



Nina Nicholson
**Director of Communications
& Technology**

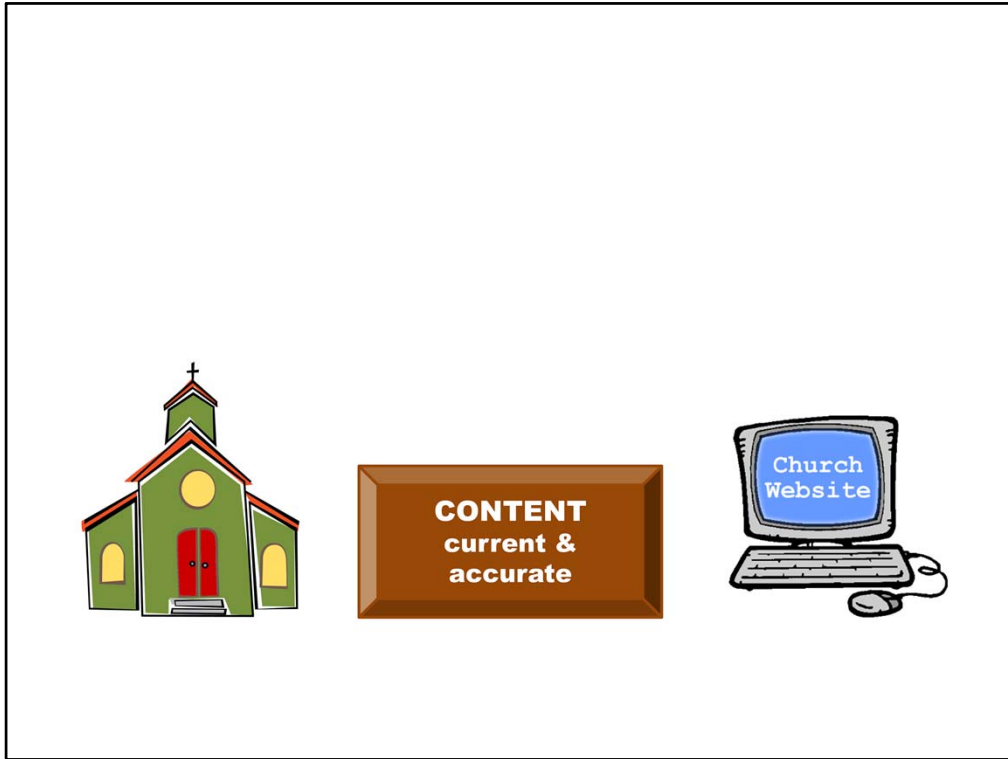
January 28, 2012

80%

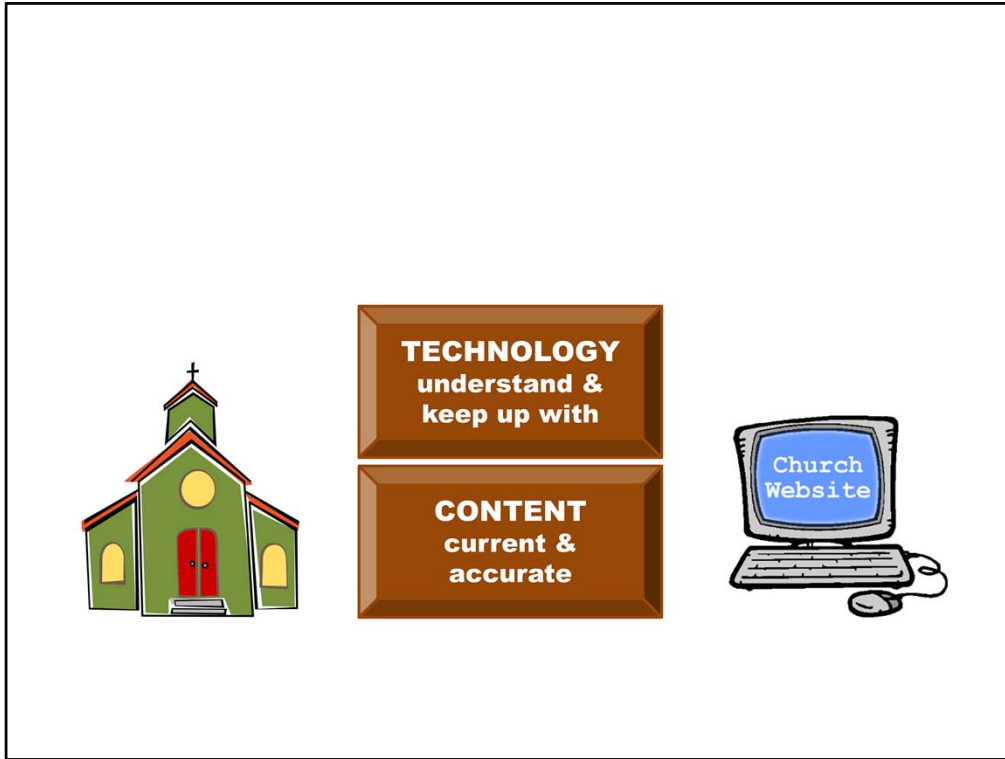
**of church shoppers
look at church websites**

Eighty percent of church shoppers look at church websites. What they want is to get an idea of what the congregation is like before they go there, and what's happening.

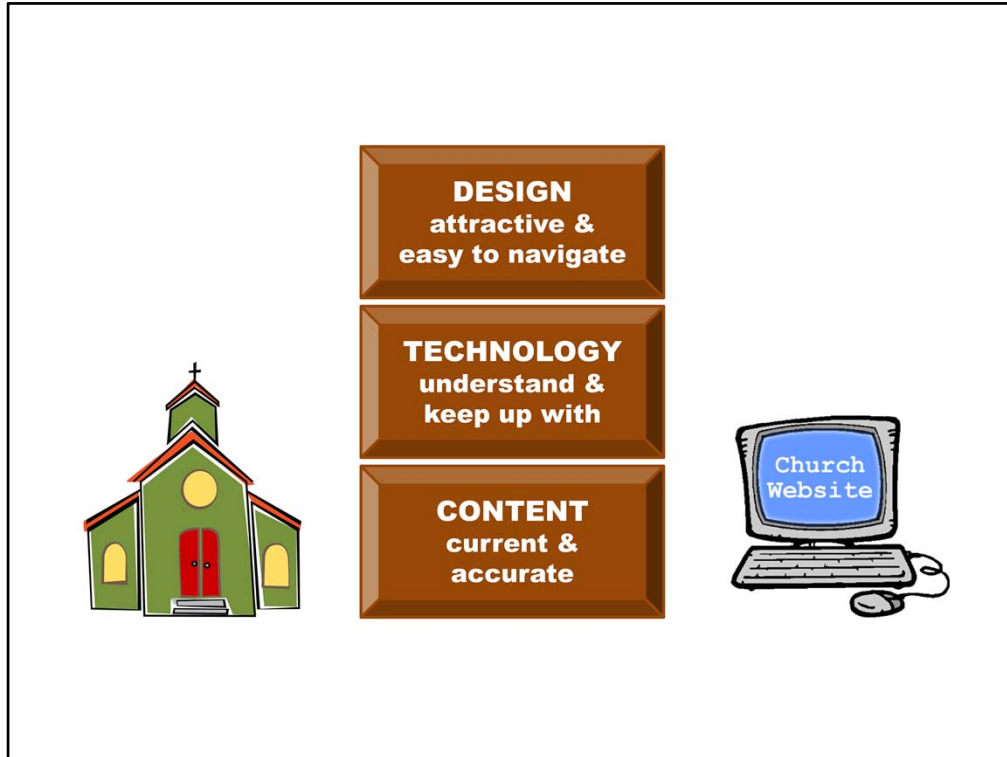
The single biggest turn-off is a website with old information, because it looks like nothing is happening, or else the congregation is out of touch.



The challenge is to keep your website current and accurate. But before you can do that...



...you need to have someone who understands website technology, and who also keeps up with it, because it's changing all the time.



You also need someone who knows how to design a website that's both attractive and easy to navigate.

For many churches, this can seem almost insurmountable.

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The Episcopal Diocese of Newark

Equipping congregations... Empowering people... Engaging the world... with the hope and justice of Jesus.

Bishop Beckwith
Ministries
Events
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Diocesan Directories
Diocesan Administration

Upcoming Events



Friday, Jan 27 - Saturday, Jan 28:
138th Annual Convention: "Living Into Christ's Mission"



Saturday, Jan 28:
Newark Episcopal Women's Commission Convention Breakfast



Friday, Feb 10 - Sunday, Feb 12:
Happening #25



Sunday, Feb 12:
Celebrate the Feast of Absalom Jones

Monday, Feb 20:
President's Day Observance, Episcopal House closed



"Happening - a Christian Experience" weekend for youth grades 9-12. Register by January 27!

[Read more](#)

Montclair High School Makes Toni's Kitchen at St. Luke's its Curriculum and Cause

As many schools hold food drives this time of year, a group of students at Montclair High School are helping the hungry



On the Bishop's Blog

Living Into Christ's Mission



God so loved the world...



They all learn to survive

[More Bishop's blog posts](#)

dioceseofnewark.org

In September 2011, the diocese launched a new website.

When we were researching possible website technologies, one of our top priorities was finding one that would not only meet the diocese's needs, but could also be scaled for and shared with our churches.



The technology we selected is called Drupal, a free and very powerful content management system.

Some of the websites that use Drupal are...



The redesigned White House website launched by the current administration...



...and the new Episcopal Church website launched in December 2011.



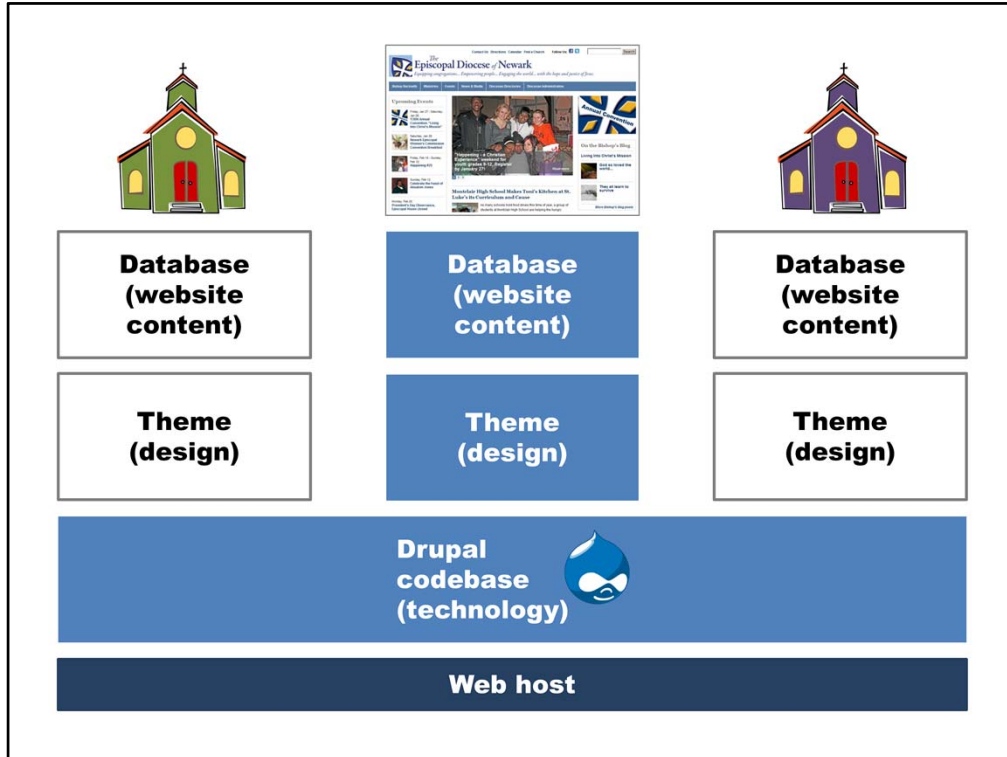
These are the components of the diocesan website.



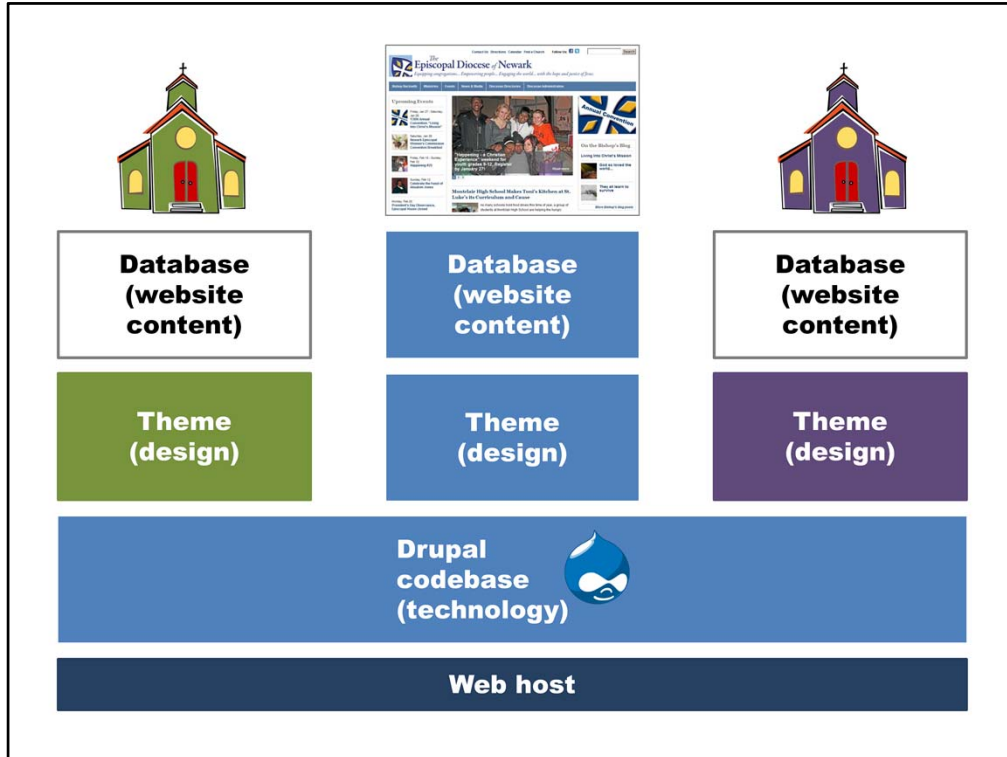
For many years the diocese has made web hosting available to our churches for free.



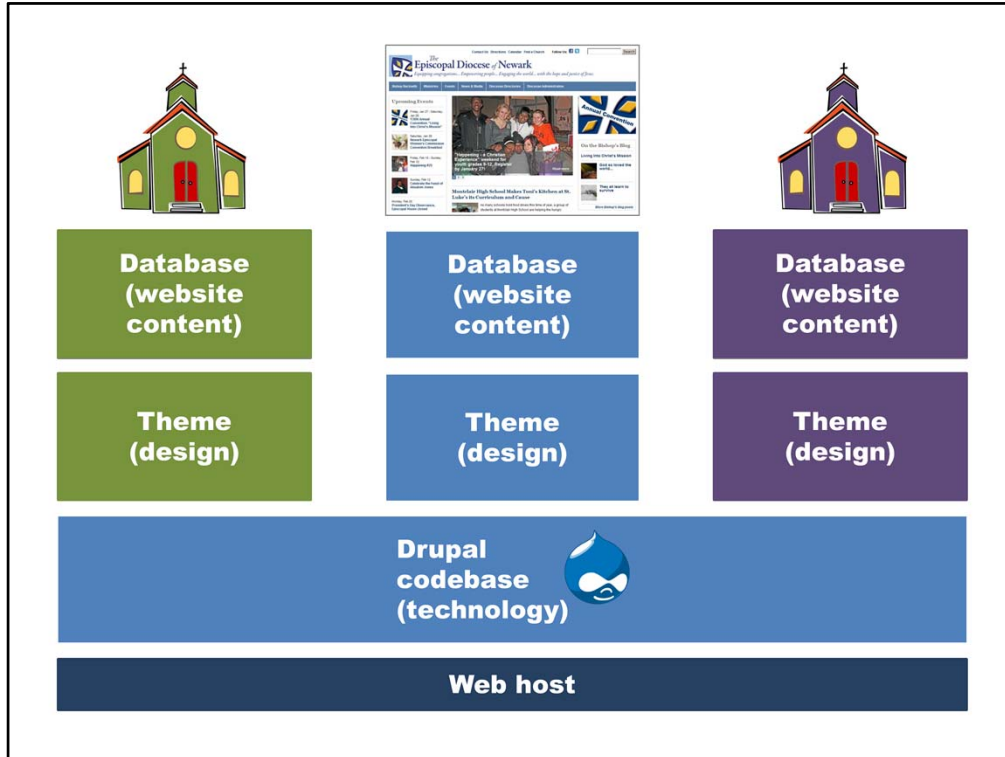
What Drupal will allow us to do for the first time is to share our website technology with any church who is using the diocesan web hosting.





A team will develop a basic theme and database scaled for churches.




A church using one of these websites will be able to work with us to customize the colors of their theme...



...and we will teach them how to populate their individual database with their unique website content, so they can tell the story of who they are on the World Wide Web.

Contact Us Directions Calendar Find a Church Follow Us:  



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Contributor Login

Username: *

Password: *

Once a church website has been set up and configured, posting content will be as simple as logging in...

The screenshot shows the 'Create Story' interface for The Episcopal Diocese of Newark. At the top, there is a navigation bar with links for 'Contact Us', 'Directions', 'Calendar', and 'Find a Church', along with social media icons for Facebook and Twitter, and a search box. The diocese logo and name are prominently displayed, followed by the tagline: 'Equipping congregations... Empowering people... Engaging the world... with the hope and justice of Jesus.' Below this is a menu with categories like 'Bishop Beckwith', 'Ministries', 'Events', 'News & Media', 'Diocesan Directories', and 'Diocesan Administration'.

The main content area is titled 'Create Story'. It features a 'Title:' field with an asterisk indicating it is required. Below it is a 'By:' field with a note: 'Do not put the word "By" in this field -- it is included automatically.' The 'Main Image:' section includes a file upload area with 'Browse...' and 'Upload' buttons, and specifies a maximum file size of 8 MB with allowed extensions of .png, .gif, .jpg, and .jpeg. A note states: 'This image will be used for the main story illustration, as well as the teaser and the dynamic display block on the front page. (Dynamic display block images must be at least 460 x 303 pixels.)' There is also a checkbox for 'Show summary in full view'.

The 'Body:' section contains a rich text editor with a toolbar for text formatting (bold, italic, underline, text color, background color), alignment, and other editing tools. A user profile for 'Michael Francaviglia' is shown on the right side of the form, with links for 'My account', 'Create content', 'My content status', 'Contributed content status', and 'Log out'.

... and filling out a form.

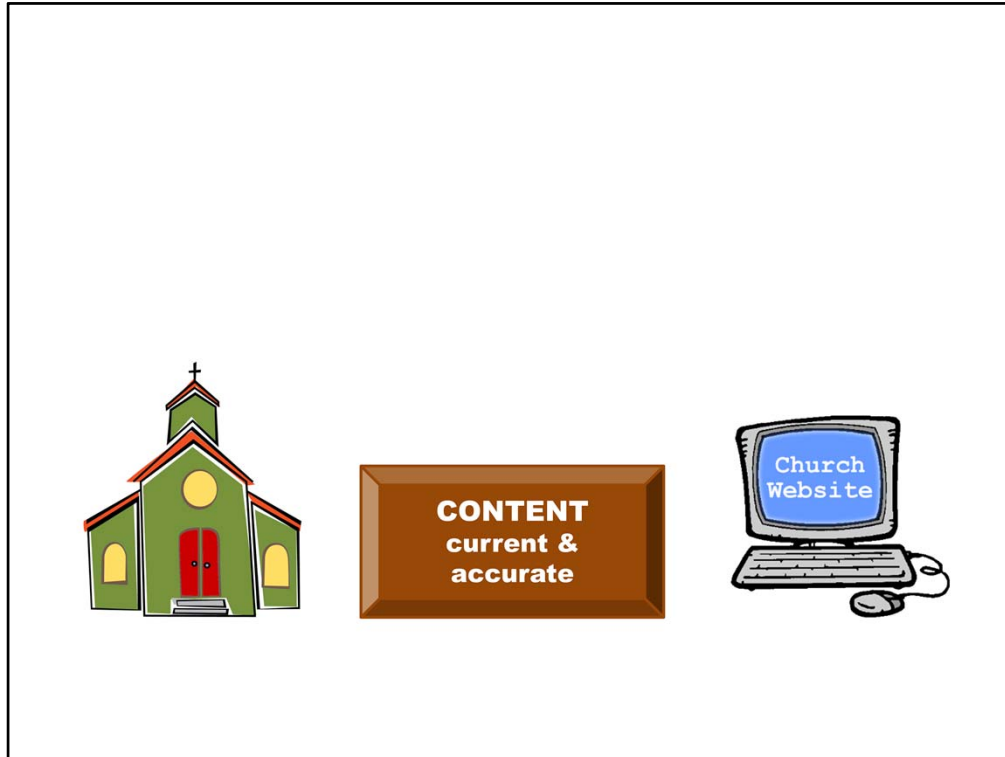
If you can use Microsoft Word, you can update one of these websites.

No special software is needed, and you can log in from any computer over the internet.

You can even assign different people permission to update different parts of website, with oversight and approval.



Drupal websites can also be fully integrated with social media such as Facebook and Twitter.



Because the church websites will be sharing the same codebase used by the diocesan website all technology updates will be handled automatically by the diocese.

Design will be handled by the customizable theme.

Many of the barriers to having an effective church website will disappear.

The only thing churches will need to worry about is updating their content. This will still take a commitment, but now is a lot less daunting.

Cost to churches:

\$0

Best of all, the diocese is able to offer this to our churches for free.

When?!

We don't have an exact launch date yet, because the project is just getting started.

Developing the diocesan website took 4 months, so my hope is that we will be ready to start working with churches on their websites by **Summer 2012**.



The Team:

John Rollins

Jan Paxton

Steven Boston

Randy Johnson

John Mennell

Joseph Harmon

Christian Paolino

The project team members are...



**Questions?
Comments?
Contact:**

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This project will be one of my top priorities this year, and I promise to keep you updated.