

REACH MY COMMUNITY.ORG
Media that helps you reach your community

Video, Audio
Media

Print
Media

REACH MY COMMUNITY.ORG
BASIC WEB
RECOMMENDATIONS

For Ministry, Nonprofit Organizations

Your web presence is not just marketing and advertising and your Media Campaign is not just web presence. Marketing Ministry conveys the areas of ministry you have been authorized to walk within in the earth with signs and wonders...

Elder Larry David Bowe

World Wide Web
Presence

NONPROFIT'S BASIC WEB RECOMMENDATIONS

Creating Web Presence

Creating a web presence is a very powerful and inexpensive way to reach your local community when properly blended with a multimedia campaign, at the same time establishing a global presence on the World Wide Web. Your web presence is not just marketing and advertising and your Media Campaign is not just web presence. Marketing Ministry conveys the areas of ministry you have been authorized to walk within in the earth with signs and wonders. Your web presence should create a footprint¹ whereby others may follow or find your ministry or services uniquely yours, as well as regional events that will make up your global authority.



What Makes Up Web Presence

Creating a Personal & Local Ministry Signature

A pastors' personal teachings, ministry gifts, in specific the way that minister services; records of these events in photos, videos, CD's, and or DVD's, as well that local ministry workers' teachings, gifts, contributions to that ministry's services create a signature that can only be found within that ministry. The greatest opportunity for a media ministry is to publish that ministry's signature, without which no one will know that local ministry works. A ministry signature will and continues to build an appeal that uniquely can only be found within that ministry.

*The goal of your **media ministry team** is to make your teachings, gifts, records and works searchable on the World Wide Web. To understand the authority granted through a ministry signature is to make known to the world the authority granted to that ministry. Believing God for my healing, "I first enlighten my understanding from teachings; inspired by signs and wonders (found on recordings or CD, DVD or Video's). Your Web Presence is developed by follow your ministry and regional presences (Special Events), these events espouses the teachings, factors that establish your ministry ability, which creates the evidence that you have been authorized to walk within.*

Psalm 68:11

*The Lord gave the word: great was the company of those that **published** it.*

You're Ministry Footprint

"Every place that the sole of your **foot** shall **tread** upon, that have I given unto you, as I said unto Moses; *Joshua 1:3*". A ministry footprint is "a reference to the places of service, outreach your ministry has touched or operated within. In 2007 Living Word Mission new years eve teaching was "**Enter His Rest**"²; over 3 years later when anyone in the world made a yahoo search "Enter His Rest" our teaching come up in the top five results. Key words or ministry footprints are keys to anyone seeking understanding of God's Word, on the World Wide Web. It is always a good point, as part of your media ministry to archive all your teachings to establish your global presence.

¹ "Clearly, what you do on social media leaves traces and cannot be easily removed from the Web. Information can fairly easily be tracked back to you and what you say and do will be public.

www.readwriteweb.com/archives/social_web_unforeseen_consequences.php

² *All good internet marketing campaigns have 3 elements at their core... **Keywords, Strategy & Execution***

NONPROFIT'S BASIC WEB RECOMMENDATIONS

Special Events, Promotions

Special Events or Promotions are ways to bring attention to what is happening or to launch a new teaching, vision within or without a ministry. We often focus too much on the special event when the special event or promotion is merely a strategy to execute a new work or area of ministry The Lord is seeking to manifest in us. The term multimedia involve terms used in contrast to media which only use traditional forms of printed or hand-produced material. Multimedia includes a combination of text, audio, still images, animation, video, and interactivity content which most often will be found at the ministry or part of your web presence.

A successful multimedia campaign will involve a strategy to bring attention to a specific work, with the ultimate goal of bring total attention The Word of God. Your print media bring attention to the event, where they can find additional information by coming to the ministry, contacting your for more information or going to your web site. Television or Radio heightens curiosity and or interest, directing the listeners to your location or web site.

Web or Doman Name

A **domain name** is an identification label that defines a realm of administrative autonomy, authority, or control on the Internet, based on the Domain Name System (DNS). An important purpose of domain names is to provide **easily recognizable** and **memorable** names to numerically addressed Internet resources. Long, hard to spell or combinations of names make it less likely they will find your organization on the web.

Here are some Valuable Domain Name Pointers.

There are some valuable pointers to developing an effective domain name.

1. Make it easy to spell: If people can't spell your domain name easily, they could mis-spell it and end up at your competitor.
2. Easy to remember: so surfers can access your web site by typing in your domain name in their browser window.
3. Short and simple: The ideal domain name is short and simple. A short and simple domain name makes it easy to remember or reference in print ads, radio or TV campaigns'.... (Choose from .com, .net, .org, .info, biz and .us domains)³.

³ Small Business Ecommerce Tutorial Online – Domain Names

Read more: <http://website101.com/#ixzz0rRnGRS00>