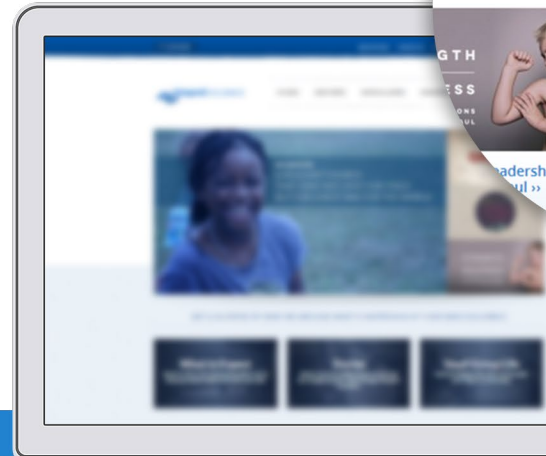
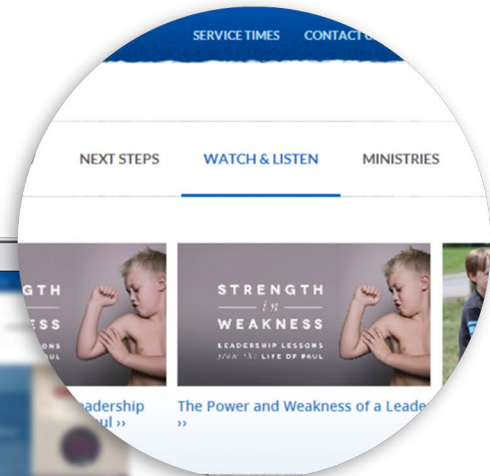
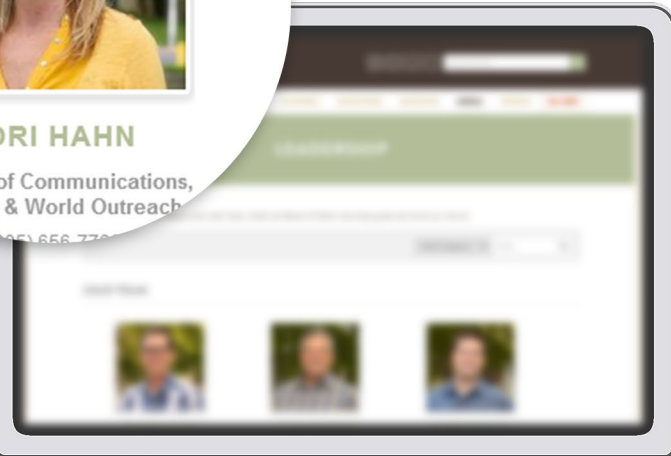


A PRACTICAL GUIDE TO CHURCH WEBSITE FEATURES



LORI HAHN

Director of Communications,
Women & World Outreach



GETTING STARTED

The features of your website can have a dramatic impact on the overall mission of your church. Certain features facilitate ministry and others don't. So how do you decide which features your church needs?

In this eBook we'll share examples, benefits as well as several questions to help you make an informed decision.

Specifically we'll be looking at:

- Group Finders
- Staff Filters & Search
- Live Stream
- Mega Navigation
- Event Registration
- Campus Selector
- Online Giving
- Sermon Filters

We've chosen these features because they have the potential to benefit your church the most. Let's get started!

WHAT TO LOOK FOR

Feature In Action

Throughout this eBook we'll use graphics like the one on the right to highlight key aspects of each feature.

Share This eBook

If you find this eBook helpful, don't keep it to yourself. Share with other church leaders.



SHARE THIS



GROUP FINDER

WHAT IS THIS FEATURE?

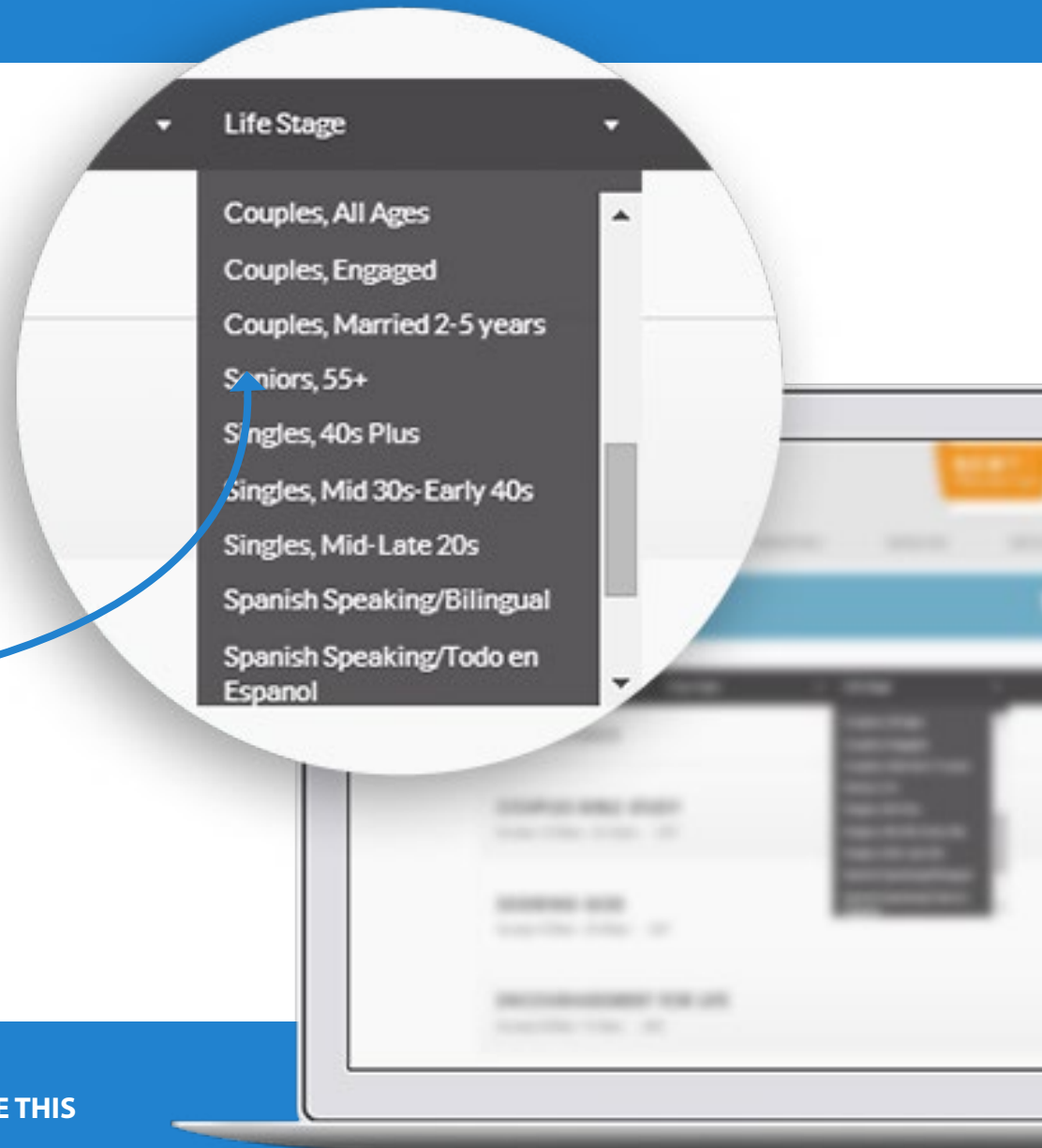
A group finder displays information about the groups at your church in a way that is filterable and searchable.

BENEFITS OF A GROUP FINDER

A group finder lowers the barriers to entry. People who want to join a group don't need to wait on a staff member or volunteer to help them. They can use filters to find the perfect group to join. Churches can use a group finder for small groups, Sunday school or any type of group.

FEATURE IN ACTION

Filters help people find the perfect group to join.



GROUP FINDER

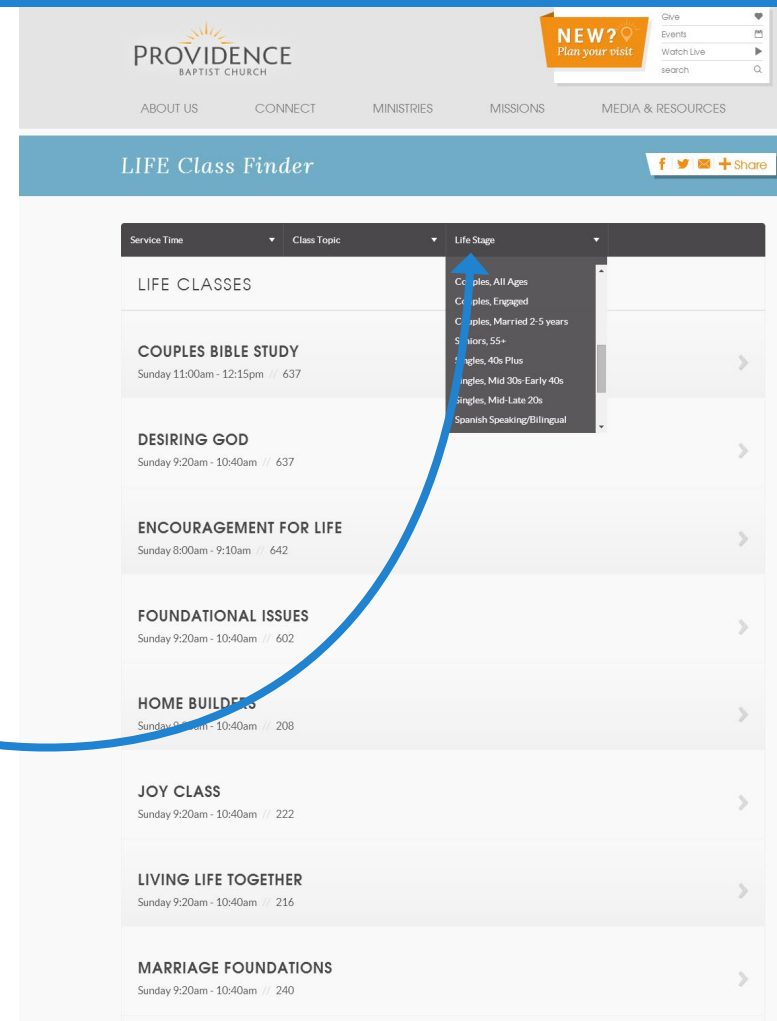
IS A GROUP FINDER RIGHT FOR YOUR CHURCH?

- ☐ Do you have more than 10 groups at your church?
- ☐ Are your groups meeting in various locations and at different times?
- ☐ Could people benefit from being able to research groups online?
- ☐ Is your staff stretched thin, making it hard to sort and connect people into groups?
- ☐ Is It currently hard for your community to get connect in a group?

If you check off to at least 3 of the above questions, a group finder might be a good fit for your church. This feature allows your website to facilitate ministry and helps deepen engagement by connecting people into your community.

PROVIDENCE BAPTIST CHURCH

Has a group finder that filters by the “Class Topic” and “Life Stage”
Making it easy for people to see what groups meet when they’re available.



STAFF FILTERS & SEARCH

WHAT IS THIS FEATURE?

A feature that makes it easy to find and connect people with members of your team.

BENEFITS OF STAFF FILTERS & SEARCH

The staff page is one of the most visited pages on church websites. We've found, on average, it's the 4th most visited page with around 4.3% of total website traffic. Having filters and search functionality makes it easy for people to find the staff member they are looking to reach. New visitors can also learn more about your staff before they visit.

FEATURE IN ACTION

Neatly display all the staff members contact information.



Hance Dilbeck

Senior Pastor

office: (405) 755-9240

hdilbeck@qsbcc.org



STAFF FILTERS & SEARCH

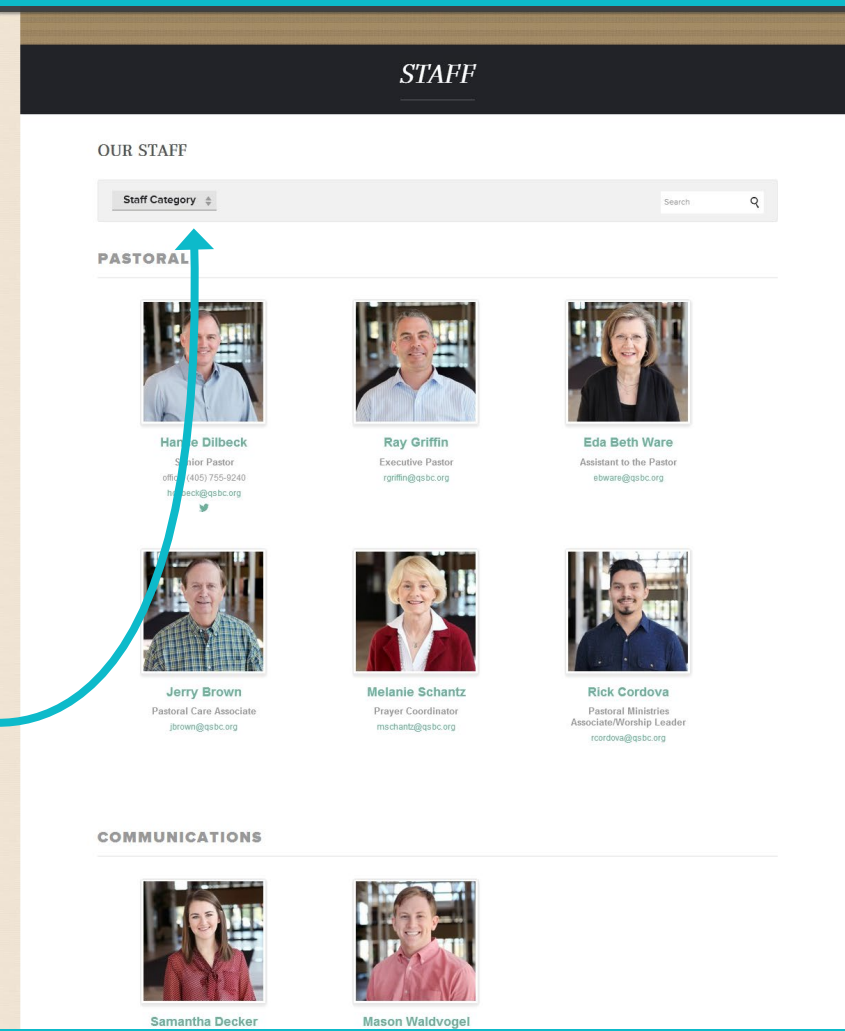
ARE STAFF FILTERS & SEARCH RIGHT FOR YOUR CHURCH?

- ☐ Do you have over 10 staff members?
- ☐ Is it easy to find staff contact information?
- ☐ Do you have a way for people to learn more about your staff?
- ☐ Does your staff want to connect with people through social media?
- ☐ Is it difficult to add or remove staff from your website?

If you check off to at least 3 of the above questions, the ability to filter and search for staff could benefit your church. Your community will be able to find the staff member and their contact information easily.

QUAIL SPRINGS BAPTIST CHURCH

The staff page for Quail Springs is a great example of the features you want. You can search for an individual staff, you can filter by ministry area, there are inviting photos of each staff member and their contact information shows up right under the photo.



LIVE STREAMING

WHAT IS THIS FEATURE?

Transmission of the live video and audio coverage of a church service through your church website.

BENEFITS OF LIVE STREAMING

People can learn and be discipled by your church's message even if they do not live in your area. Those that are homebound or out of town can still be a part of church. Visitors can experience what it's like to attend your church and decide if it's right for them.

FEATURE IN ACTION

A countdown timer helps people see when your next service will be live.



LIVE STREAMING

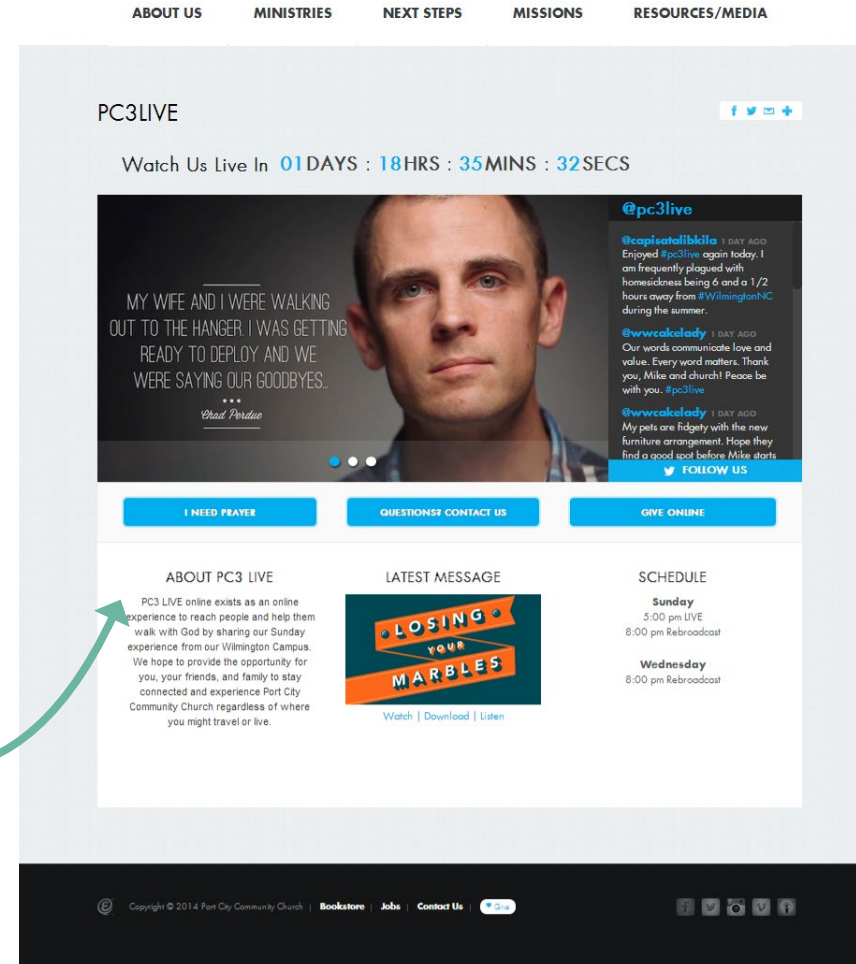
IS LIVE STREAMING RIGHT FOR YOUR CHURCH?

- ☐ Are you currently live streaming and directing people to a third party website?
- ☐ Is it easy for people to engage during your live stream service?
- ☐ Could you benefit from a more integrated live stream experience?
- ☐ Is your live stream able to connect people to what's happening at your church?
- ☐ Are you looking to start live streaming your services?

If you check off to at least 3 of the above questions you're ready to start live streaming your church services. The message of your church will be available to anyone who visits your church.

PORT CITY CHURCH

The live stream experience at Port City helps people participate in worship even if they are not on campus. People can engage through twitter and learn about what's happening at the church too.



MEGA NAVIGATION

WHAT IS THIS FEATURE?

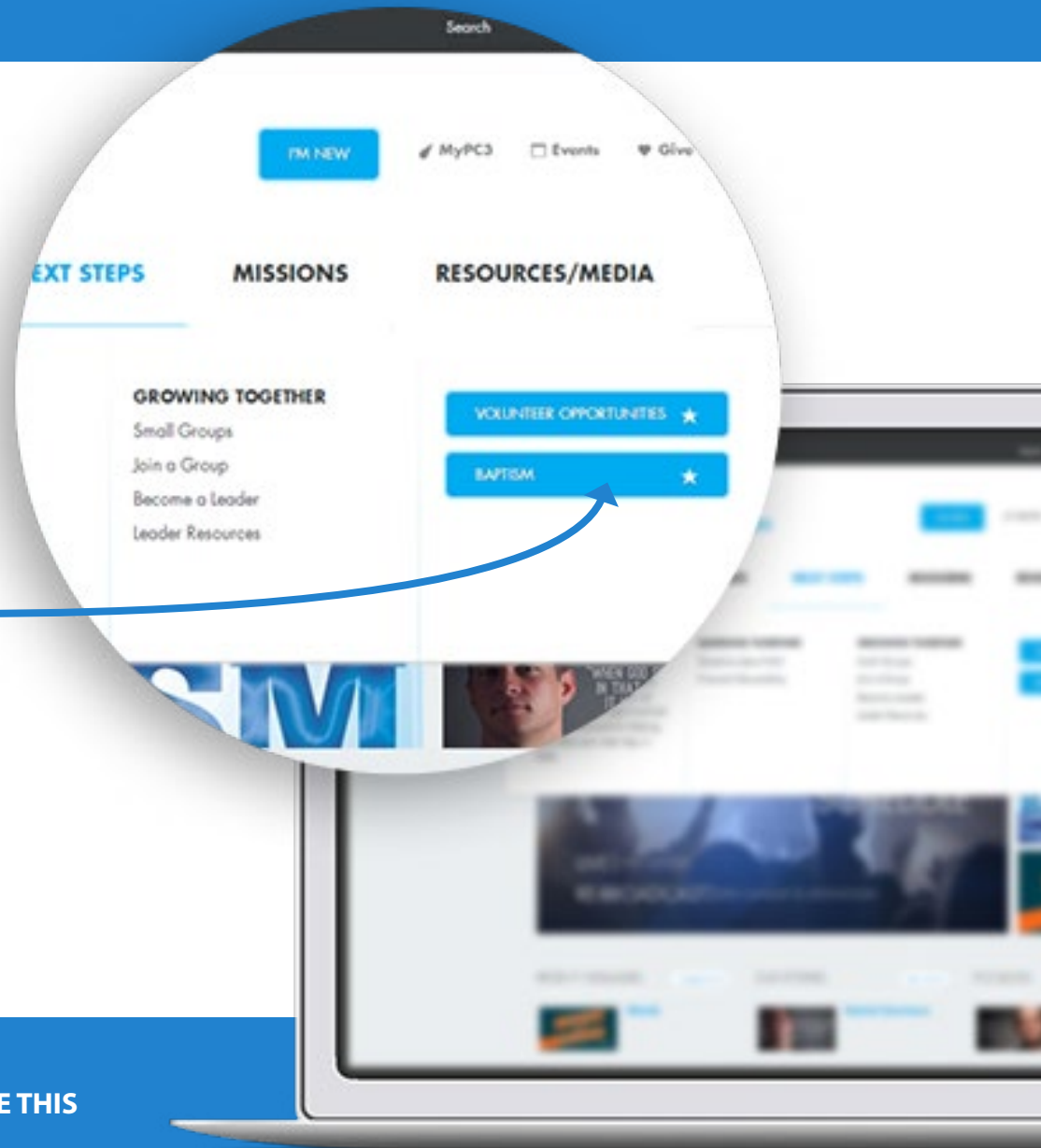
A larger navigation that allows for more content to be displayed.

BENEFITS OF A MEGA NAVIGATION

If used correctly mega navigations can simplify overly complex navigations while providing context. With mega navigation you can use images, text, and videos to capture attention. They can also be used to better categorize your current navigation.

FEATURE IN ACTION

The buttons help direct people to the most important navigation item.



MEGA NAVIGATION

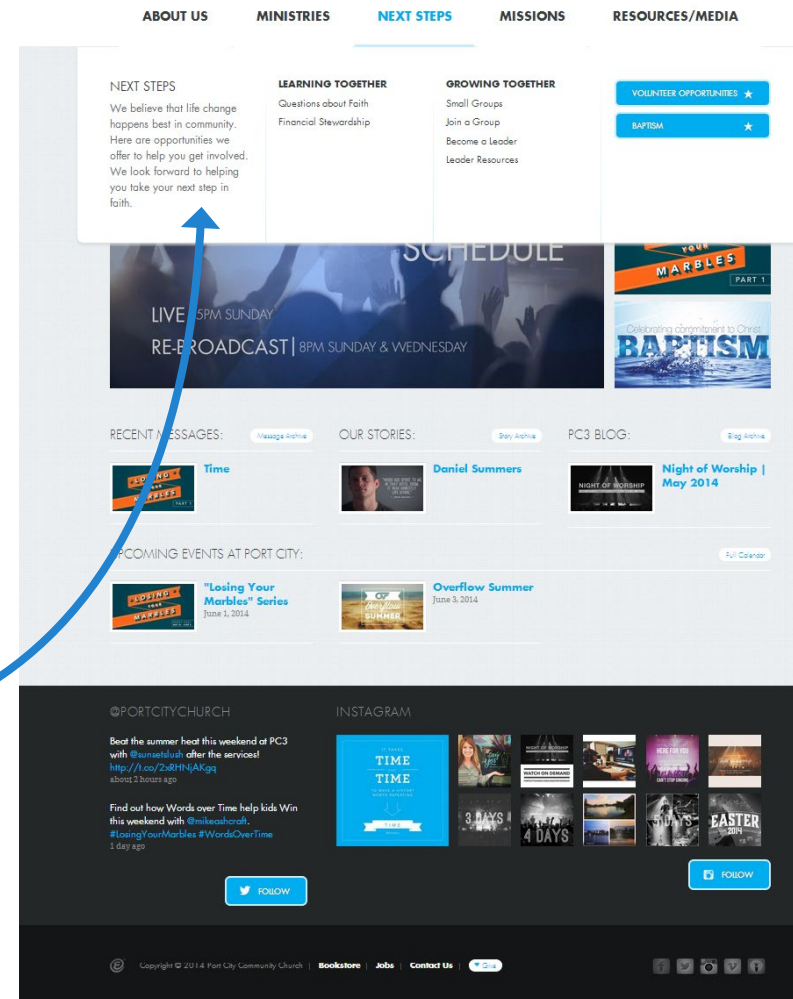
IS A MEGA NAVIGATION RIGHT FOR YOUR CHURCH?

- ☐ Is your navigation complex?
- ☐ Do you wish you could capture peoples attention with your navigation?
- ☐ Do you have more than 45 navigation items?
- ☐ Could your church benefit from clear calls to action in the navigation?
- ☐ Is it easy for visitors to finding what they are looking for with your navigations?

If you check off to at least 3 of the above questions Mega Navigation is a great fit for your church. The added room could bring clarity and allow you to move church visitors into deeper levels of engagement. Before you move down this path make sure you've scaled down your navigation to include only the essentials.

PORT CITY CHURCH

For Port City the most important next steps (volunteer opportunities and baptism) stand out in the navigation. They are also able to add context to the navigation through a brief description.



EVENT REGISTRATION

WHAT IS THIS FEATURE?

The ability to register for a church event from your website.

BENEFITS OF EVENT REGISTRATION

At anytime someone can go to your website and register for an event. It also allows people to pay with a card, which is great because people don't always have checks or cash with them. A record can be created for those who registered for an event. So, if someone doesn't show up you can connect with them. Or you could use that information to connect with them about other similar events in the future.

FEATURE IN ACTION

An online form collects the information you need and registers people for the event.

MINISTRIES CALENDAR

Vacation Bible School (2014)

Child's First Name *

Child's Last Name *

Mother's Full Name (First/Last)

Father's Full Name (First/Last)

Email Address *

EVENT REGISTRATION

IS EVENT REGISTRATION RIGHT FOR YOUR CHURCH?

- ☐ Does your staff spend time managing the registration process for events versus automating it?
- ☐ Would your congregation prefer to pay using a card instead of with cash and check?
- ☐ Would it be valuable to have a list of attendees created by your website instead of having to type or write the list yourself?
- ☐ Do you think your church community would like the ability to register for events at any time?
- ☐ Do you have multiple events throughout the year that require registration?

If you check off to at least 3 of the above questions your church could benefit from the ability to register for events online. This will help you free up time for your staff and allows your church community a simple way to get involved.

KINDRED COMMUNITY CHURCH

Kindred is using event registration to help parents sign their kids up for Vacation Bible School. This allows parents to register at their convenience and the staff gets all the information they need.

The screenshot shows a website with a dark header containing links: NEXT STEPS, MINISTRIES, CALENDAR, and LISTEN. Below the header, there's a section for 'VACATION BIBLE SCHOOL 2014'. A modal form titled 'Vacation Bible School (2014)' is open, featuring the following fields: 'Child's First Name *', 'Child's Last Name *', 'Mother's Full Name (First/Last)', 'Father's Full Name (First/Last)', 'Parent's Email Address *', and 'Home Phone *'. A blue arrow originates from the text 'allows your church community a simple way to get involved' and points to the 'Child's Last Name' field. At the bottom of the page, there are links for 'I'm New', 'Next Steps', 'Ministries', 'Calendar', 'Listen', and 'Giving', along with the address: '© 2013 Kindred Community Church - 8712 East Santa Ana Canyon Rd. Anaheim Hills, CA 92808'.

MULTI-SITE CAMPUS DISPLAY

WHAT IS THIS FEATURE?

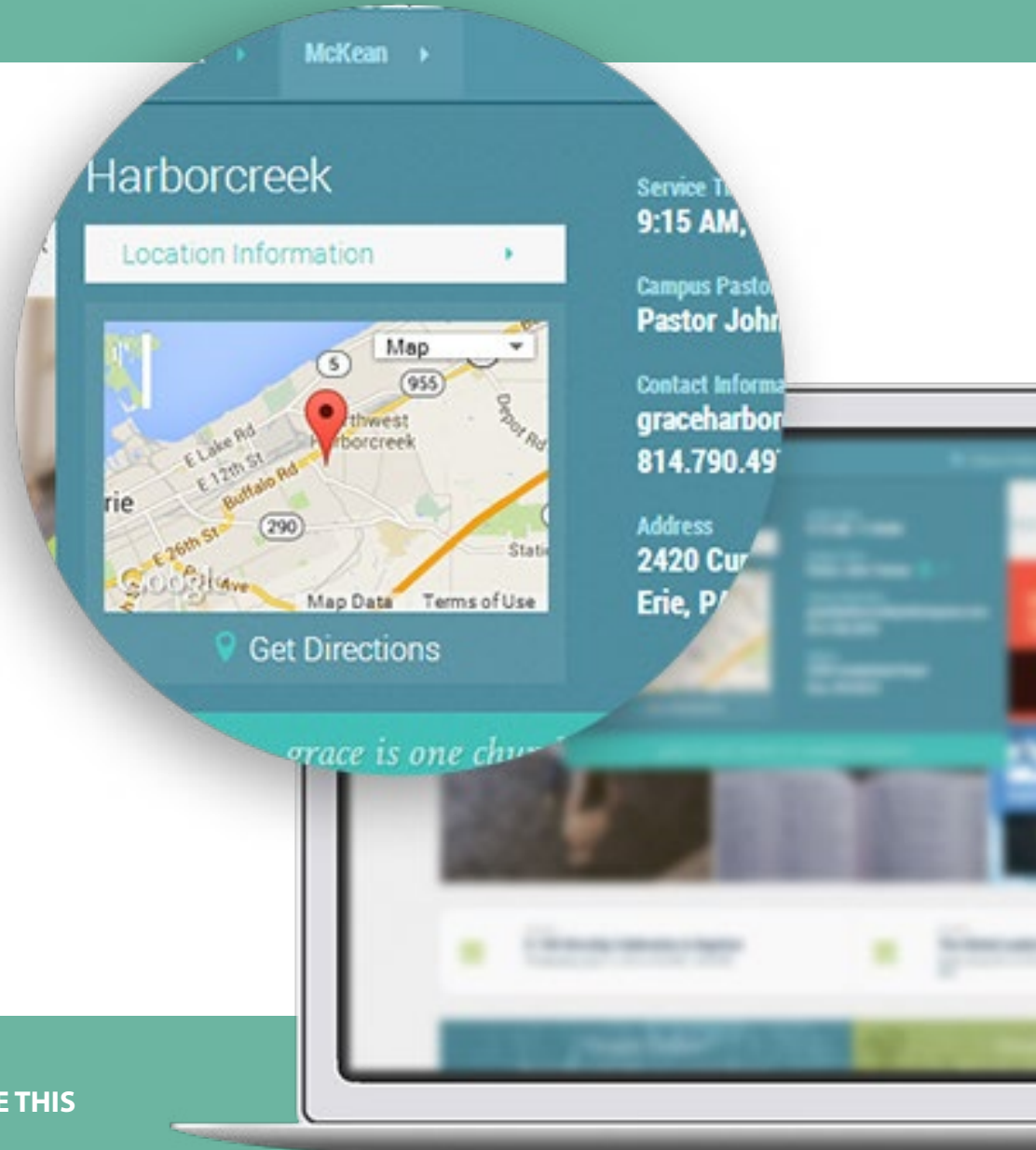
Campus Information Display highlights the church campus and displays all the necessary information a visitor needs.

BENEFITS OF CAMPUS DISPLAY

The campus location display allows you to have one church website but let visitors easily find service times and locations for the various campuses of the church. All the basic information is together in one area and you can quickly find out about the other locations.

FEATURE IN ACTION

The campus display makes it easy for people to find the right campus for them.



MULTI-SITE CAMPUS DISPLAY

IS MULTI-SITE CAMPUS DISPLAY RIGHT FOR YOUR CHURCH?

- ☐ Do you have more than one campus?
- ☐ Are your worship times easy to find?
- ☐ Is all your contact information in one spot?
- ☐ Could your visitors benefit from having a google map to get directions?
- ☐ Is all this information easy to access from the homepage?

If you check off to at least 3 of the above questions adding a multi-site Campus Display could help visitors better connect with your church. Which could translate into more visitors and engaged church members.

GRACE CHURCH

For each of their campuses Grace Church displays the critical information for visitors so that they can find the campus that's right for them. Any visitor can easily find everything they need in order to connect with or visit one of the church campuses.

The screenshot shows the Grace Church website with a multi-site campus display for Harborcreek. The display includes a map of the Harborcreek location, contact information for Pastor John Tiernan, service times (9:15 AM, 11:00 AM), and a list of events including the E-100 Worship Celebration & Baptism and The Global Leadership Summit. A green arrow points from the text 'grace is one church in multiple locations' to the Harborcreek display.

grace is one church in multiple locations

Harborcreek

Location Information

Service Times
9:15 AM, 11:00 AM

Campus Pastor
Pastor John Tiernan

Contact Information
graceharborcreek@whoisgrace.com
814.790.4978

Address
2420 Cumberland Road
Erie, PA 16510

EVENTS
E-100 Worship Celebration & Baptism
Wednesday, June 11, 2014, 6:30 PM - 8:00 PM

EVENTS
The Global Leadership Summit
Daily, from 08/14/2014 to 08/15/2014, PM

Grace Online
Meaningful worship, Biblical message & live discussion.

Small Groups
We would love to help you discover a small group.

Join a Small Group

@whoisgrace
When I was a child, I spoke, thought, & reasoned like a child. When I became a man, I gave up childish ways. 1Cor13:11

7300 Grubb Road, McKean, PA 16426
814-790-4973 Contact Us

© 2014 Grace Church

ONLINE GIVING

WHAT IS THIS FEATURE?

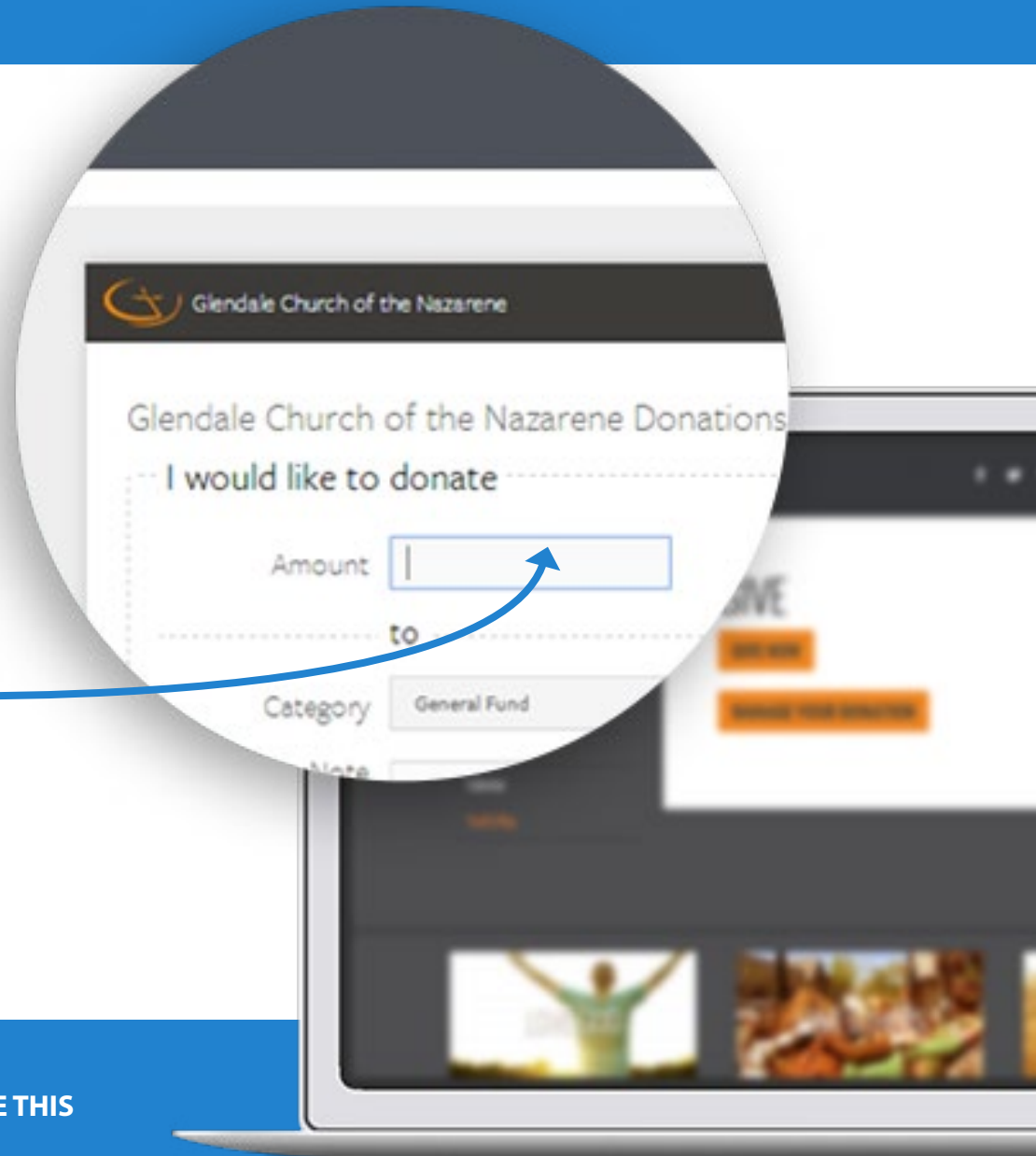
The ability to give tithes and offerings electronically through your website.

BENEFITS OF A ONLINE GIVING

An efficient online giving solution makes it easy for your community to give to the church. With online giving people can set up recurring giving so that they remain faithful even if they miss church. Recurring giving has the benefit of taking some of the uncertainty out financial planning. Also your members have complete control and can give at anytime not just on Sunday.

FEATURE IN ACTION

Online giving makes it simple for people to give to your church.



ONLINE GIVING

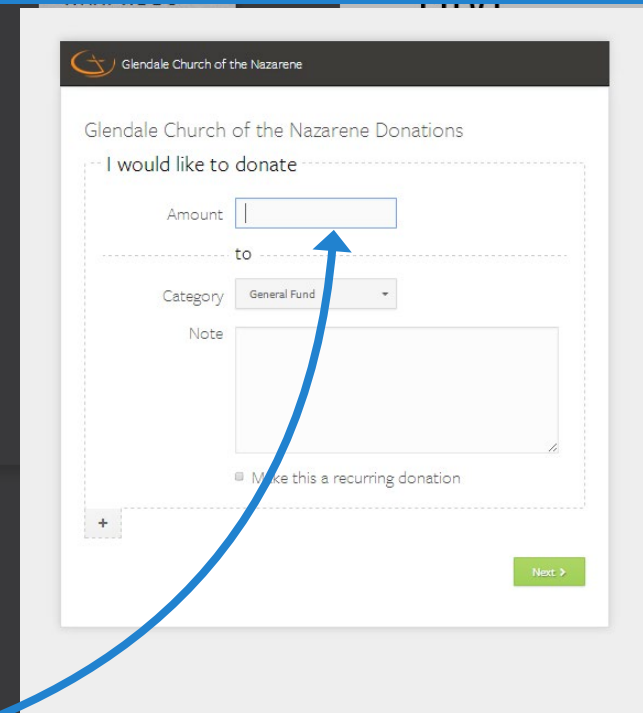
IS ONLINE GIVING RIGHT FOR YOUR CHURCH?

- ☐ If someone misses church do they also miss an offering?
- ☐ Is the amount you receive in offering highly variable from week to week?
- ☐ Does your congregation still use checks to give?
- ☐ Could you make better decisions if you had a general feel for how much recurring gifts come in each month?
- ☐ Do people avoid your current online giving solution because it's overly complicated?

If you check off at least 3 of the above questions online giving might be right for your church. Online giving empowers your congregation and also helps you with planning.

GLENDALE NAZARENE CHURCH

Uses a simple online giving solution that allows people to easily make a donation. The person that gives even has access to manage their donations.



Glendale Church of the Nazarene

Glendale Church of the Nazarene Donations

I would like to donate

Amount

to

Category General Fund

Note

☐ Make this a recurring donation

[Next >](#)

SERMON FILTERS

WHAT IS THIS FEATURE?

The ability to narrow down the sermons through the use of filters.

BENEFITS OF SERMON FILTERS

People can easily find a sermon based on certain criteria. You're past sermons don't go into a black hole in which no one ever hears them again. Filters allow older sermons that are relevant to a person's current needs to be displayed. You can share entire sermon series with someone by sending one link.

FEATURE IN ACTION

Filter content by teaching pastor.

Teaching Pastor

- All
- John Alexander
- Jason Anderson
- Bob Merritt
- Jason Strand
- The Teaching Team



SERMON FILTERS

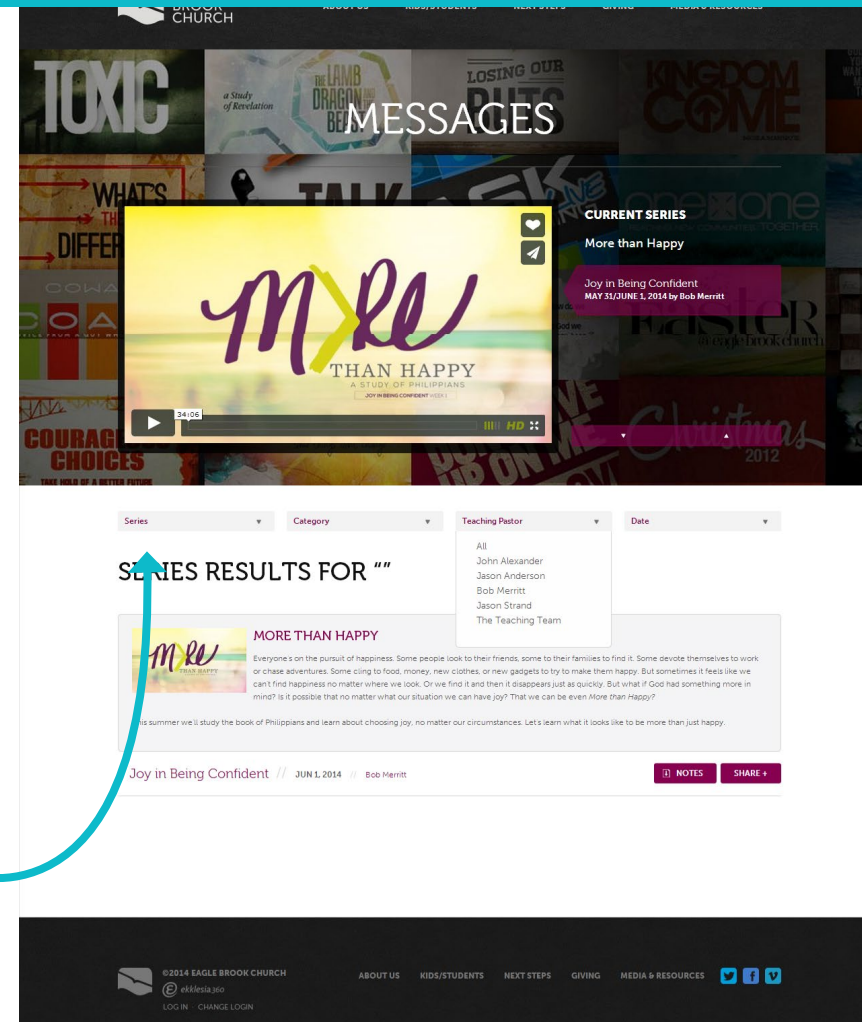
ARE SERMON FILTERS RIGHT FOR YOUR CHURCH?

- ☐ Do people have problems finding past sermons?
- ☐ Are you a multi site campus that has different message at each campus?
- ☐ Does your church preach sermons as part of a series?
- ☐ Does your church have more than 35 sermons?
- ☐ If someone was wanting to learn more about a topic can they easily find all the past sermons your church has given on that topic?

If you check off to at least 3 of the above questions your church members could benefit from sermon filters. With so much effort and thought going into each sermon the last thing you want to do is make them hard to find.

EAGLE BROOK CHURCH

Eagle Brook uses sermon filters that allow people to filter sermons by series, categories, teaching pastor and date. Making it so people can effortlessly find any past sermon.





FINISHING UP

As you've gone through this eBook you've probably found a few features that could enhance your church website. The next step is to prioritize these features and get the support of your team. This can sometimes be the hardest part. We've written a blog post to help with this, **3 Simple Tips For Getting The Support You Need To Enhance Your Website.**

If you still have questions, we'd love to help. It's important that your church website achieves ministry results. Having the right features goes a long way in making that happen.



INCREASE YOUR CHURCH WEBSITE FUNCTIONALITY WITH MINISTRY-FOCUSED LAYOUTS

BUILT FROM THE GROUND UP TO ACHIEVE MINISTRY RESULTS

NEW HERE

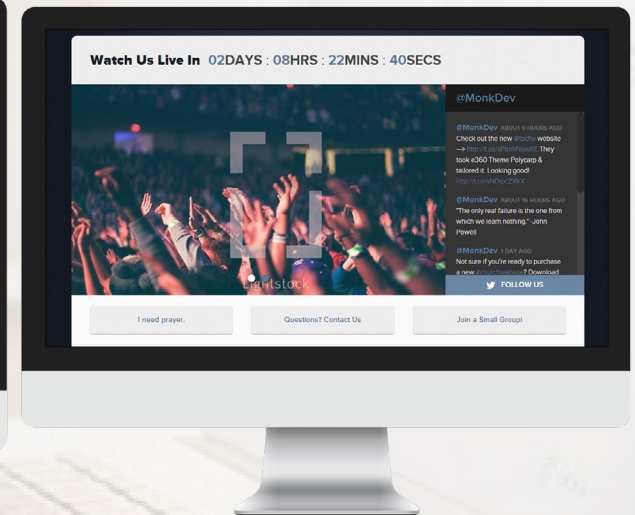
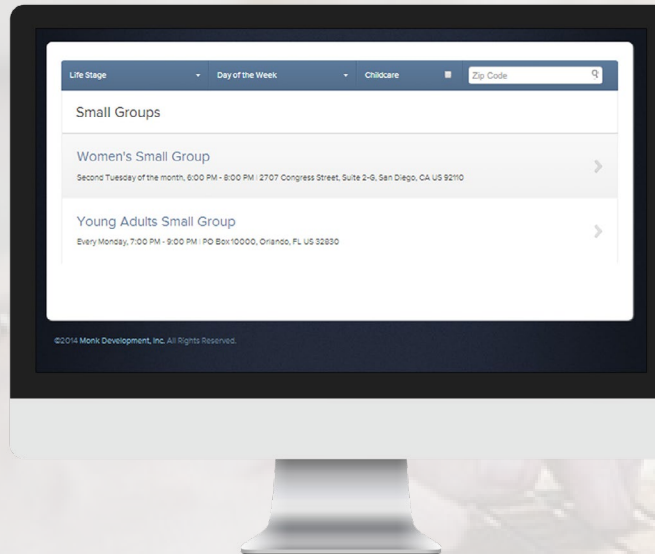
Broaden your reach

GROUP FINDER

Deepen engagement

LIVE STREAM

Disciple your community online



LEARN HOW OUR TEAM CAN HELP WITH YOUR NEXT WEB PROJECT

info@MONKDEVELOPMENT.COM (619) 757-2626