



# OREGON CHURCH PLANTING NEWSLETTER

Jan. 2009 Issue

**“When a New Church comes to town... Lives Change.”**

## **WE ARE IN A NEW MEDIA WORLD!**

**“OVER COMMUNICATE”** - Early on in ministry many of us heard that a key to success is to “over communicate” and that we should find at least six ways to communicate information such as Sunday morning bulletins, verbal announcements, bulletin boards, overhead announcements, face to face visits, letters, or phone calls. Even then some people miss the information.

We are in a new media world! The internet has taken another huge jump forward in the last five years. Apparently, this is only going to increase. Both President Obama and the Pope plan to regularly communicate on YouTube.

Today, besides email and webpages, there is blogging, Facebook, free church video streaming with Ustream.tv, Veoh.com, or Photobucket.com, and internet campuses, and using the internet for multi-sites. What forms will your commitment to “over communicate” take?

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**FACEBOOK – Some Vineyard Pastors and Vineyard Churches are enjoying networking on Facebook.** Facebook is having rapid growth even internationally. It’s like a free webpage with networking email abilities! Its easily possible for 20 to 200 church members to connect daily.

For examples of what some Northwest Vineyards are doing on Facebook, do a Facebook search for Coast Vineyard Church, Everett Vineyard Christian Fellowship, Vineyard of Chico, Denny Cline, Anne Pagett, Jon or Kim Nethers, Keith or Cathy Seckel, Lester Yoder or other pastors in your city.

## **TIPS FOR YOUR WEBPAGE**

From Nelson Searcy  
@ [www.churchleaderinsights.com](http://www.churchleaderinsights.com)

New people come to the “front page” while church members will look at other pages on your website if you push the page publically.

### **Things not to do**

- Use too many colors. Use 2-3 at most.
- Use too many fonts Arial & verdana are best.
- Use too many graphics. It looks unprofessional and takes to long to load. Use low resolution images so they load quickly.
- While men may wait up to 10 seconds for a page to load, women, in general, will only wait 5 seconds.
- Avoid unnecessary flash videos or music.
- Delete links that do not work, or that take you to pages under construction.

### **Top Four Things to Have on Your Front Page**

- What days you meet.
- The times that you meet.
- The location of where you meet – Use both cross streets and exact address that can be copied and pasted into a map search program – not in a graphic that cannot be copied.
- Link to directions on a map program.

### **Three more minor things**

- Tell guests what to expect. Give answers to frequently asked questions about children, what to wear, etc.. Audio of the sermons is great.
- Calendar of events.
- Keep things up to date.

## **DOES YOUR CHURCH SHOW UP ON THE FIRST PAGE OF A SEARCH?**

Many people no longer use the yellow pages. They use Google. If you enter the word "churches" and the name of your town, does your church show up on the first page?

So many Vineyards use the word "fellowship" and the word "church" is not even on their webpage. It would be good to add the word "church" both on the visible webpage portion and in the hidden title of the webpage. Then it may take up to a month to see if you made it to the first page of a Google search. Google does allow you to buy a higher position for a monthly fee.

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## **FREE COMPUTER RECORDING CODEX**

Buck Flemming, who works for Microsoft and attends the Monroe Vineyard, has made known a way for churches to record either audio or video on the church computer for free.

You install Windows Media Encoder 9 on your computer. You can download it free from <http://www.microsoft.com/windows/windowsmedia/forpros/encoder/default.msp> This will record the audio into wma files, which then can be transferred into the free Itunes software which will convert them into mp3 files. These mp3 files can be used for your website or for congregation use on computers or mp3 plays or burned to a audio CD.

## **ED STETZER on COMBACK CHURCHES SIX SHORT VIDEOS ON YOUTUBE**

Ed is being interviewed in December by two Assembly of God leaders in Illinois.

Go to YouTube.com and do a search for "Comeback churches w/ the Assemblies of God."

1. Introduction of Topic
2. The Bridge to What God Desires
3. The First 100 Days of a New Pastorate
4. Importance of Leadership
5. Mistakes to Avoid
6. A Word to District Executives

**A great question Ed asked in the last video is "in ten years from now what would you say success looks like?"**

They have four answers I thought were great.

- A. Lots of new churches less than 10 years old.
  - B. More ethnic diversity.
  - C. Existing churches no longer on a plateau.
  - D. Many more younger pastors.
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## **GOOD LEADERSHIP SERIES by Rich Nathan @ [www.vineyardcolumbus.org](http://www.vineyardcolumbus.org)**

Ten sermons from July 6-Sept. 7th, 2008. Rich Nathan draws leadership lessons from the life of Moses.

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## **Interesting Vineyard Groups on Facebook**

- The Vineyard: A Community of Churches (3,124 members on Jan. 28th)
- Vineyard Church Plants (244 members)
- Vineyard Theology and Bible Group (291)
- Vineyard Leadership Institute (1,077)
- God's EPIC Adventure (140 members)

**Articles @ <http://www.providencevcf.org>**

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