ChurchSquare Site Building Guide

Version 4.5

TABLE OF CONTENTS:

TIP! How to Use the Guide

We suggest that you print the guide and follow it in sequence as you build your site. Even if you plan to skip creation of a page, that section may have specific instructions on how to use the Site Manager or page editing that is not mentioned elsewhere. We also suggest you pay particular attention to tips, cautions and bugs mentioned in the highlighted boxes.

Appendix 1 is designed to help you do a thorough job collecting information to build your site – it is certainly more detail than you need to get started

Appendix 2 is a Quick Start Guide for Site Support Administrators who are most often concerned with maintaining Newsletters and Announcements and the Calendar.

Welcome to ChurchSquare.com!

December, 2001

Dear ChurchSquare.com Customer,

Thank you for your interest in ChurchSquare web hosting and website creation products. Our mission is to enable churches to increase participation and to make the church a greater part of members' day-to-day life. Your interest and use of our product is an encouragement to us and helps us to fulfill our mission. We sincerely thank you for that opportunity.

ChurchSquare is a ministry as much as a business. As a ministry, our first principle is to honor God. To us, that means:

- Never exploit man's sinful nature for gain
- Always act with integrity to our customers ("Simply let your 'Yes' be 'Yes', and your 'No,' 'No'" (Matt 5:37, NIV))
- Know that all good we do comes from God and we choose to honor His grace with a tithe.

We hope you will always help to hold us accountable to these principles.

Before we started ChurchSquare.com, we commissioned an independent survey of churches on how they would like to use the Internet. The major points to come out of our study are that:

- Most churches want a web presence
- Existing sites tend to be informational with most of the content aimed at new visitors, not existing members
- Most churches want to increase the use of the web for building community and providing Christian educational resources
- About 85% do not have the resources to build or improve their sites.

That is why we created ChurchSquare.com; we want to help churches build sites that they can create and maintain and will help them increase the impact of their ministries with their members. I think you will find that we have a comprehensive set of tools that do just that.

If at any point you have questions, please contact us through email at service@ChurchSquare.com or via telephone during regular business hours at 800-865-4199.

Thank you for using ChurchSquare.com, and may God bless you and your Ministry!

Sincerely,

Bob Winslow
President, ChurchSquare.com, LLC.

Site Overview

We have structured this manual to help you build your site in a 4-phased approach:

Step 1: Basic Site -- The first step is to get all of the information about your church on the web: Services, location, classes, staff, and primary beliefs. Your basic site also comes with external content feeds, Bible Study Resources, newsletters, announcement tools, and an online member directory. The basic site offers more functionality than most church websites online today. Though it is a starter site, it is very powerful and is fully functional.

Step 2: Build Community -- The Internet can be a powerful tool to facilitate people caring for people. Your site can keep members informed about church events and calendars, as well as improve member to member communication with Message Boards, Chat Rooms, and Polling Booths.

Step 3: Structure Your Ministries -- Today's church is much more than just a Sunday Service. Your church probably has dozens of ways it nurtures the community and reaches out to its members. In this step, you decide which ministries are core to your church and can be structured as a "site-within-a-site" to build up awareness, community, and participation around that ministry.

Step 4: Expand Your Site -- Once your information, community, and ministries are established, you can expand your site and increase interest with even more tools. You can add donations, bookstores, sermon audio, email accounts and much more!

Four Steps to Creating a World-Class Site

Step 1: Basic Plan Site	Step 2: Build Community	Step 3: Structure Ministries	Step 4: Enhance Your Site
• **Registration and site set-up** • **News Page** • **Services and Map** • **Staff** • **Doctrine** • **Class Schedule** • **Bible Resources** • **Activate Site**	• **Calendar Events Sign-up and Payment** • **Email newsletter signup** • **Message Boards** • **Chat Rooms** • **Polling Booths**	• **Ministry Category Pages** • **Ministry Sites-Within-a-Site**	• **Donations** • **Catalog** • **Sermon Audio** • **Other Multi-media** • **Email Management**

Step 1: Building a Basic Site

ChurchSquare Site Manager is a fast and easy tool to get your site up and running. The basic site will utilize only those features in the Basic Site Plan but is a good starting point for any plan you selected. When you are finished your site will have information about your church, service times, location, classes, newsletter articles, announcements as well as external content and Bible Study Tools.

Getting Started

What you must have:

- Church name
- Church address
- Church phone numbers
- Staff names, description of duties, background, and email address
- Brief church overview
- Service times and service description
- A permanent notebook to keep notes and write down passwords, email and other settings.

TIP! "Soft" Copy

As you gather information, collect it in "soft" electronic format. Better yet, use a word processing program like Microsoft Word. Use the word processor to spell check. You can cut and paste content into the text boxes more efficiently than re-typing it.

Optional material:

- Church logo or web banner
- Church picture
- Staff pictures
- Class Schedules (title, time, location, leader, description)
- Doctrinal overview
- Membership criteria
- Church governance.

TIP! Images

Images that you want to appear on your site must be in a **.jpg** or a .**gif** format and be accessible from your computer. ChurchSquare Site Manager helps you easily resize your images. However, be cautious about uploading high resolution graphics, they will take forever to download to users. Usually 72 dpi is adequate for the web.

You do not have to have all your information at the start; the site can be updated anytime you want. We build basic websites for churches if they commit to one-year subscription paid in advance. The questionnaire we use to gather information is in the Appendix 1 at the end of the document. You might want to use it as your information checklist.

Other key considerations are your web address and website's look and feel.

Web Address- It is preferred that you have your own URL (web address), but you can stay with the format used in the trial. www.ChurchSquare.com/YourChurchName. You can get a URL through the home page of the ChurchSquare Site Manager.

Site Look and Feel- You will need to create a look and feel using one of these 4 templates provided for you:
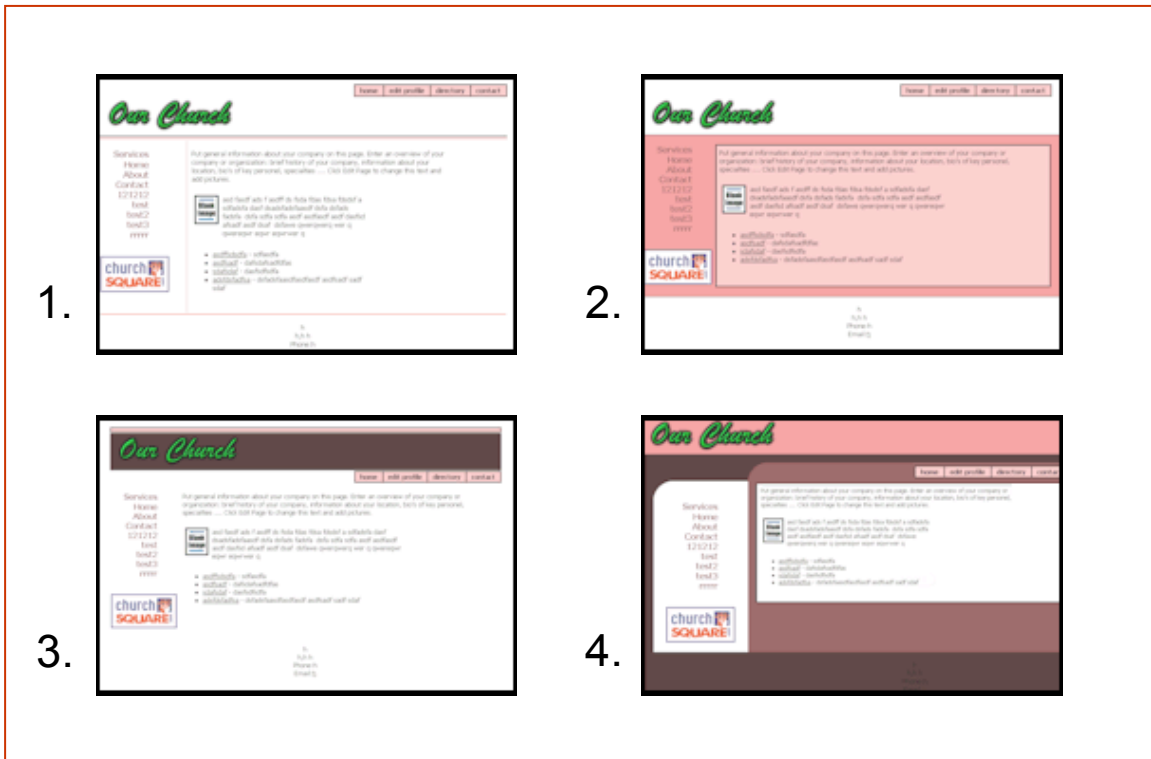
Don't worry; the sites look much better than how they are portrayed above! Once you customize your color and the banner (title plus logo) and add content, the site will look lively and professional!

Template 1 is very professional with only a little color. It is especially good if you have your own custom banner graphic to go across the top of the page. Template 3 is also a clean simple design but with more color in the banner area and appropriate if you are just adding your church title and not a graphic banner. Template 2 is a high color presentation laid out in blocks – Template 4 is similar but with a more modern curved shape. All of the templates have left hand navigation and user control for log-in and personalization across the top. This is a standard web presentation and is necessary to maintain the built-in functionality of the site for multi-ministries, member login and profiles.

You can pick a unique color scheme, and if your church uses particular colors, it is possible to choose the exact colors by knowing the "HLS" or "RGB" values of the colors. Part of your registration process will be to pick your style and colors; however, they can be changed at any time.

Registration and Site Set-up

You may already have registered your site but let's start from the beginning. You begin the registration process by signing-up for the free trial. This gives you 10 days to work on the site prior to "going live". We suggest you wait until the basic site is built and then activate the account and obtain or transfer your own URL (web address like: http://www.YourChurch.com).

1. Go to www.ChurchSquare.com and click on **Free Trial**.

2. Go through the registration process.

- Template -- pick one of the templates. You do not need to agonize over it – it is simple to change later.
- Color Scheme – This is a preliminary choice; you can come back to colors later and customize individual colors.
- Plan Choice – all you need to pick now is the basic site, upgrading is easy and quick.
- Site Name – You will use the site name to login. Keep it short and write it down.
- Email – Put in the email to which you want all of the administrative notices and default emails for the site sent.
- Password – You can only log in to edit the site if you have the password, write it down.
- Church Slogan – This will appear on the footer of the website pages. If you do not have a slogan, perhaps place a Bible verse here.
- Description – The description will become part of the Services and Maps page. Keep it around 50-100 words.

CAUTION! Use 2 Letter State Abbreviations

When entering your city and state you need to provide something that is recognized by the weather service used on the site. Make sure you use the correct 2 letter state abbreviation.

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3. Now click "Create Your Site". You now have a site that is accessible through the login function on the www.ChurchSquare.com website or by typing in the lookup window of your browser: http://www.ChurchSquare.net/YourSiteName/login. Each time you login you will come to the control panel for ChurchSquare Site Manager; which is where you should be now. Let's get familiar with the functions of the panel.

ChurchSquare Site Manager

This is the control panel for your site and account. As you upgrade your plan, more options like email and donations will become available. There are several large buttons across the top. The "Edit Site" button moves you into the site editor function. You can also ask a support question through email or activate your account (register a domain name and start making the site available to the public). At the bottom of the page is the "Upgrade your site plan" link. You will use that link when you want to move to the Interactive or Multi-Ministry plans.

To the right of the page are some graphs under Monitor your Site. In the future you will want to see how much traffic your site is getting by clicking on the "View Statistics" link.

For now click on the "Edit Site" button and we will begin building the News page.

News Page

You already have created the start of a site with 4 default pages! Your News page (the present page) is fully functional with external content – you need to start adding your church's content. This page is going to be your home page – the place people will hit first, so we have packed a lot of information into the one page. We also hope that your users will set this page as their default home page for their browser. It offers all the news about the church and excellent external content.

The Bible Resources page is also completely ready to go once the site is activated. With activation, your members will be able to download the Bible study tool and install it on their PC for no charge. However, we do not permit downloads until the site is activated.

The announcements page is an automatic page created as you add announcements. The Services and Map page has your church description on it but we will get to that later. First, let's add some additional content to this page by adding a newsletter article and an announcement.

Add a Newsletter

The News page comes up in "Edit Page" mode and may look fairly confusing. You will soon become acquainted with this format. What you are seeing is Sections and under the sections a series of content "components". With the ChurchSquare site manager you build web pages by adding and arranging components on a page. The News page is a specialty page and already has the components installed. While you would edit components on a regular page, you typically do not edit components on the News page. Instead you use the link buttons to add Newsletters or Announcements and you add Upcoming Events with the calendar.. Let's add a Newsletter:

1. Click on the Add Newsletter link

2. You are now on the "Create New Page" screen. Add the Page Name; this is the Newsletter article title. Click "OK". This creates the page.

3. You are now in the page list function. This is a key page you will come back to. It is how you delete and reorder pages and control the site menu. If you had a full list of Newsletter articles you would probably delete or reorder the articles. We have the ChurchSquare greeting newsletter here as a placeholder – you can delete it. Now click on "edit" for the article you just created.

4. Again you have opened the Newsletter page in "Page Editor" mode and ChurchSquare Site Manager has created the components for you. Right under the Section 1 heading are two pre-populated components. First, a heading title that reflects the newsletter title you gave when you created the page and second, the actual body of the newsletter. This component type is an image / title / text component. We review how to change component types later. For now let's edit the image / title / text component by clicking on "edit".

5. Now you are in the paragraph editor. You can see the three sub-components, image / title / text. It takes a while for the text editing application to download but, once you click in the text box, you have a mini-word processor that you can use to add and edit text or paste in text from another document. Go ahead and click in the box.

6. Type in the Author's Name, deleting the generic text; keep the bolded text to keep a common format for your newsletters. Now you can type in or cut and paste from another document. Most people use the copy and paste method so they can use the functions like spell checking in a full featured word processor. If you copy and paste, an unusual font may result in some unrecognized characters; even a font like Arial can result in some characters being changed to "?" so check the work. Now type in or paste in your title.

7. Now click "Click here to change this image". You are now on the "Select Image" page. You can either upload a GIF or JPG image or you can select from the art work by clicking on the blue menu on the left.

   - To upload an image hit the "browse" button. Locate the GIF or JPG file, highlight it and click "open". Click the "Upload" button which transfers your image to your website. Your image will appear. If it is not the correct size you can resize by clicking the "–Reduce" or "+Increase" links. When you are happy with the size, click the "OK" button.
   - To select a library image click on the blue menu and continue searching until you find something appropriate. Click the image and it will upload, you can resize it just like an image. When you are happy with the size, click the "OK" button.

8. If you do not have an image you will need to change the component type. Back on the paragraph editor, in the upper right corner, there is a small "Change" link underneath the icon of the component. Click on "Change". Now you are going to select a non-image paragraph component, you would pick the title / text component at the left of the second row. Click on it and you are back to the paragraph editor but no image! Once you are done editing click "OK".

9. Now you are back to the page editor. There is one more important step. You just finished what the newsletter article will look like after someone clicks on the headline on the News

page. You wouldn't want to put the entire news article on the News page, it would become impossible to navigate. Instead you have a headline and then a punchy summary, known as a teaser, that someone can quickly read and decide whether to click through to read the overall story. You need to add the summary in the "Brief Description of this Newsletter" at the bottom of the page. You can skip the summary and only your title will appear on the News page. When you are done click "OK".

That is it! You now see the full article. If you click on the News left menu navigation you will go back to the News page. Your page name and brief summary are on the News page and if you click the title, you will go back to the complete article.

TIP! Organize Your Files

Keep all of your text and image files organized within a directory structure on your PC and back the files up to removable media. When you want to change a page you can work with your files on your PC first and then easily cut and paste them into the paragraph editors when it is time to update the site. For announcements and newsletter, use the same files you used to produce your Sunday bulletin and regular newsletter.

Add an Announcement

You already know how to add an announcement; it is just like adding a Newsletter article. The difference is that you are probably going to want to have more than three to five announcements on the site but not have them all appear on the News page. The site is set up so that no matter how many announcements only the default number (set at 5) appear on the News page, however, all of the announcements appear on another default page, the Announcements page. You can change how many announcements appear on the News page – we will discuss that in the next section.

You will want to reorder the announcements if the most important are not showing up on the News page. To do this, go to the "Page List" by clicking the button at the top of the page. Click on the "reorder" link down in the announcements section. The interface is self-explanatory. If you have the "reverse link" box checked back on the "Page Group Links" page, make sure that your most important announcements are last on your list!

TIP! Multiple Announcements

You can put many announcements under one heading. You might want to have "Student Ministry Announcements for July" all grouped together if you do not have a long article associated with the individual announcements.

News Page Editor

How do you control which announcements go on the News page? What external news and weather feeds to show? You do this through the News Page Editor, but be careful, this is a complex page and if you accidentally delete a component or otherwise corrupt the page, you will have to delete the page and re-add it (actually that is pretty easy if you have to do it).

To edit the News page:

1. Go to the News page, you should already be in edit page mode but if not click the "edit page" button at the top. You see a similar format – Sections and components under the Section. Right now let's look at announcements by clicking on the "edit" button above the announcement component (careful! not above the Title component).

2. This brings you to the Page Group Links editing page. You see that the default is 5 announcements and that they appear in reverse order from how they appear on the Page List

page, i.e., the most recently added is listed last on the page list page but first on the news page. We like the default, if you do, click out of the Page Group Links by clicking "cancel".

3. You can do the same with the Newsletter component type. If your weather is not working, click on the Edit News icon above weather and make sure you entered a valid city and the correct 2-letter state abbreviation. If you wish to not show some of the news types, you can deselect them by editing the News component.

TIP: Skip Editing the News Page

This is a complex page and, unless you have something that really does not work for your church, just accept the defaults until you get more experience with the Site Manager.

You should have a workable News page now. Develop an administrative process where you update the newsletters and announcements weekly. Try to make it a part of your normal Sunday church bulletin production.

Services and Map Page

With this page you can give users what they need to find out the basics about your church and how to attend a service. Go to the page by clicking on "Services and Map" in the left hand navigation. You see the page title and the church description you entered during registration. Let's set up the page:

1. Click the "edit" button at the top of the page. The now familiar Page Editor is displayed. A picture of the church or pastoral team would be appropriate to compliment the church description. If you have one or want to change the description, click on the edit button above the church description text (not the title component but you can change that also if you want).

2. The paragraph editor is displayed. To add an image to the text click the "change" link in the top right. Pick the paragraph type you like – if you have a landscape style picture of the Church you might want to pick the last icon on the top row. If you have a portrait image of the pastor, you might want to pick the icon next to last on the top row. You should be able to upload the image and add text just as you did for the newsletter. When you are done editing click "OK".

3. Next, lets add service times and descriptions. You have a couple of options. If you have two distinct types of services like a Sunday and Wednesday service or a Traditional and Contemporary service, you might want to use Sections 2 and 3. If you do not have that distinction, use Section 4. You now want to click on the "add" button for the appropriate section.

BUG REPORT: Add Component Menu Can Appear Low on the Page

When you click the "Add" button on the Section title you might think that nothing happened. It did but your menu box may have jumped to the bottom of the page – scroll down and you will find it. This is a positioning problem with Internet Explorer versions 5.5 and 6.0 and will hopefully be addressed soon by Microsoft.

4. By clicking on the add button you pop-up the component menu. As you cursor over the component types, you get submenus. Take a look around to become familiar with the different types. You will probably just use the simple text but if you have a logo for a service you can choose the Image / Text / Title component. Click the appropriate icon.

5. Your familiar paragraph editor pops up. You may want to do a little extra formatting here. For example, if you put the service times in bold, a larger and perhaps dark blue font color, you will make it easy for your users to find the times. Finish editing and click "OK".

6. To add directions for your church, add a new Section 4 component by clicking the add button. Start with text to give the address and directions. Click "OK".

7. Add a link to MapQuest by adding another new Section 4 component and choosing Links – Maps. This will help you set up a link to the appropriate MapQuest map. You can also use this link to add map links in announcements. If you have the capability, it may be preferable to have an artist create a map and upload a JPG or GIF image instead of the link. The advantage of the link is the user can interact with the map to get specific driving instructions.

> ## CAUTION! You are Linking to the Secular World of the Internet
> MapQuest supports itself through advertising. While we have not seen sexually explicit content or gambling, we are seeing secular content that some may find objectionable.

You have now completed your Services and Maps page so people can find you! Three pages to go: Staff, Class Schedule and Doctrinal page.

Staff

The staff page is really essential for larger churches. You can also add pictures of lay leaders or elders using the same page function. You might want to have one page for elders, one for teachers, one for deacons, one for staff, etc. It is a great way for your members to get to know who the church leaders are. To add the Staff page you use the "Add Page" function:

1. Click the Add Page button at the top of the Site Manager. You see all the available page types. The blue pages are available under your plan, the black pages require you to upgrade. You can also add any of the standard page types with any plan. In the Informational column you will find the "Church Staff", click on that page.

2. Create a Page interface pops up. If needed, change the page title to 'Elders' or some other appropriate title. You probably want this to appear on your main menu so just click "OK".

3. Now edit the Church Staff page by clicking edit. You can see there is a placeholder Staff member to give you a feel for content and placement. You are going to edit that component and then continue to add similar image / text components. If you do not use pictures you will add just text components. Click on "Edit" for the sample component.

4. Use the change function to change the component type if you do not have a picture. Edit the image and text for your staff. Note we have the text description separated into five categories, name, major duty, background, ministries, email. You can do this as you like but use a similar layout for each to help the user find the information. When satisfied click "OK".

5. Now click "add" in Section 1 and add the next staff person. Select a similar text component type, such as the second from the left on the top line. When you add an image use the image resizing tool to get all of the images the same size, otherwise your text will not line up evenly. When you are done adding staff, click "OK".

Your staff page is now finished. Take a look at it by clicking on the menu item and re-edit the page to make any corrections you feel are needed.

Doctrine Page

The doctrine page lists some of the essential doctrine, governance and membership rules for your church. It will give people a better idea of your core beliefs. We have provided a sample of one church's doctrine page to get you started. Please amend or use it at will – it is simply there as an example.

To add the Doctrine Overview page you use the Add Page function:

1. Click the Add Page button at the top of the Site Manager. In the Informational column you will find the "Doctrinal Overview", click on that page.

2. Create a Page interface pops up. If needed, change the page title. You probably want this to appear on your main menu so just click "OK".

3. Edit the Doctrinal Overview page by clicking "edit". You now have a page with three components, title, the textual overview and an application for church membership. Begin by editing the text by clicking the "edit" button.

4. Your text editor pops up. You may want to cut and paste from existing church documents. Note we include mission, statement of faith, organization and membership criteria. That gives a quick but comprehensive overall summary of church doctrine. When you are satisfied, click "OK".

5. Now let's look at the input form. If you do not want to include a form for membership click the "X" on the component line and delete the form. If you want to keep the form, click the "edit" button.

6. You are now on the "Custom Input Form" page.

   - When someone submits a form on your site it creates an email that is sent to the site administer or an override email you enter at the bottom of this form by clicking the "Send email to an address which is not this accounts address" box and entering the email.
   - The form name which identifies which form was submitted when you get the email. Change the title to something like "Membership Query".
   - The "Form Fields" area on the page builds the form. The left column shows you the fields you already have. Next to the box are arrows for changing the order of the questions. Below the arrows are the fields you can add to the form; cursor over the add buttons to see the different types of form fields you can add. On the right side is where you define the fields. Pretty simple, eh?
   - Let's add a form field. Let's add a "Checkboxes" field. This allows you to check all choices that apply. In the "Label" box we put the field name. Let's enter "(Status)". Now add the choices in the large box, one per line. In this case lets enter:
     - Member
     - Member of another church
     - Have made Christian confession of faith
     - Have had adult baptism
   - Now click "Save".
   - Next enter the question by clicking on "Title" in the "Add:" column. Type "Status? (Check all that apply)" in the label box and save. The new fields are now in the left hand column. Click the up arrow to move the question just after the email field. Now highlight the answer fields and move it up just below the question.
   - You can now change the explanation at the top of the page by editing "Enter message". After a user submits the form, they will get a reply; you enter that reply in the "Enter reply" box. You can also suppress the reply and have the user go to a specific page by clicking on the "After the form is submitted, override default page and go to this page:" box.
   - Now click OK to view that page. Play with the form – you will see that you can check all of the square boxes for a question but only one of the round radio buttons in a question.

7. You probably do not want to keep the question so edit the form and delete both the question and the answer fields. When done click "OK" for the form and then "OK" for the page.

Class Schedule

The class schedule is produced by your filling in specific fields describing each class. These fields are used to produce a summary table at the top of the page that gives users a quick

reference of all classes and then allows them to hyperlink (go to a book mark by clicking the class title) to the class description.

TIP! Start with Adult Class Schedule

You may want to just have an adult class schedule. Those usually require more descriptive information for class content than classes for children. You could also separate into adult, student and children's schedules by creating a separate page and renaming it for each class type.

To add the class schedule you use the "Add Page" function:

1. Click the "Add Page" button at the top of the Site Manager. In the Informational column you will find the Class Schedule, click on that page.

2. Create a Page interface pops up. If needed, change the page title to Adult Classes or some other appropriate title. You probably want this to appear on your main menu so just click "OK".

3. You are back to your page list. Let's reorder the pages (how they appear in the menu) by clicking on the "reorder" button above the main menu list. Click "Class Schedule" to highlight it and then click "move up". Click "OK" when you are satisfied with the menu order for all the pages.

4. Now edit the Class Schedule page by clicking "edit". You can see there is a placeholder class already entered. You are going to edit that and then continue to add classes (add a line) until you finish describing all classes. To start click the "edit" button above the class table.

5. You see the summary of the place holder displayed, click "edit".

6. Fill in the boxes – again you can cut and paste descriptions if it is easier. When you are done click the "Add an Additional Row" link at the top right.

7. Now edit that new row by clicking "edit", repeating the process until all of your classes are entered. Use the arrow buttons to reorder the classes. When you are satisfied, click "OK".

8. Click on "Class Schedule" in the left hand navigation menu and take a look at the page. The table at the top gives a summary and you can see the course description by clicking on the course title. If your table is a little hard to read, shorten some of the titles so the lines do not wrap.

Changing Site Design

Perhaps you are not satisfied with the look and colors of the site or just want to see how it will look in the different templates. There is a comprehensive tool for changing look and colors. Start from your site editor by clicking "design". Most of the functions on the Design page are pretty straight forward. The color function is a little complex so let's look at that:

1. Click the "Site colors" link. You now can enter custom color schemes by highlighting one of the color boxes and selecting a color for the element. The six boxes roughly correspond as follows:

- Dark 1 -- Text color
- Dark 2 -- Button color, not text in button
- Dark 3 -- Color behind buttons
- Light 1 -- Background color
- Light 2 -- Border color
- Light 3 -- Text color inside each button

2. You can select colors three ways – the grid is easiest while the other ways are more flexible. You can match colors that your church uses if you know the **HSL** (Hue, Saturation, Light), **RGB** (Red, Green, Blue) numeric values.

3. An easier, but less versatile way to pick colors is by clicking on the "Color Scheme Generator" link. Once you click on the "Select base color" grid, that generates color coordinated schemes, you can then pick a scheme. If you like most but not all of the colors in the scheme, you can pick the scheme and then edit the colors on the previous page. Click on the arrow on the "Select Combo" and click "apply changes". When you are satisfied then click "return". You can now edit individual colors and then click "apply changes" when you are satisfied, then click "return".

Tip! You Made Changes and Cannot See Them

Most web browsers cache content to help minimize downloads. That means your browser stores content when it thinks it is viewing a page that has not changed. If you can't see changes, try hitting the "Refresh" button in your browser. Also IE users should check their caching setting. Click on "Tools" and then "Internet Options", click the "Settings" button in the "Temporary Internet files" section. Click the "Automatically" radio button. Then click OK twice.

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4. Check the effects of the color change by looking at a page. Return to the design editor if you are not satisfied.

Site Title -- The other major design area that you may want to look at is the site title. Changing the site title is the single most important thing you can do to improve the look of your site. The site title function is fairly straight forward and you can work through the different alternatives by clicking on "Change Title" on the "Site Title" design page.

One of the easiest ways to achieve your own personal look is to use a web banner designed for your church. If you have one, click on the "Your Logo" option and upload an image to use as the site banner. Another popular option is to use the combination of a logo and site title text (on of the four choices in the right-hand column). This allows you to enter your logo and then use the site title text for a slogan. You can then work the colors to compliment the logo design.

Activate Account

You have now completed all you need to have a great web experience for your church members. The basic information about your church is published, you can add newsletters and announcements and you have great external content for members. Once you activate the account and transfer or register a domain name the site will be available to the public. To begin the process, return to the "Home" page of the Site Manager.

1. Click on the "Home" button at the top left. You will see the large "Activate Account" button at the top, click on it.

2. Fill in address and payment information. Your credit card will be billed in 3 month increments but if you are dissatisfied you can cancel at anytime and receive a pro-rated refund. Read the terms and conditions. Clicking "OK" obligates you to the terms and conditions which restrict your use of the site and limit our liability.

3. Once you click OK you are taken to the "ChurchSquare Site Manager Site Activated" page. From this page you have a chance to register in search engines and yellow pages. This is the only time we make you that offer because we do not think many churches will want to spend the additional money. For example, a yearly registration in yellowpages.com is $120. There is information on how to register with sites like Yahoo! if you want to. If in the future you decide you would like to register for yellow pages or preferential placement in search engines, please call us.

4. Click on the "Setup Web Address" button. If you presently have your own domain name you can transfer it or you can search for a new domain name by clicking "Register Domain". When you find a domain name that is not registered you will confirm that you want to register the domain name and pay the registration fee.

TIP: Use ".org" For a Church URL

Usually a church will use the .org (non-profit organization) extension as opposed to the .com (commercial) extension. Keep your URL short by abbreviating some of the words in your church title. For example, Faith Community Church uses FaithCC.org. Add a location name to your address if your URL is taken, like FCCWoodlands.org.

Your activated account will take up to 3 days to register and appear on the web. At that point your site is fully accessible by the public. Get the word out to your members and start communicating through the web!

Step 2: Build Community and Interaction

This is what you have accomplished with the basic site:

- Posted information about your church
- Given members a safe place to surf the web with great external content
- Provided a great Bible study tool download
- Began to create community and make your site interactive with an online membership pictorial directory.

Upgrading the site plan to an Interactive plan, allows you to take the site to the next level. Rather than being mostly informational, you can build up your site to include ways your members can interact with each other and the staff. This will help increase communications and should help reduce the time and cost of that communication.

All of the functions described in this section are available with the Interactive plan with the exception of event payment. Because event payment is linked so closely with the calendar function, it is described in this section but requires upgrading the plan to Donation-Enabled.

Calendar, Event Signup, Payment

The calendar is a completely functional calendar that includes:

- Recurring events
- Linkage to the Events section of the News page
- Online event signup and payment
- Short event descriptions for the calendar and Events section
- Click through to full length descriptions
- Public and private (only if member logged-in) events.

Begin by creating the calendar page from the add a page list. If you have already upgraded the plan the "Calendar" link will be blue. If you have not upgraded click on the link below the calendar page and upgrade. To use the event payment, you must upgrade to the Donation Enabled plan (event payment, online donations and small bookstore). If you are not satisfied with the functionality you can call ChurchSquare.com within 10 days of upgrading and we will roll-back your plan at no cost to you.

1. After you create the Calendar, go to the Page List. When you are satisfied with the menu order, click on the "edit" for the calendar. DO NOT DO ANYTHING WITH THE CALENDAR IN EDIT PAGE MODE EXCEPT CHANGE THE PAGE TITLE. Setting up events does not work in the edit mode – you need to have the calendar in regular mode but opened within the

overall site editor. That is somewhat confusing but if you see the word "edit" in the address window of your editor you are in edit page mode. You can get to the correct place by simply clicking the calendar from the left navigation menu. The only reason to be in edit mode for the page is to change the calendar title.

2. The calendar displays in the default week mode with the current day highlighted. You can switch to daily or monthly mode or pick different time periods by following the menu at the top of the calendar. As the calendar administrator, you have the option to add single or recurring events. A site user would not see these options.

3. If you are donation-enabled, make sure you have a PayPal business account and you have entered your PayPal account on the site. If you have not, open a new window and login to your account. Click on "Store" in the top menu. Click on the link for "Payment Methods". You will check PayPal in the "Payment Types" list. Now move down to "PayPal ID" and click the small blue link "here" to signup for PayPal. Click the Signup link at the top right. You want to open a business account, so click on the "Business" tab. Fill in the form by tabbing through the boxes. Write down your password. You will have to confirm the sign-up with an email. Once you are sign-up you can enter your banking account into PayPal. Logout of that window. Now go back to your ChurchSquare Site Manager window and enter the email you gave PayPal as PayPal ID and click OK.

4. Add an event by clicking on the "Add Event". This brings you to the event editor. Adding the information is fairly straight forward.

- The "Summary" text box will contain the description that will appear on the calendar and, if the event is linked, in the Event section on the New Page
- The Description appears on a separate page when the user clicks on the link in the calendar or the event page. If you do not fill in the long description, just the event name, time and location appear.
- Add in the start time and duration
- Access gives access to see the event even if you are not logged in. For most of the events, give full access.
- Check "Visible" to show the event on the front page. Any event that is clicked will show up if the event has not passed and if the event is within 90 days. Use this very judiciously – you only want 2-5 events highlighted on the News page.
- Enable event signup by checking the box, enter the email where you want sign-up forms sent to. If left blank the emails will go to the main site mailbox. The calendar automatically generates a simple signup form. If the fields on the form are not adequate for your event, you will have to develop your own form and link it to the event description page by editing that page and adding a link.
- Check the Event Collection if you have signed up for PayPal. Enter the event price. Enter your PayPal ID if it was not automatically entered.
- Click "Save Event". Go through the process: the event is on the calendar, on the events page and that members can sign-up and pay online. The tool is very versatile and highly integrated.

Recurring events -- Recurring events are similar except that you enter the recurring options at the bottom of the page that allow you just about any recurring schedule possible. Of course you cannot sign-up, pay for or display a recurring event because it is actually many different events. To enable these functions, you would have to enter the event as a single, non-recurring, event.

TIP! Use the Calendar for Church Holidays and Even Birthdays
Notice that you can use the calendar to enter your church's or denomination's holidays. If they always fall on a specific date in the year you can enter them as recurring events and you will not

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have to enter them again. You could even have a separate calendar just for birthdays but that will take someone who wants to enter and maintain all of those dates.

Editing -- To edit an event, click on the event and then click on the "edit this event" link. You can enter any information but you cannot change a non-recurring event to a recurring event or vice versa. You will need to delete and re-enter the event.

Multiple Calendars – You can have as many calendars as you wish. Each of these calendars can make events visible on the News page. Other than the roll-up to the News page, the calendars are completely independent.

Email Newsletter

A mailing list allows your members to enter their email so you can send them newsletters or other news directly. To enable email lists:

1. In the edit site mode, click on the "settings" button at the top of the editor, scroll down and check the "Enable Mailing List" box and click "OK". A "site mailing list" link will now appear on the bottom of your site's pages.

2. Click on the "Home" button of Site Manager and then on the "Mailing List" link under "Manage Your Site".

3. This is where you will manage your Mailing List. Click on "Mailing list settings" link. Enter a title for the list, a description of the list for those signing up, and a thank you message for those completing the signup process.

4. You can send mail by clicking the "send mail" button. You send mail to everyone on the list. Check your message before you send it by clicking the "Send Test Message" button. This sends the message to the site's default email.

The email newsletter function is self-maintained by your members. They enter their email by clicking on the "Site Mailing List" on your site and they unsubscribe to the newsletter by clicking the link at the bottom of any email you send.

Message Boards

Message Boards are a great way to develop communication around a particular group or ministry. Users post messages of interest to the ministry and other users can respond or elaborate on the message. Users develop message threads around a theme and others can look over the messages and comment at any time they wish. Message Boards might be used to carry on an online discussion of a Bible verse, to post an announcement, to solicit ideas for an event, to ask a question on a current event or any number of virtual conversation topics.

Members using a message board on a ChurchSquare site must be registered and logged in on the site and messages are posted with their login name. This helps you control proper use of the boards.

To create a board:

5. Click on the "add a page" button. Click the "Message Board" link and name the board the main subject matter – such as "Prayer Needs", "Student MB" or "2 Peter Study".

6. Place the page in the menu and click "OK". Reorder the page if necessary end click "edit". Edit the Title component and change the title if you desire. Enter the "Page Name" at the bottom of the page to change the menu listing.

The page is now complete. You can edit the page after it has been in use to see if there is any objectionable use of the message boards. You can then delete the message and work with the user to curb further abuse.

> **TIP! Manage Message Boards**
>
> Make sure you do not throw out a bunch of message boards without the ability to manage them. First pick topics where you know there is an active audience. Maybe a group that has been doing a prayer and needs ministry – message boards can work very well for a prayer ministry. Also, if you have a group doing Bible study through email, they would probably enjoy the flexibility of a message board.

Chat Rooms

Chat rooms enable a virtual conversation among a large number of people. Chat rooms can be very popular with youth. However, chat rooms can be susceptible to abuse. Members must be logged in to the chat room to participate. Still they can use a pseudonym and it is not possible to police the chat rooms completely. You should discontinue chat rooms if they are being abused.

You create a chat room just like a message board. After you create the chat room it is suggested that you edit the page and post appropriate use criteria. Do this by clicking "Add" in Section 1, choosing the first text type and typing an appropriate use statement. A typical statement may be:

> Chat rooms are for the use of (your church) members to increase fellowship and ministry in Christ. Any conversation or comments that are obscene, vulgar, offensive or advocate breaking the law or are hateful to a particular group of people, or are dangerous or otherwise inappropriate are expressly prohibited. Violations should be reported immediately to (webmaster@yourchurch.com).

Still, you should be aware that chat rooms can be abused and parents may intervene if they believe the site is not appropriate for their children.

Polling Booths

Polling Booths can be another tool to add interaction and interest to your site. Polling Booths can be added very easily through the "Add a Page" button. Create and name the page, reorder its position in the menu and edit the page. Section 2 on the page allows you to add an image, there are several 'election' oriented graphics in the clipart files or you can add your own. If you do not have an image to add you can delete the component or change it to text and explain more about the issue being voted on. Now create the poll question by editing the polling booth component in Section 3. Type your question in the long box at the top. Add choices in the small box on the right. You can then reorder or delete the choices.

You can force people to register before they can see results. Commercial sites use this to increase the likelihood for people to enter a profile on the site. You probably do not need to do this if it is a 'fun' vote. If it is a serious vote, you might want to have people register – but remember, you cannot prevent people from voting more than once.

You cannot add more questions to a voting booth. They are designed for quick single issue questions and immediate feedback to the voter. If you wanted a more serious and detailed survey on the site, you could start with one of the forms (the small group application or the simple query form) and modify that form to fit your survey. The site would not keep statistics for the form, you would only use it for data collection.

Voting booth questions should run on your site no longer than a week or two at the most. If it was a 'serious' vote, like "Would you use child care Wednesday evenings?", you might want to have a news article that discusses the results and how the church is going to respond. Your members will like to see that you care about their opinion and take action based on their needs.

Step 3: Structuring Ministries

In many ways the church is its ministry. You are there to do God's work on earth. It is important to increase awareness of ministries and ways your members can serve.

There are essentially two ways to communicate your ministries: the Multi-Ministry sites or the Ministry Category Page. The Multi-Ministry sites require that you upgrade to that plan but the Ministry Category Page is available for all plans.

Multi-Ministry Sub-Sites

One of the best features of a ChurchSquare website is the ability to upgrade to the multi-ministry sites and create a site-within-a-site. This give you the capability to have a separate focus for a ministry with its own announcements, mission statement, interactive forms, mailing list, message boards, calendar and so forth. There are many possibilities:

- A Small Groups ministry might create a separate site with its own vision and Frequently Asked Question (FAQ) page and calendars or message boards for many of the small groups so they can keep in touch.
- A missionary you support could create their own site to feedback his challenges and praises to the people who support him. He might also post messages about his physical or prayer needs.
- The Women's ministry might want to have a separate look and feel for their site, perhaps they want to have a strong message board system for prayer and encouragement.
- The Student ministry might want to make heavy use of multimedia and create links to their favorite Contemporary Christian artists.

Each of the sites would have separate site names and passwords. That allows you to delegate site creation and maintenance without allowing access to your main church site. Users can access the site through a menu on the main site or by typing an extension onto the main site URL (www.ChurchName.org/SiteName, e.g. www.FaithCC.org/Youth)

TIP! Think Carefully About Your Strategy for Delegating Sites

There might be great initial enthusiasm but little follow through for creating and maintaining the site. We advocate that you pick a few select ministries and then manage growth carefully. Some criteria to consider when picking the ministries for initial implementation are:

- Is the ministry core to the church – does it define your mission?
- Is there an advocate within the ministry that is willing to take on the task of creating and maintaining the site?
- Does the advocate have reasonable organizational skills and can set a schedule to maintain the site, such as refreshing announcements on a weekly basis?
- Do they know how they are going to use the site to further their ministry – do they see the advantages of increased communication and interaction or do they just think it would be "cool"? (Being cool will wear off quickly but making a difference for God can give lasting energy to the ministry site!)

You can create as many sub-ministry sites as you wish. You are only limited by your capability to manage the sites and the overall site size.

Once you have reached agreement on which ministries to start with, creating the sites is easy and straightforward:

1. Site must be activated and you must upgrade the site to the Multi-Ministry Plan. Both of these tasks can be accomplished through the Home page of the Site Manager.

2. From the "add page" list, click on "add site ministry" to bring up the "site administration" page.

- Your "Group Name" is what is used as the extension on the URL and the name you log into the site with – keep it short but meaningful (SG for small groups, Youth for Youth Ministries, etc.). You cannot put spaces in the name.
- The email address is the default email address for site notifications and for form submission.
- Write down the password!
- The name should be the name of the person who will be responsible for the site.

3. Click "Create Ministry Site". This creates your site within a site with a default announcements page.

Proceed to create pages and content just as you would a basic site. There is a special Small Groups Application page developed specifically for a small groups ministry – you can modify that form for other ministry applications. You will also want to add a separate ministry calendar to communicate events. Calendars within the sub-ministry do not roll-up to the main site.

Message Boards can be especially effective for a sub-ministry site. You could set up a message board for each one of your more active small groups. Or set up one to discuss plans for a short term mission. Maybe create a message board where members can post odd jobs where the Students can respond to earn cash for that missions trip.

Ministry Category Page

You will not want to give every ministry their own sub-site. For ministries that we want to assure have a web presence but not their own sub-site, there is a Ministry Category Page. This page is designed to give a summary of all the separate programs within an overarching ministry. For example, you might have several programs within the Children's Ministry such as the main Sunday school, special kids sermons, day care, choir, etc. This page allows you to explain the program quickly to members and provide contacts for further information. You can put the Ministry Category Page in your main site or your sub-sites.

From the "Add a Page" menu, click on the "Ministry Category Page" under "Informational":

1. Change the page name and select the appropriate menu structure and click "OK". Reorder the page if needed and click the "edit" link.

2. Begin by providing a ministry overview. Click on the "Edit" button above the title component and change the page title to the appropriate ministry, click "OK". Now click the "Edit" button above the Mission text and add the appropriate information, click "OK".

3. If you want to add some live links to the page for contacts click the "Add" button on Section 1 and select a "Links" component.

4. Now add components for each of the programs within the ministries. You can do it in two column mode by using Sections 2 and 3 or one column mode by using Section 4. Choose the appropriate component type depending on whether you want to add a link, an image or just a text description.

5. Continue to add separate components for each ministry. Try to add logos or leader pictures to create more visual interest but be careful to keep the image size and layout similar for a more professional appearance.

Step 4: Expand Your Site

You should have a pretty impressive site by now but there is still a lot more you can do. As you gain experience with how the Site Manager works you will find you can create just about any type page and many different functions. Further, we are always working with our partners to expand

the functionality of our core platform so your Site Manager tools will continue to offer many different tools in the future.

This section assumes that your site is activated and you have the Donation-Enabled or Bookstore Plans. Both plans have similar functionality but the Bookstore plan allows you to have 1000 products or event / donation types while the Donation-Enabled allows a maximum of 75 different items.

As well as discussing donations and items for sale we will discuss multi-media, including adding sermon audio, and email management. Email accounts are available for all of the plans except the Basic Plan.

Donations

The donations function requires that you are signed on with PayPal. If you have not already done this, the process for sign on was discussed under event payment in Step 2.

With the standard donations page, users can make either a single donation or users can 'subscribe' to a weekly, monthly, quarterly or yearly donation. Users can enter any amount that they wish. They can use any account that they have set up with PayPal including a bank account or credit card.

You can modify this form by clicking the "edit page" button and then clicking the "edit" button on the PayPal component. You can set the page to suit your particular needs or the needs of a specific fund drive:

- Ensure your correct PayPal ID is entered.
- Choose "Donations" from the pull down menu for "Pay Type".
- You could change the Item Name to a specific drive, such as 'Building Fund'.
- Enter any default amount.
- Change your message.
- If you are looking only for subscriptions or only for one time donations, uncheck the appropriate box.

When you are satisfied, click "OK".

The versatility of the donation function allows you to create a new donation page for specific drives, for example a special Christmas Giving fund or a Building Capital fund.

Catalog

Any church has items they want to distribute to their members from time to time. Perhaps it is a special book related to a sermon or current event. Other churches may be operating a small bookstore with a Donation-enabled Plan (up to 75 items) or a full book store with our Bookstore Plan. You can develop and run an online bookstore with full ecommerce capability to help you streamline and simplify operations.

Payment Types

The first step is to set up payment types. Smaller scale operations may want to stick with the PayPal option. If you want to develop a merchant account and accept credit cards directly, you can do so from the Home page of the Site Manager. By clicking on the link at the bottom of the page "Accept Credit Cards" you will be shown a link to our partner, Charge.com, who offers competitive card rates. You can also obtain a Merchant Account through your bank, CPA or accounting packages like QuickBooks.

To set payment types click on the large "Setup Donations and Store" button. Check off the credit cards that you have signed up for with your merchant account. Next, enter gateway information if

you are authorizing cards via the Internet (this information is from your Merchant Account vendor). Test your connection then enter your payment message and click OK.

Store Settings

Under "Setup Your Store" click on the "Store Settings" link:

1. The default currency is '$', that should be correct. We recommend you change the "Shopping Cart Indicator" box to "Show shopping cart indicator only when it has items in it". Since your site is not predominately a shopping site you probably do not want your cart always showing at the top of the page.

2. Next, enter your store policies. A typical privacy policy may be:

    ChurchName collects information necessary to complete online transactions for merchandise. We take your privacy seriously and do not share this information with any other organization, except as necessary to complete the transaction. ChurchName will not sell or rent your personally identifiable information to anyone.

3. Enter your return policies. A typical return policy may be:

    ChurchName will replace goods that are defective or arrived damaged up to 30 days from receipt of goods. Unless it is defective, software items cannot be returned. Because of the high cost of returns, we would appreciate care in selection of items. If you must return items please contact us directly at (email) or at (phone). Except in identified areas of deliberate abuse, ChurchName will accept returns for refund up to 30 days after receipt of goods. You are responsible for return shipping costs.

4. If you have the capability to maintain the inventory levels, you should check the inventory control feature. This lets you enter an inventory amount and will not allow customers to buy items where sales exceed the inventory level you entered. In most cases you will also want to check the "Add Quantity" box. This allows customers to select the quantity of the same items that they wish to purchase.

5. The store checkout features shorten the time your customers take to check out. When they are in checkout mode they are on a secure, encrypted server which slows down data transfer. Therefore, you have the option to turn off site graphics to speed up page download. It is suggested that you check this box.

6. Enter your checkout message. A typical checkout message may be:

    Thank you for your order. You will receive email notification when the merchandise is shipped.

7. The "Collect Additional Information" box can be checked that lets customers enter special instructions. That is usually most appropriate for business to business sales.

8. Usually you will not want to check the "Use Simple Checkout" box. This option suppresses the capability of users to set up an account and not have to enter all of their account information every time they use your store.

9. Enter information for your "Order Completion Email". You may want to modify the email if your customers can pick up their orders. Make sure you enter an email or the site default email will be used.

10. When you are finished click OK to return to the "Setup your store" page.

11. Click on the link for "Shipping Information" to enter shipping amounts. If you want to add a 'pick-up' option click on "Add Flat Shipping Rate". Under "Shipping Method" type in 'Pick-up', change the "Calculation" to "Flat Rate Per Order" by highlighting it in the pull down menu and enter '0' for the "Shipping Rate". You can also put in a rate table by weight, number of items

or total sales. To enter a table click on the "Add Table Shipping" link. You may want to enter different rates for different zones (you could use zones such as 'Metro Area', 'In State', 'Out of State'). If most of your orders are something consistent, like audio cassettes or CDs, it may be preferable to enter a flat per item shipping rate.

12. After you finish adding shipping rates click "OK" to return to the "Setup your store" page.

13. To finish setting up your store you need to enter a sales tax rate by clicking on the link. On the "Sales Tax Settings" page enter your state and your local tax rate. The law is in flux but most Internet sales require you to charge sales tax to the local authority in states where you have employees. For most church stores this will be only for sales made to people in the church's home state. Select your state, enter your local rate and click "Add". You probably only need the single rate so when you have entered your local rate click "return".

You have now finished setting up your store settings.

Managing Your Store

You can manage your store using the links on the right side of the "Setup your store" page. Click on the "Products" link to begin setting up your catalog:

1. Click the "Add Page / Category" link. First you create a new category like 'Sermon Tapes' or 'Bible Study Tools'. Then you can create a page if you wish that category to be displayed as a separate page for your site. If you do not wish to display it as a page you can then add the catalog item onto an existing page (we will describe that process later).

2. Once you created a category, you can add products.   Click the "add/edit products" link. Click the "Add Product" link. Fill in the "Product Information" page. Items can have a normal and sale price and you can check the "On Sale" box when you want to charge the sale price. Under ordering options you can enter product variations (typically size and color) that all have the same price and you are willing to track as the same product number – inventory tracking will be more difficult this way. Upload an image of the product if you wish to. When you are satisfied, click "OK".

TIP! Develop Uniformity for Your Product Catalog

Take some time to develop a style guide for your catalog. For example, how are you going to structure your catalog pages? What products groupings would be easiest to help your customers navigate through the pages? What standards do you want for the long and short descriptions. If they are books or tapes do you want a standard format to the description like Title / Author / Date Published / Hard or Soft Back / Number of Pages / Summary? Even small things like the price would help make your site look professional. If one price is '19' and the next price is '$ 19.00 each' your site will look inconsistent and poorly maintained. You might want to enter your sale prices as "$ 16.95 on sale"

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3. Repeat the process until your category is complete. If you set the category as a page, that page should now be visible on the site. Whether or not you entered the products on pages, you can now add products to most pages on your site. To add a product to a page:

- Edit the page on which you want to add a product
- Click the "Add" button on the Section you want to show the product, choose "Store Products" and choose either "Product Catalog" or "Single Product Item".
- By choosing "Product Catalog" you can choose a category of products to show on the page. A "Single Product Item" lets you pick any item that is in your catalog.

TIP! Tie in Products to Announcement Pages

Perhaps you have a great Christian music artist coming to the church. You could add a CD to the announcement page and get your members excited about the music. Or, if you are announcing a new Bible study, perhaps you will want to sell the workbooks by placing them on the announcement page.

Once your customers place orders, the orders will show on the "View Orders" link of your Store Management page. You can then select "View Orders" from the "Manage Store" page, click on the "process" link where you can process the order and send out confirmation emails.

Sermon Audio

If you have your sermons in a suitable format for the web you can upload them and make them available to your site users. There is a specific page to add for Sermon Audio but you can add audio to any page by adding "Multimedia" / "Media File" component. Use a title or text component to name and separate each media file you put on a page.

Managing Email

All of the site plans, except the Basic Plan, come with email capability. You can only have email if your site has its own URL and the account is active. To set up email accounts click the "Email Accounts" list on the "Home" page of the editor.

1. Click the "Add Mail Account" link. Enter the email name and password. Please remember to make a permanent record of the emails and site names. Click the "Create Mail Account" button when you are done.

TIP! Determine the Naming Convention for Your Email

Think of a way to make it easy for your members to remember emails. Larger organizations often use the FirstName.LastName@SiteName.org convention. If you are small you might want to use the FirstName@SiteName.org convention. Another common convention is FirstNameInitialLastName@SiteName.org. You can create one main email account for yourself and then use email forwarding of other likely names so members have a better chance of 'guessing' the correct email. For example, your main email address might be FirstName@SiteName.org but you can set up PastorLastName@SiteName.org or any number of other addresses to forward into your main mailbox

2. Once you have set up the account click "Edit" to change properties. You can forward all of the mail sent to this box to another mail box by filling out the "Email Forward" section. A more likely scenario will be to create mailboxes that you want forwarded into your mailbox. Do this in the "Mailbox Addresses" section. If you want to create a mailbox like PrayerNeeds@SiteName.org you could create it here and have it forward to your box. That way you minimize the amount of mailboxes you use (each plan has a limited number of mailboxes) and you do not have to check more than one mailbox when retrieving your mail.

3. Once you have your mail boxes set, you will need to change the settings in your mail application – for example Microsoft Outlook or Microsoft Outlook Express. Typically you will add a POP main box and set your POP server to:

    POP.(YourSiteName).org – (assuming your site name uses the org extension)

And your SMTP server to:

    SMTP.(YourSiteName).org

That concludes our site building guide. There are many other ways in which you can use the tool. We invite you to try many of the component types to build custom pages and functionality. You can experiment with building pages but set the menu to a "non-menu item". That way, members

cannot see the page when they are visiting your site. When you are ready to have the page viewed, edit the "menu/name" link and change the "Page Location".

We always appreciate your feedback on other component types and functions you would like to see. Please email us at Service@ChurchSquare.com. Thank you for using our product and expanding your ministry!

APPENDIX 1 - Basic Site Setup Questionnaire

Please provide the following information. If possible please provide the information in an electronic format (MS Word or WordPad for text, .jpg or .gif files for images are preferred). If is not necessary to have 'everything' to begin your web site but the more you have the more complete it will be.

1. Church descriptive information:

    1.1. Church Name

    1.2. Address

    1.3. Phone and fax number

    1.4. URL (web address)

        1.4.1. If you currently have a URL what is it?

        1.4.2. If you do not have a URL and would like to get one (additional charges apply) what names are you considering

    1.5. Church slogan or tag line or Bible verse

    1.6. Brief church overview of 25-75 words. Describe the primary direction and mission of the church so visitors can get a quick overview of your church

    1.7. Primary contact for email or notifications from the site

2. Services

    2.1. Day, time and location of each service

    2.2. Description of each service

    2.3. Ancillary activities during services including infant care, child ministry, youth ministry, adult classes, fellowship, etc

3. Beliefs

    3.1. Doctrinal overview

    3.2. Affiliations

    3.3. Church governance

    3.4. Church membership criteria – do you want to include a membership application (please supply a copy of your current application) or a membership question submission form on the site?

4. External Content

    4.1. Do you wish to exclude any of the external content from the site: Christian News, Family News, Associated Press, Sports News, Business and Finance News, Weather, Bible study tools?

5. Staff – please provide for each staff member the description of their duties, short background, community and family profile and email address

6. Class Schedules

    6.1. Adult classes typically vary in content or are more topical while Youth and Children classes do not need full descriptions of content. Typically, adult classes with long descriptions are set up on a class schedule page that provides help in summarizing the classes. For this type of page we need the following for each class:

6.1.1. Class Title

6.1.2. Day and beginning and end time

6.1.3. Location

6.1.4. Leader

6.1.5. Class description including intended audience

6.2. Youth and Child classes typically do not need to be broken out by individual class but an overall description of the program is usually more appropriate (ie, describe the program for Junior High Students rather than the 7th grade class and the 8th grade class.)

6.2.1. Name of program

6.2.2. Day and beginning and end times

6.2.3. Location

6.2.4. Leader and contact

6.2.5. Description of program and intended audience.

7. Ministries

7.1. Ministry structure

7.1.1. What are the few key ministries that 'define' the work of the church? You might want to highlight these ministries with their own page, calendar, and other pages such as sign-up forms or message boards. These will become you sites within a site if you are subscribing to the Multi-ministry site but assuming you are including these within your main site, supply the following:

7.1.1.1. Ministry name

7.1.1.2. Vision and Mission

7.1.1.3. Staff or lay contacts with phone numbers and email addresses

7.1.1.4. Programs

7.1.1.5. Description of how church members can interact and become involved with the ministry

7.1.1.6. Calendar of events

7.1.1.7. Application or query form

7.1.2. Other ministries are best to group on a single page under a ministry category like Women's Ministry, Youth, Outreach, etc. For each of these ministries please provide:

7.1.2.1. Structure of how ministries are grouped with grouping name and individual ministries (for example, Men's Ministries is the grouping, Accountability Groups, Deacons, Men's Retreat, Sports Ministry may be the individual ministries)

7.1.2.2. Vision, mission and description including time and location of meeting if public is invited

7.1.2.3. Staff or lay leader with name, phone and email contact

8. Site look and feel

8.1. What are your churches (or ministries') standard colors or color schemes you would like to see on the site? Give RGB values if possible.

8.2. Standard church (or ministries') type fonts and colors

8.3. Provide examples of stationary, publications, and newsletters etc. that represent the church's look and feel that you would like on the web.

8.4. Examples of websites you like

9. Images and graphics – please provide these in .jpg or .gif format. ChurchSquare can create a banner and logo for you at an additional charge or scan and make ready for the web existing hard copy logos (again additional charges apply).

9.1. Church picture

9.2. All logo including logos for the church and all ministry logos

9.3. Web banner if available

9.4. Staff pictures

9.5. Map if available

9.6. Photos of members active in ministry or worship that express the character of the church

9.7. Images or photos for newsletter articles

9.8. Any other graphics that are available

10. Church Audio – we prefer Windows Media (wma) files but any digital media file will work. Audio will help newcomers get a feel for your worship and sermon style and allow members to review sermons they missed.

10.1. Last 4 sermon audio with speaker, sermon titles and short summaries

10.2. Two to six representative worship songs

11. Current newsletters, bulletin and calendar – please supply in electronic (MS Word or WordPad) format. We will do an initial population of your newsletters and calendar. Please let us know if recurring events have unusual patterns, like 1st and 3rd Thursdays of each month

12. Any other information you think is relevant or useful.

APPENDIX 2 - Quick Start for Site Support Administrators

TABLE OF CONTENTS:

Proper Document Usage and Document Distribution

This document is being furnished by ChurchSquare.com, LLC, for informational purposes only to users of the ChurchSquare Site Manager. Information in this document is subject to change without notice and does not represent any commitment on the part of ChurchSquare.com, LLC. The software described in this document is furnished under terms and conditions available during the site activation process on the website.

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TIP! How to Use the Guide

This Quick Start Guide is intended to help Site Support Administrators perform their most common maintenance tasks: Newsletters and Announcements and the Calendar. It is intended to be printed out and used as a reference. This guide will help administrators learn 'just enough' about the use of the ChurchSquare Site Manager to perform these maintenance functions. However, much of the information in this guide is a repeated from the Basic Site building step of main guide.

The Administrative Function – Keeping the Basics Up-to-Date

A ChurchSquare website is designed so it can be maintained by people with little or no web experience. While there is time needed to learn all of the ins and outs of the ChurchSquare Site Manager, the very basics of site maintenance are easy to learn.

There are three specific areas that site administrative support personnel will want to learn so they can help in keeping the site up-to-date. These three areas are the newsletters, announcements, and calendar and events. These three areas represent the majority of content that will change frequently and maintaining them will keep the site interesting and people coming back.

The purpose of this section of the guide is to help site Administrative Support manage these three functions so they can up to date.

Newsletter Articles

The newsletter section is going to be the first thing your users see. It can be extremely informative and increase people's interest in the key ministries of your church.

Try and have three news articles on the main news page.. Add at least one new article each week. Remember to delete the old articles. To delete the old articles go into your site editor, click on page list, and click the delete button next to the article you wish to delete.

How do I Add a Newsletter?

4. Login into your site. In order to edit your site you must first login. To login for editing purposes go to your domain and type "/login" after the address (e.g., http://www.domain.org/sitename**/login**)

5. Click on "Edit Site" this brings you to the News page

6. Click on the "Add Newsletter" link

7. You are now on the "Create New Page" screen. Often you will add page titles and the menu location, i.e., where the page sits in the left hand navigation menu. However, for a Newsletter you just add the "Page Name". This is a short version of the Newsletter article title. Type in the title and click "OK". This creates the page.

8. You are now in the page list function. This is a key page you will come back to. It is how you delete and reorder pages and control the site menu. If you had a full list of Newsletter articles you would probably delete or reorder the articles. Now click on "edit" for the article you just created.

9. You have just opened the Page Editor and you are probably wondering what the heck is that!! It is actually an extremely flexible page creation device. Once you get used to it you will find it easy to use and you can create a wide range of page types with it. For Newsletters, we are going to edit "components" under Section 1. Right under the Section 1 heading are two pre-populated components. First, a heading title that reflects the newsletter title you gave when you created the page and second, the actual body of the newsletter. This component type is an image / title / text component. For now let's edit the image / title / text component by clicking on "edit" right above the component.

10. Now you are in the paragraph editor. You can see the three sub-components, image / title / text. It takes a while for the text editing application to download but, once you click in the text box, you have a mini-word processor that you can use to add and edit text or paste in text from another document. Go ahead and click in the box.

11. Type in the Author's Name, deleting the generic text; keep the bolded text to keep a common format for your newsletters. Now you can type in or cut and paste from another document. Most people use the copy and paste method so they can use the functions like spell checking in a full featured word processor. If you copy and paste, an unusual font may result in some unrecognized characters; even a font like Arial can result in some characters being changed to "?" so check the work. Now type in or paste in your title.

12. Now click "Click here to change this image". You are now on the "Select Image" page. You can either upload a GIF or JPG image or you can select from the art work by clicking on the blue menu on the left.

- To upload an image hit the "browse" button. Locate the GIF or JPG file, highlight it and click "open". Click the "Upload" button which transfers your image to your website. Your image will appear. If it is not the correct size you can resize by clicking the "–Reduce" or "+Increase" links. When you are happy with the size, click the "OK" button.
- To select a library image click on the blue menu and continue searching until you find something appropriate. Click the image and it will upload, you can resize it just like an image. When you are happy with the size, click the "OK" button.

13. If you do not have an image you will need to change the component type. Back on the paragraph editor, in the upper right corner, there is a small "Change" link underneath the icon of the component. Click on "Change". Now you are going to select a non-image paragraph component, you would pick the title / text component at the left of the second row. Click on it and you are back to the paragraph editor but no image! Once you are done editing click "OK".

14. Now you are back to the page editor. There is one more important step. You just finished what the newsletter article will look like after someone clicks on the headline on the News page. You wouldn't want to put the entire news article on the News page, it would become impossible to navigate. Instead you have a headline and then a punchy summary, known as a teaser, that someone can quickly read and decide whether to click through to read the overall story. You need to add the summary in the "Brief Description of this Newsletter" at the bottom of the page. You can skip the summary and only your title will appear on the News page. When you are done click "OK".

That is it! You now see the full article. If you click on the News left menu navigation you will go back to the News page. Your page name and brief summary are on the News page and if you click the title, you will go back to the complete article.

TIP! Add a picture to the News Section

Want to make the News page a little more visually interesting? Providing a picture with your top news story can help. However, you will have to do this manually. However, if you can add an interesting picture and article and refresh it weekly, it may be worth the extra effort.

To add an headline, teaser and a picture with a link to the full article begin by adding a blank page to publish the article on. Go to "add page" and choose the first "Blank Page" under "Standard Pages". Give the page the name of "Lead Article" and give it a page location of "Not In Menu"; click "OK".

From the page list click "edit page". Now click "add" in Section 1, and select the second "text/image" component in the first row. Enter the article title, text and upload an image. When you are satisfied click "OK".

Now add a component to the News page that contains a picture, link to the lead article page and a "teaser" or short description of the article. Go to the News page and click "edit page". Click "Add" in Section 1 and select the link component category then the second "link & image" component from the first row. Add your teaser text, 15-40 words, in the text section and upload your image. Type in your headline in the "link name" box and click the radio button "Page on your

site" and select "Lead Article" from the drop down menu. When you are satisfied, click "OK". Lastly, you have to move up the component to just under the "Newsletter" title component.

Try and change the lead article and picture at least once a week. Do not delete and recreate it. Instead, edit the components and change out the headline, text and image on both the news page and the lead article page.

Announcements

If you upgrade to interactive site you have a calendar function. That allows you to enter key events and choose the most important to go onto the main page. If you stick with the basic plan, you can use announcements for you calendar events. Otherwise keep the announcements to non-date specific announcements, like new staff, program opportunities, prayer needs, etc.. Keep date specific events for the calendar.

Plan to have three to five announcements at any one time. Make sure your have a routine for maintaining the announcements; we suggest you maintain it weekly in conjunction with the production of the church bulletin.

To add announcements use the "add announcement" button on the News page when you are in the site editor. After you have finished adding announcements, go to the page list, delete old announcements and reorder announcements if you need to. Remember, the default is for announcements to appear in reverse order on the News page from how they are listed on the page list.

Caution! You need a Placeholder Announcement

If you only have one announcement you will not be able to delete it, at least one announcement is a requirement to retain the formatting of the News page!

How Do I Add an Announcement?

You already know how to add an announcement; it is just like adding a Newsletter article. The difference is that you are probably going to want to have more than three to five announcements on the site but not have them all appear on the News page. The site is set up so that no matter how many announcements only the default number (set at 5) appear on the News page, however, all of the announcements appear on another default page, the Announcements page.

You can change how many announcements appear on the News page. Go to the News page and make sure you are in "Edit Page" mode – if you are not sure click the "edit page" button at the top of the page. Click on the "Edit" button directly above the Announcements component. This brings up a "Page Group Links" page that allows you to set the number of announcements to appear on the New page. Checking the "reverse links" checkbox means that the last announcement (usually the last one you put on the site) will appear first. This is typically what you want.

You will want to reorder the announcements if the most important are not showing up on the News page. To do this, go to the "page list" by clicking the button at the top of the page. Click on the "reorder" link down in the announcements section. The interface is self-explanatory. If you have the "reverse link" box checked back on the "Page Group Links" page, make sure that your most important announcements are last on your list!

TIP! Multiple Announcements

You can put many announcements under one heading. You might want to have "Student Ministry Announcements for July" all grouped together if you do not have a long article associated with the individual announcements.

Calendar and Events Overview

Your ChurchSquare calendar is one of the leading Internet calendars. You will find most tasks easy and straight forward.

You will want to develop criteria of what to put on the calendar. If you listed every possible event you may find that the calendar is cumbersome for people to use, sometimes less is better. For example, if you post a class schedule on the website, do not also put it on the calendar. A good rule of thumb is that if it is important enough to have in your bulletin, you may want to put it onto the calendar.

The calendars can also be split. You can have as many calendars as you want. Often, calendar maintenance for a particular ministry will be delegated to a lay leader or volunteer.

If you have a Multi-ministry plan, calendars can be created separately within the ministry sub-sites. This way the person maintaining that calendar can have complete control but cannot login to edit the main church site and perhaps make changes they should not.

It is best to maintain the calendar at least on a weekly basis – typically in conjunction with the Sunday bulletin production.

The events section of your News page is controlled by the calendar. When you are adding a calendar item there is a check box you can click to add that item to the Upcoming Events section of your home page.   There is no limit to the amount of events you can tag to be displayed on your home page. Keeping these events to only five will help your home page from becoming too lengthy and cumbersome.

Events manage themselves; you will not need to worry about deleting them. Events display from 90 days before of the event until the end of the week in which the event occurs. (e.g., If an event occurs on a Monday it will display until Saturday.) Keep three to five of your most important events displayed on the News page. If you want an event on the calendar but not to be displayed on the News page yet, simply add it to the calendar but do not check the "Visible" box. When it comes time to display the even on the News page simply find the event on the calendar, click on the event title, then click on "Edit this event" on the event page, then click the "Visible" box and save the event.

Caution! Never Add a Recurring Event to the Events Section

Marking a recurring event as 'Visible' in the Upcoming Events section of the News page will result in the event appearing for each occurrence of the event over the next 90 days.

How Do I Add a Calendar Item?

15. Make sure you logged into your site editor.

16. Assuming your calendar is already created (if not you need to go to "add page" and add a the Calendar) click on the "View Site" logo at the top of the page and then click the menu item for the calendar.

Caution! Make Sure You Are Not in Page Edit Mode for the Calendar

You want to get to your calendar through the menu after you have gotten out of the Page Edit mode and are in the View Site mode. Setting up events does not work in the page edit mode – you need to have the calendar in regular mode but opened within the overall site editor. That is somewhat confusing but if you see the word "/edit" at the end of the URL in the address window of your web browser you are in edit page mode. You can get to the correct place by simply clicking the view site link and clicking on the calendar from the left navigation menu. The only reason to be in edit mode for the page is to change the calendar title.

17. The calendar displays in the default week mode with the current day highlighted. You can switch to daily or monthly mode or pick different time periods by following the menu at the top of the calendar. As the calendar administrator, you have the option to add single or recurring events. A site user would not see the links to add events.

18. Add an event by clicking on the "Add Event". This brings you to the event editor. Adding the information is fairly straight forward.

- The "Summary" text box will contain the description that will appear on the calendar and, if the event is linked, in the Event section on the New Page
- The Description appears on a separate page when the user clicks on the link in the calendar or the event page. If you do not fill in the long description, just the event name, time and location appear.
- Add in the start time and duration
- Access gives access to see the event even if you are not logged in. For most of the events, give full access.
- Check "Visible" to show the event on the News page. Any event that is clicked will show up if the event has not passed and if the event is within 90 days. Use this very judiciously – you only want 2-5 events highlighted on the News page.
- Enable event signup by checking the box, enter the email where you want sign-up forms sent to. If left blank the emails will go to the main site mailbox. The calendar automatically generates a simple signup form
- Check the Event Collection if you have signed up for PayPal. Enter the event price. Enter your PayPal ID if it was not automatically entered.
- Click "Save Event". Go through the process: the event is on the calendar, on the events page and that members can sign-up and pay online. The tool is very versatile and highly integrated.

Recurring events -- Recurring events are similar except that you enter the recurring options at the bottom of the page that allow you just about any recurring schedule possible. Of course you cannot sign-up, pay for or display a recurring event because it is actually many different events. To enable these functions, you would have to enter the event as a single, non-recurring, event.

TIP! Use the Calendar for Church Holidays and Even Birthdays

Notice that you can use the calendar to enter your church's or denomination's holidays. If they always fall on a specific date in the year you can enter them as recurring events and you will not have to enter them again. You could even have a separate calendar just for birthdays but that will take someone who wants to enter and maintain all of those dates.

Editing -- To edit an event, click on the event from the calendar and then click on the "edit this event" link. You can enter any information but you cannot change a non-recurring event to a recurring event or vice versa; to change to the type of event you will need to delete and re-enter the event.

Multiple Calendars – You can have as many calendars as you wish. Each of these calendars can make events visible on the News page. Other than the roll-up to the News page, the calendars are completely independent.