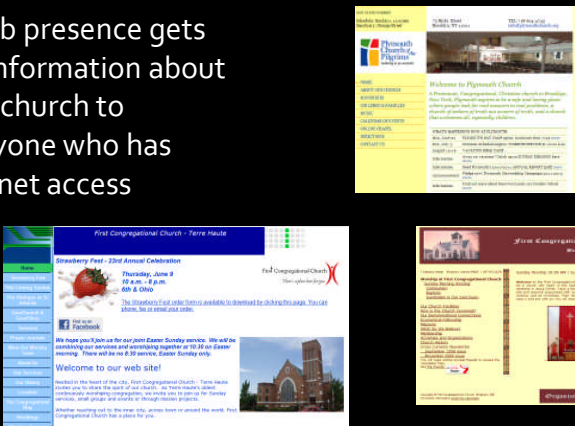techreach

techreach

Technology can…

- Teach
- Connect
- Support
- Expand your mission
- Enhance, but not replace, human interaction
- Be just one component of church ministry

Technology should never…

- Replace gathering for worship
- Distract from your mission
- Be used to 'just entertain'
- Make coming to worship 'anticlimactic'
- Overtake the church's mission
- Alienate people without technology

Websites

- A web presence gets the information about your church to everyone who has internet access

Websites

- You need to purchase a domain name. It should be:
  - Short
  - Memorable
  - Not easily confused with others
  - Hard to misspell
  - Relates to your church
  - Sounds solid to your audience
- Most churches use .com, .org or .net as their URL extension.
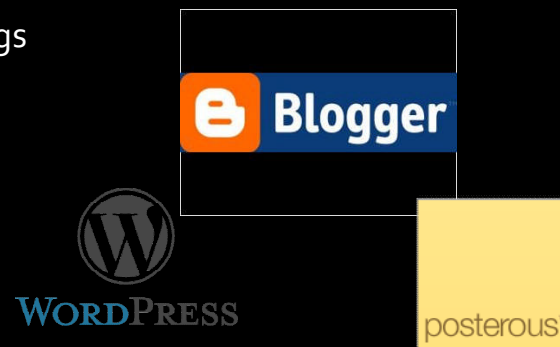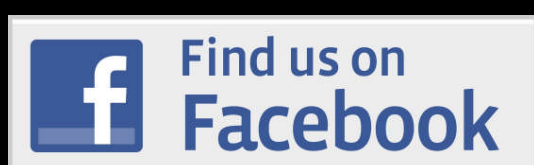

Purchase a domain name (URL)

Web hosting

Additional possibilities for a web presence

- Blogs

Additional possibilities for a web presence

- Social Media

Using facebook

http://www.facebook.com/pages/Merrill-Congregational-Christian-Church/168568516495905?sk=wall

Taking worship beyond your walls

- Podcasts
  - A digital audio or video file, episodically made available in a conveniently accessed downloadable format that is program-drive with a regular host or theme

  - A recorded service or sermon made available for listening or download online

Podcasting

- A recording device – a small digital recorder does a great job

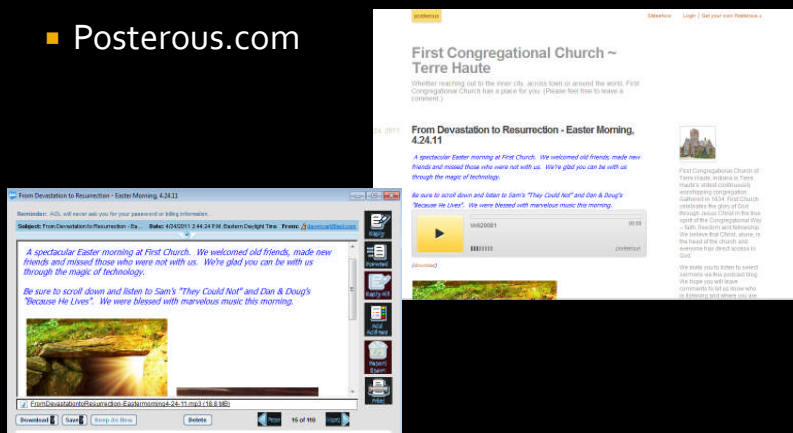- Audio editing software

Podcasting

- Podcast hosting site
  - There are many out there, but none as easy as Posterous.com
    - You just email your audio file and it's automatically posted on your podast site
      - Posterous.com is actually a blog that lets you post either by uploading directly to the site or via email
    - NOTHING is as easy as that!

Podcasting

- Posterous.com

Podcasting

- http://firstchurch.posterous.com/

eNews & Newsletters

- Church newsletters allow you to keep in touch with every member of your church
  - Newsletters can be sent via snail mail and email
  - You can email an electronic copy of your newsletter to members who have email and save postage costs

eNews & Newsletters

- eNews – Using email marketing platforms
  - Constant Contact
  - iContact

eNews & Newsletters

- First Congregational Church – weekly eNews
- Sent via email to 90% of our members
- Printed and mailed to 10%
- Large copy posted on bulletin boards

More information

- You can download a copy of this by visiting www.FirstChurchTH.org and clicking on "TechReach".

Thanks...

- Q&A