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## Power-Up 2020 Website Goals

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Use this checklist to quickly implement a powerful plan to **maximize the 1<sup>st</sup> Quarter into Easter opportunities for your ministry!** Also use the Solved! Success sheet to map goals and benefits with the SSI 2020 Annual Special offers you have available. **Keep these PDF's handy & call or email any questions you have!**

### Which are important to YOUR Ministry Goals & Action Plan:

- \_\_\_ Re-engage inactive members (attend, tithe, volunteer)
- \_\_\_ Engage members to invite \_\_\_ people to church
- \_\_\_ More visibility of key programs/events \_\_\_\_\_
- \_\_\_ Add new feature(s) \_\_\_\_\_

### Use your website to get inactive members and new visitors to attend church:

- \_\_\_ Home – You have ~5 seconds to **engage** a visitor or they'll leave. If inactive members see the same 'ole images & content - well they haven't missed a thing!
- \_\_\_ Services – your worship page must **convey a worship experience** that a visitor or inactive member **wants to experience**. Video is always a compelling plus!
- \_\_\_ News / Announcements – no news on home or the news page screams **"nothing going on here"** or "communicating with you isn't important to us".
- \_\_\_ Events – having them posted WITH **event descriptions** that are interesting and inviting are compelling to members AND "equips" them with items they can put in email, a text or social media to share with others. Just a title & date won't do it.

### Use your website to attract new members: (these elements reflect a compelling church home)

- \_\_\_ About Page – what's it like there as a member? **Is this MY church home?** If both aren't conveyed with good images and media, mission/vision statements fall flat.
- \_\_\_ Pastor Bio – envisioning "their pastor" is critical, so in-action images with **personality**, video that conveys **communication style** help to "connect".
- \_\_\_ Ministry Profiles – are they "flat or stand-offish": a list only, no contact link, **matter of fact descriptions?** To engage & invite: **invite participation** and ministry contact, highlight people impact and the participant/**volunteer experience** (testimonials?)