

# Improving Your Parish Website

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## □ Topic Outline

- Intro: Goals; Why Websites
- Common Parish Website Mistakes (IMO!)
- Understanding Your Audience
- Telling Your Parish Story
- Using Photos Well
- A Website Outline



**Joseph Kormos**

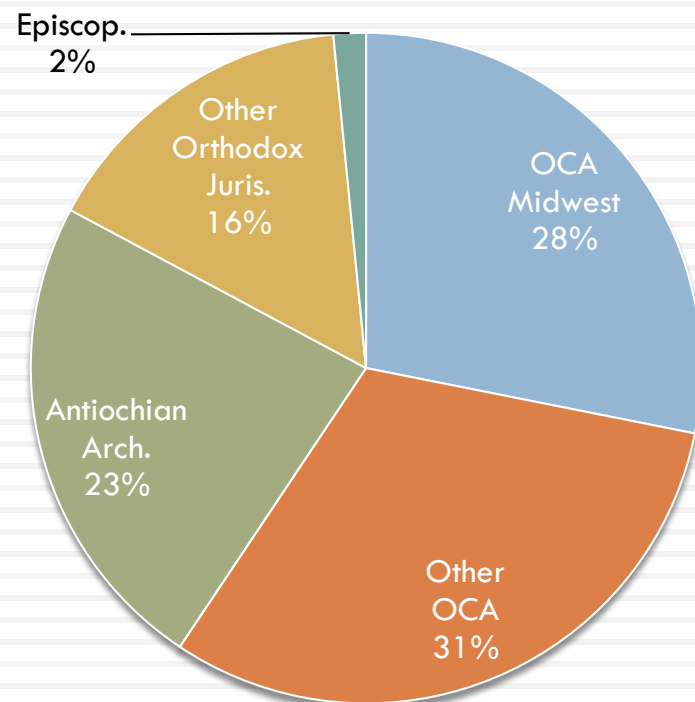
Parish Development Ministry Leader  
Diocese of Midwest  
Orthodox Church in America



# Registrant Profile

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- Parish Size – from 5 to greater than 500
- 23% Clergy
- 42% are parish webmasters
- 51% asked for their site to be reviewed
- Areas of focus
  - ▣ 66% or more are involved with content.
  - ▣ 67% involved with technical (posting/design etc.)



**Parish Background**

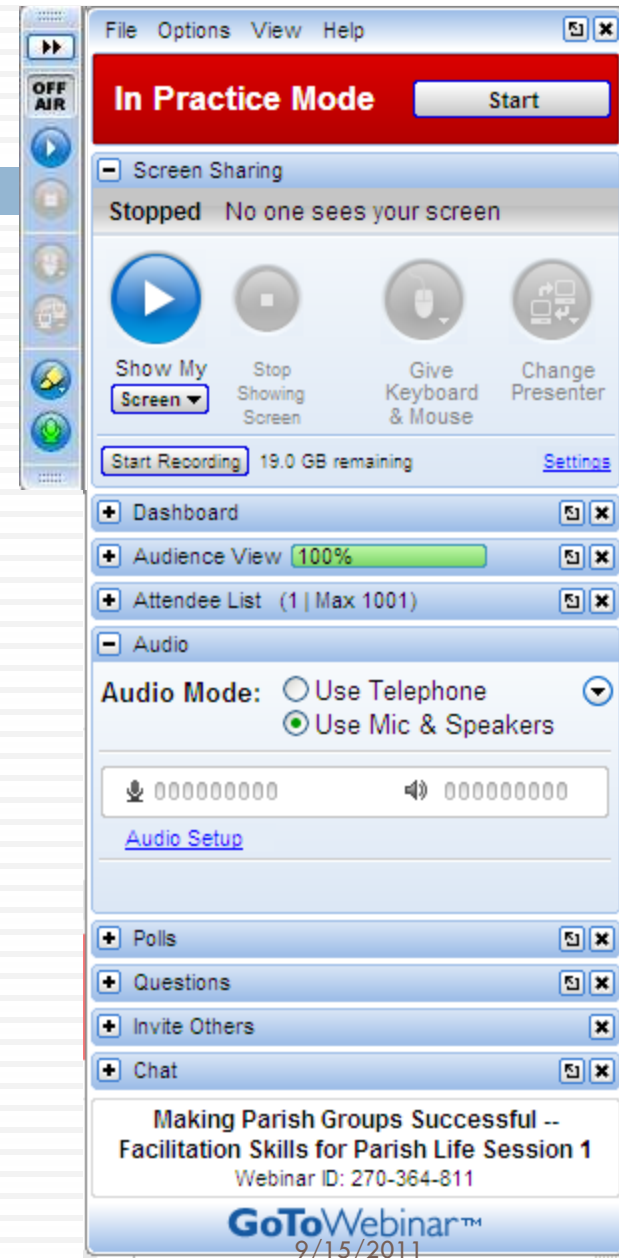


# Housekeeping Items

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- Control Panel
  - Hide if annoying!
- Mute Button
- Chat
- Ask questions via question facility
- Slides & archive recording available on line at <http://www.midwestdiocese.org/webinars.html>
- Chance of “Pilot Error” is high –bear with me!

*You should now be able to hear the moderator!*



**Start Recording, Joe!**



Diocese of Midwest  
Orthodox Church in America

September 15, 2011

# IMPROVING YOUR PARISH WEBSITE

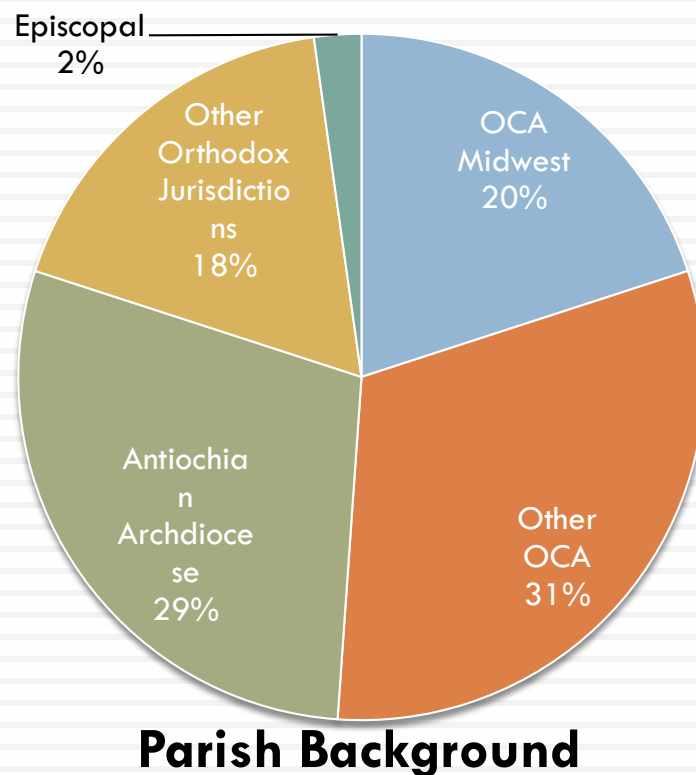
9/15/2011

Parish Development Webinar Series

# Registrant Profile

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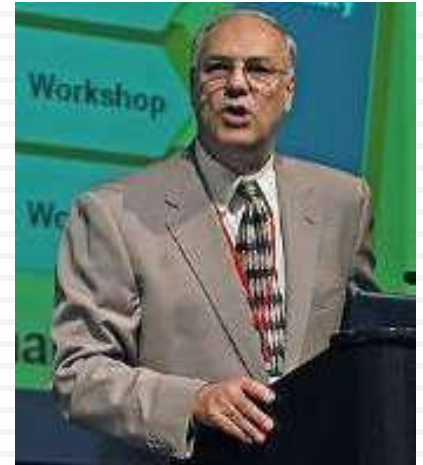
- Parish Size – from 5 to greater than 500
- 25% Clergy
- About half are parish webmasters
  - ▣ Others: *Priest, Parish council, Bulletin writer*
- 60% asked for their site to be reviewed
- Areas of focus
  - ▣ 65% or more are involved with content.
  - ▣ 52% involved with technical (posting/design etc.)



# Your Presenter: Joe Kormos

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- Parish Development Ministry, Diocese of Midwest
  - ▣ Visited >40 parishes in last five years
- Secular experience
  - ▣ Software Product Marketing Manager
  - ▣ Consultant
- NOT a professional web designer or graphics designer.



# Goals

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- Inspire
  - ▣ To strengthen your site
- Offer
  - ▣ Ideas & suggestions
- Not...
  - ▣ scare you!
- Assumptions
  - ▣ Moderate effort
    - 1-2 x/week for web development
  - ▣ You are *not*
    - A graphic designer
    - Copywriter
    - Tech guru
    - Theologian
  - ▣ Parish has:
    - A good story to tell
    - “Warts”



# What We Will Discuss This Evening

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- Why Websites?
- Common Parish Website Mistakes (IMO!)
- Understanding Your Audience
- Telling Your Parish Story
- Using Photos Well
- A Website Outline



# Disclaimer

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This session will offer lots of *opinions*.

Hopefully some/many of them will be of value to you!

You will probably not agree with all of them.

I would be happy to hear from you about your areas of agreement and disagreement.

# Before I Forget... a Valuable Offer

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- [Orthodox Web Solutions](#) offer to (live and archive) attendees of this webinar:
  - Free setups (\$125 savings) to any parishes that signs-up from having seen your webinar.
  - Please say you heard about it here!



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# Importance of Parish Websites

# A Fundamental Premise...

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- *“Just as individuals with good intentions can benefit from learning listening skills for their personal relationships and speaking skills for their oral communication, so **congregations can benefit from considering the implications of the ways they communicate and what they are communicating.** In this age of rapidly proliferating communication technologies, this task of evaluation is even more urgent.”*



# Why are Websites Important?

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**The front door to your parish.**

**First impression!**

- ❑ Inquirers make “taste and see” decisions based on the quality, content and “feel” of a parish website.
- ❑ They have been known to drive beyond a closer Orthodox parish to one that *feels best* based on the website.



# The Jobs of Your Website

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- Communicate information
  - ▣ What/when/where/why
- Express your parish's identity
  - Tell the world...
    - Who you are, what you do and what you stand for.
    - That you “Proclaim Christ”
- Help to reshape parish identity
  - ▣ Help the parish understand who they are – and the importance of talking to others.



# Key Background Points

## *Why Websites Are Important*

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- Switching
  - ▣ 44% of Americans have switched religions.
  - ▣ Lapsed Catholics are third largest “religious body” in US.
- Website more important for an Orthodox parish
  - ▣ Orthodoxy not well known
    - Technology levels playing field
      - “Helps little guys look big”
  - ▣ High uniqueness
  - ▣ Inaccurate stereotypes





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# Common Website Mistakes

In My Opinion!

# Common Website Mistakes (IMO!)

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- ❑ Out of date info
- ❑ Important info left out/buried
- ❑ Text, text, text
  - ❑ Too much text
  - ❑ Fonts; font size; bold, clutter; color; layout; clip art
- ❑ Poor use of photos and graphics
- ❑ Tech toys

is born and he had written on a tablet: 'His name is Je  
e Lord Jesus was born and Herod began killing the c  
sent men to find Zachariah's son and kill him, for he h  
happened to Zachariah. Seeing the soldiers, Elisabeth  
fled to a rocky and desert region. She cried out: 'O  
e a mother with her child!', and the rock opened and  
ohn inside. Herod, furious that John had not been kill  
achariah be cut down before the altar. Zachariah's bl  
e and became as he was stone, remaining thus as a w  
dness. From after Zachariah's death, blessed El  
st. The child John stayed in the wilderness, fed by an  
d's providence, until he appeared by the Jordan. To  
Martyrs Juventius and Maximus, whose suffering St.  
aised. They were soldiers in the time of the Emperor

Too much text

## SLOPPY TEXT

multiple fonts, underline, **bold**,  
*italics*, **ALL CAPS**, text size  
**and color**. **PARTICULARLY** avoid  
**USING THEM together!**



# Common Website Mistakes (IMO!)

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- Apologizing
- Parish history lessons
- Premature theology lessons
- Orthodox jargon
- Unwelcoming
  - ▣ Unduly formal
- Ancient & foreign vs. today, alive and here
- Lack clear focus –internal or external
  - ▣ Too much? Unclear purpose?
  - ▣ Disconnect with audience



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# Understanding Your Audience

## Defining Users and Their Needs

# An Audience/Communication Planning Form

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	Audience/User	Needs	Stereotypes to be Addressed	Key Points to Make
<b>Orthodox</b>	Parish Veterans			
	Parish newcomers			
	Parents			
	Youth			
	Possible (in-bound) transfers <i>(new to town; switching parishes)</i>			
	Dormant			
<b>Non Orthodox</b>	Roman Catholics			
	Liturgical Protestants			
	Evangelical Protestants			
	Unchurched			
<b>Either</b>	Visitors to events (weddings etc)			



# User's Key Questions

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## □ Basic

- Where are you located? How do I get there. Is there parking?
- What times are services. In general. Specifically.
- How do I contact the church? During what hours can I contact the church?
- How can I contact the priest?
- What kind of Church is it?
- What kind of Orthodox Church is it?

## □ Advanced

- Give me a feel for the personality of the priest and the parish?
- Are there people in this parish like me? Will I feel at home?
- What can I do there? What is here for me?
- What do they have for my children?
- How seriously do they take their faith?
- What's the music like?
- How do I become a member?
- Why this parish? What's the unique story here – the one that makes this the place right for me?

# Understanding Your Audience(s)

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- Realistically what kinds of people are most likely to be attracted to your church?
  - ▣ Which will stay & grow in their love for Christ?
- What are their needs?
- What are the important qualities that should be attractive to this audience?
  - ▣ Of Orthodoxy
  - ▣ Of your parish
- How can this be communicated?



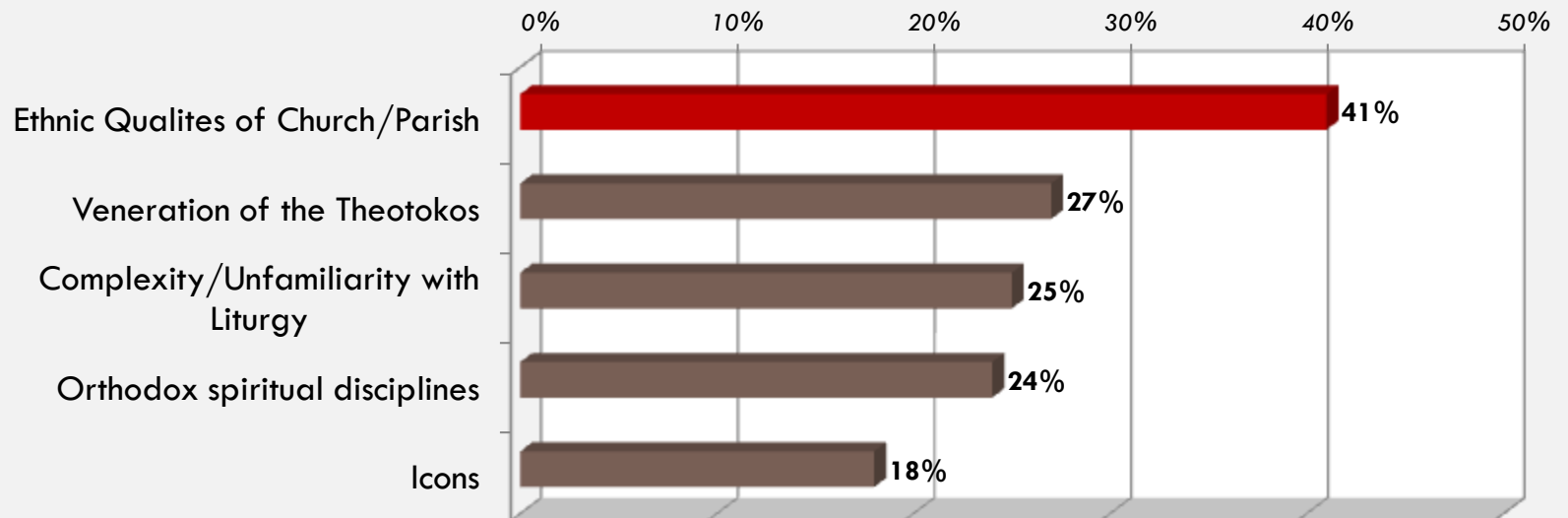
# Profile of Inquirers

*2009 Diocese of Midwest Survey --149 Convert Respondents*

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- 88% College Educated
- 29% switched more than once
- Previous reading about Orthodoxy (web)

## Difficulties and Differences Experienced by Orthodox Converts in America





# Consider Stereotypical Reactions

*What might web visitors be assuming about your parish?*

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## □ Orthodoxy

- Food festivals
- Culture club: Ethnic; immigrants; not English
- Unfriendly; Closed to outsiders
- Strange; severe; old world;
- Not relevant; ancient
- Don't know bible
- Like "Catholics" >> Celibate clergy
- White & Old
- Complex
- Colorful >> Infighting
- Zealots
- Idolatry
- Music

## □ Churches in General

- Gossip
- Judgmental
- Empty
- Too big
- Closed
- Old People

**Often gracefully confronting wrong stereotypes can be important and helpful.  
How can a website help do that?**

# More Detail about Inquirers\*

\*An opinion offered by a friend – a limited summary

Group	Some <u>may</u> be searching for...	Probable hurdles...
<b>Roman Catholics</b>	<ul style="list-style-type: none"> <li>• Pre-Vatican II Mass - sense of glory &amp; transcendence of God.</li> <li>• married clergy better able to resist sexual temptations.</li> <li>• Possible doctrinal doubts: papal infallibility, the immaculate conception, &amp; more</li> </ul>	<p>All:</p> <ul style="list-style-type: none"> <li>• Ethnic concerns – Orthodox unwelcoming to “outsiders”</li> <li>• services are conducted entirely or mostly in a foreign language.</li> </ul>
<b>Liturgical Protestants</b>	<ul style="list-style-type: none"> <li>• No “praise bands” &amp; “clown masses.”</li> <li>• Deeper spiritual life</li> <li>• Possible doctrinal doubts: “sola scriptura,” “faith alone,” “substitutionary atonement”</li> </ul>	<p>Some liturgical Protestants &amp; most Evangelicals... Above plus ...</p> <ul style="list-style-type: none"> <li>• worship that is “elaborate and showy,”</li> <li>• “idolatry” (veneration of icons &amp; cross),</li> <li>• invocation of the Theotokos; saints</li> <li>• prayers for the dead,</li> </ul>
<b>Evangelical Protestants</b>	<ul style="list-style-type: none"> <li>• Beauty in worship (building/music)</li> <li>• More than popular entertainment or theological lecture</li> <li>• Deeper spiritual life</li> <li>• More than initial “decision for Christ.”</li> <li>• “authentic New Testament Christianity.” “rootedness”</li> <li>• Doctrinal doubts: “sola scriptura,” “eternal security,” “believers’ baptism,”</li> </ul>	<ul style="list-style-type: none"> <li>• doctrine of the Real Presence in the Eucharist,</li> <li>• sign of the cross,</li> <li>• excessive authority vested in Bishops.</li> </ul> <p>Above plus...unaccustomed to:</p> <ul style="list-style-type: none"> <li>• Liturgical worship</li> <li>• Use of a church year.</li> <li>• Sacraments, Saints, Tradition is more than bible</li> </ul>



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# Telling Your Parish Story

A Few Key Communication Elements for Your Site

# Communicating with Inquirers

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## Goals

1. Welcome
  - ▣ Say it; show it throughout the site
2. Build trust
  - ▣ We won't be in your face; zealots; we respect you as a person
3. Generate curiosity
  - ▣ Introduce topics slowly; Offer info in layers
4. Take a first step –visit, call, look around
  - ▣ Dispel fears; show uniqueness AND sameness



# Personal Narratives

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- ‘You won’t be alone. We have others like you.’

## Our Members on Our Faith at Holy Trinity Parish

"Becoming Orthodox for me was the natural end of my search for an authentic and true catholicism. I had spent 40+ years in the Anglo-Catholic Anglican. Although I remain close to both communions, and while both reflect positively certain elements of the undivided Church, only Holy Orthodoxy possesses the fullest vision of the Church founded by Christ. It has been said that the Truth of God in His Church. For me, this Truth was found by *coming home* to the true catholic Church which has existed for 2000 years... *Holy Orthodoxy.*" -- Paul, non-profit fundraiser

"I remain grateful for the Baptist upbringing and Calvinist education that taught me faith in Christ and salvation by grace. I concluded that these traditions fell short of the full expression of the New Testament Church. Instead, I discovered a surprise and satisfaction -- in the historic liturgy and organic continuity of the Orthodox Church. Now, nothing pleases me more than to see my children become as we look forward to receiving the Body and Blood of Christ each Sunday at Holy Trinity parish." -- graduate

"My conversion to Orthodoxy was not based on emotional or social needs but rather a hunger for the Truth. Having spent the years, I felt disillusioned and discouraged because the faiths that I had been taught were unsustainable and confusing. This "more" I found is in the Orthodox Church. I no longer was my own secret. Scripture, for I had

### meet the parish

**Sally Smith**  
Westhaven WI



Sally has been attending St XXX for five years, having been raised in a (ethnic) Orthodox parish.

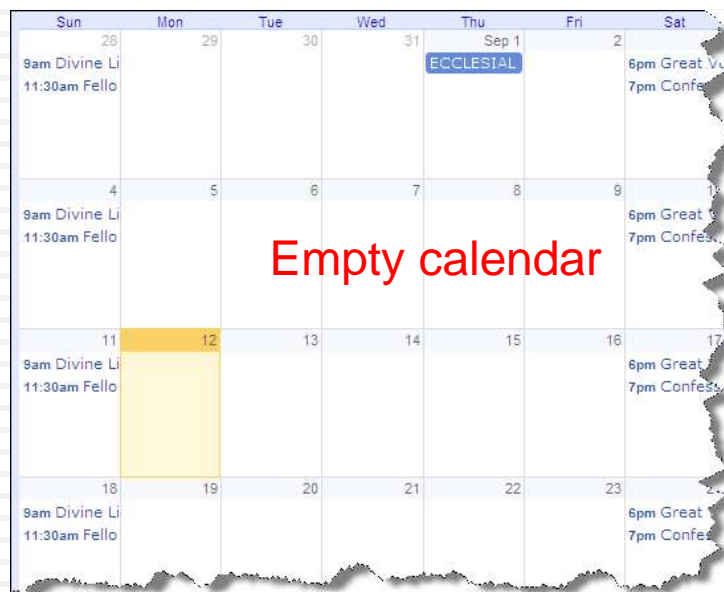
**Why St XXXX Is My Home Parish:**  
St XXXX is simply an exciting spiritual home. It provides a link to the church of my youth while offering a sense of mission and community. We're truly bringing the Orthodox faith to all people.



# Important Info - Often Missing

30

- ❑ Priest photo and greeting
- ❑ Empty calendar
- ❑ Parish overview
  - ❑ Who we are, what we value
  - ❑ An extended welcome greeting – putting best foot forward
- ❑ When and where
- ❑ Xpressway accessibility
- ❑ Parking
- ❑ “English language”
- ❑ Service descriptions
- ❑ Ministry info
- ❑ Membership/ Stewardship info
- ❑ Bookstore
- ❑ Reading List



# Important Info

*Often Missing or Hard to Find*

31

- Missing events -- Events that enable your members become inviters.
  - Marital Classes/ Parenting classes
  - Concerts
  - Financial Planning management series
  - Lecture series/ Topical classes
  - Bible studies (flyers to the neighborhood)
  - Meeting place for professional organizations
  - Grief support groups
  - Art shows
  - Teen nights
  - 'Welcome to the Neighborhood' events
  - Parent's Night Out



# Describing Ministries

32

- Act like somebody –from the “outside” – will be interested.
- Church school – What do we study? How do we teach? Class grades? When do we meet? Forms? Safety?
- When does next adult class start? Past topics? Next topics? Interactive?
- And more....





# Beware of Adjectives

33

## □ Bragging?

“... is a *thriving* congregation  
....*one of the largest* ....

one of the *premier* parishes...

a *leading force* ...

an *instrumental example*...

parish with *true vision* ...

*booming* Sunday School ...

one of the *foremost choirs in the  
country*...

parish commitment *second to  
none!*”

## □ Apologizing

“*small* but...”

Try this:

“... *big enough to offer a variety  
of ministries --with more being  
developed -- and yet small  
enough to be warm and  
personal with many  
opportunities for fellowship.*”

# An Audience/Communication Planning Form

34

	Audience/User	Needs	Stereotypes to be Addressed	Key Points to Make
<b>Orthodox</b>	Parish Veterans			
	Parish newcomers			
	Parents			
	Youth			
	Possible (in-bound) transfers ( <i>new to town; other</i> )			
	Dormant			
<b>Non Orthodox</b>	Roman Catholics			
	Liturgical Protestants			
	Evangelical Protestants			
	Unchurched			
<b>Either</b>	Visitors to events			



# Using Photos Well

**But first... questions?**



# Using Photos Well

36

- Orthodox Christianity is photogenic
  - ▣ Icons/ architecture
  - ▣ Candlelight
  - ▣ Liturgical/sacramental “action”
- People
  - ▣ To an extent church selections are made based on “atmosphere” & people
  - ▣ So... show people ... & atmosphere



# Using Photos Well

37

## □ Keys

- Not fuzzy!
- Good light (sunshine/candle light)
- Properly cropped/framed
- Limit broad panoramas –tight shots of faces or interesting elements
- Emotive



*Integrate photos with text  
DO NOT ...  
keep all photos on "photos" page!*



Read "Taking Parish Photos"



# Using Photos Well

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- Use active/action shots when possible





# Using Photos Well

39

- Use with discretion
  - ▣ “Big Liturgy”
  - ▣ And...
    - 3 bar crosses
    - Onion domes
    - Bishop’s Blessing
    - People too dressed up – or sloppy
    - Too much bake sale or fund raising



*Probably a bit “much” for many inquirers*



# Using Photos Well

40

- ❑ Avoid showing an empty church





# Children, Families People

## *Needed Parish Photos*

41

- Multiple age groups
- Different demographics
- Smiling, hugging
- Learning Praying, Singing



# Needed Parish Photos

## *Using Photos Well*

42

- Possible Categories
  - ▣ People/Families Children
  - ▣ The Temple
  - ▣ Worship
  - ▣ Sacraments
  - ▣ Leadership
  - ▣ Ministry
  - ▣ Community
  - ▣ Parish History(?)



# Temple

## *Needed Parish Photos*

43

- Church
  - ▣ Exterior –overall (sunny day1)
  - ▣ Close up of an attractive detail (dome/sign/window/arch)
  - ▣ Vertically oriented photo 4x taller than width
  - ▣ Horizontally oriented photo (4-5:1)
  - ▣ Interior wide
  - ▣ Icons
    - Close ups/ In situ
  - ▣ Decorated cross (flowers)(Sunday of cross)



# Temple

## *Needed Parish Photos*

44

Probably not this >>>



but rather this  
>>>  
(same church)





# Worship

*Needed Parish Photos*

45



# Worship

## *Needed Parish Photos*

46

- Liturgical
  - Censing; Little entrance; Epistle reading –layperson; Priest reading gospel; Great entrance; Altar boys; Kissing cross/icon
- Overall congregation with full church
  - Sunny day
  - Or at night (dark church)
  - Feast day
- 1-2 people with heads bowed
- Choir
  - singing -- few people not necessarily the entire group
  - Music sheet
  - Director –intense but joyful
- Child lighting candle
- People entering church reverently
- Hierarchal liturgy



# Sacramental

## *Needed Parish Photos*

47

- Communion
  - ▣ Adult
  - ▣ child
- Wedding
- Baptism
- Adult or baby chrismation
- Ordination
- Anointings





# Leadership

## *Needed Parish Photos*

48

- Active interested group discussing something around table or flip chart
- 2-3 photos of priest ... mostly looking approachable and warm
  - ▣ Priest in formal pose (headshot)
  - ▣ With family
  - ▣ Informal smiling ... shaking hands/hugging
  - ▣ Holding a baby... whatever!



Leadership group in action!



Priests have families!



# Education

*Needed Parish Photos*

49



# Ministry

## *Needed Parish Photos*

50

- ❑ Charitable
- ❑ Youth: fun
- ❑ Decorating church
- ❑ Working on building (lawn; maintenance; leaf raking etc.)
- ❑ Choir
- ❑ Library
- ❑ Archives



# Community

## *Needed Parish Photos*

51

### □ People together

- Social hour
- People hugging/laughing
- Teens
- Seniors
- Kids
- Men
- Women
- Eating
- Celebrating



Parish Family



College Group



Communal  
Meal



Men! In Church! Smiling!



Social Event



# Parish History

## *Needed Parish Photos*

52

If a history page is important –dress it up with photos! This will generate better response than text only from parish veterans and outsiders.

- Keep short and relevant to all.
- Tell a Story of Interest!



# Implementation Steps

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- Identify planning constraints
  - What can you spend? How much time? How often updated?
  - Source of info? Existing? New?
  - Approval?
- Decide on website objectives and purpose
  - Balance: Internal ↔ External
- Understand users & audiences
  - List >> Prioritize >> Profile audiences
    - Needs, assumptions, questions, stereotypes
- Identify key communication elements for your site
  - Photos/graphics
  - Text/topics/articles/ stories
- Organize basic structure
  - Identify info sources for each section
- Collect info; get photos
- Get going...
- Test it!



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# Sample Parish Website Outline

# SAINT JOHN ORTHODOX CHURCH



[Home](#)

[Our Parish](#)

[Worship](#)

[Ministry &  
Outreach](#)

[Education](#)

[About  
Orthodoxy](#)

[Service  
Schedule](#)

[Contact  
Us](#)

Welcome from Father Thomas

Photo

[Contact Us  
/Map](#)

Relevant  
photo

News

News

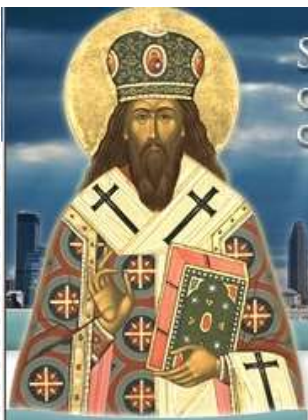


[Schedule](#)

Relevant  
photo

News

[Links](#)



# SAINT THEODOSIUS CATHEDRAL

ORTHODOX CHURCH IN AMERICA  
CLEVELAND, OHIO



733 Starkweather Avenue; Cleveland, Ohio

Home

Our parish

Music  
& Worship

Ministry &  
Outreach

Children &  
youth

Adults

Inquirers

Info

Bookstore

Welcome from priest

Timely parish  
photo or  
clergy photo  
(linked to  
video)



Regular  
Schedule

Contact info

Driving  
Directions link

Calendar Link

News/announcements

photo

photo



Home page	Our Parish	Music and Worship	Ministry & Outreach	Children & Youth	Adults	Inquirers	Info
<ul style="list-style-type: none"> <li>•Welcome</li> <li>•Main News items</li> <li>•Calendar</li> <li>•News Links</li> <li>•Regular Schedule</li> <li>•Bulletins</li> <li>•Contact info</li> </ul>	<ul style="list-style-type: none"> <li>•Rector's greeting (written &amp; video)</li> <li>•Parish Vision</li> <li>•Clergy &amp; Staff</li> <li>•Parish leadership / Council</li> <li>•FAQ</li> <li>•Becoming a member</li> <li>•Stewardship &amp; Pledging</li> <li>•Church History &amp; Visual Tour</li> <li>•OCA/ Diocese of Midwest/</li> <li>•Parish documents (password)</li> </ul>	<ul style="list-style-type: none"> <li>•Worship schedule</li> <li>•Service order (link to OCA site)</li> <li>•Annual / Daily</li> <li>•Weekly/ Lenten cycle</li> <li>•Choir</li> <li>•Readers</li> <li>•Altar and Decorating</li> <li>•Glossary</li> </ul>	<ul style="list-style-type: none"> <li>•Pastoral care</li> <li>•Music &amp; Worship</li> <li>•(Choir; Readers; Servers; cleaners)</li> <li>•Ministering to the Parish</li> <li>•Meals/ service/ prayer/ visitation</li> <li>•Charitable Outreach-hands on/international</li> <li>•Communication ministry</li> <li>• web/bulletin/ PR)</li> <li>•Bookstore</li> </ul>	<ul style="list-style-type: none"> <li>•Pre-school</li> <li>•Elementary level</li> <li>•Jr &amp; Sr High School</li> <li>•Youth &amp; teen group</li> <li>•Forms and Schedules</li> </ul>	<ul style="list-style-type: none"> <li>•Adult class</li> <li>•Fellowship events</li> <li>•Seasonal events</li> <li>•Men's Bible Study</li> <li>•Women's Group</li> <li>•Men's social group</li> <li>•FOCA</li> </ul>	<ul style="list-style-type: none"> <li>•Inquirers Instruction (<i>describe/schedule</i>)</li> <li>•Doctrine</li> <li>•Worship</li> <li>•Sacraments</li> <li>•Church History</li> <li>•Prayer &amp; fasting</li> <li>•Scripture</li> <li>•Links/ Resources</li> </ul>	<ul style="list-style-type: none"> <li>•Contact info</li> <li>•Regular Schedule</li> <li>•Driving Directions</li> <li>•Contact form</li> <li>•Monthly calendar</li> <li>•Annual calendar</li> <li>•(overview)</li> </ul>

***One possible menu layout  
1<sup>st</sup> and 2<sup>nd</sup> level.***

THE END

9/15/2011

Thank You for Your Attention

## Contact Us

---

I'm interested in the following:

- Receiving New Member Information     Joining the Parish  
 Making a Donation     Being added to the Email/Mailing list  
 Visit from Clergy

First Name \*

Last Name \*

Family Members

Address

Address 2

City

State

Zip

Email \*

Home Phone

Mobile Phone

I'd like to receive information about:

Questions or Comments

# Useful Background Documents

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## References – Diocese of Midwest

- [Mystery Worshipper Reports -](#)
- [Toward Better Parish Websites](#)
- [More Suggestions for Improved Parish Websites](#)
- [Improving Parish Bulletin Content](#)
- [Improving the Parish Bulletin Formatting](#)
- [Taking Parish Photos](#)
- [Recent Changes in the American Religious Landscape](#)
- [Orthodox Convert Survey - Short Version](#)

## Content Sources

- [Inquirers Slide presentation](#) (offer as link)



CATHOLIC CHURCH  
*St. Peter's*

1192 Bethel-New Richmond Rd  
 New Richmond, OH 45157  
 513.553.3267



- HOME
- ABOUT US
- PASTOR'S MESSAGE
- FAITH FORMATION
- PARISH LIFE
- PARISH COMMISSIONS
- HELPFUL LINKS

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*We invite you* to join our parish family as we celebrate the Liturgy of the Word. Come feel a part of the family as we sing our praises, listen to the Word and go out into the neighborhood to share our joy. St. Peter's is warm and welcoming... active and involved. We provide a wide variety of ministries for you to explore. Be a vibrant member of your community, your family and your parish!



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NEWS & EVENTS

COLLECTION

DAILY READINGS

ST. PETER COLLECTION

# Websites

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- Episcopalian Chicago
- Columbus
- HT KC
- Holy Apostles Bloomington Normal
- St Michael's Louisville
- Overland Park
- Cincinnati
- Antiochian Boston



# Understanding Your Audience

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- Many of the previously mentioned common mistakes are traceable to not identifying and defining/understanding your audience
- Decide on target
  - ▣ Internal
  - ▣ External



- What are the experiences of a non – Orthodox visitor to our parish?
  - ▣ What might they find odd, unusual or disorienting?
  - ▣ What would they find illuminating, enlivening and distinctive?





# Evangelization Cycle

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- Identify
  - Locate individual receptive persons and pockets of persons who represent areas of greatest potency for our parish's evangelization initiative.
- Inform
  - Build awareness, trust, curiosity and openness.
- Invite
  - Invite those with curiosity and receptivity to come and see. Welcome and receive them with warmth.
- Nurture
  - Follow up carefully and honestly to grow interest in and excitement for the faith. Help them to explore what the Church offers and to identify if they truly seek it. Encourage participation as appropriate in services and events.
- Instruct
  - Guide potential new members to catechetical programs, scripture studies or other paths of entry through parish groups.
- Incorporate
  - Involve or include in a role, task or group after uniting them with the church.
- Inspire
  - Encourage them to begin the cycle anew by evangelizing the active – to renew their commitment to Christ; the inactive – to heat up those only minimally involved; and the unchurched-to share the light of Christ with all.



Home page	Our Parish	Music and Worship	Ministry & Outreach	Children & Youth	Adults	Inquirers	Info
Welcome	Rector's greeting Written & video	Worship schedule	Pastoral care	Pre-school	Adult class	Inquirers Instruction <i>(description/schedule)</i>	Contact info
	Parish Vision	Service order (link to OCA site)	Music & Worship <i>(Choir; Readers; Servers; cleaners)</i>	Elementary level	Fellowship events	Doctrine	Regular Schedule
Main news items	Clergy & Staff Parish leadership/ Council	Annual / Daily weekly/ lenten cycle	Ministering to the Parish Meals/ service/ prayer/ visitation	Jr & Sr High School	Seasonal events	Worship	Driving Directions
Calendar	FAQ	Choir	Charitable Outreach - hands on/ international	Youth & teen group	Men's Bible Study???	Sacraments Church	Contact form
News Links	Becoming a member	Readers	Communication ministry (web/bulletin/ PR)	Forms and Schedules	Women's Group	History	Monthly calendar
Regular Schedule	Stewardship & Pledging	Altar and Decorating	Bookstore		Men's social group	Prayer & fasting	Annual calendar (overview)
Bulletins	Church History & Visual Tour	Glossary			FOCA	Scripture	
Contact info	OCA/ Diocese of Midwest/ of Midwest/					Links/ Resources	
	Parish documents (password)						