A stylized illustration of a hand holding a music player. The hand is rendered in a teal color, with fingers curled around the device. The music player is black with a white screen displaying the word "welcome". Below the screen is a circular control panel with a "MENU" label at the top, a central play button, and two side buttons with double arrows. Several teal musical notes are scattered around the hand and device. The background is a solid brown color.

welcome

A colorful brushstroke graphic at the bottom of the page, featuring teal, red, orange, and yellow colors. The text "technology celebration" is written in white, lowercase letters, with the year "2020" overlaid in a large, semi-transparent font.

technology celebration

the context

20  
technology celebration

# the context

Does your website:

I - Reflect Your Church?

TECHNOLOGY CELEBRATION

# the context

Does your website:

- 1 - Reflect Your Church?
- 2 - Communicate Well?

TECHNOLOGY CELEBRATION

# the context

Does your website:

- 1 - Reflect Your Church?
- 2 - Communicate Well?
- 3 - Foster Relationship?

TECHNOLOGY CELEBRATION

# the context

Does your website:

- 1 - Reflect Your Church?
- 2 - Communicate Well?
- 3 - Foster Relationship?
- 4 - Offer a Gift?

TECHNOLOGY CELEBRATION

## the research

\* ...in my decision to attend the church.” **77%**

\* ...in facilitating their participation in the church community.” **83%**

<http://www.goodmanson.com>

Visitors said,  
“The website was  
somewhat to  
very important ...

TECHNOLOGY CELEBRATION

## the research

\* ...for my ongoing discipleship and spiritual growth.” **45%**

\* ...in sharing their faith with others (friends, business colleagues, others).” **73%**

<http://www.goodmanson.com>

Beginners said,  
“The website was  
somewhat to  
very important ...

TECHNOLOGY CELEBRATION

the research

Members said,  
“I visit my church’s  
website...”

\* ...more than once a week.  
**%27**

<http://www.goodmanson.com>

TECHNOLOGY CELEBRATION

the research

Members said,  
“I visit my church’s  
website to...

\* **Feature Rated**

**Most Important:** Listen to  
or download Sermons.

\* **Most Requested  
Functionality:**

Ability to post prayer  
requests or needs.

<http://www.goodmanson.com>

TECHNOLOGY CELEBRATION

## the research

1. Find service information (times, directions, etc).
2. Listen to/download Sermons (audio recordings).
3. Learn about the church's Beliefs/Mission/Values
4. Connect with other members.
5. Read/download Sermons

<http://www.goodmanson.com>

Members said,  
“Top ten most important features/activities I would like to engage on a church website?...”

TECHNOLOGY CELEBRATION

## the research

6. Join and/or interact with a home/bible study group.
7. View weekly information/ calendar/news/events.
8. Find serving opportunities at the church.
9. Post prayer requests/needs.
10. Read articles or content.

<http://www.goodmanson.com>

Members said,  
“Top ten most important features/activities I would like to engage on a church website?...”

TECHNOLOGY CELEBRATION



questions

20  
Technology celebration

the content

I. Domain Name

TECHNOLOGY CELEBRATION

20

# the content

1. Domain Name
2. Host

TECHNOLOGY CELEBRATION

20

# the content

1. Domain Name
2. Host
3. CMS

TECHNOLOGY CELEBRATION

# the content

1. Domain Name
2. Host
3. CMS
4. Design

TECHNOLOGY CELEBRATION

# the content

1. Domain Name
2. Host
3. CMS
4. Design
5. Content

TECHNOLOGY CELEBRATION

web standards

I. What Goes On My Site?

TECHNOLOGY CELEBRATION

20

# web standards

1. What Goes On My Site?
2. Passive vs. Active Web Sites

TECHNOLOGY CELEBRATION

20

# web standards

1. What Goes On My Site?
2. Passive vs. Active Web Sites
3. Layout Basics

TECHNOLOGY CELEBRATION

20

# web standards

1. What Goes On My Site?
2. Passive vs. Active Web Sites
3. Layout Basics
4. Social Connection

TECHNOLOGY CELEBRATION



Q & A

MENU



2020  
Technology celebration

# online resources

## Content

### Management Systems

[drupal.org/](http://drupal.org/) Free

[wordpress.org](http://wordpress.org) Free

[joomla.org/](http://joomla.org/) Free

[ekkleisia360.com/](http://ekkleisia360.com/) Not Free

## Design

**PSDTuts** - (Learn how to use Photoshop) - [psd.tutsplus.com/](http://psd.tutsplus.com/)

**Kuler Color Palette Designer** - <http://kuler.adobe.com/>

**Pattern Tap** - Web Layout Examples - <http://patterntap.com/>

**Brusheezy** - Photoshop brushes - <http://brusheezy.com>

**Smashingmagazine** - (for inspiration) - [smashingmagazine.com/](http://smashingmagazine.com/)

**Images and fonts** - Veer.com

**Images** - iStockphoto.com

TECHNOLOGY CELEBRATION

# online resources

## Social/Sharing Sites

Photo Sharing - flickr.com

Video Sharing - youtube.com

Social Network - facebook.com

Social Network - myspace.com

Business Network - linkedin.com

Minute Detail Sharing - twitter.com

Idea Sharing - blogger.com

Idea Sharing - livejournal.com

Idea Sharing - wordpress.com

## eNewsletters & invitations

constantcontact.com

icontact.com

evite.com

TECHNOLOGY CELEBRATION

online resources

you can find all this information at  
[www.belovedschurch.org/techcelebration](http://www.belovedschurch.org/techcelebration)

TECHNOLOGY CELEBRATION

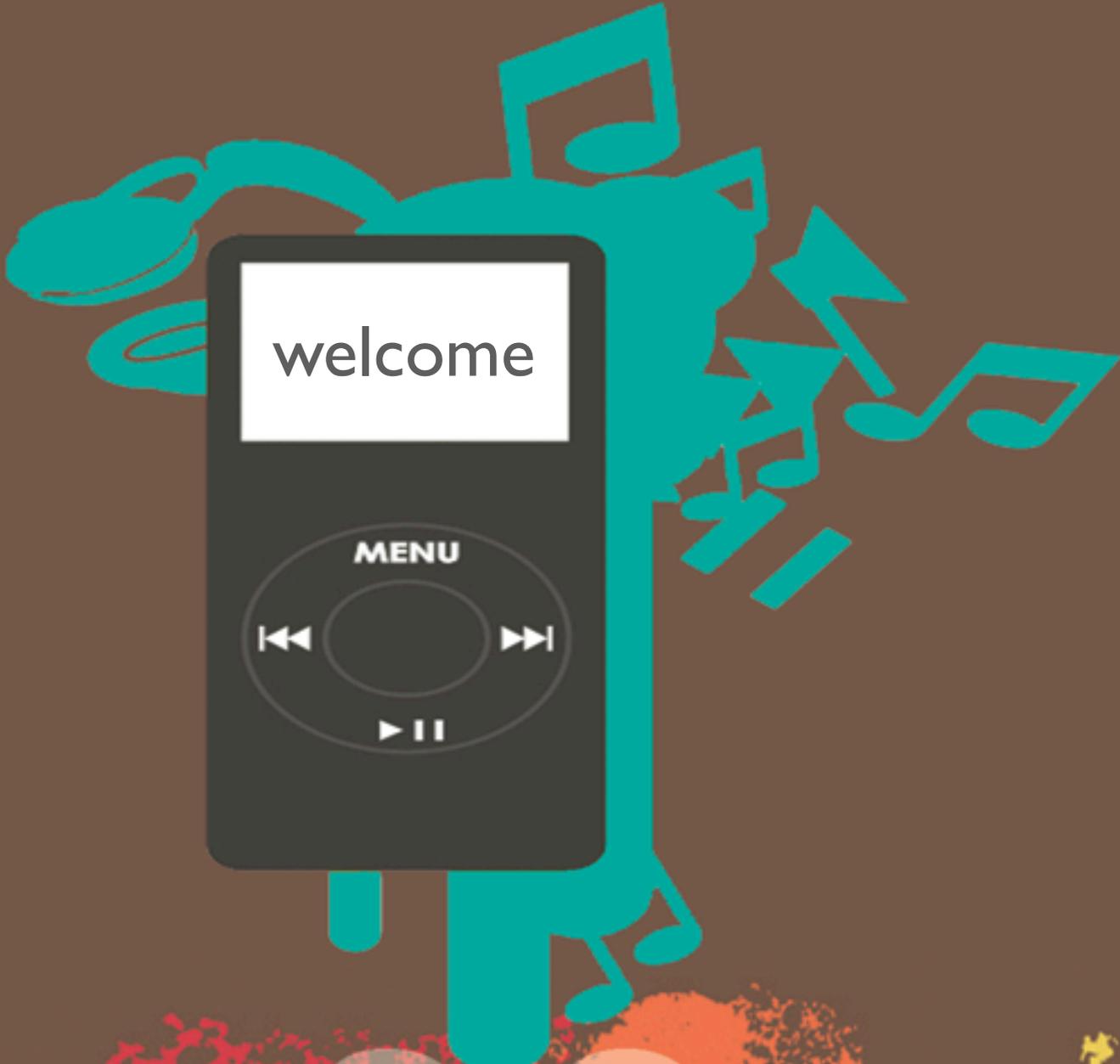


up next

**Jason will build a site from scratch**  
**Josue will layout design “do’s and do not’s”**



TECHNOLOGY CELEBRATION

A stylized illustration of a hand holding a music player. The hand is rendered in a teal color, with fingers curled around the device. The music player is black with a white screen displaying the word "welcome". Below the screen is a circular control panel with a "MENU" label at the top, a central play button, and two side buttons with double arrows. Several teal musical notes are scattered around the hand and device. The background is a solid brown color.

welcome

A colorful, textured background for the text "technology celebration". The background consists of several overlapping, textured brushstrokes in shades of teal, red, orange, and yellow. The text "technology celebration" is written in a white, sans-serif font across the bottom of the image. The year "2010" is faintly visible in the background behind the text.

technology celebration