



WEBSITE COORDINATOR

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PURPOSE

The Website Coordinator will oversee the flow of campaign information to the church's website. The Website Coordinator will be responsible for building and designing a website presence for the campaign. This person will also work with the Design and Video Coordinators to transfer their print materials and video productions onto the church website.

RESPONSIBILITIES

- Posts all key campaign events on the website
- Streams videos used during the campaign onto the website
- Posts campaign literature to the website
- Ensures that important information is uploaded to the church's website at various strategic times of the public phase of the campaign

Important Note: If the church leadership has contracted with Impact Stewardship to create the concept and content for your website, it will be your responsibility to help Impact establish the link from the current church website home page to the designed Impact website. If you will be the one to upload the media material during the capital stewardship program, this manual will guide you in knowing when this will need to happen.

TASKS AND ASSIGNMENTS

Contact Impact Stewardship for Training

Your Consultant will connect you with the Creative Director at Impact Stewardship. It is important to begin work as soon as possible to stay on schedule. Impact's Creative Director will explain the items needed for a successful program, deadlines associated with all items and the necessary content to be included.

Developing the Campaign Website

As Website Coordinator, you are responsible for taking the material developed by the Design and Video Coordinators and building a web presence for the campaign. Your role is to make sure that both the print and video components of the campaign can be easily accessed by the church. It is imperative that information is available on the web at the appropriate times. Campaign information tends to build with each public communication. If a certain piece of information posts too early or too late, it can have a negative effect on the campaign. For this reason, strict adherence to web posting deadlines is essential.

When gathering the information below, seek the assistance of the Design and Video Coordinators. It is vital to the campaign that each item posts “live” by the dates that will be charted here.

Confirm Campaign Website Updates

Work with your Impact Creative Director to determine deadlines based on when these items will be available.

Be in communication with Design and Video Coordinators regarding the progress of the development of these items and final availability for posting.

Web Updates	Find event on Campaign Calendar	Post Date
Campaign Intro Foldout Text/Pastor’s Letter	Post by newsletter/Vision Gathering mail date	
Vision Video	Post after the last Vision Gathering	
Brochure Text	Post by brochure mail date	
Prayer Team Resources	Typically, between Sunday 1-4 Consult with Prayer Coordinator	
Creative Giving Information	Typically, between Sunday 2-4 Consult with Creative Gifts Coordinator	
Video Teaser #1 (Optional)	Typically, between Sunday 1 -4	
Video Teaser #2 (Optional)	Typically, between Sunday 1 -4	
Commitment Video	Day after the Commitment Day	
Online E-pledge (commitment card)	Day after the Commitment Day	

Communicate with the Design and Video Coordinators

The Design and Video Coordinators will be developing various forms of campaign media content. Much of this content will need to be included on the church website at particular times during the campaign. It will be important for you to communicate with them to determine when the above items will be available for posting.

Communicate with the Social Media Coordinator

The Social Media Coordinator will be distributing the various forms of campaign media content via church website links on social media. One important aspect of their job is social media posting and emails. It will be EXTREMELY important for you to communicate when campaign postings and updates are made on the web. As soon as updates are made, social media posting will be made during the campaign. Please be sure to stay in contact throughout the campaign.

Stream Videos on the Website

Campaign videos will need to be made available on the site. Some people will miss key events where videos were shown, while others will simply want to view them again after the event. Posting them online will allow the congregation to view them at their convenience.

Encourage Church Use of the Website

A large-scale project like this campaign presents an opportunity for the church to publicize and increase traffic to the website. As you introduce new content and resources on the website during the program, please make sure these are promoted to the church.

Establish an e-Pledge Option

Commitment cards will be distributed on Commitment Day. Since some people may not be ready to turn in a card that day, it is suggested that the congregation be given the option of completing a pledge "card" on the church website. It can be set up to be emailed directly to whoever has been given responsibility for collecting and tracking this information. If this option is utilized, the e-pledge card should be available on the website on Commitment Day or by the following day.