



churchplantmedia

Inform. Connect. Engage. Empower.

INTRODUCTION

Welcome! Thanks for taking the time to check out Church Plant Media. The goal of this document is to show you how easy it is to use your Church Plant Media website as an outreach tool to your community. Gone are the days where a church's website simply needed to be easy to manage. Now churches need a website that works for them and their local community. Our churches are doing this by using podcasting, blogging, iTunes store integration, and many other tools to get their church out in front of people who are browsing and searching the Internet.



We address the two primary issues that churches face with their websites

Issue # 1: Outdated information. Your church's website is missing out on opportunities if its information is out of date. You must give people a reason to come to your website, and keeping content fresh is key to getting people to visit. Whether it's a blog, sermon notes, sermon audio sermon video, or event information; it MUST be kept up to date.

Solution: Our CMS allows you to easily do this. You no longer have to rely on volunteers, an unresponsive freelancer, or your 12 year old nephew to make updates to your church's website. The power to easily upload sermons, change pages, blog, update photos, add events, and much more is in the palm of your hand. Our CMS is web-based, which means you can update your website from any computer; anytime, anywhere. You can make the changes yourself, or you can easily empower your staff, volunteers, or other ministry leaders to make updates.

Issue # 2: Minimal exposure to the outside world. Most church websites serve the people who already attend the church, and inadvertently miss opportunities to reach out to people outside the church.

Solution: Churches must take advantage of tools that can drive people to their website and eventually, their church. All of our partners get this with our sermon podcasting, sermon vodcasting, blogging, RSS feed syndication, and iTunes integration.

We handle the heavy lifting so your church doesn't have to

Our CMS has tons of man-hours invested into it; all with the goal of helping you spread the gospel while making your life easier. All of our partners get a powerful CMS, a cutting-edge design, world-class hosting and e-mail services, and a dedicated team to support you if you have any questions. This frees you up to focus on leading your people instead of wrangling with your website. We make it easy for you to:

- Upload and manage sermon media (audio, video, notes, images, and a podcast)
- Gather new visitors from search engines and other online destinations
- Keep your website up-to-date by easily adding pages and managing existing pages
- Communicate ongoing and one-time events to your church
- Empower your non-technical staff to make changes to the website

We are only a phone call away

As you continue reading, if you have any questions please contact our our Partnership Director, Jon Maxim at 800.409.6631 ext. 1 or e-mail Jon at jon@churchplantmedia.com to continue the conversation. Let's get started!



Relational. By Design.

Here at Church Plant Media, we don't have clients; we have partners. We have chosen to use the term "partners" for the churches we serve, as this term accurately reflects how we view the relationship. We don't want to be a vendor; we want to be a partner in ministry.

Focused. By Design.

Other web development companies focus on working with numerous types of partners (corporate, non-profit, churches, etc). Not us. Our focus is designing websites for church planters, church planting organizations, and established churches. As a church, you work to grow your church using grassroots efforts, and our CMS is designed to assist you with that task. We can provide you with an attractive website, a CMS for you to manage your content, tons of multimedia options, and the ability for you to be found in search engines by people in your local community who are searching for a church.

Different. By Design.

Our process is different than other web design companies, so we are able to offer customized websites at a lower cost than many others. Simply select one of our design styles and enter your content using our Content Management System (CMS). You will have full control over all of the content (sermons, blogs, page text, photos, graphic headers, navigation items, events, podcasting, and much, much more).

Creative. By Design.

A website is a failure if it doesn't present the content in a creative, attractive, and organized fashion. Today's Internet users are impatient, skeptical, and are looking to be impressed. The aesthetic of your website will be the first thing your website visitors see, so don't compromise

when it comes to its appearance. We have dozens of design styles that you can use as a foundation for your own website, and you can optionally choose to customize the colors, textures, and functionality of the design style you select.

Interactive. By Design.

Now that you've impressed your website visitors with a great layout, how do you get them to return on a regular basis? By giving them a reason to return. Website visitors will initially be impressed with your design, but you must keep the website updated with fresh content in order to have them return. Blogs, podcasting, sermon media, updated pages, and articles will give your website visitors a reason to keep coming back.

Descriptive. By Design.

Search Engine Friendly Links: What good is a website if a potential church-goer in your community can't find it through a search engine? Our CMS is search engine friendly, and it takes advantage of powerful techniques that will drive traffic to your website. Take a look at this example of an actual link for an "about us" page that was generated by another web development company's CMS (note: the church's name has been removed):

www.church.org/templates/_churchname6/details.asp?details.asp?id=36031&PID=392256

That means nothing to a search engine. It has too many numbers and random letters that aren't descriptive. Take a look at a sample link from our CMS:

www.church.org/about-church-gathering

Notice how it is short, simple, and descriptive. This technique allows search engines to understand the type of content that your individual pages contain, and this assists web searchers in finding your website.

Simple. By Design.

Your website shouldn't be difficult to manage. Gone are the days when you have to manipulate HTML code or try to get a volunteer to update content. You'll be able to easily and quickly update your sermon audio and video, podcast, event calendar, pages, images, blog posts, and much more through our easy-to-use visual interface. The CMS is easy enough to be used by everybody of all ages and levels of expertise.

Detailed. By Design.

All of our projects go through a 200+ point checklist to ensure that you receive both a quality website and a quality experience with Church Plant Media. This checklist ensures that we take care of the details so you don't have to.

Flexible. By Design.

Are you a PC or a Mac user? With our CMS, it doesn't matter. You can have either a PC or a Mac, and you'll still be able to easily manage your website. Our CMS is completely web-based, so you can access it from your office computer, your home computer, your laptop at the coffee shop, or any other computer that is connected to the Internet. This flexibility also means you won't have to install software on your computer in order to manage your website.

Expandable. By Design.

Do you want to add online giving, image rotators, photo galleries, message boards, e-invites, or a member directory? Our CMS is flexible enough to allow you to start small and add features to your website as you need them.

Cost-Effective. By Design.

We realize that you have other things to spend your money on as you are running your church. That's why our packages are among the most cost-effective on the market. The goal of our company is to meet the specific needs of church planters, church planting organizations, and established churches, so we understand the role that finances play in a church. Our design options start at \$1,900.00 and monthly fees are \$50.00 per month. These prices include design, coding, the CMS, training, hosting, staff e-mail, and toll-free partner support.

Painless. By Design.

We have worked hard to make the process as simple and painless as possible.

- 1) Select a design and any optional modules based on your budget and design requirements.
- 2) Complete our design information form (DIF), which helps us gain a better understanding for who you are as a church.
- 3) If you select the "Design Plus" or "Design Max" options, our Creative Director will work closely with you to customize the design to meet your specific needs. If you don't select the optional customization, we will place your logo into the design and then proceed directly to the coding phase of your project.
- 4) We will code the website and will implement the CMS.
- 5) We will train you and your team to enter your content and upload sermons, articles, events, pages, etc.
- 6) Once you are comfortable with your content, let us know and we will launch your website.

Partnerships. By Design.

Who recommends Church Plant Media?

- Acts 29 Network
- Anglican Initiative for Mission in Texas
- Anglican Mission in the Americas
- Church Coaching Solutions
- Church Marketing Solutions
- Church Planting Solutions
- ChurchPlanters.com
- Church Planting Assessment Center (CPAC)
- Ed Stetzer / NewChurches.com
- EFCA Start Churches
- EFCA West
- Exponential Conference
- Exponential Network
- Passion for Planting
- Purpose Driven Planting
- The Orchard Group

	Design Core	Design Plus	Design Max
One time design fee for churches	\$2,900	\$4,900	\$7,900
Discount applies to churches less than 5 years old OR churches who have less than 300 weekly attendees	\$1,000 Discount	\$1,000 Discount	\$1,000 Discount
One time design fee for church plants & small churches	\$1,900	\$3,900	\$6,900
Discount for all AMIA & AIM related Anglican churches	5% Discount	5% Discount	5% Discount
TOTAL one time design fee after discounts, for all AMIA & AIM related Anglican church plants & small churches	\$1,805	\$3,705	\$6,555
Design Customization			
Rounds of design revisions	0	3	5
Selection of any design	✓	✓	✓
Use of your logo in the design	✓	✓	✓
Hand-coded CSS-based design	✓	✓	✓
Ability to change photos, navigation, and text	✓	✓	✓
Ability to change colors in the design		✓	✓
Ability to change textures in the design		✓	✓
Ability to change up to four elements in the design		✓	✓
Ability to change overall structure of the design			✓
Ability to combine designs			✓
Ability to create a full custom design from scratch			✓
Monthly System Access			
Monthly fee	\$50	\$50	\$50
Server disk space (file storage)	10 GB	10 GB	10 GB
Server bandwidth per month	50 GB	50 GB	50 GB
Number of e-mail accounts via Google Apps	50	50	50
Disk space per e-mail account	7 GB	7 GB	7 GB
Rackspace web hosting (industry standard datacenter)	✓	✓	✓
Content Management System (as described below)	✓	✓	✓
Continual updates to the core CMS modules	✓	✓	✓
Unlimited toll-free telephone support	✓	✓	✓
Unlimited online support	✓	✓	✓
Built-in support videos	✓	✓	✓
Every benefit and CMS feature is included with every Church Plant Media website!			
Web-based management with nothing to install	✓	✓	✓
Mac and PC compatibility	✓	✓	✓
Cross-browser support	✓	✓	✓

No HTML coding or design experience is needed	✓	✓	✓
No minimum contract	✓	✓	✓
CMS functionality custom-built specifically for churches	✓	✓	✓
Each site put through a 200+ point checklist	✓	✓	✓
Content Management System Features			
Unlimited pages	✓	✓	✓
Unlimited administrators	✓	✓	✓
Drag-and-drop navigation menu control	✓	✓	✓
Media flexibility	✓	✓	✓
Media file manager	✓	✓	✓
WYSIWYG text editor and code-based HTML editor	✓	✓	✓
Menu and text block widgets	✓	✓	✓
Unlimited blogs and commenting	✓	✓	✓
Integrated image editor	✓	✓	✓
Visual calendar editor	✓	✓	✓
One-time and recurring events	✓	✓	✓
Site search	✓	✓	✓
Search engine optimized code	✓	✓	✓
Clean URL's	✓	✓	✓
Custom page titles	✓	✓	✓
Google Analytics	✓	✓	✓
FTP access	✓	✓	✓
Custom page header images	✓	✓	✓
Universal tagging across all modules	✓	✓	✓
Sermon profile pages	✓	✓	✓
Playable and downloadable audio sermons	✓	✓	✓
Playable video sermons	✓	✓	✓
HD video player	✓	✓	✓
Downloadable sermon notes	✓	✓	✓
Unlimited podcasting and vodcasting	✓	✓	✓
Advanced sermon sorting	✓	✓	✓
iTunes store integration	✓	✓	✓
Features Scheduled for Winter 2009			
Blog, event, and sermon widgets	✓	✓	✓

Event RSS feed	✓	✓	✓
Location and coordinator manager	✓	✓	✓
Features Scheduled for 2010			
E-commerce	✓	✓	✓
Page versioning	✓	✓	✓
Content locking	✓	✓	✓
Tag cloud widget	✓	✓	✓
Event RSVP	✓	✓	✓
iCal integration	✓	✓	✓
Book list	✓	✓	✓
Form builder	✓	✓	✓
Mobile device compatibility	✓	✓	✓
Integrated discussion forums	✓	✓	✓
Social media integration (YouTube, Vimeo, Flickr)	✓	✓	✓
Social messaging integration (Twitter & Facebook)	✓	✓	✓
Twitter feed widget	✓	✓	✓
Small group finder	✓	✓	✓
Member directory	✓	✓	✓
Staff profile manager	✓	✓	✓
Google Maps integration	✓	✓	✓
Google-compliant sitemap	✓	✓	✓
RSS feed manager	✓	✓	✓
Password protection for private content	✓	✓	✓
Bible integration	✓	✓	✓
Gospel presentation widget	✓	✓	✓
Stable Business Model			
In business since 1998	✓	✓	✓
Profitable since year one	✓	✓	✓
Privately owned	✓	✓	✓
Debt-free	✓	✓	✓
Serving hundreds of churches	✓	✓	✓
Managed with Biblical principles	✓	✓	✓

Optional Modules

- \$10.00 per month **Additional Disk Space & Bandwidth:** Additional disk space can be purchased in 25 GB chunks for \$10 per month, and additional bandwidth can be purchased in 25 GB chunks for \$10 per month.
- \$295.00 one-time **Online Giving:** Using the PayPal interface, your website visitors will be able to make one-time and recurring donations to your church.
- \$295.00 one-time **Forums:** Your website visitors will be able to start topics, post messages, and reply to other conversations that other members have started.
- \$495.00 one-time **Header Image Rotator:** There are two rotator styles from which you can select. 1) You'll be able to load images into the rotator at any time, and the rotator will fade these images in and out every few seconds. 2) You also have the option to have us install a rotator that loads a new photo with each new page refresh (instead of fading in and out). With either option, you'll have full control to switch out images as often as you like, and you'll be able to link each photo to any page.
- \$495.00 one-time **E-invite:** Your website visitors will be able to invite their friends to check out your website or your weekend services by clicking a button and filling in their friend's e-mail address. The friend will receive an e-mail with a promotional graphic of your choosing. Most partners include their current sermon series information, contact information, and website address on this graphic.
- \$495.00 one-time **Flash Photo Gallery:** You will be able to easily upload photos of events such as your latest mission trip or get-together directly from your digital camera or computer. The system will handle all of the resizing and compression for you. The photos will be displayed in a beautiful Flash interface, and users will be able to easily switch back and forth between categories.

Just a Few of our Partners...

Advent Presbyterian Church
Adventure Christian Church
Alathia Community Church
All Nations Church
Anchor Community Church
Aspen Grove Christian Church
Austin Bible Fellowship
Bay Area Community Church
Bible Church International
Bedrock Community Church
Calvary Community Church
Catalyst Church
Celebration Community Church
CenterPoint
CenterPointe Christian Church
Centrepont Church
Chatham Community Church
Chosen Ministries
Christ's Church of the Valley
Christ Community Church - AL
Christ Community Church - FL
Christ Journey
Christ the King Presbyterian Church
Christian Church of Clarendon Hills
Christ's Church
Church! At Bethany
Church of the Hills
Church of the King
City Life International Church
Citylights Church
CityView Church
Cleveland Community Church
Common Ground Christian Church
Common Ground Community Church
Comunidad de las Naciones
Coram Deo Fellowship
CrossPointe Church
CrossPointe Orlando
CrossPointe Winter Park
Crossroads Community Church
Damascus Road Church
Destiny Center
Discover Church
Durkeetown Baptist Church
EaglePoint Church
Elevate
Elevation Church
EveryNation Ministries UK
Fellowship Memphis
Finding Life Church
Firewheel Bible Fellowship
First Baptist Church of Garner
First Baptist Friendswood
First Love Church
Flipside Christian Church
Fordham Manor Church

Fuente de Amor UMC
Fusion Church
Genesis Christian Church
Glenstone Chapel
Grace Central
Grace Church
Grace Church of the Valley
Grace Evangelical Free Church
GracePoint Community Church
Gracepoint Corpus Christi
Great Lakes Church
Greenway Community Church
Harbor of Hope Christian Church
Harbor Pres. Church, Carlsbad
Harbor Pres. Church, Carmel Valley
Harbor Pres. Church, Chula Vista
Harbor Pres. Church, Downtown
Harbor Pres. Church, La Jolla
Harbor Pres. Church, Mid City
Harbor Pres. Church, Mira Mesa
Harbor Pres. Church, Ocean Beach
Harbor Pres. Church, Uptown
Harpeth Community Church
Harvest Community Church
Harvest Pointe
Highbridge Community Church
High Life Church
High Rock Church
Hill Country Bible Church Np.
Hill Country Bible Church Pf.
Hill Country Bible Church RRN
Hope Community Church
Immanuel Church Dublin
Impact Church
Impact United Methodist Church
Infusion Church
Inversion Fellowship
Kingsfield Common
J10 Church
Lake Ridge Church
Lake Shores Church
Life Changing Faith
Life Connections Church
Life Bridge Church
Life Church Fort Bend
Livermore Alive
Living Hope Free Methodist Church
Living Faith
Logos Dei Community Church
Lutheran Church at the Well
Mars Hill Church
Matt's House
Meadowbrook Church
Mercy Hill Church
Mesa Community Church
Missio Dei Church
Momentum Christian Church

Monroe First Church of God
Mosaic Christian Church
New Creation Church
New Community
New World Church
NextLevel Church
North Ridge Church
Northwest Community Church
OneChurch
Pembury Baptist Church
Pillar Church
Portico Church
Pursuit Christian Church
Qwest Church
Real Life Christian Church
Real Life Church
Reconnect Barrhaven Church
Redeemer
Redeemer Community Church
Redeemer - Lubbock
Redeemer - La Mirada
Redeemer - Sugar Land
Redeeming Grace Church
Red Sea Church
Reliant Church
Resolution Church
Restore Community Church
Reunion Church
Revolution Church
Rio Impact
Rivers Crossing Comm. Church
Riverstone Church
Roosevelt Community Church
San Tan Bible Church
Second Mile Church
Seven San Diego
Solid Ground Christian Fellowship
Soma Austin
Soma Church Community
Sonrise Church
Soteria Church

Church Planting Organizations

Acts 29 Network
Anglican Initiative for Mission
Church Coaching Solutions
Church Planting Assessment Center (CPAC)
EFCA Start Churches
EFCA West
Exponential Network
Exponential Conference
NewChurches.com / Ed Stetzer
Purpose Driven Planting
The Orchard Group

Why Choose Church Plant Media?

While most web development companies spend a lot of money on marketing in order to gain new business, our philosophy at Church Plant Media is very different. Instead of spending a lot of money on advertising and sales teams, we focus on improving the partner experience (toll-free partner support, fast turnaround times, accurate deadlines, creative designs, and reliable systems). This means that we rely on repeat partnerships and the word of mouth referrals that come from treating our partners the way they should be treated. This is not a business for us... it's a partnership and a passion.

Below are qualities that our partners have grown to love.

- **Simplicity.** We explain the processes and technology in easy to understand terms.
- **Ease of use.** Our CMS is visual, so non-technical users can easily manage the website.
- **One-on-one design.** If you select the customized style route, our Creative Director will work directly with you to ensure your website is exactly what you want.
- **We listen to you.** You know your goals better than anyone, and we want you to tell us what you want to accomplish.
- **Your success is our goal.** We will go the extra mile to make your project a success.
- **Simple upgrade path.** You will be able to purchase a design change in the future as your needs change. There will be no need to re-enter all of your pages, sermons, events, and other content, as it is already in the CMS. We will simply customize a new design for you, and the new design will seamlessly wrap around your existing content.
- **Personal support.** Once we develop a website, we work hard to support you. That's why we offer a toll-free support number; you're only a call away from having an answer to your question. We also offer training videos, a training manual, and technical support via our online technical support tool. If you do run into any issues, you can count on us to do anything and everything we can to help you resolve it.
- **Constant improvements.** We are always looking for ways to optimize the way we do things. Whether it means updating our process, technical support, design methods, our CMS, or our coding techniques, we are constantly learning and making improvements.
- **Ongoing feature development.** The future is bright at Church Plant Media! Upcoming releases include Twitter integration, Facebook integration, e-commerce, password protection for pages, customizable dashboard, RSS feed manager, Google-compliant sitemap, advanced event categorization, event RSVP, iCal integration, content locking, page versioning, auto-expiration, custom administrative roles, book list, location manager, Google maps integration for events, and much more!

Statement of Belief

Church Plant Media exists to expand the reach of the Gospel via the Internet. Simply put, we are first and foremost a Gospel company, and second, a web design company. We create websites for churches and church planting organizations, whose common mission is to glorify God and proclaim the Gospel, which is the good news of the person and work of Jesus Christ.

"Now I would remind you, brothers, of the gospel I preached to you, which you received, in which you stand, and by which you are being saved, if you hold fast to the word I preached to you — unless you believed in vain. For I delivered to you as of first importance what I also received: that Christ died for our sins in accordance with the Scriptures, that he was buried, that he was raised on the third day in accordance with the Scriptures." (1 Corinthians 15:1-4 ESV)

Since this Gospel is the heartbeat of everything we do as a company, we view the websites that we provide as a partnership in the Gospel. Therefore, every church and church planting organization that we partner with must enthusiastically adhere to and sign the following Statement of Belief:

1. The Bible is God's Word. It is our trustworthy authority in all matters of faith and practice.
2. Jesus is fully God. He is co-equal with the Father & the Holy Spirit; one God in three persons.
3. Jesus is fully man. He was virgin born, lived sinless, was crucified, resurrected, and ascended.
4. All people have sinned. God's just penalty for breaking His laws is eternity in the lake of fire.
5. Jesus died for sinners. He absorbed God's wrath in our place, so we could inherit eternal life.

In response to this truth, child-like faith in Jesus Christ is the only requirement for eternal salvation (for example: not baptism, not speaking in tongues, not pardon from priest or pope, nor any other works). Also, since the Bible is God's supreme mandate, this means that your church will never support or approve of any openly sinful lifestyles (for example: adultery, sexual immorality, or homosexuality).

We uphold these 5 basic, foundational, salvational, Gospel truths; and we do not withhold service based on non-salvational issues such as spiritual gifts, end times, infant baptism, etc.

Partner with Church Plant Media

We would love to speak with you about your church and answer any questions you might have. If you have any questions or if you would like to get started, feel free to contact Jon Maxim, our Partnership Director at: 800.409.6631 ext. 1 or by e-mailing Jon at: jon@churchplantmedia.com. We look forward to serving you!

