Church Strategy Sessions

Who is in charge of your church web strategy?

MONKDEV™

Most churches know they need a website. Some even understand the value of social media and connecting regularly with current and potential community members. But what happens when there's not enough hours at the end of the day to plan, coordinate, execute, and evaluate your church's online strategy?

You got into ministry to help people, not build websites. But at Monk Development, that's what we love doing. Specifically, translating your mission as a church to your online presence. We've lead dozens of churches through our strategic process. We can help you.

What churches should use our strategy services?

Churches that want to take their mission and build a clear online plan for their community. With our session, churches can develop, discover or translate their missional purpose appropriately online.

Challenges we've helped churches solve:

- The church has stopped growing or the congregation is aging.
- Communications is not clear or reaching the desired audience.
- People aren't engaged or participating in community and they don't know what is the next step for them.
- Leadership development and discipleship paths aren't clear.
- Giving is down, serving is down and people don't know how to get involved.

" MonkDev was so much more than just a website provider. They helped us rethink how we did ministry as a whole.

Don Wamboldt of Worship Center, Lancaster, PA "

CLIENTS INCLUDE

First Baptist DALLAS

THE **VILLAGE** CHURCH

FIRST CHURCH FIRST UNITED METHODIST CHURCH of SAN DIEGO

EAGLE BROOK CHURCH

marinerschurch

HIGHLAND PARK UNITED METHODIST CHURCH

Our Strategy Process

Strategy Preparation	Content & Technology Audit	Strategy Facilitation & Digital Project Landscape	Staff/ Ministry Alignment	Congregational Alignment & Comm. Research	Web Strategy Blueprint
Our relationship begins with an initial consultation to understand how we can best serve the client. Our project team will look at the people, process, and strategic thinking within the organization that shape the engagement.	Our technical team evaluates the current state of communication, content strategies, and the technology landscape at the church. This information will help us shape and mold a technology and content strategy that aligns with the organization's mission.	Our strategy team arrives onsite to facilitate a full-day strategy session. We will begin to take the mission, goals, values, and vision of your team to build an online strategy. We share from our web-based best practices and research done from working with leading churches around the country.	Our team conducts ministry assessments to measure their alignment and potential friction in the organization. The alignment process helps us to understand how the ministries support the overall vision. Key strengths and opportunities are identified that may create online opportunities.	Our team conducts a communication assessment with the members and visitors of your church. This process reveals the congregation's perspective. The research also discovers what online methods and technology work best for your community.	Our team delivers a roadmap that translates the mission, values, and goals of your organization to the web. No guesswork needed. You'll have a clear way to "move the needle" on living out the organizational vision and reach important goals through your church's online presence.
Topics (Areas) Covered:	**Topics (Areas) Covered:**	**Topics (Areas) Covered:**	**Topics (Areas) Covered:**	**Topics (Areas) Covered:**	**Topics (Areas) Covered:**
• Current Organization mission clarity • Current strategic initiatives • Key leadership	• Content strategy & audit • Communication strategy • Current technology usage	• Organizational purpose, mission & goals • Unique persona definitions • Persona path recommendations • Key Process for People Development	• Define organizational landscape • SWOT Analysis • Organizational Values	• Congregational communication preferences • Insight into discipleship experience • Effectiveness of current website	• Recommended online ministry plan • Content strategy • Executive summary with key findings

Delivering Ministry Results

MONKDEV™

**Mission** → **Plan** → **Results**

THE **VILLAGE** CHURCH

The Village Church wanted to go from 60% to 80% of their community into small groups. After working with MonkDev, they're off to a great start.They saw a 36% increase in the amount of people seeking small group information.

FIRST CHURCH
FIRST UNITED METHODIST CHURCH
of SAN DIEGO

Since the re-launch of their web strategy, **First United Methodist Church San Diego** has experienced a 56% increase in people who visit the "I'm New" area. Based on MonkDev's strategy session with the church, this area was revamped to better communicate the vision, share the stories of changed lives, and invite people. The result? FUMC San Diego has seen a 43% increase in people who are seeking directions to the church.

What ministry goals are you going after? Whether it's growing small group involvement or helping a church experience 115% growth in new visitor traffic, we build more than web solutions. We build online ministry opportunities.
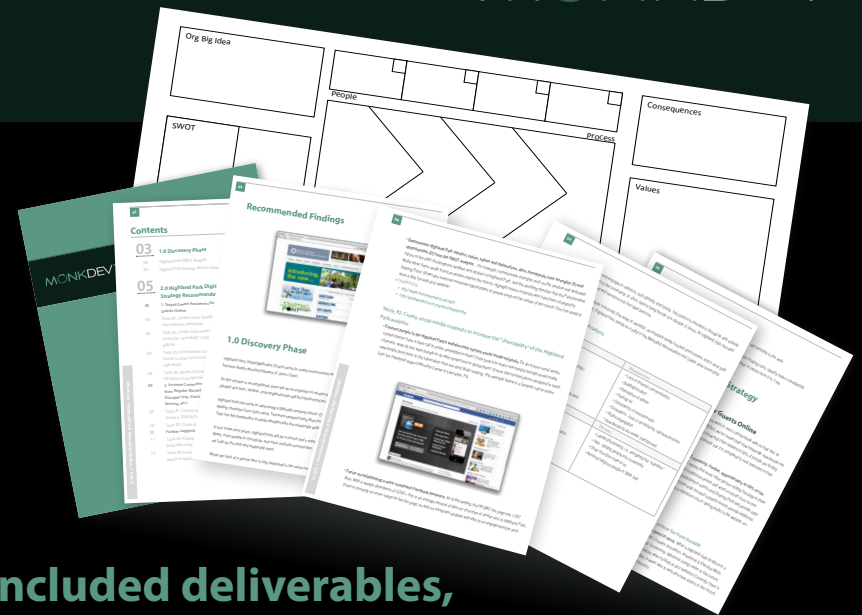
Included deliverables, surveys & research:

- Organization 1-Page Strategic Plan
- Content Strategy & Technology Audit
- Staff & Ministry Alignment Survey
- Organizational Strategic Alignment & Review
- Digital Project Landscape (Audience Segmentation and Online Process)
- Congregational Alignment & Communication Research
- Executive Summary and Web Strategy Recommendation Report

CONTACT US

Email **strategy@monkdevelopment.com** or call **619-757-2626** to learn how our team can help you achieve your ministry goals online.