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Introduction

A website is a vital ministry tool for your online presence. It can help congregations reach people looking for a spiritual home and members hoping to build sustaining relationships.

In this document, you will learn how to:

• Organize your website.
• Select an easy-to-use website builder.
• Implement Community of Christ visual identity standards on your website.

If your mission center or congregation would like to discuss how to build a website, email the Communications Team at Communications@CofChrist.org.
Website Strategy

Before building a website, it is critical that your congregation completes the following steps:

SELECT A TEAM

Select a person or small group to build and manage your congregation’s site. Although it is not necessary, it is helpful to select volunteers who possess some technical skills.

SET GOALS

Consider why you are launching a site and what needs you hope to address.

Examples of goals:

• Provide information about Community of Christ to seekers — those looking for a spiritual home.
• Encourage members to stay connected with one another outside worship hours.

DETERMINE TARGET AUDIENCES

Consider the targets of your site’s information. We recommend:

• Seekers
• Members

SELECT A URL

Determine the URL of your website.

The URL should start with cofchrist and end with the name or nickname of your congregation. For example, the URL of the Washington, D.C. congregation’s site is www.cofchristdc.org.

Remember to keep your URL short.

For congregations in the USA, the URL should preferably be .org. For all other congregations, use the URL country code: .uk, .au, etc.

If you use Weebly to build your website, here is additional information about URLs: http://bit.ly/2pDmit6.

Consider making your website URL the same as your social media handles. For example, the Calgary, Alberta, Community of Christ congregation website URL is www.cofchristyyc.ca. Their Facebook, Twitter, and Instagram handles are cofchristyyc. This makes it easy for seekers and members to find you online regardless of where they are looking.
BUILD THE WEBSITE

You are now ready to construct your site! Details regarding how to build it are contained in the remainder of this document.

Once finished, send a link to your site to Web@CofChrist.org. The headquarters web team will add the link to www.CofChrist.org.

CONTENT

There is a list of information, resources, and web pages we recommend you include on your website and where it should be included.

Cofchristsample.weebly.com is the website featured in this document. Weebly was used to build this website. The Brisk template was used for the website.
HOME PAGE

The first stop on your website should include:

Header Image

Your site needs a lead image on the homepage and all other pages. You can download the header image used on cofchristsample.weebly.com at http://bit.ly/2j2CxyY.

Welcome statement

You can use this or write your own:

We proclaim Jesus Christ and promote communities of joy, hope, love, and peace.

Together we share:

• A community of people where the gospel of Jesus Christ is the focus of worship, learning, caring, and mission.
• An opportunity for genuine spiritual growth and relationship with the Holy Spirit.
• A congregation where deep friendships are established, individual ideas are valued, and where those special needs find security, care, and support.
• A faith community that encourages the ministry of all people, including children and youth.
• A global community with a worldwide mission that values all cultures and celebrates the rich diversity of human life.
• Meaningful opportunities to serve Jesus Christ by helping others and promoting peace.
Change Your Life, Change Your World video

Link to YouTube: [www.youtube.com/watch?v=97avw00Jo2Q](http://www.youtube.com/watch?v=97avw00Jo2Q).

Worship times

List the worship times for your congregation.

Prayer Requests

You can download the prayer request image used on [cofchrisample.weebly.com](http://cofchrisample.weebly.com) at [http://bit.ly/2k8R4qq](http://bit.ly/2k8R4qq). We linked this image to the contact form at [cofchrisample.weebly.com/contact.html](http://cofchrisample.weebly.com/contact.html).

Contact Information

Display an email address or phone for your congregation.

Address

Display the address for your congregation.

Map

Show site visitors where your congregation is located.
ABOUT

You can use this statement to open this section:

Are you seeking a spiritual home?

We offer a community where you can belong, be valued and loved, deepen your spirituality, and discover a purpose that can change lives and communities.

Community of Christ is the welcoming, loving faith community that values the worth of every person as a child of God. We provide a safe space for you to explore and deepen your relationship with Jesus Christ and each other. Come discover renewed purpose for your life through compassionate, Christ-like service that ends suffering and fosters justice and peace.

*Change Your Life, Change Your World* video (link to YouTube: [https://www.youtube.com/watch?v=97avw00Jo2Q.](https://www.youtube.com/watch?v=97avw00Jo2Q.))
WHAT TO EXPECT

Provide seekers with information about what to expect when they visit your congregation. Visit cofchristsample.weebly.com/what-to-expect for suggestions.
OUR FAITH

You can use this statement:

Who We Are

Community of Christ’s 250,000 members live and minister in more than 60 nations. We proclaim Jesus Christ and promote communities of joy, hope, love, and peace. Christ’s mission is our mission. Community of Christ’s 250,000 members live and minister in more than 60 nations. Learn more at www.CofChrist.org.

Mission Initiatives

The five Mission Initiatives are blessings to the church. They guide us directly onto paths that help us make Christ’s mission our mission. Though the initiatives carry great importance and value individually, they work best in congregations and ministries that honor all five. In this holistic fashion, they help us know, be, and do as we serve Christ.

- Invite People to Christ
- Abolish Poverty, End Suffering
- Pursue Peace on Earth
- Develop Disciples to Serve
- Experience Congregation


Enduring Principles

Our Enduring Principles define the essence, heart, and soul of our faith community. They describe the personality of our church as expressed throughout the world.

- Grace and Generosity
- Sacredness of Creation
- Continuing Revelation
- Worth of All Persons
- All Are Called
- Responsible Choices
- Pursuit of Peace (Shalom)
- Unity in Diversity
- Blessings of Community

Link the text Enduring Principles to http://www.cofchrist.org/enduring-principles.
International Community Image

You can download the international community image used on cofchrisample.weebly.com at http://bit.ly/2k8Sy4i. We linked this image to www.CofChrist.org.

WHAT WE BELIEVE

You can use this statement in this section:

Basic Beliefs

Jesus Christ is at the center of our faith and beliefs. Our Basic Beliefs are not the last word, but an invitation to further explore your discipleship.

In the statement above, link the text Basic Beliefs to http://www.cofchrist.org/basic-beliefs.

Sacraments

The sacraments embody God’s grace and peace and lead to transformation of our lives and communities. The sacraments shape our identity and community life as followers of Jesus Christ. As we experience the blessings available through sacraments, we are empowered to share the peace of Jesus Christ and fulfill our mission in the world.

• Baptism
• Confirmation
• Blessing of children
• The Lord’s Supper (Communion)
• Laying on of hands for the sick
• Marriage
• Ordination
• Evangelist blessing

In this statement, link sacraments to www.CofChrist.org/sacraments.
Disciples’ Generous Response

We are called to share with others as generously as God has shared with us. The six principles of a Disciples’ Generous Response guide us in managing and sharing our resources:

- Receive God’s gifts
- Respond faithfully
- Align heart and money
- Share generously
- Save wisely
- Spend responsibly

In the statement above, link the text Disciples’ Generous Response to http://www.cofchrist.org/disciples-generous-response.

OUR MINISTRIES

Provide seekers with information about your congregation’s ministries. Visit cofchrisample.weebly.com/our-ministries for ideas about what to include on this page.
CALENDAR

Provide users with a source of information on coming events.

On cofchristsample.weebly.com/calendar, we added a Google calendar.

To add a Google calendar to a Weebly website:

1. Once a Google calendar is created for your congregation, visit the calendar on Google, www.google.com/calendar.
2. Click the Settings button in the top right corner.
3. Click the Settings link.
4. Click the Calendars tab.
5. Click on the name of the calendar in the results.
6. In the Embed This Calendar section, copy the iFrame code.
7. Log into your Weebly account.
8. Drag and drop the Embed Code button on your web page.
9. Paste the iFrame code.

If you use Weebly to build your website, note that embedded Google Calendars are not responsive — they do not resize to fit the size of your tablet or mobile screen. You may want to consider adding the Events Calendar app by Inffuse on your Weebly website. The app costs $5 a month and can be found at www.weebly.com/editor/main.php.

Download the calendar request image used on cofchristsample.weebly.com at http://bit.ly/2iFtAMF.
CONTACT

This section should include:

Contact form

Provides users with a way to easily contact your congregation. Visit coffchristsample.weebly.com/contact.html for ideas about what to include.
LEADERSHIP DIRECTORY

Provides users with contact information of key staff and volunteers in your congregation. Visit cofchristsample.weebly.com/leadership-directory for ideas about what to include.

GIVE

The Give section should include a link to the online give form for your country if one exists:

- Canada: www.communityofchrist.ca/index.php/give
- USA: cofchrist.securegive.com
FOOTER

A footer contains links and information and is located at the bottom of a web page.
If you use Weebly to create your website, you must upgrade to a paid plan to add a footer.
A sample footer can be found at cofchristsample.weebly.com.

The footer should include:

Internal Links

Important web pages on your website:
• About
• Contact

External Links

Other websites:
• Your country’s online giving form if one exists
• Your mission center’s website if one exists
• International Headquarters’ website, www.cofchrist.org
• Latter-day Seekers’ website, latter-dayseekers.org
Social Media Links

Provide links to your social media profiles. If your congregation does not have social media profiles, you may link to International Headquarters’ Community of Christ channels:

- Facebook: www.facebook.com/CommunityofChrist.RLDSChurch
- Twitter: twitter.com/cofchrist
- Instagram: www.instagram.com/cofchristofficial
- YouTube: www.youtube.com/user/CofChrist

Copyright Statement

Include a statement that reads “©[Year] [Congregation Name] Community of Christ”
OTHER

You may want to consider:

• Site-wide search
• Photo gallery (a sample photo gallery can be found at cofchrisample.weebly.com/photo-gallery.html)
• Videos
• Event registration
• Blog
• Password-protected member section with:
  - Member directory
  - Prayer list
  - Email list

If you include a blog on your site, consider drafting a writers guide for authors. It should include guidelines for submissions. For example, it would state that blog entries should be no more than 300 words. For more ideas, review the Daily Bread Blog Writers Guide.

If you use Weebly to create your website, you must upgrade to a paid plan to add a password-protected section to your website. Visit Weebly for instructions on how to add this feature.

Get permission from individuals before placing their personal information on the site, even if it is on a password-protected page.
WEBSITE BUILDERS

Drag-and-drop builders make it easy to build a site. No formal training or coding experience is needed.

Features

Before selecting a builder, consider the needed features.

- Site-wide search engine
- Responsive website—to ensure your website can be properly viewed on desktop computers, tablets, and mobile devices
- Password-protected pages
- Calendar
- Blog
- Photo gallery
- Form builder

Options

After listing the features you need, research website builders. Each has its pros and cons.

This article is a great place to start when researching builders: [http://bit.ly/1mcmu9T](http://bit.ly/1mcmu9T). It compares some drag-and-drop builders, providing basic information about features and pricing.

We highly recommend Weebly if you want an easy-to-use website builder. It offers affordable plans. We used Weebly to build the Community of Christ sample site referenced in this guide.

After you create an account on a website builder, share the login information with at least two people in the congregation.
VISUAL ELEMENTS

Visual identity plays an integral role in effectively communicating our mission and message. Consistent alignment with a visual identity that complements our beliefs, Enduring Principles and mission enhances individual and group experiences that bring people to Christ.

Logo (seal + nameplate)

The *Community of Christ Visual Identity Standards* provide in-depth information about use of the Community of Christ logo. Refer to this document when using the logo.


Colors

Colors play an important role in the Community of Christ visual identity, which is colorful and diverse. This distinctive palette is inspired by the many cultures and people of our worldwide church, as well as the common mission, vision, and core values that make us sisters and brothers in Christ.

For more information about Community of Christ colors, read our *Visual Identity Standards*.

- **Love**: Hex = #B21E28
- **Community**: Hex = #009877
- **Enduring Principles**: Hex = #683277
- **Joy**: Hex = #BD4700
- **Peace**: Hex = #0075C9
- **Hope**: Hex = #F2C318
- **Mission Initiatives**: Hex = #004D71
- **Generosity**: Hex = #C5A96E
- **Grace**: Hex = #B7ADA5
Typefaces

Calluna and Adelle Sans are the primary typefaces used in the Community of Christ visual identity.

Palatino has been selected for general use when Calluna is not available. Arial has been selected for general use when Adelle Sans is not available.

• You can purchase Calluna at: https://www.exljbris.com/calluna.html
• You can purchase Adelle Sans at: http://www.type-together.com/Adelle%20Sans

For more information about Community of Christ typefaces, read our Visual Identity Standards.
**CASE STUDIES**

Here are a few congregation and mission center websites that adhere to Community of Christ branding standards while gearing elements and web pages to their audiences.

You will notice that these websites have a few things in common:

- Dynamic content that is regularly updated (blog posts, worship bulletins, calendar updates, etc.)
- Large images
- Clear, concise language
- Appropriate use of Community of Christ visual identity standards (logos, colors, etc.)

**Calgary congregation**
www.cofchristyyyc.ca
The Calgary congregation’s website was built on Weebly.

**Washington, DC congregation**
www.cofchristdc.org
The Washington, DC congregation’s website was built on Squarespace.

**Australia Mission Centre**
www.cofchrist.com.au
The Australia Mission Centre’s website was built on Squarespace.

**Oklahoma USA Mission Center**
www.cofchristokmc.org
The Oklahoma USA Mission Center’s website was built on Weebly.