

# WEBSITE MOCKUP

**2022 UMCOM ANNUAL REPORT • PROOF 1**

# FULL SITE DESIGN

The white dotted line will not show up on actual site. Just marks where the bottom of the page is before scrollin. Video would sit a little over that point to intrigue user to scroll down.



Pop Up section before any hover state applied.  
Images are cropped/zoomed in.



Metric section shown with static state



Call to action. Pulled from Resource UMC.

Basic Footer. This might change depending on what the Web team implements.

The white dotted line will not show up on actual site. Just marks where the bottom of the page is before scrollin. Video would sit a little over that point to intrigue user to scroll down.



All hover states shown.  
On site, you will only see one at a time images are moused over



Metric section shown with hover state applied



Call to action. Pulled from Resource UMC.

Basic Footer. This might change depending on what the Web team implements.

# POP UP SECTION

## SHOWN:

- HOVER STATE
- LIGHTBOX POP UP

When image is moused over a colorful overlay will appear

## A YEAR IN REVIEW

Click around to see what we have been up to

### LEADER COMMUNICATION

The leader communication team provides The leader communication team equips church leaders with tools, resources and information for effective ministry.

[LEARN MORE](#)

When "Learn More" is clicked a lightbox with more information will appear. Background will be grayed out to emphasize information in lightbox

Images are zoomed out in lightbox sections to see more of the photo

### LEADER COMMUNICATION

The Leader Communications Team empowers church leaders with meaningful, relevant and timely content, resources and information through ResourceUMC.org, The Source e-newsletter, and social media channels in multiple languages.

**49.9%**  
Open rate for the Source newsletter

**6.7%**  
Increase in Korean newsletter subscribers

**2.52**  
Million page views

**59%**  
Increase in Spanish-language audience

In 2022, approximately 140 original pieces of content were produced in English, Spanish and Korean to help equip church leaders to lead their congregations effectively. Thirty-seven percent of ResourceUMC.org visitors are under the age of 35 and more than 70 percent are under the age of 55. Highlights include the *State of the Church* report, *United Methodists Stand With Ukraine* and a collection of new resources to help churches implement the #BeUMC campaign, including videos, graphics, a discussion guide and much more. A new landing page was created for the *Interagency Net-Zero Commitment*, a shared space for updates from the agencies on progress toward reaching net zero emissions by 2050. The Leader Communications team worked with the production team to host a two-part webinar with agency attendees of the COP27 climate change conference. Through a partnership with the General Commission on the Status and Role of Women and the General Commission on Archives and History, we began hosting their websites on ResourceUMC.org and providing other communications support. We also partnered with the National Plan for Hispanic/Latino Ministry and the General Commission on Religion and Race to host the *"Somos Metodistas Unidos Webinar"* and worked with Strengthening the Black Church in the 21st Century (Discipleship Ministries) on several projects.

we are committed to be present, offer up our skills,  
nos comprometemos a estar presentes, ofrecer nuestras habilidades,

# POP UP SECTION

## SHOWN:

- COLORS
- TOPIC ASSIGNMENT

BOX 1:	<b>LEADER COMMUNICATION</b>	R 62 G 177 B 200	HEX: 3EB1C8
BOX 2:	<b>MEMBER COMMUNICATION</b>	R 228 G 0 B 43	HEX: E4002B
BOX 3:	<b>SEEKER COMMUNICATION</b>	R 152 G 134 B 191	HEX: 9886BF
BOX 4:	<b>UM NEWS</b>	R 122 G 205 B 141	HEX: 7ACD8D
BOX 5:	<b>LOCAL CHURCH SERVICES AND TRAINING</b>	R 30 G 96 B 121	HEX: 1E6079
BOX 6:	<b>GLOBACL COMMUNICATION</b>	R 140 G 158 B 171	HEX: 8C9EAB
BOX 7:	<b>MARKETING</b>	R 83 G 73 B 145	HEX: 534991
BOX 8:	<b>TECHNOLOGY</b>	R 244 G 180 B 43	HEX: F4B42B
BOX 9:	<b>PRODUCTION</b>	R 194 G 200 B 101	HEX: C2C865



# METRIC SECTION

## THE POWER OF COMMUNICATION



Before metrics are moused over

## THE POWER OF COMMUNICATION



when moused over Circle expands and metric shows up in the middle. Colors will change each stat.

# METRIC SECTION CONTINUED

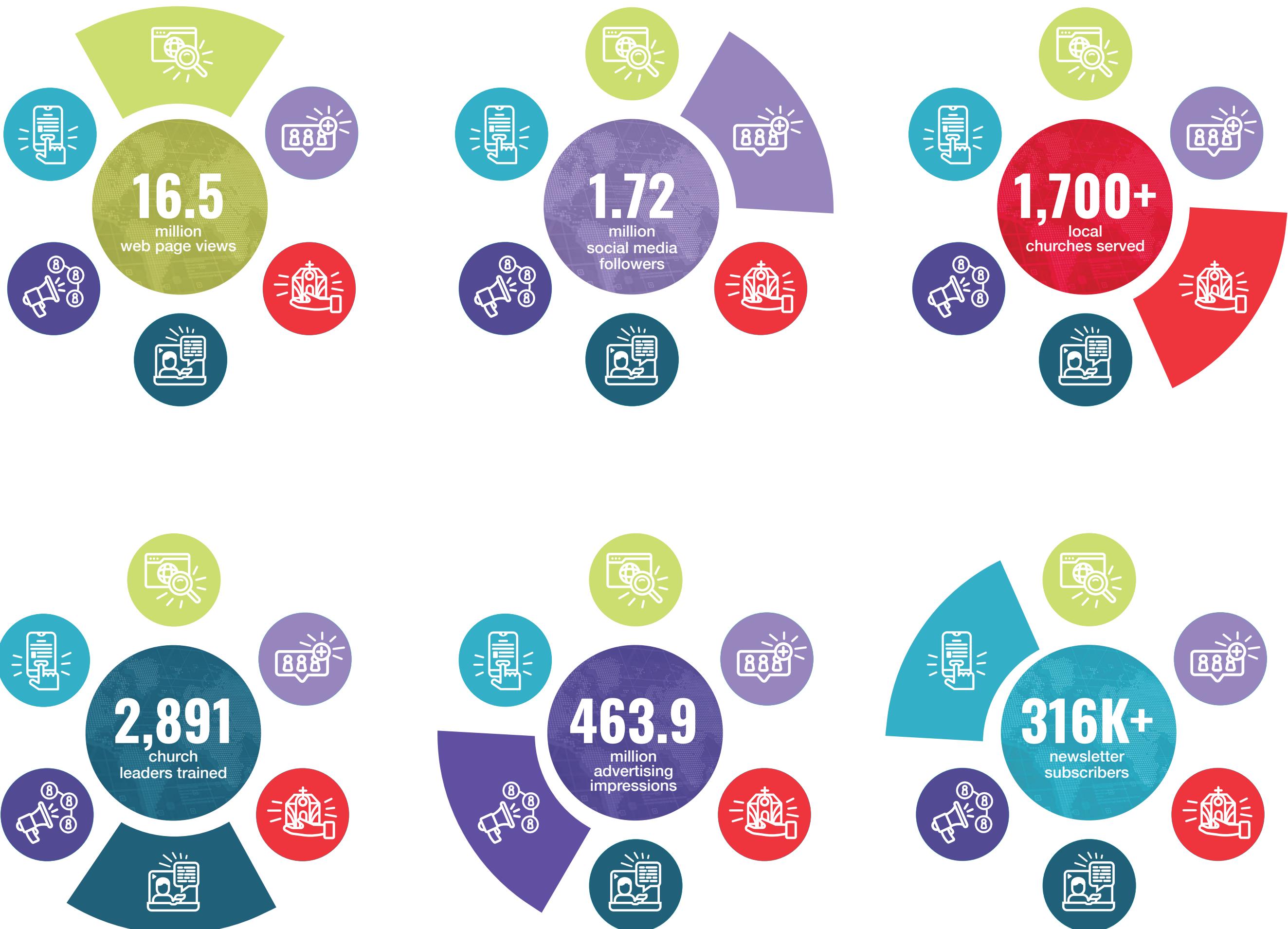
## SHOWN:

- COLORS & IMAGES  
ON HOVER

## THE POWER OF COMMUNICATION



GRAY IMAGE FOR STATIC STATE



# CTA SECTION

For more than 80 years, United Methodist Communications has told inspirational stories of God's work in the world through The United Methodist Church, helped reach new people, supported local churches in vibrant communications ministry, equipped leaders and delivered messages of hope and healing.

**SUPPORT OUR WORK**



Taken from Resource UMC