



# webFCA playbook



# So you want a website?

HERE'S WHAT YOU SHOULD KNOW FIRST.

- \* A website can be a powerful tool to enable you to grow ministry in your area.
- \* Without a plan, it can become highly ineffective, a waste of your time and a drain of your resources.
- \* Even though you can have a website, now might not be the right time to start one.
- \* It's important that you know what it will take get online.

# The good...

## A WEBSITE CAN HELP YOUR MINISTRY:

- \* centralize where people get information about your ministry events, camps and needs
- \* share the vision and mission of your ministry 24 hours a day, 7 days a week
- \* allow you to regularly communicate with donors, athletes, coaches and volunteers
- \* provide an easy way for volunteers to connect into the ministry

# What it will take...

## PLAN + VISION = WEBSITE WITH EXCELLENCE

In order to help ensure we maintain the same level of excellence online as we try and maintain offline, we've developed some standards for each of our webFCA sites. These standards include:

- \* Provide a single point of contact – a local web manager– to update and maintain the local content. This person does not have to be on FCA staff.
- \* Create local content about the ministry
- \* Update the website at least once a week with local content.
- \* Ensure the local web manager attends or views at least one webinar a month.
- \* Utilize local relationships or FCA's preferred partner for any local ministry graphic needs or maintenance.

# webFCA Teammate Agreement

As a webFCA Teammate, I agree to the following:

Field Staff	NSC Online Ministry Staff
<ul style="list-style-type: none"> <li>• Provide a single point of contact – a local web manager – to update and maintain the local content. This person does not have to be on FCA staff.</li> <li>• Create local content about the ministry.</li> <li>• Update the website at least once a week with local content.</li> <li>• Ensure the local web manager attends or views at least one webinar a month</li> <li>• Utilize local relationships or FCA's preferred partner for any local ministry graphic needs or local maintenance.</li> </ul>	<ul style="list-style-type: none"> <li>• Troubleshoot via phone, email or instant message.</li> <li>• Provide live how-to training via phone, email or instant message as well as through recorded webinars.</li> <li>• Provide “General FCA” graphics and widgets all webFCA 2.0 site owners can use locally.</li> <li>• Provide new templates for webFCA 2.0 users on a quarterly basis.</li> <li>• Serve and support the webFCA 2.0 system</li> <li>• Serve and support the webFCA 1.0 upgrade process</li> </ul>

1.) Please visit <http://fcaonlineministry.com/teammate-agreement> to submit this agreement online.

2.) Then move on to page 6!

# Ready. Set. Stop.

## BECAUSE PLANNING IS MORE IMPORTANT

If your ministry is in a great place to begin a website, the next step is to assess your ministry and let your ministry guide the creation of your website. We'll show you a sample below, then give you a sheet to work through.

1.) What significant ministry happens in your area each year?

- our campus ministry at high schools and colleges
- our 3 annual events - banquet, golf tournament, game-day
- our local camps
- our coaches Bible studies
- Lots of fundraising!

---

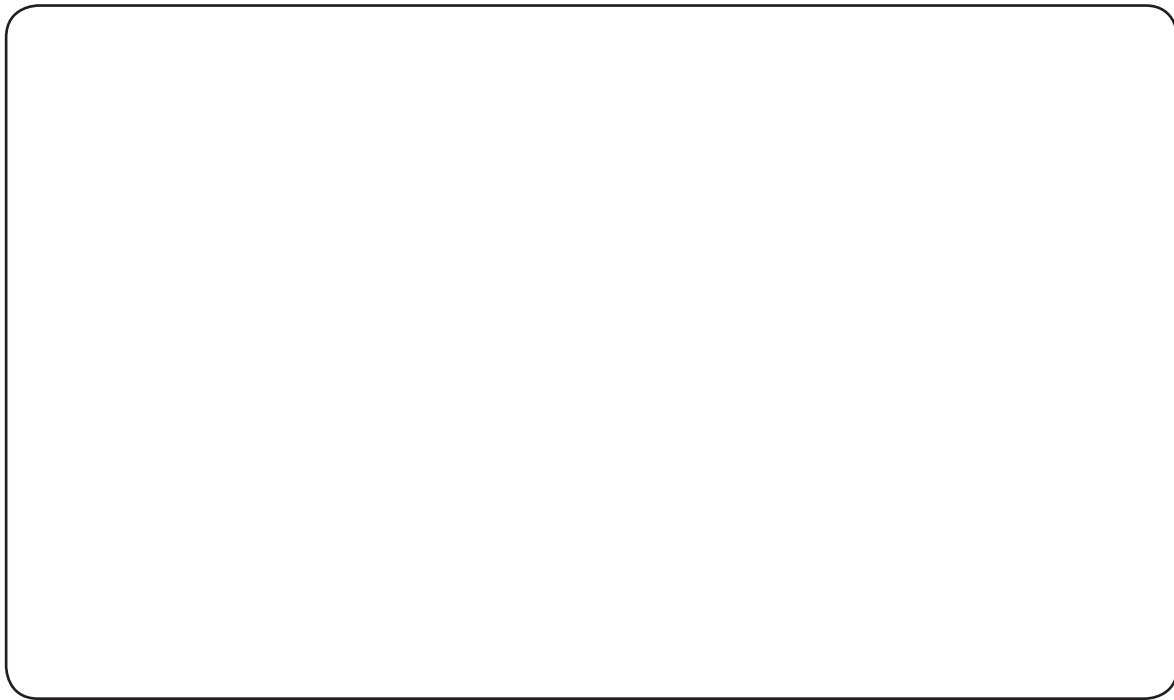
## 2.) ATTENTION: NON-NEGOTIABLES!

There are a few pages you should have on your website at a minimum. They don't have to be "called this" exactly, but you should plan for the content.

- **About Us**  
Explains the mission and vision of FCA, what areas you serve, maybe the FCA promotional video(s).
- **Our Staff**  
Include a 2-3 paragraph personal bio and photo(s). This adds a personal level to the website.
- **Donate**  
Include options for Monthly Gift and One-Time Gift  
The Online Ministry Team can help set this up.
- **Contact Us**  
Include your mailing address, office phone, fax and a form people can fill out that will get emailed to you.

# My Website Map

1.) What significant ministry happens in your area each year?

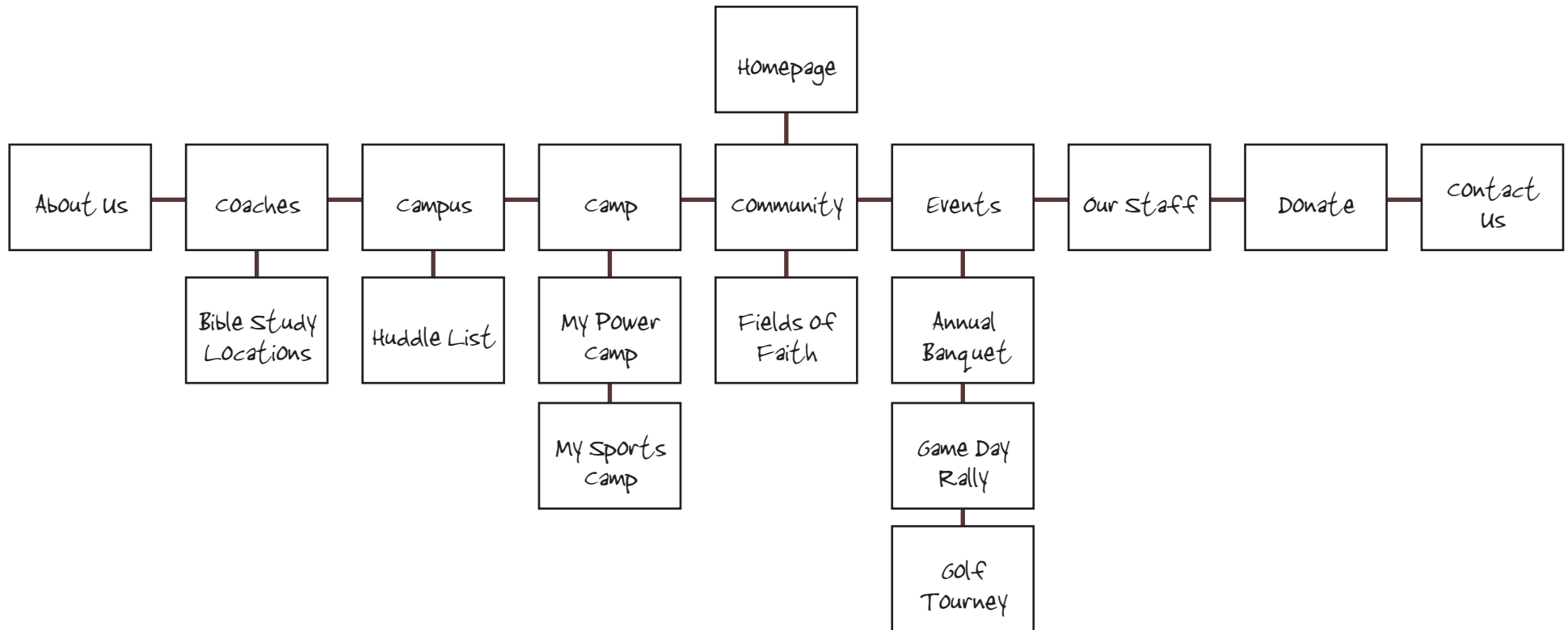



2.) Now, let's use the ministry that's happening in your area as the framework for planning your website. We'll use the list above to create a map which will help you quickly create your website.

Review the following example, then create your own. 



SAMPLE



 = 1 Page

REMEMBER: The webFCA 2.0 System has 3 pricing plans, so you'll want to take that into consideration as you plan your site.

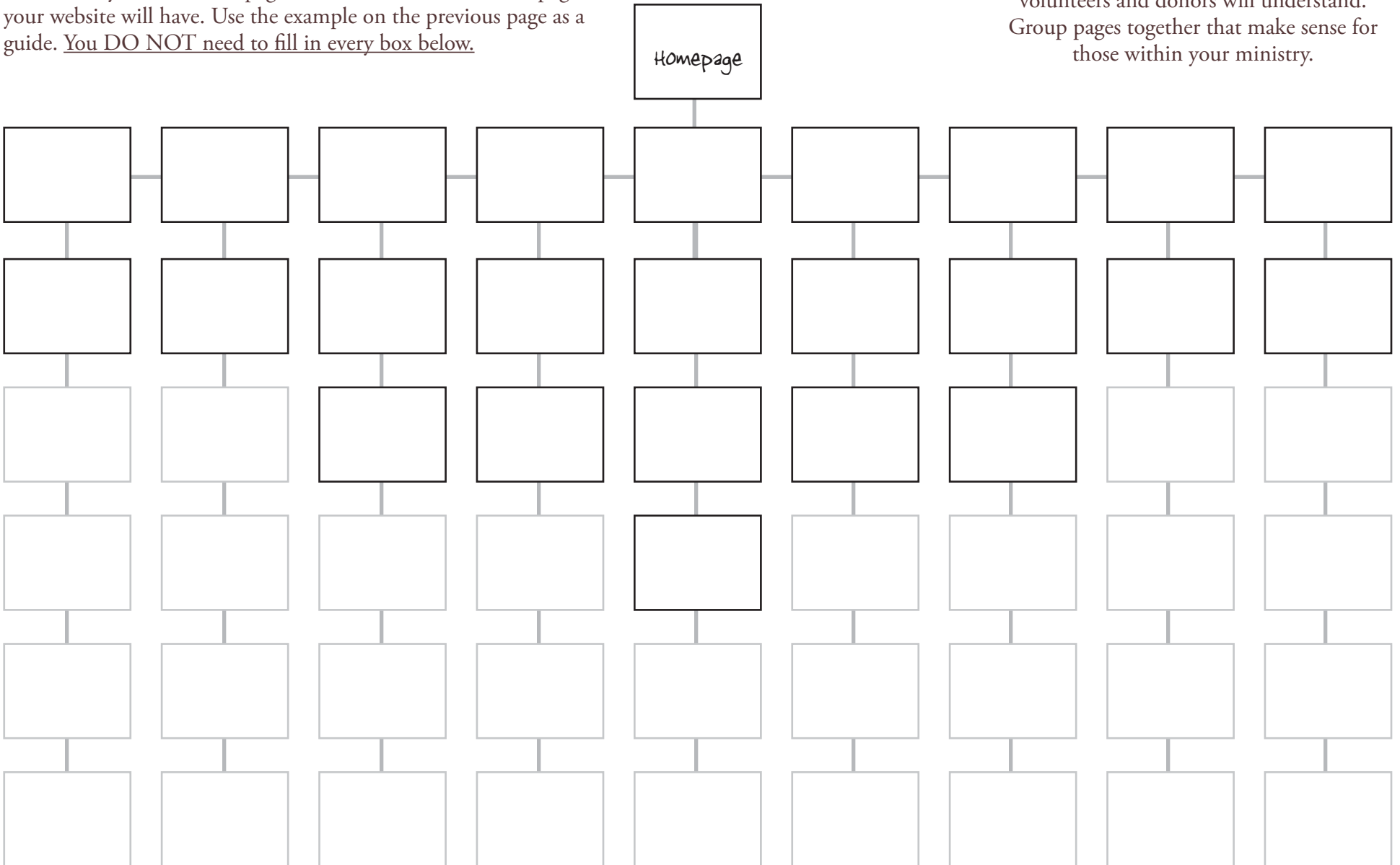
- 25 pages = \$40 per month
- 50 pages = \$60 per month
- Unlimited = \$80 per month

# MY WEBSITE MAP

Use the list you created on page 8 to create the sections and pages your website will have. Use the example on the previous page as a guide. You DO NOT need to fill in every box below.

## TIP!

Try creating sections your athletes, coaches, volunteers and donors will understand. Group pages together that make sense for those within your ministry.



# Getting into the details

## SO IT MAKES CREATING YOUR SITE EASIER

Now that you've created a site map you'll be able to easily create your site. But no one likes empty pages, so let's look at the content you want on each page so you can get started!

Use the example below as a guide. Then use the attached pages to do the same thing for each page of your site. Once you're done, you'll be ready to get online.

\*NOTE: If you need more "My Website Content" pages, just print additional copies

Homepage

calendar of Events

Facebook icon

Slideshow

Ministry News Blog

Daily Impact Play Widget

Recent Banquet Video

Daily Bible Verse Widget

About us

FCA Mission and Vision

Areas we serve

National Promo Video Widget

Link to staff Page

MY WEBSITE CONTENT

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

MY WEBSITE CONTENT

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

## MY WEBSITE CONTENT

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

MY WEBSITE CONTENT

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

MY WEBSITE CONTENT

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---



# Let's get online!

ARMED WITH A PLAN, YOU CAN DO THIS.

With all the planning done, you are now ready to begin building your site.

Please contact the Online Ministry team to choose your domain name(s) and get access to your website.

Then, use the webFCA Introduction Video to learn how to use the system  
<http://fcaonlineministry.com/introduction-video>

## **Get Stuck, Need Help?**

Call us, email us or send us an instant message

## **Need Custom Graphic Work?**

Our preferred partners can help

<http://fcaonlineministry.com/pricing-sheet>

## **Need Someone to Help Update Your Website?**

Our preferred partners can also help

<http://fcaonlineministry.com/pricing-sheet>