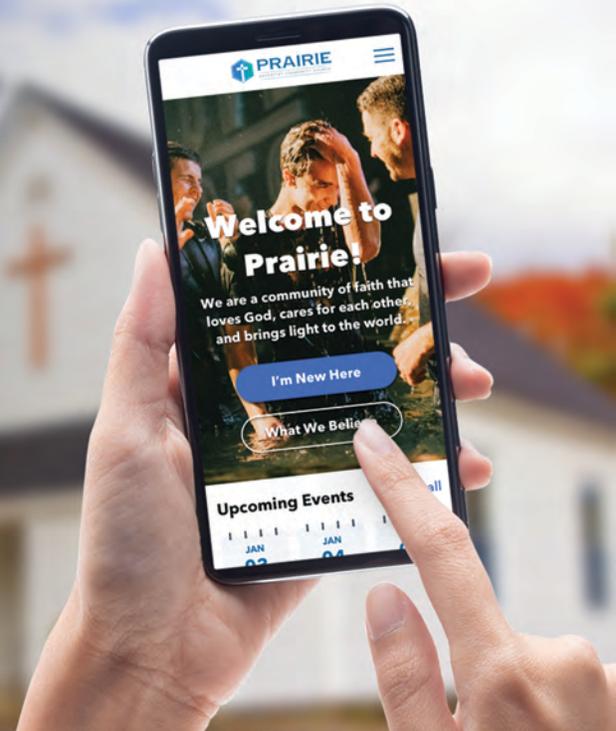


## BOARD PACKET

# Your Website is the Welcome Mat for Your Community



You know your church needs a website. But how do you design it to meet the needs of your long-time members, new attendees, and potential visitors? How do you make it informative, but not cluttered? How do you help the website visitors quickly get to the information they want? It can be a daunting task.

**Over 50%** of church attendees in North America said that a church's website was important in picking that church for a visit.\*

## **Today, just having a website is no longer enough.**

Back in the early days of the internet, just having a website was a great way a for church to be cutting edge and relevant in their community. And for many years that was good enough. But now the needs have changed—for both the church and the people looking at your website. In fact, it is likely that your basic website that hasn't changed for years is now a point of stress for members and new visitors.

Today, your site needs to feel relevant, personal, and welcoming. Over the next several pages, we'll share how SermonView, an evangelism marketing company, is the perfect fit to come alongside you and rebrand your online presence with a new, outreach-focus that can turn your church website into an evangelistic machine.

## **EvangelismWebsites.com**

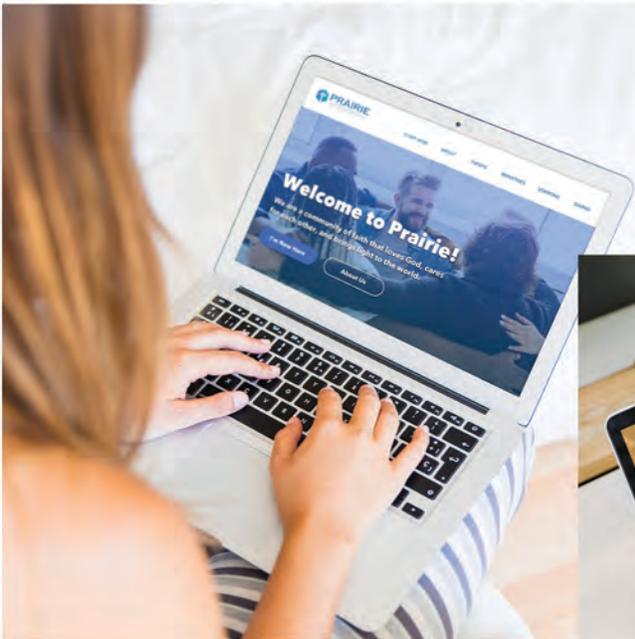
\*<https://network.crcna.org/church-web/church-website-statistics>

## Why SermonView?

Over the last 15 years, the SermonView crew has developed dozens of custom websites for various churches and ministries. And now, we're applying this experience to offer a personalized, cost-effective option for your church. We understand what a church needs to grow its digital footprint, so your online presence is in good hands with our team of professional marketing, design, and online experts.

Marketing should play a key role in your design, so let SermonView turn your site into an outreach-focused tool for connecting with your community!

Today's church websites need to balance current members and new interests. A successful, outreach-focused website should have a 70/30 split, where 70% of the website is focused on connecting with first time viewers.



## Creating a Website Focused on Outreach

The team at SermonView has researched hundreds of church websites, looking for those most successful at reaching new visitors and others in their local communities. We've isolated the core components required for a successful church site and bundled them together, offering a website your members can be proud of and your visitors can engage with.

### Here are the four keys to our system:



#### Personalized for Your Church:

We'll weave your church's personality and culture into your site. With a quick questionnaire, we can help you build a website that is the best reflection of your members.



#### Focused on Reaching Your Community:

church-related searches in most communities every year, we'll help you build a bridge between your church and the requests of your neighbors.



#### The Current Technology Needed for Ministry:

Technology can move quickly, but with SermonView you never have to worry. We'll continually monitor and improve your site to keep it current with all of the latest requirements.



#### A Proven Ministry Partner:

The SermonView crew has worked with thousands of churches across the North American Division, helping them to reach their communities for Christ.

**While some other church website companies might offer one or two of these features, this is the only solution that offers Seventh-day Adventist churches all four keys.**

## Getting Started is Easy!

- 1.** Decide whether a plan or individual services make the most sense for your church. (See pricing options on the next few pages.)
- 2.** We'll send you an agreement that outlines your Church's plan, overviews the terms, and gets your service started.
- 3.** Receive log-in access to start filling out the personalized questionnaires (which takes approximately 40 minutes). We'll also ask for any assets that you may want to add such as images, videos, or your logo.
- 4.** We'll get started on personalizing your new website when we get all your information. Once we're done, you'll have 30 days to review the site and request changes to any of the personalized areas.

**SermonView handles the design, code, and personalization of your site based on your questionnaire responses. It's that simple.**



# Adventist Premium Websites

## COMPLETE SOLUTIONS FOR CHURCHES WITH NO TIME

### CONTENT MANAGEMENT AND ANNUAL ADWORDS CAMPAIGN

## Complete+ Church Solution

We'll build, manage, and get traffic to your new evangelistic website. You'll have a team of marketing professionals, designers, and web specialists working for you throughout the year.

- ✓ We'll build you a personalized website using our evangelistic focus and modern template
- ✓ Managed Google **Pay Per Click** campaign. Get more traffic that leads to membership.
- ✓ Content changes throughout the year. Add events, new images, update sermons or articles
- ✓ Managed Email\*, streaming integrations, SLS/TLS certificate, template updates and more
- ✓ Includes InterestTracker integration, security management, and 99.9% uptime hosting from SermonView
- ✓ Save \$500 with this all-inclusive bundle

Individually priced at \$3,695

# \$3,195

 Bundle

### Price

Price includes: one-time website build, plus 1 year of content management, online advertising, email management, high-uptime hosting, security monitoring and updates, domain registration, and theme upgrades. Following years are billed at \$2,495/year. No contract. Cancel anytime.



### DRIVE TRAFFIC TO YOUR NEW EVANGELISTIC WEBSITE

## Complete Church Solution

You get a new, personalized website built on our community-focused template and a full year of advertising in your local community through Google and the Google ad network. You also receive managed updates and email for up to five accounts.

- ✓ We'll build you a personalized website using our evangelistic focus and modern template
- ✓ Managed Google **Pay Per Click** campaign. Get more traffic that leads to membership.
- ✓ Managed Email\*, streaming integrations, SLS/TLS certificate, template updates and more
- ✓ Includes InterestTracker integration, security management, and 99.9% uptime hosting from SermonView
- ✓ Save \$300 with this evangelism bundle

Individually priced at \$3,095

# \$2,795

 Bundle

### Price

Price includes: one-time website build up to 8 pages, plus 1 year of online advertising, email management, high-uptime hosting, security monitoring and updates, domain registration, and theme upgrades. Following years are billed at \$1,895/year. Add'l page setup \$95/page. No contract. Cancel anytime.



\*Includes Google Workspace for Nonprofits (SPF, DKIM and DMARC records in the domain DNS and connecting those records with G Suite) and five email addresses. Additional addresses are available for \$4/mo.

# Adventist Premium Websites

## COMPLETE SOLUTIONS FOR CHURCHES WITH NO TIME

WORDPRESS WEBSITE + EMAIL WITH FULL SUPPORT

### Premium Church Website + Email

Let SermonView save you time and money as we handle all of your online presence needs. We'll build and monitor your web presence, plus give you domain-specific emails to help build your continuity with your digital footprint.

- ✓ Personalized website focused on attracting your community
- ✓ Upgraded Bulletin, Event Calendar, Media Player, and Staff Sections
- ✓ Automated YouTube, Facebook, and Vimeo integrations
- ✓ Includes InterestTracker integration, security management, and 99.9% uptime hosting from SermonView
- ✓ Google Workspace Email\* set-up and management with 5 addresses

Individually priced at \$1,895

**\$1,695** Bundle Price

Price includes: one-time website build up to 8 pages, plus 1 year of email management, high-uptime hosting, security monitoring and updates, domain registration, and theme upgrades. Following years are billed at \$995/year. Add'l page setup \$95/page. No contract. Cancel anytime.

Google  
for Nonprofits



WORDPRESS WEBSITE WITH FULL SUPPORT

### Premium Church Website

Build your church website on the WordPress content management platform powering over 40% of global internet websites! This highly customizable, flexible platform includes 99.9% uptime hosting by SermonView. Also includes InterestTracker integration for response forms.

- ✓ Built by our team of top web designers. Includes full personalization to match your church look and feel
- ✓ Upgraded Bulletin, Event Calendar, Media Player, and Staff Sections
- ✓ Automated YouTube, Facebook, and Vimeo integrations
- ✓ Includes InterestTracker integration, security management, and 99.9% uptime hosting from SermonView

**\$1,495**

Price includes: one-time website build up to 8 pages, plus 1 year of high-uptime hosting, security monitoring and updates, domain registration, and theme upgrades. Following years are billed at \$795/year. Add'l page setup \$95/page. No contract. Cancel anytime.



ADVENTIST CHURCH CONNECT WEBSITE WITH FULL SUPPORT

### Basic Church Solution

Let SermonView save you time and money as we handle all of your online presence needs. We'll build and monitor your web presence on the Adventist Church Connect hosting platform. Built using the Simple Updates content management system.

- ✓ Personalized website focused on attracting your community
- ✓ Premium Support and backups for template theme files
- ✓ Built on the Adventist Church Connect hosting platform

**\$995**

Price includes: one-time website build, plus 1 year of security updates, domain registration, and theme upgrades. Following years are billed at \$395/year. No contract. Cancel anytime.



\*Includes Google Workspace for Nonprofits (SPF, DKIM and DMARC records in the domain DNS and connecting those records with G Suite) and five email addresses. Additional addresses are available for \$4/mo.

# INDIVIDUAL RESOURCES FOR CHURCHES THAT NEED JUST A LITTLE HELP

## LOCAL SEARCHES WILL LEAD PEOPLE TO YOU **Adwords Campaigns**

Did you know that *church near me* is searched on Google over 100,000 times, every month? Wouldn't you want your church to show up at the top of Google when people search in your local area? We'll make sure you do!

- ✓ Your church appears year-round on page 1 of Google searches
- ✓ Managed adwords campaigns with 20 high-relevance keywords
- ✓ Regular reports of activity and traffic on your site
- ✓ Ads built and tested to invite people to your church
- ✓ Management fees and ad budget built into one low price

Incl: management fee & ad budget

**\$1,200**/year

Price includes: local area keyword profile (up to 20 top keywords), multi-variate ad testing, budget management, monthly activity reports. One year campaign minimum.



Managed Google ads throughout the year.

Order by phone at  
**800-525-5791**

LET US HANDLE ALL YOUR WEBSITE CHANGES

## **Managed Content**

When it comes to websites, the struggle we hear most from churches is they don't have the time to keep it up to date. This leaves church websites with outdated information and online visitors wondering about what is currently offered at your church. Let our team help. Your church is busy and new things are happening throughout the year. With a managed content subscription, you just send us your changes and we take care of it - it's that simple.

- ✓ 5 changes to your website per month included\*
- ✓ Add/remove events to keep your site current with your church's activities.
- ✓ Add/remove images or videos on the home page or specific pages.
- ✓ Update sermons, articles, or other media you want to share with your congregation and community.

\*additional changes may be made at an hourly rate.

Just \$50 per month

**\$600**/year

Price includes: 1 year of content management, consisting of 5 changes to your site per month. No contract. Cancel anytime.



Order by phone at  
**800-525-5791**

WE'LL MANAGE AND MONITOR YOUR GOOGLE WORKSPACE EMAIL

## **Managed Email**

Email is just one more thing a church has to think about after getting their own domain. Google Workspace for non-profits gives you a secure and professional environment to handle all of your email needs, but managing it can be stressful. We'll handle all the management. You just tell us what you need.

- ✓ Setup of Google Workspace for non-profits
- ✓ Includes 8 email addresses (plus alias)\*.
- ✓ Includes support and management of account
- ✓ Includes SPF, DKIM and DMARC records in the domain DNS
- ✓ Includes connecting records with Google Workspace

\*Additional addresses are available for \$4.00/mo.

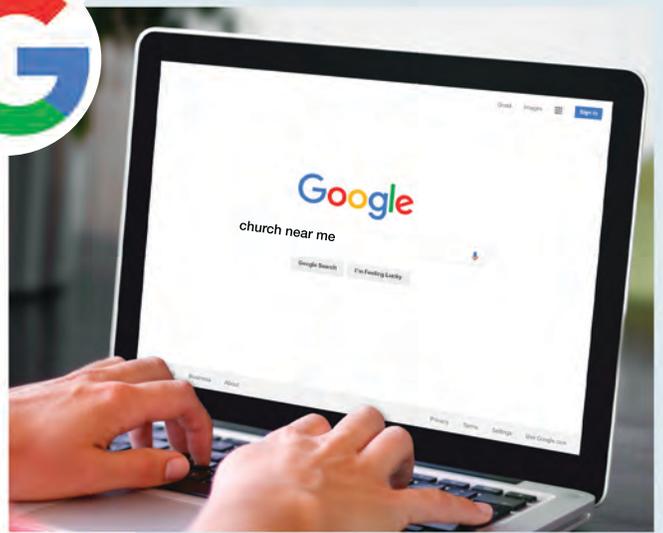
Just \$4.17/mo. per address

**\$400**/year

Price includes: 1 year of email and domain registration. No contract. Cancel anytime.



Order by phone at  
**800-525-5791**



# Google Ads Program: Get More People to Visit Your Website

**Having a relevant, up-to-date website is the first step, getting it seen is next.** Have you googled "churches in my area" to see where your church shows up in the results? We want to help you be there for those in your community when they are searching.

When someone in your local area searches for words or phrases relating to God, looking for a church, or wanting prayer, put your church website at the top of the page with SermonView's Google Ads Program. Your church will be assigned a Marketing Coordinator that understands Google Adwords for churches, and will craft a campaign that reaches those looking for the specific ministries offered by your church.

We cover the bases with a three-pronged approach that is designed to get you maximum benefit throughout the year.

## **1. Ads related to your brand.**

When people are looking for a church and inquire about yours, you are left at the mercy of Google's organic search to determine how your site is advertised. However, with a well-crafted, paid campaign you can control how you are seen and increase conversion.

## **2. General church keywords.**

We'll make sure that your church is showing up at the top of the page and getting noticed every time someone in your area is interested in visiting a church. We know which keywords are the strongest and how to keep your costs down.

## **3. Seasonal ads.**

Families look for churches for various reasons throughout the year. We'll monitor and modify your ads to reflect the most popular needs based on the calendar year.

**It's the right program to make your website the first point of contact when someone's heart is ready.**

## Frequently asked questions

### ***What if we don't have a logo?***

SermonView has a complete design department that has helped ministries and churches develop their brand identities for years. Our logo and identity packages start at \$495.

### ***How is this better than building our own?***

Today, websites require the understanding of a designer, a marketer, and a user experience specialist. Companies that allow you build your own site by using their templates make it sound easy, but effective websites require a complete team with multiple skillsets. This is why companies that offer personalized websites often charge \$2,000-\$5,000 for the site.

### ***Can a website be for members and for new visitors?***

This can be a tricky balance. Our team has taken considerable time to plan a site that can still be the communication hub of your members, while helping new visitors or recent attendees feel a sense of inclusion.

### ***How does my website get updated?***

Depending on whether your plan includes content management or not will determine how changes are made to your website. If your plan includes content management, you can submit your website changes on our online form. If your plan is for updating your ACC site, you can log into your ACC account and make the edits to your website. If you have questions regarding logging in or how to make those edits, please contact ACC.

### ***If you are setting up emails, do I have to log into another email account, or does it forward to mine?***

Whichever works best for you! We will set up your team and give you login access, but we can also just set those email addresses to forward to different people on your team.

### ***Do I have to do Google Ads too?***

We also recommend the additional investment for the annual Google Ads Program. Twenty years ago people used the Yellow Pages to find a church, and it wasn't uncommon for churches to spend \$80-\$100 per month to be in the phone book. Today people use the web, instead. Getting seen on the top of the page will give you a new level of community exposure that your church has not experienced before.

## **Ready for your community to discover your church?**

Visit [EvangelismWebsites.com/get-started](https://EvangelismWebsites.com/get-started) or give us a call at **800-525-5791** today!