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**BUILDING A  
STRONGER  
MINISTRY  
ONLINE**



Connect your ministry with your community online

[GuidingOutreach.com](http://GuidingOutreach.com)



# Guiding OUTREACH

Connect your ministry with your community online

Great design is about more than colors, type, and images. The difference between great and poor campaigns come down to planning. The key to a successful website, marketing campaign, or outreach program is getting your group together and coming up with a plan that will work for you!

In this Ebook, we will give you the basics of smart design and knowledge of the tools that will make your projects successful.

*Thank you!  
And enjoy the book!*

- Guiding Outreach Staff



# LOGO

Your logo is your organization's visual handshake, your digital smile, it is your chance to make a great first impression.

Your logo is the beginning of your branding efforts; it will help define the look of your organization from color, tone, text, to themes.

Unless you are a Fortune 500 company that can afford to roll out a new logo and associated campaign every few years (I'm looking at you, Pepsi) you are going to want to have a logo that is built on timeless themes instead of current trends.

## EXAMPLE: Coke vs Pepsi



Coca-Cola's logo has had very limited modification over the years (Except the short-lived New Coke of the 80's). They have gently adjusted their logo and have done it without any fanfare because they know the brand is a classic.



Over the years Pepsi has made huge changes to their logo's color, tone, font and design with really limited success and some amusement (see below). Pepsi's need for frequent rebrands over the years has made them seem desperate for an identity, besides being second place to Coke's first.





# Color Palette

The colors you choose to represent your organization have connotations far deeper than most would expect. Far wiser minds than my own can go on for days on color theory, so here is my shortcut to give you a brief understanding of the primary colors and their meanings.

## Guiding Outreach's Pro Tip

Guiding Outreach recommends using colors that compliment your sanctuary or building. This subtle trick can help your online ministry feel like your in-person ministry.



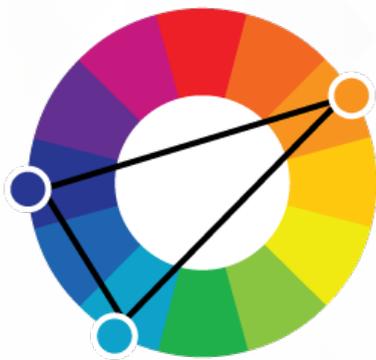
Complementary



Analogous



Triadic



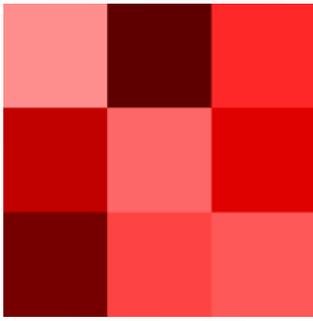
Split complementary



Rectangular  
*Tetradic*



Square



## RED

Red is the color of fire and blood, so it is associated with energy, war, danger, strength, power, and determination, as well as passion, desire, and love.

Red has very high visibility, which is why stop signs, stoplights, and fire equipment are usually painted red. In heraldry, red is used to indicate courage. It is a color found in many national flags.

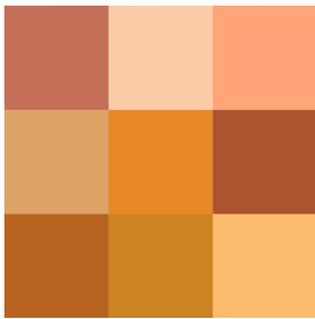
**Light red** represents joy, passion, sensitivity, and love.

**Pink** signifies romance, love, and friendship.

**Dark red** is associated with vigor, willpower, rage, anger, leadership, courage, longing, malice, and wrath.

**Brown** suggests stability.

**Reddish-brown** is associated with harvest and fall.



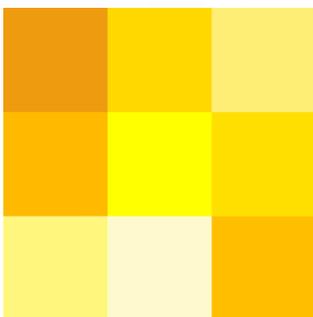
## Orange

Orange combines the energy of red and the happiness of yellow. It is associated with joy, sunshine, and the tropics. Orange represents enthusiasm, fascination, happiness, creativity, determination, attraction, success, encouragement, and stimulation.

Orange has very high visibility, so you can use it to catch attention and highlight the most important elements of your design. Orange is very effective for promoting food products and toys.

**Red-orange** corresponds to desire, pleasure, domination, aggression, and thirst for action.

**Gold** evokes the feeling of prestige. The meaning of gold is illumination, wisdom, and wealth. Gold often symbolizes high quality.

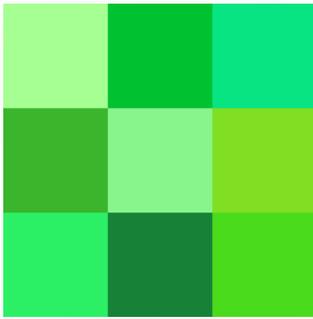


## Yellow

Yellow is the color of sunshine. It's associated with joy, happiness, intellect, and energy.

**Bright, pure yellow** is an attention getter, which is the reason taxicabs are painted this color. Yellow is very effective for attracting attention, so use it to highlight the most important elements of your design.

**Light yellow** is associated with intellect, freshness, and joy.

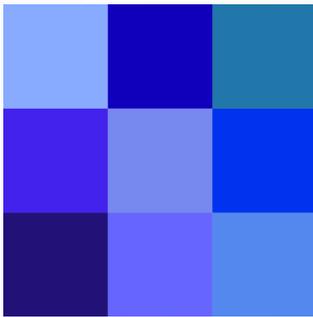


## Green

Green is the color of nature. It symbolizes growth, harmony, freshness, and fertility. Green has strong emotional correspondence with safety.

**Aqua** is associated with emotional healing and protection.

**Olive green** is the traditional color of peace.

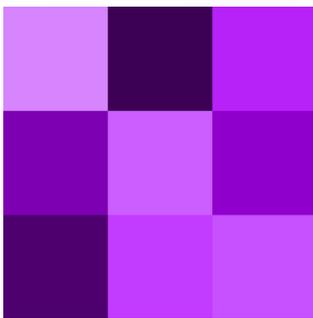


## Blue

Blue is the color of the sky and sea. It is often associated with depth and stability. It symbolizes trust, loyalty, wisdom, confidence, intelligence, faith, truth, and heaven.

**Light blue** is associated with health, healing, tranquility, understanding, and softness.

**Dark blue** represents knowledge, power, integrity, and seriousness. Dark blue is associated with depth, expertise, and stability; it is a preferred color for corporate America.



## Purple

Purple combines the stability of blue and the energy of red. Purple is associated with royalty. It symbolizes power, nobility, luxury, and ambition. It conveys wealth and extravagance. Purple is associated with wisdom, dignity, independence, creativity, mystery, and magic.

**Light purple** evokes romantic and nostalgic feelings.

**Dark purple** evokes gloom and sad feelings.

Keep in mind that this is just a simple overview. Colors can have different meanings depending on social, cultural, and religious beliefs.



# Typography

It's not always what you say, but how you say it. That is what typography is to design, each font (a designated set of alphabet, numbers, and symbols) has characteristics that make it just as powerful in visual identity as a logo.

## EXAMPLE: 1

**MidWest Lutheran Church**

*MidWest Lutheran Church*

The exact same words, yet, based on the fonts used they send two different messages. The top is solid and well weighted to show stability and a refined simplicity. The bottom is much more stylized and has connotations of high style and wealth.

When designing your organizations identity, it is best to pair two to three fonts that are complementary and to use them in all your materials.

## EXAMPLE: 2

**Open Sans  
Extra Bold**

COOPER HEWITT LIGHT

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# Writing

## Continuity is king

Consistency is the name of the game in marketing; find your theme and stick to it. Being consistent with your message is not boring, it is stabilizing.

## Write it once. Use it everywhere.

Too many times we have seen organizations rewrite their introductory message for no good reason. They write an intro for the website, another for the newsletter, and yet another for a flyer, Why? The best way to stay on message is to use the same message. Yes, you may have to do some minor tinkering when changing media, but don't re-write the same message. The point is to eliminate unnecessary busy work and be consistent in your message.

If you write a sermon, turn it into a blog post and a Facebook post and send it out in your email newsletter. Sure, you might want to edit it down or change a few things because sometimes speeches aren't written for reading - we get that. But to only use that hard work once is an underutilized resource. Get it out there! Spread the Word!

Repurpose. Repurpose. Repurpose.



# Bulletin

Your bulletin is your organizations weekly announcement of activities and should be unique and separate from a newsletter. Think of your bulletin as the What, Where, and When of your upcoming events. Keep it focused, clear, and concise.

Your bulletin will work well as an 8 1/2 x 11 or 5 1/2 x 8 1/2 folded sheet handout. You should have a consistent layout so people know where to look every week for the information they want.

## EXAMPLE:

Sunday September 14, 2020

WELCOME TO

## MidWest Lutheran Church

WELCOME HOME

### Weekly Schedule

Monday	Wednesday	Friday	Sunday
Tuesday	Thursday	Saturday	

### TODAYS SERVICE

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**Guest Speaker Peggy Nunan**

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**Conections**

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**Communion**

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MidWest Lutheran Church  
 57 South Lockland ave. St. Louis, MO 63111  
 314.366.3663 • welcome@MWLC.org • MWLC.com

### Upcoming Events & Programs

<p style="margin: 0;"><b>Sunday School</b></p> <p style="font-size: small; margin: 0;">Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna</p>	<p style="margin: 0;"><b>Bible Study</b></p> <p style="font-size: small; margin: 0;">Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna</p>
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<p style="margin: 0;"><b>Wings Group</b></p> <p style="font-size: small; margin: 0;">Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat Lorem ipsum dolor sit amet, consectetur adipiscing elit,</p>	<p style="margin: 0;"><b>Wednesday School</b></p> <p style="font-size: small; margin: 0;">Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat Lorem ipsum dolor sit amet, consectetur adipiscing elit,</p>



# Newsletter

Your newsletter is your opportunity to engage and inform your community, to go into the details that don't make it into a bulletin. It should be well designed, informative, and entertaining. Newsletters are a great avenue to share your success and call your community together. Also, this being the 21st Century, it is always a good idea to put a copy on your website.

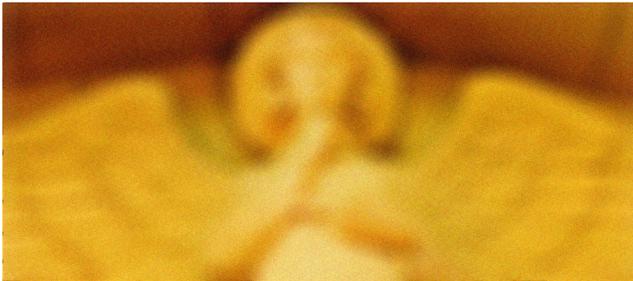
## EXAMPLE:

### WELCOME TO MidWest Lutheran Church WELCOME HOME

Pentecost 2018 | Vol 130 | From the MidWest Lutheran Church

This Month Ben Schoal

## When God Smiles



By Ben Schoal

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## A Daring Love Story

By Ben Schoal



Ben and Shandy Junker

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## GREETINGS FROM THE COMMUNITY

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# Email Newsletter

It is time for us all to come together and admit the internet is here to stay. More and more people are using it as their primary gateway to information, so an e-newsletter is a great tool to keep your community informed.

## Guiding Outreach's Pro Tips

1. Don't post entire stories: give an introductory paragraph and link them to the full article on your website.
2. Keep it concise: you are fighting the clock in holding your audience's attention in this medium.
3. Use a template: there is no reason to start from scratch each month. This will save you time and ensure consistency.

## EXAMPLE:

WELCOME TO  
**MidWest Lutheran Church**  
WELCOME HOME

### The Greatness of Mark



A NATIONAL DIVISION Mark 3:20-30 Third Sunday after Pentecost Analysis by Peter Olson The crowd came together upon us that they could not even see. 21 When his family heard it they went out to restrain him, for people were saying, "He has gone out of his mind." 22 And the scribes who came down from Jerusalem said, "This has ..."

[Read Full](#)

### Meet A Scholar



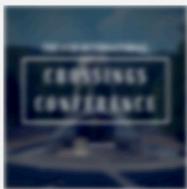
**Peggy Nuran** Meet caption text here. Use the block's Settings tab to change the caption position and set other styles. [Learn More](#)

**Ben Schaal** Meet caption text here. Use the block's Settings tab to change the caption position and set other styles.

### Upcoming Events

NOT AGAIN, BUT WAIT FOR IT... WAIT FOR IT... I AM BOOM!  
John 1:6-9, 19-28  
Third Sunday of Advent  
Analysis by Mark Morice

It there was a man sent from God, whose name was John. This came as a witness to testify to the light, so that all might believe through him. He himself was not the light, but he came to testify to the light.



Meet caption text here. Use the block's Settings tab to change the caption position and set other styles. [Register](#)

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[f](#) [t](#) [@](#)



# Email

Your email signature is a hospitality tool to be available to your viewers, members, & community.

The goal is to match your email suffix with your domain name. For example, if your ministry URL is “GuidingOutreach.com” don’t have an email of “BrandonAtGuidingOutreach@Gmail.com” or even “Brandon@GOutreach.com”. Instead, use “Brandon@GuidingOutreach.com.”

This consistency will help with your branding and is more professional. It will also greatly diminish the chance that your email is sent to trash before it is even opened when someone new receives an email from you.

If you are currently using a Gmail or Yahoo or even (dare I say) AOL account, you are welcome to keep that account. We highly recommend just forwarding that email to your new properly branded email address. Just make sure you are receiving and sending email from the new address.

## Email Signature Design

Designing and using a standard email signature will make it easy for your audience to know that their communications are coming from your organization and not a fishing trip (hacker ploy).

Type out your domain name and phone number in your signature, which will be “clickable” on mobile devices.

Also remember to use this new signature on your desktop, tablet and cell phone email software.



## Template:

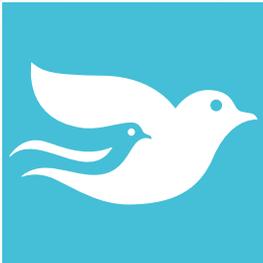
### **YOUR NAME**

Your Ministry Name  
Your Phone Number  
(physical address)  
Your website address  
Your logo

## EXAMPLE

### **BRANDON WADE**

Guiding Outreach  
(314) 643-8033  
GuidingOutreach.com





# Use video, but make it good.

Video is currently the fastest growing medium in the country and is expected to continue to grow exponentially. With the availability of inexpensive editing tools and channels like YouTube and Vimeo, short films are no longer the domain of organizations with infinite resources.

However, a successful video needs to be more than shaky cell phone footage with mediocre audio. It should be well planned, with production value, and of interest to your audience.

## EXAMPLE: 1

<https://vimeo.com/245605775>



## EXAMPLE: 2

<https://vimeo.com/275664269>



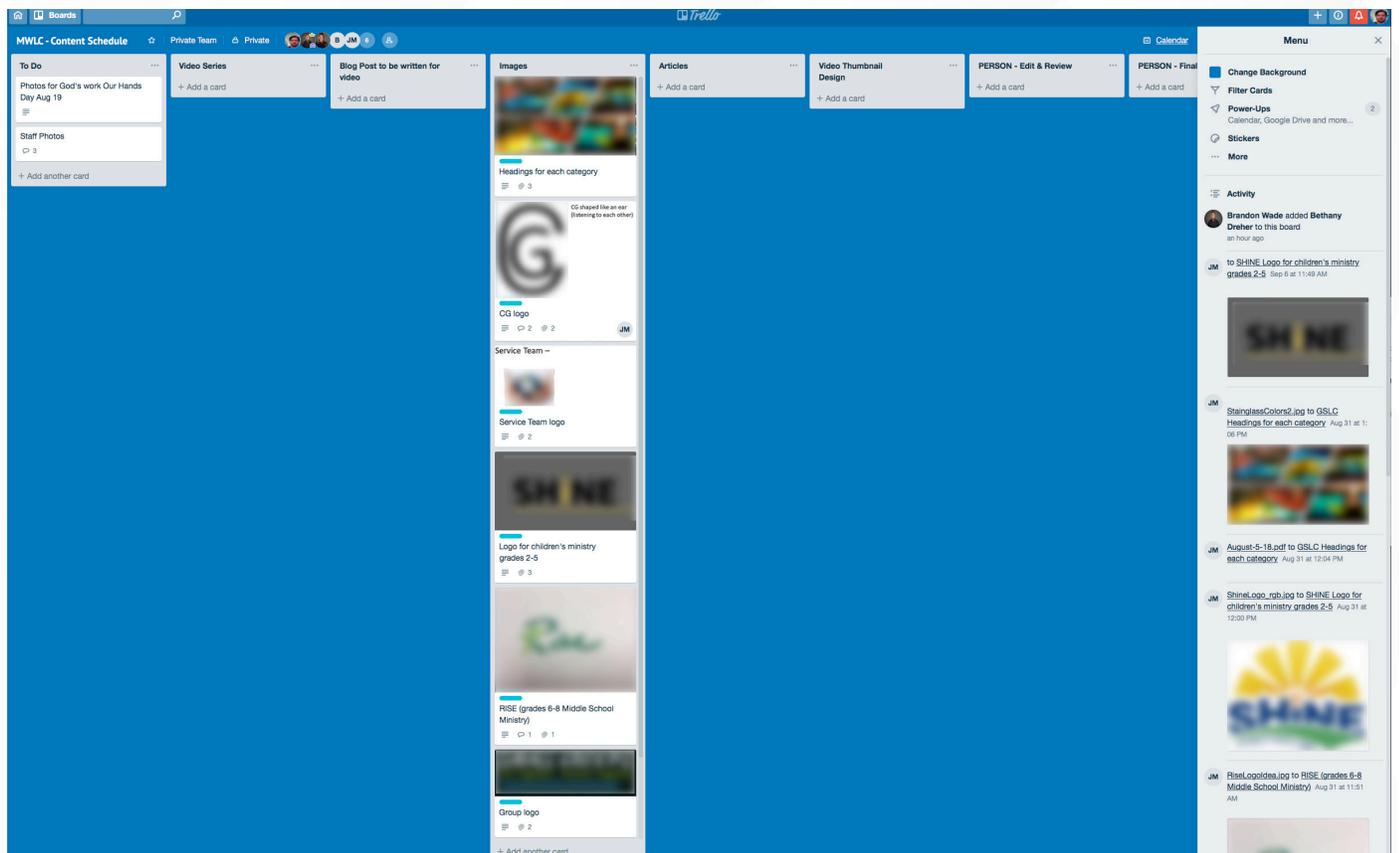


# Organization

## Getting Organized

There are currently some great online project management tools. Guiding Outreach's preferred application is Trello, but use whatever tool that works best for you. The goal of any project management application is to get your team organized and to create a project pipeline to get you from start to finish.

## EXAMPLE: Trello





## Consistent schedule

Setting and keeping a consistent schedule needs to be an essential part of your communication plan. Creating a schedule will let your audience know when to look for your communication and will help you create a schedule that you can stick to. Many organizations will initially set an ambitious release schedule that will fall apart all too soon, so take the time to make sure you are setting realistic timelines for your team and your organization.

## EXAMPLE: Google Calendar

The screenshot shows a Google Calendar interface for September 2018. The calendar is viewed in a monthly grid format. The top navigation bar includes a search icon, a 'Month' dropdown, and a settings gear icon. The left sidebar contains a list of calendars, including 'Kevin Gallagher', 'Birthdays', 'Lutheran Campus Ministry...', 'Reminders', 'Tasks', 'Holidays in United States', and 'Work Schedule'. The main calendar area displays events for each day of the month. Key events include: '9am Shooting photos' on Sun 26; '10am Newsletter Updating' on Mon 27; '9am Bethany, Bo, Kevin - all day' on Tue 28; '9am Bethany, Bo, Kevin - full day' on Wed 29; '9am Bethany, Bo, Kevin - full day' on Thu 30; '10am Meeting with Ed' and '10:15am Brandon' on Fri 31; 'Labor Day' on Mon 3; 'Send Newsletter' on Tue 4; '9:30am Video Meeting', '10:30am Check Bank', '12pm Lunch with Kerber', and '2pm Andrew working at Unity' on Wed 5; '9am Bethany, Kevin' on Thu 6; 'Invoice Deadline' and '1pm Go get fog machine' on Fri 7; '8:30am Sales Team' and '2pm Meeting' on Sat 8; '9am Brandon' on Sun 16; '9am Sketch out shoot list', '10am HubSpot', and '1pm EntrelLeadership' on Mon 17; '9am Bethany, Bo, Kevin - full day', '10am Meeting with Matt Nobe here at the office', '1pm Meeting at GSLC at 1pm', '5pm Film at Gimco', and '6:30pm Filming for GRG video' on Tue 18; '9am Bethany, Bo, Kevin - full day' on Wed 19; '9am Bethany, Bo, Kevin - full day' on Thu 20; '9am Bethany, Bo, Kevin - full day', '9am Tyout', '11am Thank you lunch', '1pm Stephen', and '1pm Client' on Fri 21; 'Invoice Deadline' and '1pm Meet with Brian' on Sat 22; '10:30am Accelo Kick-off', '10:30am Accelo Implementation Kick off with Dani', '2pm Charles Q. Dresler: 30 Min Free Consultation', and '6pm Create newsletter & corresponding blog post-' on Sun 25; '9am Film' on Mon 26; '9am Film' and '9am Phone call with Joe' on Tue 27; '5pm MeatUp at HQ' on Wed 30; and 'Invoice Deadline' on Thu 31.

## Guiding Outreach's Pro Tips

The key to a consistent schedule is organization, so Guiding Outreach suggests using Trello and Google Calendar to keep your team connected and informed.



# Refresh & Review

Websites are never done and neither is your marketing plan. Everything gets old and “if it ain’t broke, don’t fix it” is not going to fly in the digital age.

Set a schedule, every three to six months give your website a once over. Swap out old images, add a new page, and/or highlight upcoming events.

As your website grows (usually every three years), you’ll notice that it has become a little unwieldy with old stories and events. This is the time to look for an overhaul, rework your layout, add some new videos and images, and clean out the old and dated files.

## EXAMPLE:

The screenshot shows the eBay homepage layout. At the top is a navigation bar with links: HOME, LISTINGS, BUYERS, SELLERS, SEARCH, HELP, NEWS/CHAT, and SITE MAP. Below this is the slogan "your personal trading community™" and a search bar with a "Search" button and a link to "tips". To the right of the search bar is a link that says "Trade with confidence".

On the left side, there is a "Categories" section with a list of links: [Antiques](#) (51465), [Books, Movies, Music](#) (240866), [Coins & Stamps](#) (77730), [Collectibles](#) (640181), [Computers](#) (69550), [Dolls, Figures](#) (42883), [Jewelry, Gemstones](#) (75714), [Photo & Electronics](#) (32617), [Pottery & Glass](#) (130008), and [Sports Memorabilia](#) (246501).

In the center, there is a "Get news and chat" section with an image of a laptop and a coffee cup, and a "Register it's free and fun" section with an image of a hand pointing.

On the right side, there is a "stats" section with a blue header and text: "1,989,199 items for sale in 1,589 categories now!" and "Over 600 million page views per month!". Below this is a "Fun Stuff" section with a link: "Click [here](#) for Rosie's charity auctions!". At the bottom right, there is a small image of a gold crown and text: "Try the newest, exciting way to shop! Browse".

At the bottom of the page, there is a "featurEd" section with a green header and a list of featured items: [100 CLEARgear Locket Tag Protectors \\$5~WOW!](#), [144 Limited Issue Graduation Furbies! \\$59.95!](#), [Canon Bjc 600/610/620 Bcmy Ink Cartridge Sets](#), [Computer Technicians Software Collection Cd](#), [Iron On Inkjet T-Shirt Transfer Paper](#), and [Rare Old 3 Arm Wood Plane For Molding "bone"](#).



# Le Fin

Design is equal parts art and science, which means some of the best designs break all the rules. But, as my old professor used to say “You have to know the rules, if you’re going to know how to break ‘em.”

So please take this as a starting point to your knowledge of design and not its end point. Check out [guidingoutreach.com](http://guidingoutreach.com) for more resources, tips, and tricks.

## RESOURCES

**Font Pairing:** <https://www.creativebloq.com/typography/20-perfect-type-pairings-3132120>

**Color Palette Generator:** <https://colors.co>

**Logo Generator:** (for ideas only) <https://www.tailorbrands.com/logo-maker>

**Trello:** <https://trello.com>

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# About Guiding Outreach

We here at Guiding Outreach hope this ebook helps you effectively connect with your community over the internet. We want your ministry to rise above the noise of today's world and thrive.

Guiding Outreach aligns your online ministry with the visitor experience at your church, campus ministry or camp - creating comfort and a deeper sense of community, without burning out your staff or volunteers.

If you are ready to take the next step, check out [GuidingOutreach.com](http://GuidingOutreach.com) and take your ministry to the next level. Pick the plan that best works for your organization. Once you begin working with Guiding Outreach you'll see how easily things will fall into place. With our simple step-by-step approach, Guiding Outreach will gather information needed to create your personalized website, streamline your content and help you stay in touch with your community.

And remember, Guiding Outreach is run by church-going people who are here to help you spread the Gospel. We are available via phone or email whenever you have questions - except maybe on Sunday mornings!

*GOD BLESS!*

- Guiding Outreach Staff

