

Developing effective church internet outreach

[Artscript Publications Web Design](#)

Site Priorities: To Glorify the Lord through:
1-Community outreach - 2-Serving your church membership 3-Community service

1 Outreach: Your Church website should be an effective tool to reach out to the un-churched in your community. It should show that the church is made up of ordinary people. You are community, family and that there is an unconditional welcome waiting for them. Attention to the following details will help the website visitor feel comfortable and at home, relieve fears and answer some of their difficult questions long before they make up their minds to come to your church.

Because this is an internet ministry your outreach will actually be effective 24/7, world wide via the world wide web. I provide many links to great evangelical websites that explain the gospel and dispel misconceptions. These are valuable sites like "When disaster strikes, Why hurt (about abortion), who is Jesus, the four spiritual laws, a comparison of world religions to Christianity, An Atheist's Riddle, Honest answers to tough questions and Creation versus Evolution" to name a few.

The main page should inform a website visitor:

A- **Who you are:** (Denomination / affiliation)

B- **Where you are:** Your address and a clear map to find the church. Possibly directions from a known landmark and local transit information.

C- **What you believe:** For the benefit of people looking for a new church home or visiting in the area.

D- **Communication:** An email link and a phone number for various facets of your ministry such as church office / secretary, Senior pastor, Youth pastor, men's / women's ministries etc.

E- **Include: Photos** of the building, inside and out. Photos of the leadership and some of the people that attend.

F- **Post: Articles**, music, videos and links to effective Evangelistic websites that are clear in presenting the love of God and the need of salvation.

G- **Facilitate the work of the Holy Spirit:** Display pertinent, encouraging, comforting and educational scripture throughout the website.

H- Provide a selection of proven **outreach links** to satisfy the toughest questions and relieve some of the fears and misconceptions that keep people out of church.

2 Service: Your church website should also serve the members of your church and have quick, useful links to some of the many great Christian resources to equip your members to tell others about the Lord Jesus Christ.

A- To **serve the members** of your church an "Events" page is useful where members could be informed of coming events, church activities, event times and locations / program changes.

B- **Provide links to an online Bible**, commentary, Bible dictionary and other helpful Christian resource links to educate, edify and strengthen your members.

C- Create a link to at least one good **daily devotional**.

D- Develop the site as "**Destination site**" that would draw people on a daily basis to listen to music, watch a Christian video, read informative articles or enjoy the educational and fun children's page / links.

3 Community: Your church website should serve the community. These **optional web additions** will bring community internet traffic to your site to use your handy resources.

A- **Provide a list of "HELP" links** such as the crisis center, the Amber Alert ticker and your local hospital. You could include medical clinics and pharmacies, your local MLA etc.

B- **A list of all the other churches** in the area would be a benefit to other believers trying to find a particular denomination.

C- You may opt to have a "**community page**" that advertises events in your area, again this will bring traffic to your site.

D- Creating other websites (**Micro-sites**) that serve the community but are maintained by your church can drive more traffic to your church website and make your church available and known in the community. An example of a micro-site may be that of a car club, a rowing club, hiking club, coffee house or other group forming activities.

E - A real **attention getter is a gallery** of the most scenic photos of your area. People will frequent the site just to view the photos and while they are there they may explore your website.

For a demo click on: <http://www.sunshinecoastgospelchurch.org/coastgallery.html>

The science behind this web outreach.

Displayed Scripture:

Foremost I take the promise of Isaiah 55:11 seriously and display pertinent scripture through out the website. The Holy Spirit working through the scripture draws and

encourages people. Notice the use of scripture and Christian resource links on the [Artscript Publications website](#). and the [Sunshine Coast Gospel Church website](#).

Links to good solid web sites like [Cosmic Finger prints - Clarifying Christianity - The institute of Creation Research](#) and [Global Media Outreach](#) are ways to answer peoples tough questions long before they are comfortable with the idea of coming to church. These links are provided to serve as a platform to dispel the lies that keep them from looking to God.

Photos of the congregation and the inside of the church:

When asked why they did not go to church many people used the excuse that they were not sure what or who they might find inside.

By posting photos of the church service and friendly (willing participants) photos of some of the members of the congregation, people will be comfortable with the church and the people before they ever come through your door.

I wrote the following information as an article for the local newspaper some time ago and have since added this as a web page to the church website. The web site is all about outreach and anything we can do to make people comfortable with who we are and what we teach is valuable for this purpose.

***Not accustomed to going to church?
That's ok, you're invited . . .
Let's find out what it might be like.***

- * **Who will I meet there?**
- * **What would I be expected to do?**
- * **How will I be expected to dress?**
- * **Will I be asked to give money?**

Who would I meet in Church? The people in our church are ordinary folks in the community. We meet here at church to learn more about God, to enjoy the music and the friendship of other like-minded people and to help and support one another. Church is meant to be a family atmosphere where we practice love, understanding, tolerance and forgiveness. We do not profess to be perfect in our ways, but by supporting one another we work toward being more like Jesus each day.

What would I be expected to do? When you visit us nothing will be expected of you except to sit back, enjoy the friendly atmosphere, the music and the message for that day. We are here to support each other, not to judge. You are welcome to come anytime, we will not hound you to come to church or ask you to do anything you don't volunteer to do. We will not center you out or embarrass you, we are just glad to see you. The Lord tells us that meeting together like this is a healthy thing for those who believe in Him. This is very important for the growth of a Christian.

How will I be expected to dress? Dress in something comfortable, just like we do. If it is hot, dress cool, if it is cold, dress warm. You may see some of us in shorts and some of us with a suit and tie.

Do I have to give money? Each Sunday morning an offering plate is passed around. This money is used to pay the heating bill, maintain the building and to fund programs for the youth and other church ministries. You are not expected to give money unless you want to give an offering.

He has shown you, O man, what is good. And what does the LORD require of you? To act justly and to love mercy and to walk humbly with your God.
Micah 6:8

Come and listen on Sunday morning at 11:00. Quiet music starts at 10:45 giving you time to relax and prepare your heart for worship. Worship is what we can give back to God for all the goodness that He has shown us throughout the previous week. Just sit back and be comfortable, you are welcome.

If you can't come on Sunday, drop in on Wednesday evening. We are here at 7:15 for an interactive study of the Bible.

People come to church to learn about God. This is His house and we are His people so if you are interested in God this is the place to be.

What does God think about YOU? Here are just a few love notes from The Lord.

"For I know the plans I have for you," declares the LORD, "plans to prosper you and not to harm you, plans to give you hope and a future. Then you will call upon me and come and pray to me, and I will listen to you. You will seek Me and find Me when you seek Me with all your heart." Jeremiah 29:11-13

"Come to Me, all you who are weary and burdened, and I will give you rest." Matthew 11:28

"God is our refuge and our strength, a very present help in trouble." Psalm 46:1

God asks us to: "Cast all our care upon Him, for He cares for you." 1 Peter 5:7

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For some examples of Gospel outreach sites by Artscript Publications Web see:

[Artscript Publications](#) (Our home outreach page web, note the Articles page and gallery.)

[The Empower Journal](#) (The Empower Journal web page is designed for outreach)

[Sunshine Coast Gospel Church](#) British Columbia (Around 75,000 hits per year)

[Bleasdale Global Interchange](#) (This site was designed for Bleasdale Global to display the Gospel in 23 different languages)

I am presently working on two other church websites (January 2010)