

Website Language and Links

(including *Learn and Grow at Home*)

Focus on visitors! This is your open door for the community.

Navigation Titles: Be simple. Convey activity and mission.

1. [St. James in Greenfield Massachusetts](#) uses these titles for its major categories of activities: Worship, Serve and Grow. These are non-churchy, action words.
2. [St James in New York](#) uses: Visit Us, About Us, Worship, Grow, Connect and Serve.
3. A Methodist church in [Leawood Kansas](#) uses: Worship with Us. Get Connected. Receive Care. Give Back.
4. [St. Mark's in Mystic, CT](#) divides its main work into these categories: Life Events, Spiritual Growth, Serving God, Calendar and Contact Us.
5. Other ideas: Worship, Kids & Teens, Spirituality, Music, Outreach, Service, _____.
6. Look at the "Life Events" tab on [St. Mark's](#) website. This church is interested in helping you at major life changes.

Home Page: Be invitational. List worship times. Tip: Include all your information that changes more often than annually.

1. [St. Steven's in Connecticut](#) clearly wants you to come this Sunday: the worship service times are at the top and the description is addressed to you - it isn't their "mission statement" and it doesn't include churchy jargon.
2. Although the website for [St. Dunstan's in Massachusetts](#) loads slowly and you have to scroll to find it, look at the wording about worship service times - right there on the home page. They even have the summer times!
3. [St. Paul's in Natick, Mass](#) wants you to come. Church times and a well-worded invitation are right there for you to see.
4. Note the trendy title and the prominent button leading you to "Learn More." The website for [St. James in Greenfield](#) is clearly welcoming.
5. Tip: If any of your information is going to change more often than annually, include it on your Home Page. Make all the other pages static, so they can be reviewed annually but not more often.

Worship:

1. Here's a sample page.

Grow: (kids and teens)

1. Here are some pages to get you thinking: [St. James- kids](#), [St. Mark's - for children](#) (featuring Godly Play), [St. Mark's for middle schoolers](#), [St. Mark's for high schoolers](#)
2. You are part of a diocese, and can take credit for whatever the diocese provides. So you can include:
 - a. [Camp Bishopswood](#) - our summer camp for kids and teens
 - b. [Maine Episcopal Youth Events](#) - our state-wide events for kids in grades 6-12

Grow: (adults) Spiritual Growth:

1. Here are some pages to stimulate your creativity: [St. Mark's - adult spiritual growth](#),
2. **Button linking to new page on diocesan website with useful and interesting online resources for adults. It will be an e-library. The working title is: Learn and Grow at Home. (FMI or to suggest resources, contact Jane Hartwell at jhartwell@episcopalmaine.org.)**

Serve (or Outreach or Service):

1. Here's a sample page. <http://www.saintjamesgreenfield.org/serve-in-the-community.html> Notice that people in this church are involved in a lot of service, and that all of this is static information that only has to be updated annually.
2. You may want to include: AA (if they use your space).
3. Interested in outreach? Check out Episcopal Relief and Development.
4. Mission at St. Stephen's: <http://www.ststeves.org/mission/>

Connect (or About Us): Describe your church. Show photo, bio and contact info for clergy, employees and leaders. Show your connection with the diocese and Anglican Communion.

1. The website for [St. James in Greenfield](#) may give you some ideas for describing your church. Here's another good one: [St. John the Baptist, Sanbornville, NH](#)
2. A great line: "The building that houses St. Mark's church" Note that the building isn't synonymous with the church.
3. You are part of the Diocese of Maine, the Episcopal Church and the world-wide Anglican Communion. Here's the way St. Alban's describes it: "St. Alban's Episcopal Church is a vibrant part of the Diocese of Maine, the national Episcopal Church and the world-wide Anglican Communion. To learn more about these three important links of our ministry to the broader world, check out these links."
Episcopal Diocese of Maine <http://www.episcopalmaine.org/>
The Episcopal Church <http://www.episcopalchurch.org/>
Anglican Communion <http://www.anglicancommunion.org/identity/about.aspx>
Get connected to the Diocese of Maine - Subscribe to the [DioLog](#).
Subscribe to Bishop Lane's blog.

Give

1. If you want a page about Giving, here are some ideas: <http://www.stpaulsnatick.org/supportus/>
2. Become an Amazon affiliate.
- 3.

Misc. interesting pages:

1. Way of Jesus: <http://www.stmatthewsmn.org/page/way-jesus> (This is the page Dwight Zscheile spoke about at the 2016 Clergy Retreat.)

A new e-library page coming on the Diocesan website: Learn and Grow at Home

This page is under construction on the diocesan website, and slated for completion in June. It will link to useful and interesting resources that adults can use at home or on their phones to learn and grow, (e.g., Bible Gateway, lectionary, Brother Give Us a Word from SSJE, Lent Madness, and many more). The working title is: Learn and Grow at Home. (FMI or to suggest resources, contact Jane Hartwell at jhartwell@episcopalmaine.org.)

Feel free to link to it from your website – in which case you can take advantage of the periodic updates. Or copy its contents onto your site.