

# Web Ministry

## Five Key Principles of an Effective Web Ministry

from ACS Technologies

Every church that seeks to reach out to its attendees and the community needs to address the issue of building an effective Web ministry (email, church Web site, blogs, etc.). Although every organization strives to meet different needs, the goal for effective communication remains the same. The following article has been excerpted from the ACS ministry guide [5 Key Principles of an Effective Web Ministry](#).

### 1. Create a Memorable Web Site Presence

Dynamic, interactive content is the most vital part of every church's Web site. It can be used as an effective tool to draw people in, encourage them to become involved, and drive ministry efforts. When churches begin viewing their Web site as an outreach tool, it is possible to build a site that will serve multiple ministry functions across the organization. Content can include dynamic items like:

- explanations of new programs and classes
- online registrations for events and community resources
- online donation engines
- streamed sermons
- internal church communications

### 2. Use Effective Communication Tools

Churches can utilize online tools to create a powerful Web ministry. Email newsletters – especially those with a customized look and feel - have become a great way to communicate with information seekers.

Posting the church's calendar online can also encourage involvement and boost Web ministry efforts by keeping people involved. Linking to the calendar from email newsletters will encourage people to check out upcoming events.

Providing online donation capabilities is another way to increase communications. Online giving can integrate

into the church's Web site to seamlessly provide these services, making the whole process easy to put into practice.

Churches can also provide online event registration and payment. People can view an event listing and immediately register for that event. Some systems also take payments via online checks or credit cards, making registration that much easier. Event coordinators can then view and access registration lists and print out reports as needed.

### 3. Encourage Online Involvement

It is now possible to provide access to specific church information simply by logging in to a special section of the church's Web site. This makes it easy for church leaders and staff to access member data from any internet connection. Vital contact information plus activity details and notes can be viewed and edited to keep member information up-to-date and accessible. Through the church Web site members will be able to:

- view rosters of people in specific classes or groups
- email group members
- sign up for classes and activities
- view online church directories

Churches decide what level of access they want to give to members and provide secure information that can foster deeper connections and increased involvement.

#### 4. Provide Small Groups Connections

Through online access, leaders now have the ability to log in from their home computers and manage small groups. Software even provides a way for staff members to track people who have expressed interest in groups and see which groups they join — or haven't joined — to determine who needs assistance.

Overall, small groups management solutions offer innovative ideas for getting people connected and involved, thereby helping members build relationships and grow spiritually. Churches of every size can benefit from implementing technology solutions to manage small groups.

#### 5. Discover New Ways to Manage Volunteers

Streamline the volunteer management process by putting new online tools into the hands of ministry coordinators and lay leaders. These applications can be accessed through the church Web site, making it possible to post volunteer openings and allow volunteers to sign up in real time. Users will be able to:

- set up the necessary attributes and qualifications for each position
- create volunteer needs or openings,
- allow people to search for opportunities that interest them
- allow staff to match volunteers with available needs

It is easy to see that managing volunteers online and shifting the burden off one person and spreading over many can be of huge benefit to every church.

#### Engage Members & Ease Burdens

By utilizing the [5 Key Principles of an Effective Web Ministry](#), organizations will be able to more fully engage members and grow the church while easing the burden of staff members and lay leaders. For more information about how ACS Technologies can help churches achieve their Web ministry goals visit [acstechnologies.com](http://acstechnologies.com), or email [betty@acstechnologies.com](mailto:betty@acstechnologies.com).

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