

MONKDEV™ builders of  **ekklesia360**

MINISTRY PROCESS DESIGN

CREATING MINISTRY
MOVEMENT ONLINE



We're always striving to help churches use their websites as tools to attract, engage and develop their communities online. It's a very different way of approaching a website. Where most website projects focus on design elements like:

- wireframes
- images
- fonts
- colors

Our process focuses first on:

- goals
- results
- values
- content

These pieces shape the way we approach design decisions. We like to refer to this process as Ministry Process Design.

MINISTRY PROCESS DESIGN TAKES YOUR VALUES, CONTENT, AND DESIGN, THEN FUSES THEM TOGETHER TO ACHIEVE MINISTRY GOALS.

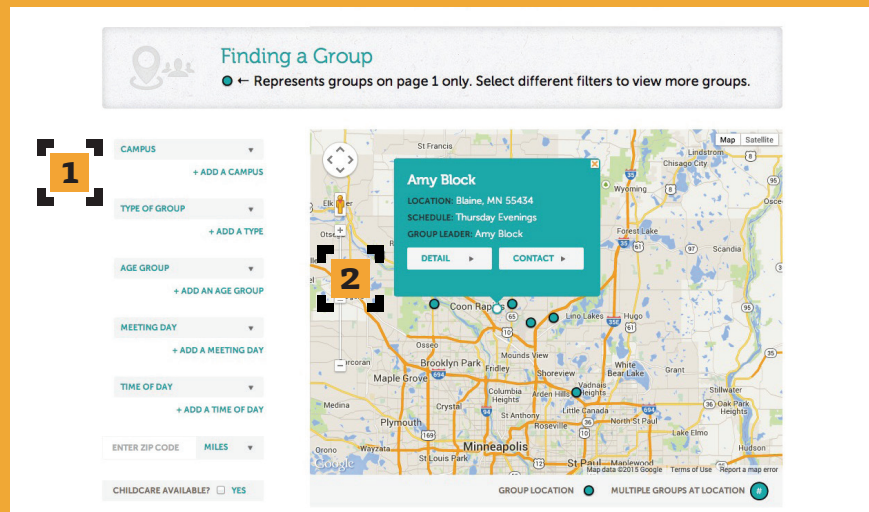
Throughout this eBook we'll share examples of churches using ministry process design to achieve ministry results.

Let's get started!

EAGLE BROOK

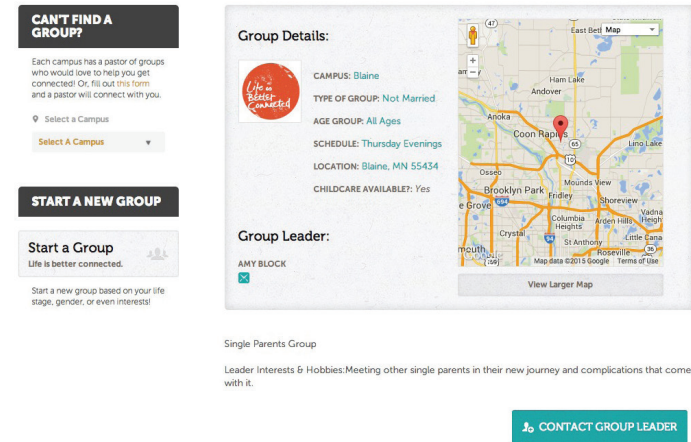
SMALL GROUP FINDER

Eagle Brook has 6 campuses with over 160 small groups. With so many options, finding a group could be a daunting task. Their custom Group Finder has made it easy to filter by campus, type of group, age, meeting day, time, zip code, and even a filter to make sure there is childcare available. The embedded Google map gives a clear picture of where the Groups in your list are and make it easy to see your options.



<http://eaglebrookchurch.com/small-group-finder/>

- 1 There are over 6 different ways to find and filter groups.
- 2 The map view directs people to take action by either clicking Detail or Contact.

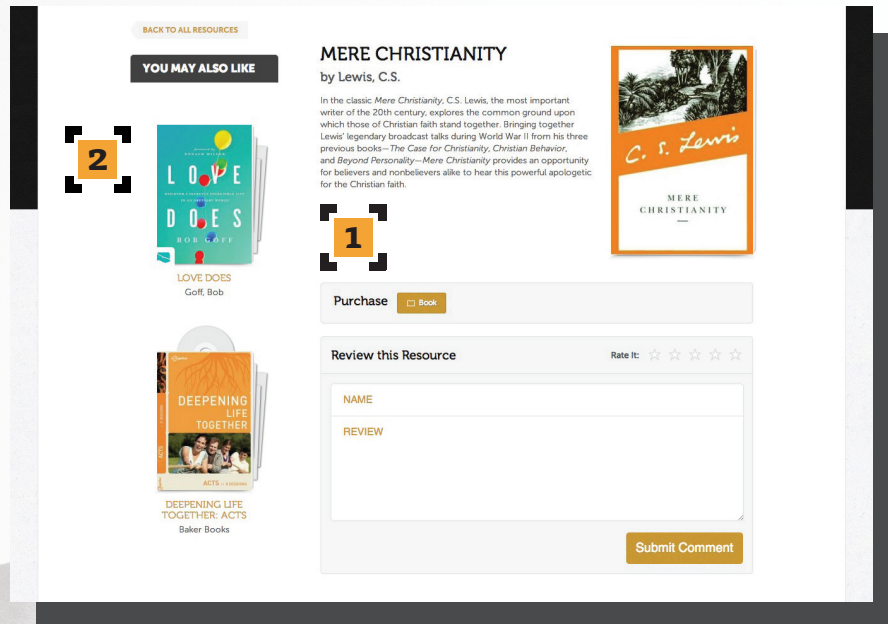


- On the group details page, content is structured to provide more information about the group and also provides a clear call to action.
- All the elements help visitors find and get connected into groups.



RESOURCES FOR SMALL GROUPS

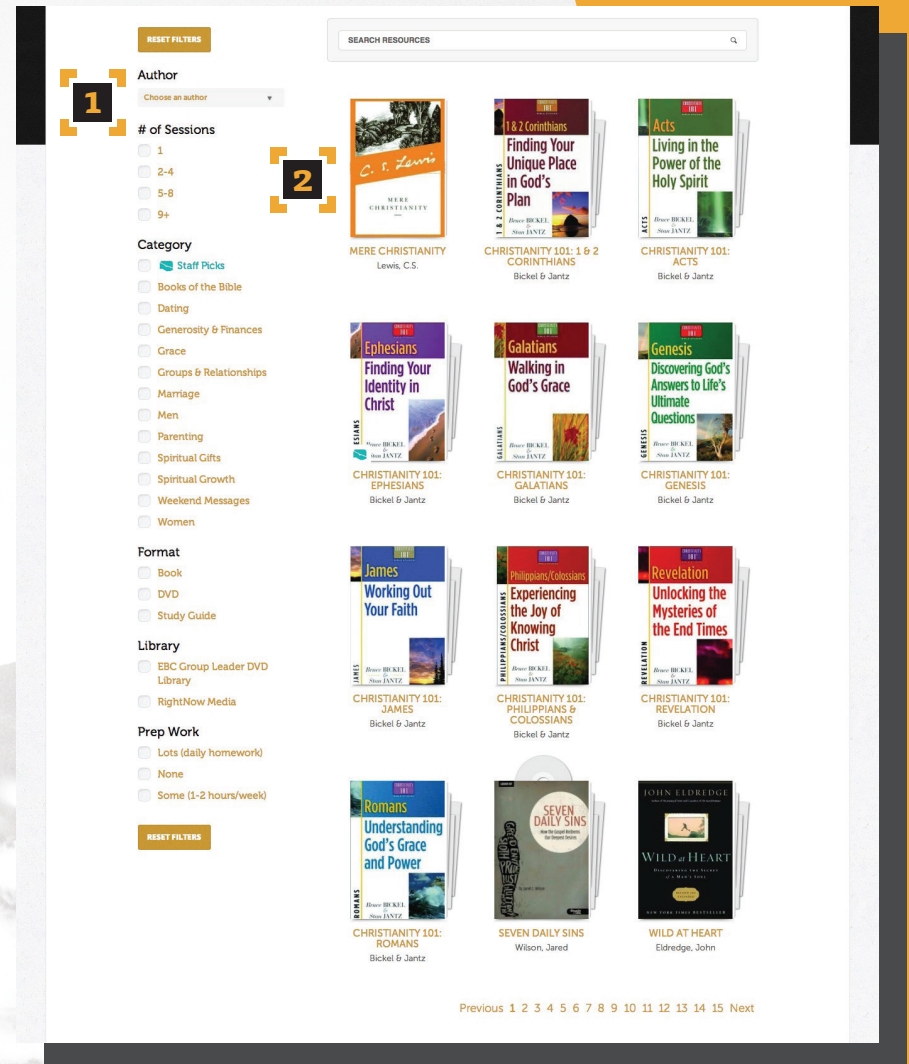
Eagle Brook has an extensive resource library for their group leaders. Getting over 170 books, DVD's and Study Guides categorized and listed on the site allows leaders to quickly find and discover the available resources.



<http://eaglebrookchurch.com/resources-for-small-groups/>

1 Summaries and reviews make the process of selecting the right resource even easier.

2 The recommendation section helps guide leaders to other potential options.



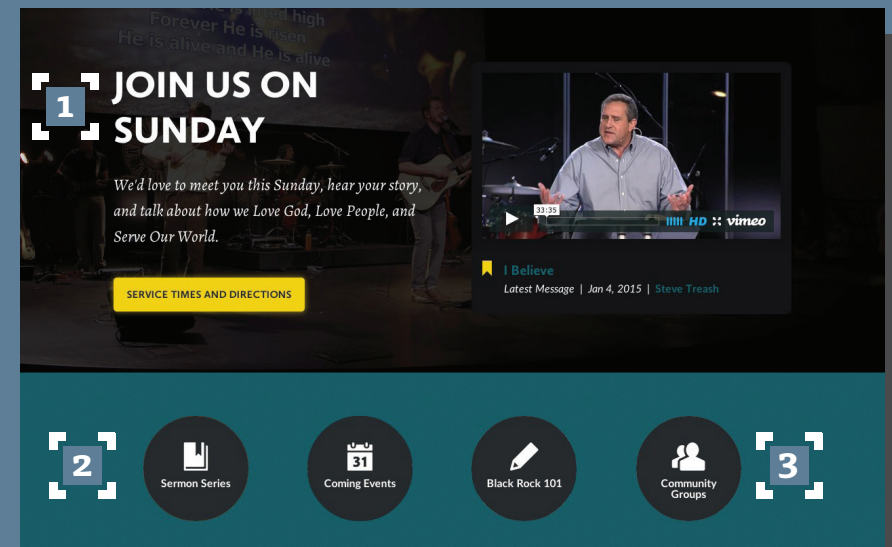
1 There are filters based on author, number of sessions and by topic.

2 Group leaders can find the perfect resource for their group.

BLACK ROCK

HOME PAGE

New visitors are welcomed to the Black Rock Church site with a clear call to action and key information. Scrolling down takes them to more critical content including service times, directions, the Black Rock 101 intro class, Community Groups and Events.



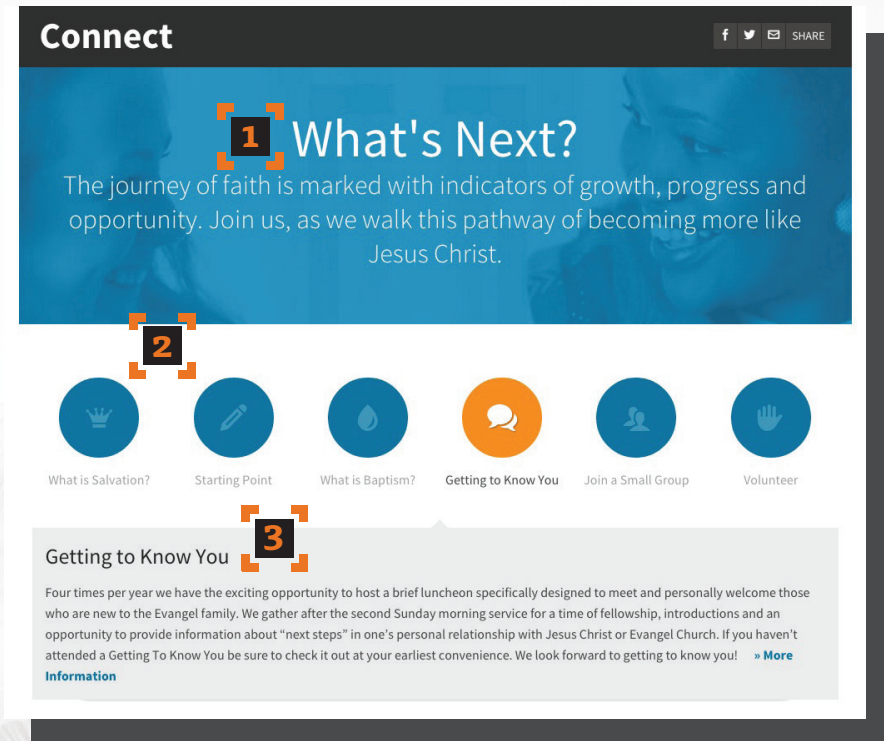
<http://brcc.org/>

- 1 Clear invitation to join the church on Sunday.
- 2 The buttons direct visitors to important information they need in order to visit.
- 3 Further entry points are included for visitors – Black Rock 101 and Community Groups.

EVANGEL

CONNECT

Evangel wanted to graphically show the progression of growth and opportunities within their ministry. Their custom Connect page makes it easy to see how anyone can grow and get involved at Evangel. Part of our “New Here”: <http://layouts.ekklesia360.com/new-here/1/> layout was also utilized to provide a fantastic way to connect personally by filling out a simple form.



<http://evangelchurch.com/connect/>

- 1** Provides a clear pathway for visitors and people who attend the church.
- 2** Anyone can come to this page and see what their next step should be.
- 3** There is also clear information about how they can take that next step.

BAYVIEW GLEN

HOME PAGE

Worship, Community and Training are extremely important values for Bayview Glen Church. The custom home page design makes it easy for site visitors to understand who Bayview is and get plugged in.

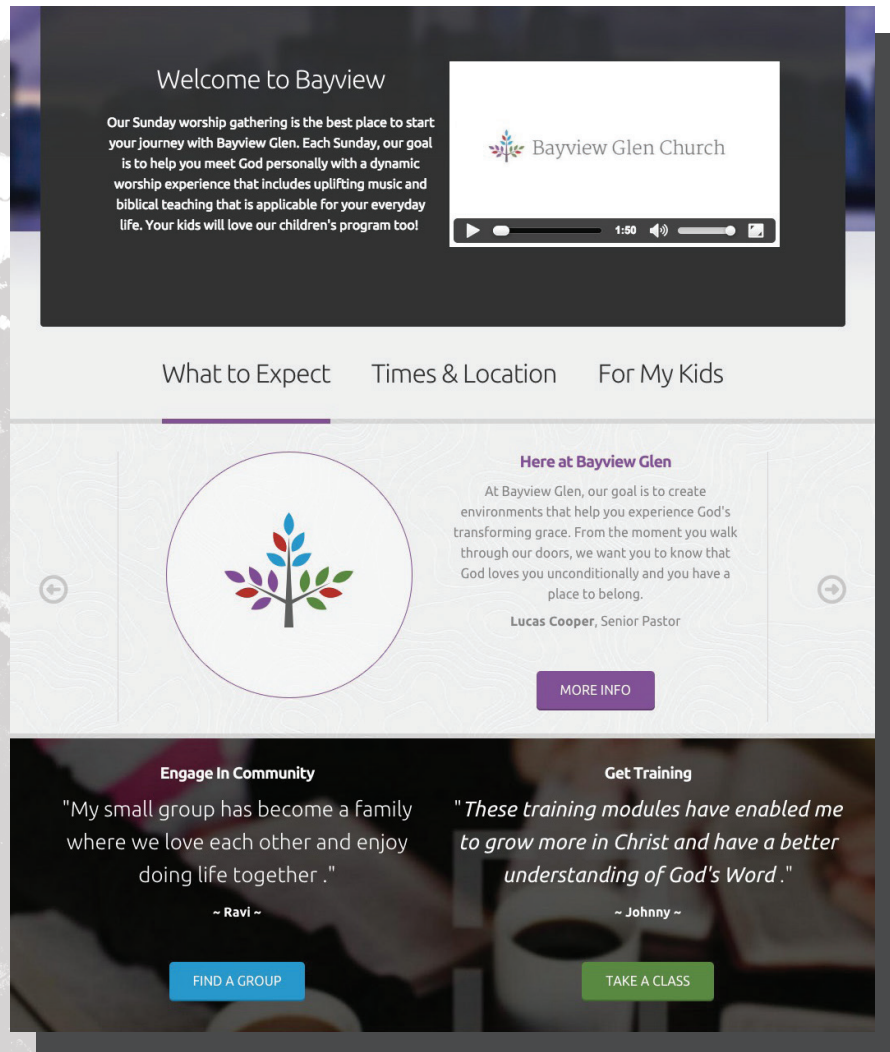


<http://www.bayviewglen.org/>

- 1** Bayview Glen strives to get people into groups and classes to help them along their journey of faith.
- 2** Their homepage directs people to these key areas of involvement.
- 3** New visitors are guided along so their first visit isn't a surprise.

NEW HERE

Having a welcoming page for first time visitors is vital. Bayview's "Visit Us" page lets visitors know what to expect, gives insight into what their children have to look forward to, provides logistical information and even calls to join a small group or take a class.

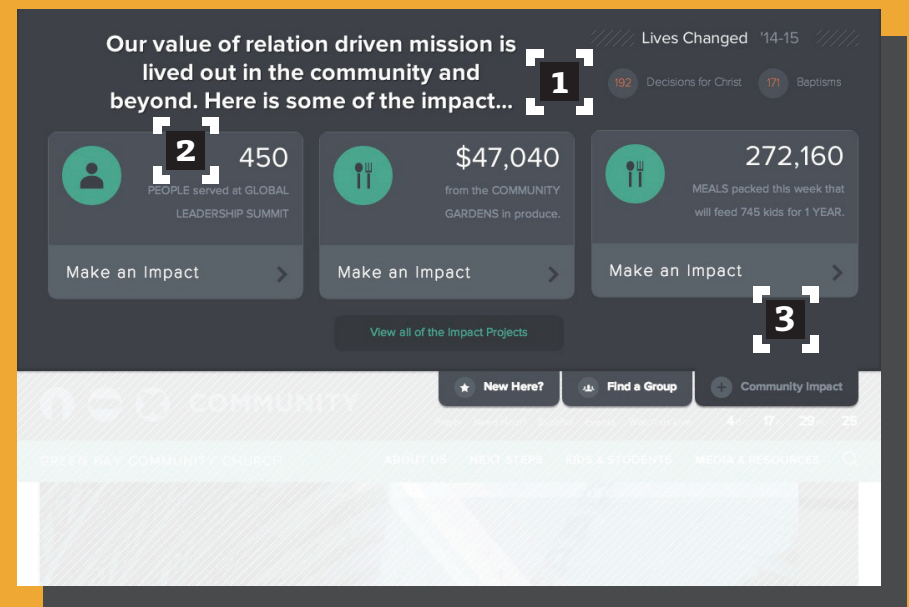


<http://www.bayviewglen.org/new-here/>

GREEN BAY COMMUNITY CHURCH

COMMUNITY IMPACT MENU

Green Bay highlights their relation driven mission in this custom drop-down menu. This menu features up-to-date number of baptisms and decisions to follow Christ as well as 3 areas to feature stats of various ministries making an impact.



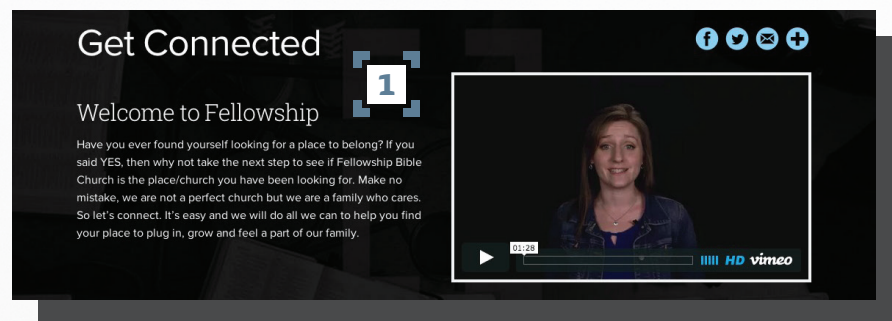
<http://gbcommunitychurch.com/>

- 1 Helps others at the church understand how many lives are being changed.
- 2 Shares how the church is helping to impact community.
- 3 Invites people to take similar action to make an impact.

FELLOWSHIP LITTLE ROCK

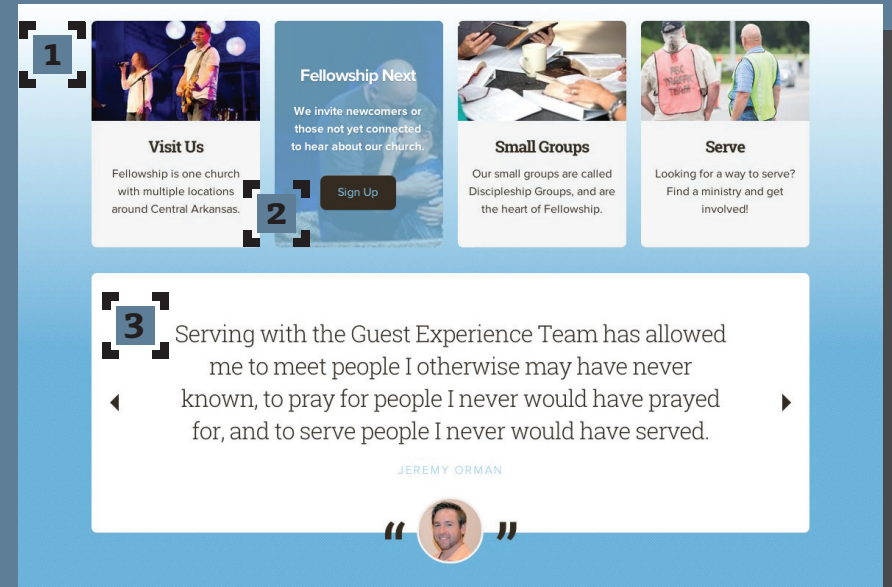
GET CONNECTED

Bringing together multiple sites, Fellowship Little Rock wanted a streamlined path to help people get connected with the church. They created a page that helps connect new visitors and also guides engaged members of the church to take on more responsibility.



<http://www.fellowshiponline.com/get-connected/>

1 The copy and video help set the stage for the rest of the page.

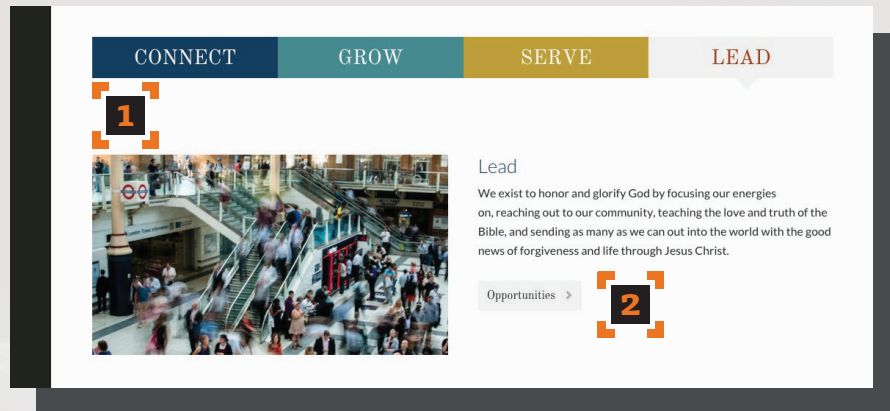


- 1 The tiles help guide people down a ministry process in order to lead people to deeper levels of engagement.
- 2 They are asking people to take a next step.
- 3 Quotes help people connect and show how others have benefited from getting connected.

FABER

NEXT STEPS SECTION

Our latest e360 Theme features a customizable “Next Step” section right on the home page. Ministries can use this area to show relevant points of involvement for any site visitor. The tabbed titles can be used to show ministry process, or even drive visitors to important resources or events.



<http://mko27.monkpreview.com/>

1 People are able to see the different values of the church right on the homepage

2 The sections have a supporting image and text with a button encouraging people to learn more

With so many moving parts Ministry Process Design isn't something that just happens. It's a concerted effort between an internal church team, designers, and strategists. Each helping to uncover, guide, and create a process that drives ministry movement.

From Eagle Brook helping connect more people with small groups to Green Bay sharing the impact their church is making in the community. Their websites strategy and design work together to help people take their next steps.

Is your website content and design influencing people to take their next steps?

It's your responsibility as a church leader to make sure it does. We'd love to help you think through your ministry process design.

LEARN MORE

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