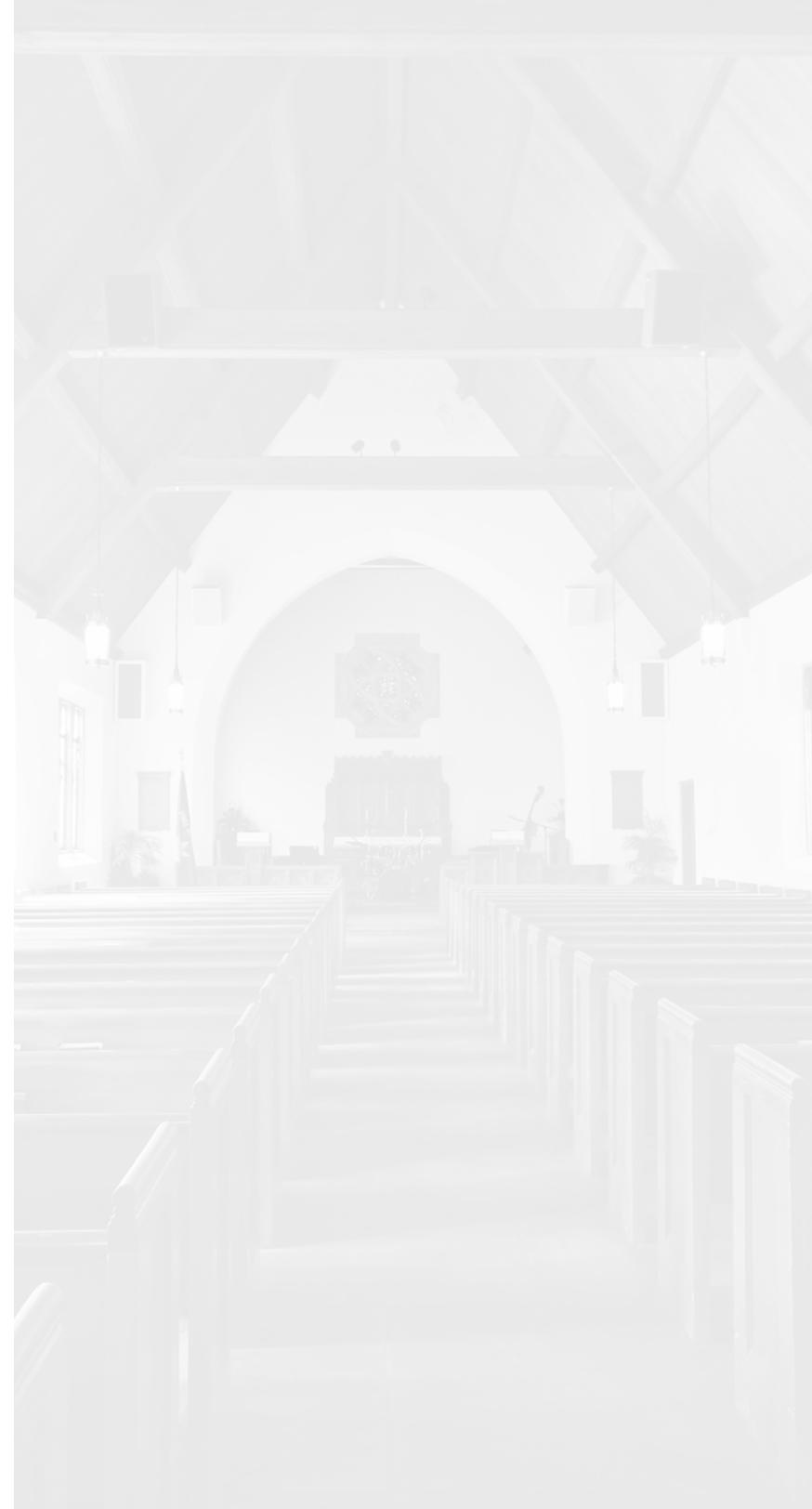
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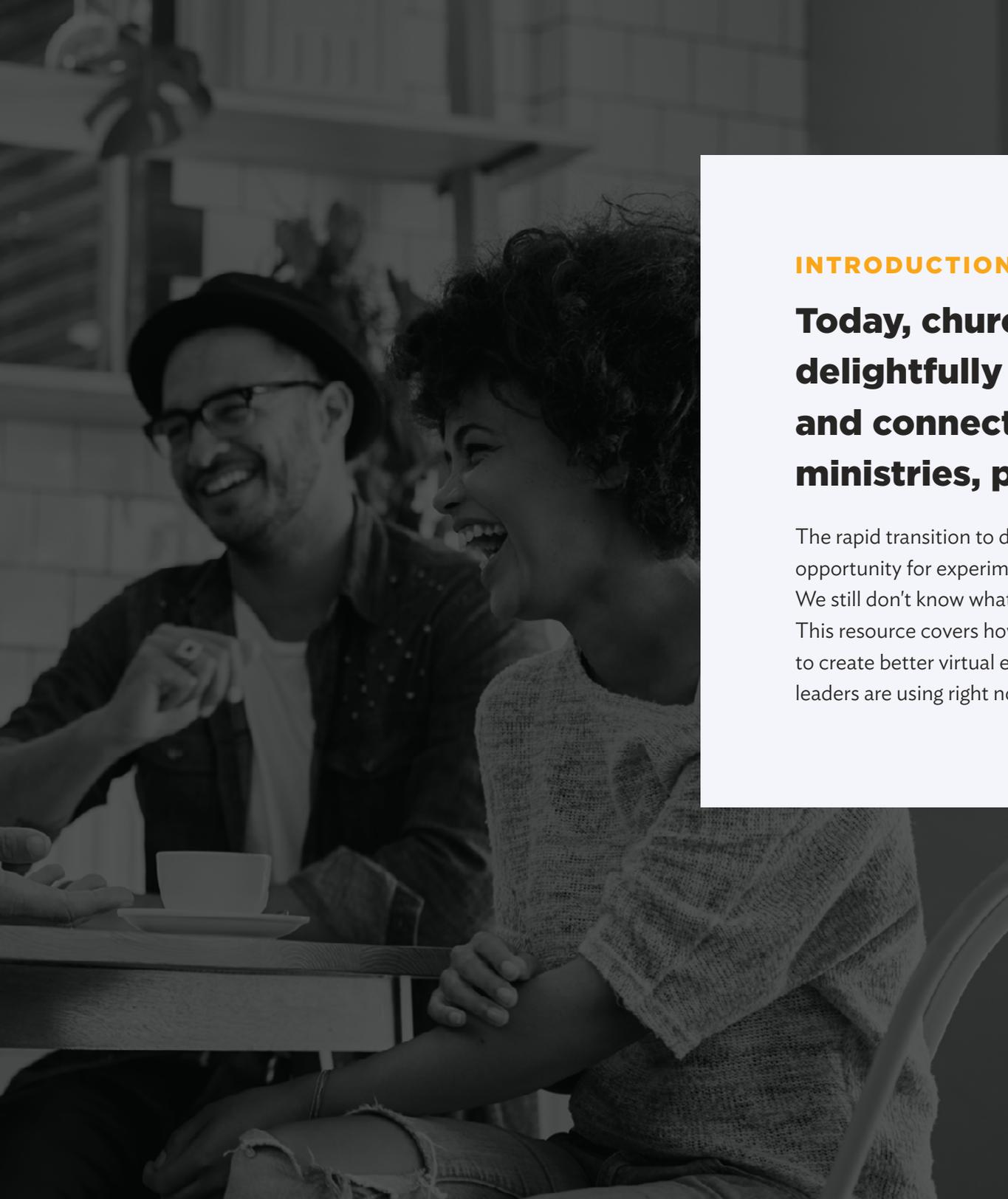
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INTRODUCTION

Today, churches must make it delightfully easy for people to find and connect with your church's ministries, programs, and services.

The rapid transition to digital church has opened up windows of opportunity for experimentation, innovation, pivots, and pioneering. We still don't know what works, but the needs of communities are clear. This resource covers how to identify gaps in your digital outreach, how to create better virtual experiences, and innovative approaches ministry leaders are using right now.

People are knocking on your church's digital front door.

Is anyone there?

Let's take a trip back in time to 2019, on a Sunday.

A group of people eager to hear the word of God enter a set of church doors. Immediately, they are greeted by a community of familiar smiles, warm handshakes, and words of kindness that evoke feelings of peace and hope.

The four walls of your church play an important role not just in spiritual growth, but also in fostering empathy. In other words, attending church is more than showing empathy for our community, but also understanding empathy within ourselves. This is a profound gift that endures long after church has passed.

Thus, it is no surprise that fears have started to appear among faith leaders and congregants alike. For instance:

"If the front doors of my church are virtual doors, will people be able to see them with their eyes? And if they can't see them in them in their physical form, how will they ever remember that they belong here? Where will the empathy endure?"

As a church leader, you are a human serving other humans with technology. The challenge then remains: how can you delight, surprise, and serve your community, especially if you cannot meet in person.

Using empathy to guide digital church outreach

If there were a better way for digital church outreach, what if there were a model that all churches could follow? Those church leaders who create outreach strategies based on empathy will likely become the pioneers and innovators of the digital church!

It isn't just about providing people with next steps (and it didn't need to be). Could the future of church outreach be guided by empathy, with a goal to understand the feelings and perspectives of others, and then using the learnings to guide future outreach?

Turning Digital Engagement into Relationships: Where to Start

Turning digital visitors into real relationships means learning who's knocking. It may feel daunting, but there are many tools already at your disposal. Collecting and analyzing the data you already have allows you to identify those who are most likely to engage with your church's offerings and help define characteristics of those who you want to attract.

Once you understand who is at your digital front door, you can strategically attract the right people and nurture relationships through digital church outreach.

Social Media and Analytics: A Good Place to Start

The best place to find information about your online visitors is your contact database. However, even the most robust databases can still be missing key visitor insights. Look to your social media platforms or Google Analytics to get a detailed profile of who's knocking at your digital front door.

Many ministries use [analytics software](#) designed specifically for churches. These provide relational insights about your community to tell you how your people are flourishing in their faith, relationships, vocation, finances, and physical health. Then, these relational insights can be used to guide outreach and market your ministry.

TIP!

Update your database records regularly and remove any incorrect data. If you cannot afford a full-time database specialist on staff, check with your volunteers to see if any of them have sophisticated database experience.

What to Look for if You Don't Have a Database

Given the limitations of time and resources, most small and medium churches are not able to afford databases—and even the best databases require an extra lift from staff to fill it with useful information. Below are some tips on how to gather and organize audience data for organizations of all sizes.

1. If you have contact cards, put all church attendee information online.
2. Use Excel—it can be a great database tool. Using Excel to capture visitor data is a far better choice than not capturing data at all.
3. Send Regular Assessments: No matter how big or small your church, everyone should conduct assessments regularly.

After your church's digital front door is open, create digital side doors for people to search for and **find your church** to meet urgent felt needs.

Imagine a newly wed couple that was referred to your couples' ministry by a friend who is also a member. After attending Sunday worship service where they learned more about your community and leadership, they get introduced to your couples ministry leader where they get invited to the couples small group at your church for this week.

This example is to show how you might create digital side doors for your people. Your church likely has programs and small groups that often meet the immediate felt needs of your community.

If someone in your area went to Google to search for “couples ministry,” would they find your church in a delightfully easy way?

 couples ministry nearby |

In 2021, church outreach will focus on learning about who's knocking on your digital front and side doors. What does this mean for church leaders? Skill-building in new areas.

Without question, the most important skill for leaders to learn in 2021 is how to build and maintain your church's online presence. Your goal is to make it easy for people to search for and knock on the side doors of your church—and you'll be already waiting for them.

Tactics for creating side doors for your ministries in 2021:

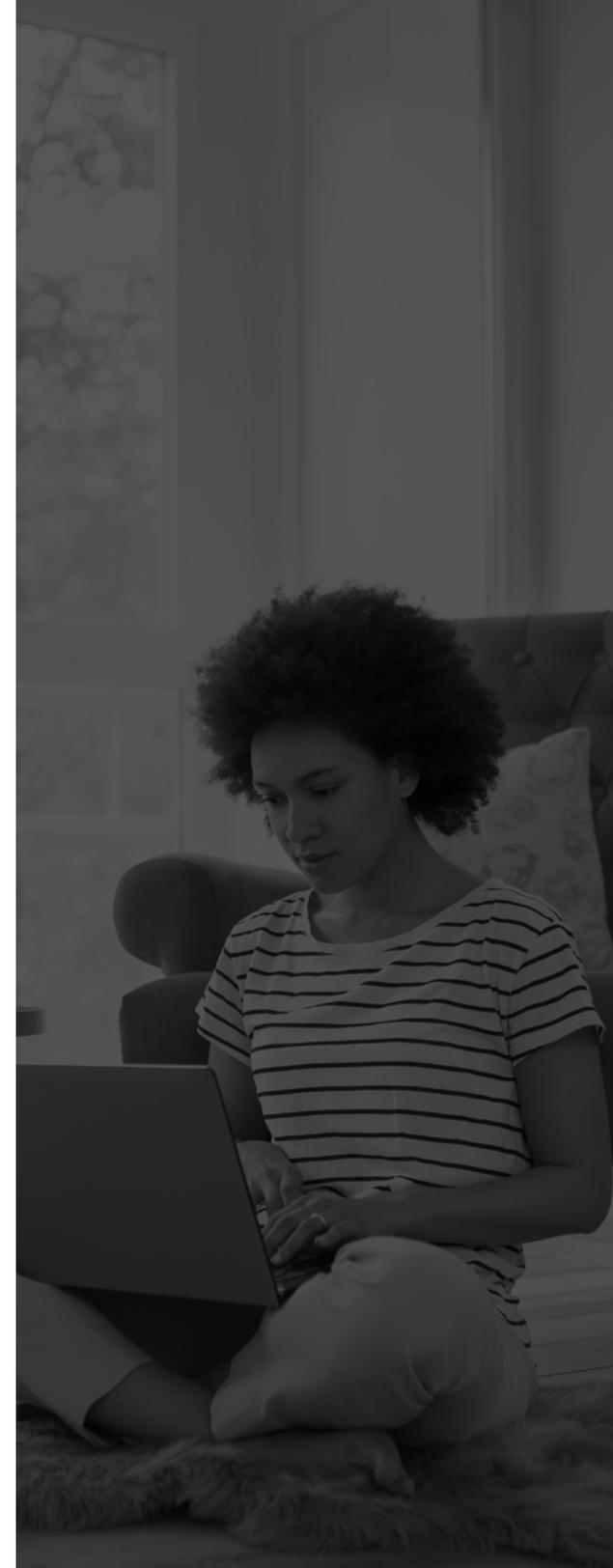
1. Create a Facebook group for your small group ministries to engage each other in deeper conversations beyond social media comments.
2. Create a simple landing page for your programs, and share them on your social media.
3. Add a free chat bot to your website to direct visitors and answer questions.
4. Use Zoom to program topic-based get-togethers (versus only “broadcast” style services).

How to update your church website (your new front door) for more traffic you'll receive in 2021.

Your church's website is the most crucial outreach tool that you will ever have. According to Google, 97% of all people search online when looking for a new church, with 58% of those searches happening daily. Each second, Google processes more than 50,000 searches.

First impressions happen only once, and your church's website is your most prominent outreach channel. In 2021, it's the first place a new visitor goes to learn about your ministries, and where your congregation will go back to again and again for updated information. Beyond being a hub for the basic information about your upcoming services and programs, your organization's website can:

- Help to build new relationships.
- Help position your church in the community.
- Promote and market 24 hours a day, seven days a week.
- Answer many common questions from current and potential visitors, freeing up staff for other activities.
- Provide another means for people to contact you.
- Be changed quickly to adapt to changes to programs, schedules or activities.
- Save money on postage and printing.





For visitors, websites that are simple and delightfully easy to navigate are most appealing. Here are some practical tips for effective websites:

Use photos of real people

People head to church for several reasons, and one of those reasons is community. Your church website should say loud and clear, "You'll find the community here." People want to see who attends your church. They want to know the people they are joining in the community and what that group is about.

Keep your website up to date

Nothing makes someone leave a page like realizing it is not updated. At best, outdated information will confuse your visitors. At worst, they will disregard your church entirely. Someone at your church should be accountable to ensure the website is up-to-date every week and that it has timely information about current events and virtual experiences.

Make it easy to navigate

What action do you want visitors to take when they arrive? Make that clear with a Call to Action button such as "Visit Us." Make sure the button is large, and visitors don't need to scroll down the page to find it. Check out these tips.

- Tell them about you: Most churches have their mission statement or an attention-grabbing sentence above the Call to Action button (this might be your "Visit Us" button). Ensure it is clear, concise, and welcoming. Here are 35 Examples of Inspiring Church Websites if you're stuck on what to write.
- Make it easy for visitors to contact you through a form or free chatbot tool. Try MobileMonkey's free chatbot for Web Chat, Facebook Messenger & SMS.

Other Tips for Your Church Website:

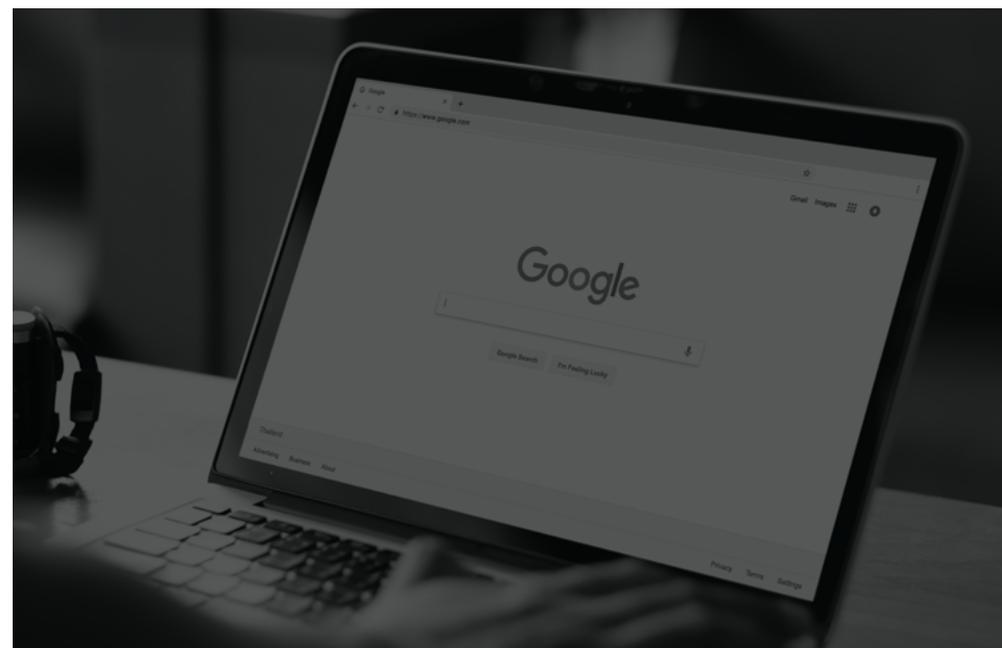
- Remove any events that are in the past (don't forget the ones that may still be on Eventbrite).
- Ensure the most recent sermon series is featured prominently.
- If you list staff and leadership, update new positions and photos.
- See if your online service times and locations are correct.
- Your church should post a minimum of once a month on their page, blog, or website. If your bulletin is digital, change it weekly.
- Make sure your Ministries are current.
- Confirm your contact information is current.
- Make it mobile friendly.
- Add social media channels, if you have them!

Get Discovered in Google Search

Google is how you are found. People will hunt for "Churches nearby" or "Ministries in town," and if your church's name does not show up among the top couple options, no one can find you. The more you say about your church, the more likely it is to show up within the top few google options. Google does not like using the same words over-and-over again. Just use the most effective choice of words within the best place.

You want to:

- Receive positive Google reviews related to your church.
- Add your website in your bio on social media.
- Make sure the organizations that you collaborate with, include your links on their site. For example, if your leadership is interviewed by a blog, make sure the church website is linked. The same way people build trust by association, Google trusts websites by association with reputable websites.

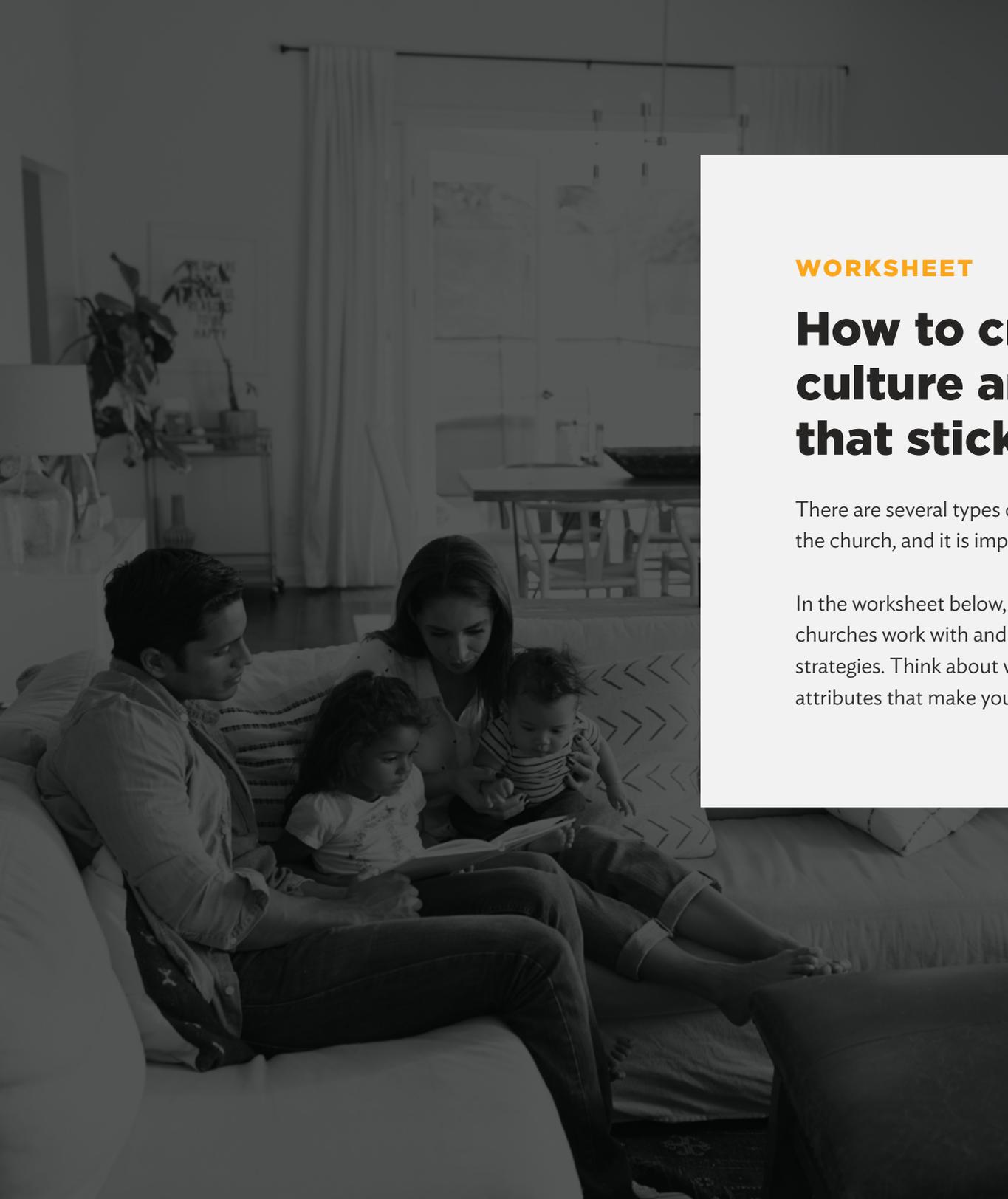


Help your visitors find what they're looking for, fast.

Most of your visitors will be looking for how to view your church online, so make that one of the first things they see. The second thing many will be looking for is a way to get connected to your small group ministries. Try listing your small group ministries higher up on your website and be sure to include photos of the real people who are part of them.

Make it simple and straightforward to give.

How quickly can someone give tithes or offerings on your website? Make it easy to give, but also take time on this page to tell stories of the impact your ministry is making in real people's lives. Tell that story by talking about specifics and use individual examples.



WORKSHEET

How to create digital culture and community that sticks.

There are several types of people knocking on the digital front door of the church, and it is important to identify them.

In the worksheet below, we've listed some common groups that churches work with and provided you with space to outline your own strategies. Think about what kinds of people your church attracts and attributes that make your church a community people enjoy.

Identify your scenarios.

Church leaders know that attracting millennials to church for the first time is much different than attracting seniors, and keeping children engaged is a different story than working with adults. This chart can help you identify ways you may be able to attract, keep, grow and increase disciples in each scenario.

Example strategy to attract young families.

Attract	Get	Keep	Grow	Multiply
Launching a PSA about strengthening family bonds.	Host a virtual family night.	Host family-focused online services for attendees of the virtual family night.	Invite them to join a small group centered on teaching children.	Ask them to share their experiences and invite others to attend.

	Attract	Get	Keep	Grow	Multiply
Children					
Teens					
Millenials					
Young Families					
Adults					
Seniors					
Online					

Fill in the Gaps

Once you've identified ways you can implement the five things for the scenarios applicable to your church, it's important to monitor the effectiveness of your strategy and make plans to fill the gaps between each step.

EXAMPLE

If you're creating a PSA to share ideas for improving communication within a family unit, what do you do before they step through your doors (in-person or/and digital) for the first time? This is what we call the gap. We've provided an example below, as well as a chart you can use to plan your own gap strategy.

Attract: PSA Launch

Understanding who engaged with your PSA, and identify more people in the community like them using data and analytics. Create an audience of all these people, and invite them to your event.

Get: Family Event

Make an effort to meet each attendee and invite them back. Take time to know your people and community so you can continue to provide relevant offerings.

Keep: Family-Focused Service

Ask all congregants to take an assessment that provides understanding for you, and immediate value to the people who take it. Create a relevant small group based on assessment results.

Grow: Small Group

Ask participants to reflect on their experiences, share them, and invite others to join them.

Multiply

Fill in the Gaps

The worksheet below provides space to list the five things you're planning to implement, and plan out the action items you need to focus on in the gap.

Attract: _____

To do in the gap: _____

Get: _____

To do in the gap: _____

Keep: _____

To do in the gap: _____

Grow: _____

To do in the gap: _____

Multiply



Innovative things churches are doing **right now** during the pandemic

Churches are stepping up to serve their communities during this time of need. Here's a few ideas you can try at your church:

- Host online dinner parties on [Zoom](#). Designate a "host," and have your congregants RSVP to the event. For a more communal feel, email the recipe in advance so everyone can enjoy the same dish together.
- If you're a larger church with video production and editing capacities, consider providing your training or offering production to small churches for free.
- Invite people to assemble on Zoom or Google hangouts after the Sunday sermon and catch up like they usually would after a live church gathering.
- Conduct food-drives for families in need.
- Launch a childcare co-op to assist working families.
- Offer drive-in church services (For example, Blue Moon Drive-In changed its giant screens and parking lot into a [Drive-In Church](#), creating a socially distanced spiritual community.)
- Offer recipes for virtual communion ([Here is one recipe churches are using to make bread for Virtual Communion](#))
- Create unique virtual choir videos that people can share ([Here's one amazing example by Life Church](#))
- Create unique stages for your recorded virtual services. ([Here's one example from Pastor Michael Todd](#))

This isn't complicated.
Here are some resources
that can help.

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Digital church outreach doesn't have
to be complex, expensive, and time
consuming.

GET MORE PEOPLE TO YOUR CHURCH IN 2021.
GUARANTEED.

- People in your city see your church and its digital front—and side doors—with GlocConnect's felt-needs based ads that run on Facebook and Instagram.
- Thanks to Kingdom-minded donors, GlocConnect is now fully-funded in select cities across the country.
- Your church and its digital front and side doors shine in a directory of churches, and people in your area can start connecting to your church.

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Faye Hill & Associates was established in 2002 by Faye Hill, based on the premise that there was remarkably little or no customer service training available to churches.

The company's vision is to inspire churches to recognize that God wants His people trained to meet the excellent standards set for ministry. Ephesians 4:12 states "to equip the saints for the work of ministry, building up the body of Christ." In other words, knowledgeable staff will serve with excellence, resulting in a satisfied congregation and thereby closing the proverbial revolving door.

As the church has adapted its services to the unforeseen pivot to virtual services, we have reconstructed our training to virtual space as well. These are times where churches have an incredible opportunity to take ministry to a new experience.

"Mastering the Art of Giving" was written to train the members of churches on how to quickly raise funds without personally feeling a financial strain. This guide will assist church leaders with normalizing a process for member giving to meet their financial needs. The exciting reality is that the same process utilized by the church to meet its financial needs can also be utilized by members to reduce and eliminate their individual or household debt.

"Mastering the Art of Service" is the amazing webinar developed by Faye Hill & Associates to provide churches and small businesses with resources for advancing service to a level of quality and superiority.

Faye Hill & Associates has provided training for numerous churches in the United States and Canada for over 15 years. Utilizing corporate platforms and customer service focused agendas, the company has developed and implemented strategies that have a guaranteed success rate.

Faye Hill & Associates measures its success on the basis of our trainee's adaptability, application implementation, and client's individual practice consistencies. We set the bar for our company standards of rendering professional training and consulting services at an extremely high level. We can confidently assure the effects of positive and productive results.

When our valuable clients can personally experience the quality of service we provide, they are able to witness the value of superior customer experience. We implement customer satisfaction practices that are designed to influence our clients to take their own organizations and businesses to higher levels of parishioner and customer satisfaction.

Our group of highly-skilled consultants is qualified to assess the needs of any church and identify the necessary steps to take for improvement. Our company prides itself on providing measurable accomplishments. We strive to deliver the best possible full-service consulting that improves the overall quality of services received by parishioners and consumers.