

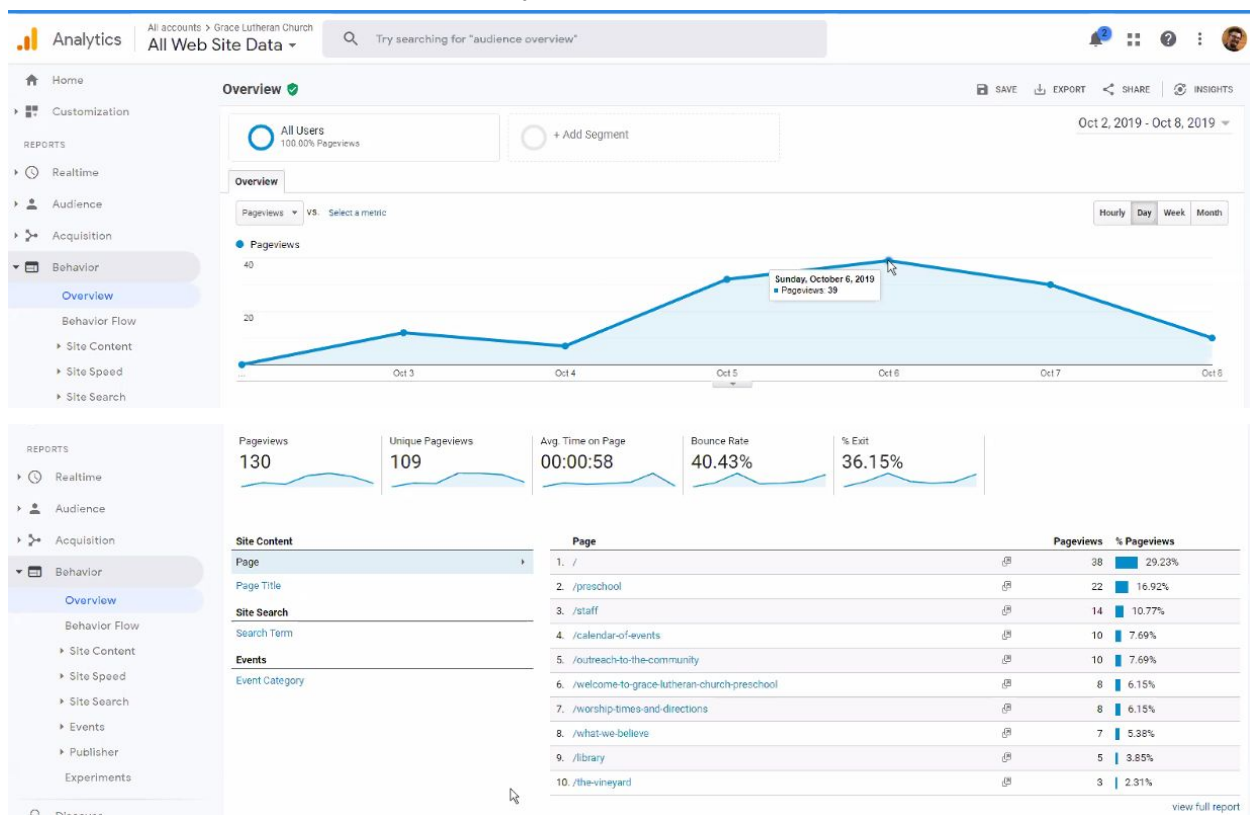
Digital Ministry Coaching

Attract, Connect, Serve

Attract: Week 3

Agenda

- Welcome & housekeeping
- [Start Recording]
- Review Homework
 - a. Google Analytics (1 week)
 - i) 39 Users, 47 Sessions, 40.43% Bounce Rate; 1m 43s Session Duration
 - ii) 130 pageviews; 109 unique; avg. time on page 58s
 - (1) Homepage (38 views)
 - (2) Preschool (22 views)
 - (3) Staff (14 views)
 - (4) Calendar of Events (10 views)
 - (5) Community Outreach (10 views)



b. [Current Sitemap](#)

- c. [Copy for](#): Initial content for About Page, Staff Page, What to Expect Page, Contact Page, and Sunday Schedule
 - i) On the note of social media, Facebook and Instagram are the most popular for churches
- Talk about images for the website
 - a. Inspiration - https://docs.google.com/document/d/1mxGujzx-6yDRGjE5GNna2v4rLf4cd8ri8p3qEzVe_G8/edit
- Review potential themes (Krista)
 - a. https://docs.google.com/document/d/18ORXk4hBw_a9Bj82oGTp0VXRss3UNa2vqg0GMWVcA4k/edit

Jumping back to Week 1 Homework...

	A	B	C	D	E
1	Timestamp	Email Address	What brought you to Grace Lutheran?	Why did you stay at Grace Lutheran?	What is Grace Lutheran known for?
2	9/27/2019 9:16	wesmenke@gmail.com	Opportunity to serve	Interesting people	w worship
3	9/28/2019 11:16	harleanestrada@yahoo.com	When Trinity in Pomona closed down I wanted a church close to where I lived	I did not want to change to another church again and because of the friends I had made there.	Traditional Lutheran worship
4	10/3/2019 8:42	conniebrown837@gmail.com	I've been a member since i was 6 years old, my grandparents joined Grace and it became our entire family's church.	The people.	The generosity we extend to others in our church and in the community. Grace is a family and we extend that to all visitors that come to worship.
5	10/3/2019 11:29	thomresidence@msn.com	getting back to my roots after moving here	i love this church, got married there	community outreach, love
6	10/3/2019 13:57	tomfindy@gmail.com	Family	Family	Family environment

Homework

1. Choose a theme
 - a. Let us know as soon as we do and we will get a copy of the template made and ready for you to add content.
2. Collect imagery of your congregation is a church
 - a. You want to highlight images of what makes Grace a special place. Obviously the people are you're most important aspect. Include group pictures of various events. If you have special events (blessing of the animals, etc.)
 - b. Think about how to collect pictures from your members--remind people during Sunday sermons that you would love to share their pictures of Grace Lutheran events, open that request on social media, create a Dropbox folder and share that link with your community.
3. Continue working on Wireframe document.
 - a. Refine your copy

Where do you get help?

- Join us on Facebook - <https://www.facebook.com/groups/712956465502081/>
- Where to get help? - team@faithgrowth.com

- Weekly Coaching Calls - Krista will send the link every week meeting