

# STRENGTHEN AND GROW YOUR MINISTRY

## LCEF MINISTRY MOMENTS VIDEO SERIES

### Fall Communication Prep #2 - Website

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Summer is a great time to plan your fall ministry and how you communicate with your congregation.

#### How to make your website accessible and professional?

**1. Look at other church websites**

- Make your website comparable to these or even better.
- People will compare your website to those of other churches. A website could affect whether or not someone even enters the doors of your church.

**2. Place important information at the top of the homepage**

- Make key info like the church address and contact information easy to find.
- Worship times and information about key events should catch the eye.

**3. Maintain your website and keep it up to date**

- You may need to hire someone to maintain your website.
- The time and financial investment is worth it for the ease of engagement for members and visitors.
- A new or redesigned website will generate buzz and excitement.

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