

start a conversation.



# If you're part of theAM, your communication is strategic.

SDG is a full-service creative firm blending tradition and innovation in strategic web design and consulting. SDG specializes in meeting you where you are—whether you're looking for some communications advice, strategic web presence, identity branding, or a high quality website. Consider us your team's guide to strategic web communications.

SDG is led by Jase Miller, a veteran church planter and warden of a Chicago-based church in theAM. We understand the unique pressures of church planting and the culture of theAM, and we're eager to partner with you in God's mission. Our goal is to help your ministry thrive—from its most humble beginnings to God's richest blessings—for the sake of the Kingdom of Christ. Start a conversation with us.



**+ CONSULTING**

Consider how to connect with those outside the church as well as those in the fold. We want you to become aware of your options, including the use of *free* web services that can serve as significant channels for your communications needs. We provide guidance and answer questions, including helping you think through your communications strategy.

**+**

**+ DESIGN**

We design with your needs in mind. Every pixel is strategic. We consider design to be more than art. Storytelling, word choice, typography, navigation structures, usability and search engine optimization are all integral to good design. We'll work with you to establish your web presence.

**+**

**+ ACTION**

In addition to taking good code seriously, we have experience with audio and video production and podcasting. We are committed to W3C standards coding for XHTML & CSS, assuring the best consistency across different platforms and web browsers. We also work with XML, RSS, Javascript, Ruby on Rails and PHP for more dynamic needs.

**+**

## Choose the direction that is right for you. Start something. Communicate.

We have created two website packages specifically for theAM. For those with limited funds and more focused needs, consider the launch site. When you're ready for an expansive, advanced site we can take you there.



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GET DETAILS AT [theAM.stablegroup.com](http://theAM.stablegroup.com)

## SUGGESTED STRATEGY

### PRIOR TO LAUNCH

Team communications planning. How will your team communicate as you journey with God together? What should you consider about your team's use of communications tools 'behind-the-scenes' prior to your public launch? How do you determine what tools to put in place before your launch? Consider a basic web destination to communicate important information for potential supporters, other churches in theAM, and your core team.

### AT LAUNCH

It's important to have a basic website using excellent design and coding standards to establish a strong web presence while making vital information public. For many church plants this can be surprisingly basic, but it's important to present your information well and with clarity. Depending on the needs and expectations of your community, you'll want to consider some options

### AS MOMENTUM GATHERS

Consider upgrading your site to a standard or advanced site, adding unique design, branding and features that suit your needs. Too often planning and strategy for web communications occurs so late that things are rushed. Begin considering your communications strategy early and plan for growth as you think through the vision God is birthing. If you think you'll need a feature-rich site in six months, start talking about it now!

## WEBSITE PACKAGES

### LAUNCH SITE

A one page site containing critical public information which can be linked to your own domain name to establish a destination on the web, drive traffic to one location and track statistics. Includes printed collateral options such as cards to mail or post in local restaurants and cafés. Includes a 45 minute consultation.

~~Cost: \$300~~  
theAM Cost: \$150  
Timeframe: 2 weeks

### STANDARD SITE

Expanding the basic site to include blogging and RSS subscription features, editable content. A host of configurable options and services are available from SDG for custom design, brand identity design, communications strategy, etc. Includes a 90 minute consultation. See details below. Cost varies based on selected options.

~~Base Cost: \$950~~  
theAM Base Cost: \$500  
Timeframe: 1-3 months

### ADVANCED SITE

Complete website design services suited to your needs, integrating advanced content management tools, social media, blogging, and an evolving suite of customizable features and modules suited to your needs. We can even develop custom modules if necessary. Cost varies based on selected options and development needs.

~~Base Cost: \$8000~~  
theAM Base Cost: \$4000  
Timeframe: 3-6 months

**ADDITIONAL FUNDING** may be available through **theAM Fund**, established by SDG to match donor contributions to projects that help build theAM.