



# Friends of Ministry

CHURCH WEBSITES · EMAIL · SOCIAL MEDIA · CONSULTING · EDUCATION

*Affordable, Expert, Effective Ministry Support Served with Love & Care*

## WEBSITE DEVELOPMENT & HOSTING INFORMATION

Mobile-Friendly Website Design, Development, Hosting, Maintenance & Website Maintenance Training

Friends of Ministry will award free website development to one ministry that enters our drawing in September 2022. To enter the drawing, complete and submit the form here:

<https://friendsofministry.com/get-an-estimate/>

Entering the drawing does not obligate your ministry in any way.

### **ABOUT US**

Since 2004, Friends of Ministry has supported more than 100 Unity ministries with website development, hosting and maintenance; social media outreach; email marketing; and related services.

Before that, our founder and principal designer, Cheryl Harrison, served her Unity church in Florida, first as a volunteer and then as full-time director of (350+) volunteers, special events and marketing. As a former staff member with eight years of experience inside a Unity ministry, Cheryl is especially well qualified to find and implement solutions that fit Unity churches' needs and budgets. She also has served as a chaplain for two Unity churches and as a chaplain trainer for five. She also has completed more than 250 hours of Unity's SEE courses.

### **ABOUT OUR WEBSITES**

#### **The Latest (and Best) Web-based Technology**

Friends of Ministry's website development toolbox includes WordPress, the [No. 1 Content Management System \(CMS\) in use today](#). (A Content Management System makes it possible for website owners who are not programmers to update their websites.) [Sixty million companies](#) (CNN, *The Wall Street Journal*, UPS) and individuals use WordPress, and thousands of technical people and web designers are involved in supporting and improving it. Learn more at [www.wordpress.org](http://www.wordpress.org).

The websites we build with WordPress are “smart,” meaning they display well on all devices, including mobile phones, tablets, laptops, desktops, and tabletop computers with very large screens. The technical term for

these sites is “responsive.” Google recommends responsive design and [rewards responsive websites with higher search engine rankings](#).

Using WordPress, we also create search-engine-friendly website addresses for all pages. In addition, we submit all websites to major search engines.

### **Easy to Update**

As a Content Management System, WordPress was designed for non-technical people who wanted an easy way to create and maintain a blog or website. Although ALL Content Management Systems come with a learning curve, almost anyone with basic language and web proficiency can update a WordPress website.

WordPress includes a “Dashboard,” where website owners can access all pages, plug-ins, blog posts and settings. Help also is available on every page of the Dashboard through links that offer detailed explanations and instructions. And because WordPress is so widely used, all WordPress site owners have 24/7 online access to thousands of how-to videos, articles and support forums.

To help ensure your team's success, we train staff and/or volunteers to maintain your site. A typical online training session takes about two hours, and we follow that up with one year of unlimited support.

We also offer [worry-free website maintenance](#) as an option, and many Unity churches take advantage of this service. Quarterly maintenance fees range from about \$130 to \$470 (\$10 to \$36 per week). Churches with very full calendars usually pay the highest fees, as calendar updates are usually the most time-consuming task during weekly updates.

### **Outstanding User-Friendly Design**

Typical website development companies employ programmers who know how to write code or use several different Content Management Systems to put together a website. Many bring only technical expertise to the table.

However, creating truly user-friendly websites calls many other skills:

- A thorough understanding of good communication design — Fortunately for our clients, our expertise in this area is wide and deep, with award-winning design for websites as well as for print publications.

- Writing and copy editing skills — Most of the content that comes to Friends of Ministry during the website development process needs some work. Not all sentences are grammatically correct; not all punctuation is perfect; not all articles lead with the most important information. We provide basic copy editing services at no additional charge, guaranteeing that your digital presence is letter-perfect.
- Graphic design and photo editing — Again, we have more than two decades of experience in web and print page design and photo editing; we deliver beautiful websites for churches.

## **BENEFITS FOR OWNERS OF MOBILE-FRIENDLY WEBSITES DESIGNED BY FRIENDS OF MINISTRY**

### **More engaged web visitors**

Research has shown that a mobile-optimized website generates about twice the average traffic per user. A mobile-friendly site also increases web visitors' engagement with the site and its owner.

### **Better search engine visibility**

The structure of our websites makes it easier for search engines to find and rank those sites and the pages on them.

### **More about Unity**

The package we've created for Unity websites includes five pages about Unity: What is Unity? Unity's 5 Basic Principles; Unity's Co-founders; Is Unity a Church? (article by James Dillet Freeman) and Learn More About Unity, with links to such sites at [unity.org](http://unity.org) and *Daily Word*.

### **More of what your web visitors want**

More video and more photos, including easy-to-create photo galleries showcasing your services and special programs. If you're live-streaming or posting video of Sunday services, classes, meditations, etc. on Facebook and/or YouTube, you can feature those on your home page and a video blog.

### **Significant savings on website hosting fees**

Friends of Ministry has been providing website hosting, development and maintenance for Unity churches and alternative ministries since 2004. Although we provide the most robust solution for church websites, we always have charged far less for website hosting than many other website development companies do.

### **Fully Managed WordPress Hosting**

Our hosting fees cover not only website hosting, but 365 nightly off-site backups, website security (see below), and ongoing technical updates (200+ yearly) of all software used to build and maintain your website. (We do

the technical updates for all clients, even for those who choose to do their own content updates.)

## **Great Website Security**

Our security measures include:

- Security software installed, maintained and monitored 24/7 by our hosting company's support teams
- Wordfence Security, which we use to monitor all activity, block unauthorized access, and scans for viruses
- Backups — Two daily backups, including off-site nightly backups to Friends of Ministry's UpdraftPlus or Google Drive account. These backups make it possible to restore your website if it's ever compromised.

In short, we have a robust security suite in place to protect your digital assets. However, it's important to note that anyone who promises that your website will never be compromised is providing assurance that no one can give. The list of government agencies and corporations whose websites or computers have been hacked in recent years includes the White House, the State Department, the federal Office of Personnel Management, the IRS, the U.S. Postal Service, the National Oceanic and Atmospheric Administration, Target, Home Depot, Premera Blue Cross, Anthem, Chick-fil-A, Sony, Staples, Kmart, P.F. Chang's, JP Morgan, and many others. These agencies and companies collectively commit billions of dollars to website and computer systems security, but still their websites and systems have been compromised.

In summary: Friends of Ministry provides robust, multi-layered security, which includes the hosting company's 24/7 monitoring by human beings as well as security software, to protect all websites we host.

## **Comprehensive Service**

The scope of any website development project undertaken by Friends of Ministry includes all design, development, editing, coding, licensing, and hosting.

All text and copy are provided by the church for the new website. Friends of Ministry uses images provided by the church when available and purchases stock images when needed. The price of images is included in the development fee.

All websites are designed to be easy to expand, with a menu structure that accommodates new videos, pages,

blog posts, photo galleries, podcasting, online event registration, PDF file posting, and more. With unlimited website hosting space, any website owner can add new content at any time.

**ALL WEBSITES INCLUDE THESE FEATURES & FUNCTIONS:**

- Mobile-friendly website design
- Aesthetically pleasing design to Unity's brand specifications using your logo and branded colors OR a design that reflects your church's unique brand or identity and incorporates your logo, if any
- User-friendly environment that is easy to navigate
- Online donations and event registration fees processed by PayPal, payable by any major credit card
- User-friendly Content Management System so the website can be maintained by staff and/or volunteers after training, OR
- Ongoing website maintenance by Friends of Ministry (optional; extra fees apply)
- Google Analytics to track website traffic and visitor information. That information, which will be accessible 24/7, is collected and stored by Google.
- 99.9% up-time guarantee, nightly backups, and technical support
- Posting of PDF files (mail-in registration forms, newsletters, flyers, etc.)
- YouTube, Vimeo and/or Facebook videos selected by the church
- Blog capability
- Built-in search engine optimization
- Beautiful and functional Calendar of Events
- A home-page video/slide show
- Email hosting (at additional charge)\*
- Integration with the church's email solution for mass emails (Constant Contact, Mail Chimp, etc.)
- Integration with social media accounts (Facebook, Twitter, LinkedIn, Meetup, etc.)
- Map/directions page
- Online form for the Contact Us page
- Search field (optional)
- Unlimited hosting space for web pages, images and PDF files
- Image editor (resizes your images for web display)
- Web page creator/editor
- Links to websites such as *Daily Word* and *unity.org*

- The newest architecture (technical foundation) to ensure that this website will serve your ministry well for several more years
- Integration with any existing fundraising solution (Amazon.com, GoodSearch, etc.)
- An easy-to-use slide show creator
- Encryption, which provides a secure connection for all website visitors.

\*While we can provide email hosting, we strongly recommend email hosting provided by Google or GoDaddy, as both solutions deliver superior spam filtering and cross-platform compatibility (allowing staff and board members to access and manage incoming and sent email on all devices).

#### **OUR UNITY WEBSITE PACKAGE INCLUDES THE FOLLOWING PAGES AND FEATURES:**

*Pages (customized for your ministry) included in our basic website development and hosting package:*

- Home page with text and images provided by the ministry (and/or stock images if needed).
- Contact Us page with address, phone, and form for contact by email.
- Confirmation page acknowledging request for information through the Contact Us page.
- Directions page (with interactive Google map showing your location).
- About Us page with up to 400 words of text and up to three images.
- Interactive Website Calendar with recurring and one-time events, such as Sunday services, workshops, group meetings, etc., listed with details and appropriate links for more information/registration.
- Donations page (with link to online donations made by credit card or PayPal).
- Thank-you page acknowledging receipt of donation.
- About Prayer page, with information about Unity's foundation of prayer; info about how to contact Silent Unity for prayer support; links to Silent Unity's and church's prayer request forms.
- Prayer Request Form (optional - included but not required).
- Confirmation page acknowledging receipt of prayer request (optional - included but not required).
- About Unity page with text from Unity's website.
- Unity's 5 Basic Principles (with appropriate image).
- Learn more about Unity, with automatically updating links to [www.unity.org](http://www.unity.org), the *Daily Word*, [unity.fm](http://unity.fm), Unity retreats, and Silent Unity.
- I'm New Here. This is the second most-visited page (after the home page) on most church websites. This page delivers answers to seekers' most common questions, such as: How do people dress on Sundays? How long is your service? Do you have childcare?

- Sacred Occasions page with info about services such as weddings, christenings, memorial services and home blessings.
- Youth Ministry page. Even if your Sunday School program is limited, it's important to include information about childcare and Unity's approach to educating children. All parents considering a visit to your church will be looking for this information.

## **WEBSITE DEVELOPMENT PROCESS**

Any successful website development project is collaborative, requiring the active participation of the church as well as the developer.

Upon acceptance of a proposal and receipt of down payment, Friends of Ministry will request clarification on content on the church's existing website. (Which pages have content that can be moved? Which pages have content that will be revised by staff?)

Friends of Ministry also will request a high-resolution, full-color version of the church's logo (if one is available) and images to be used on the website. Friends of Ministry also will request direction on colors to be used in the new website's design if those were not included in the request for an estimate.

Friends of Ministry will submit a link to a preliminary design within 14 working days of receipt of the down payment. That design can be revised once (with church input and without additional design cost).

After the preliminary design is approved, Friends of Ministry will commence development of all requested pages and features, seeking content and approval/direction as design progresses. Each page and feature is tested during the development process.

When development is completed and approved, Friends of Ministry will begin the process of launching the new website (which typically takes 24-48 hours).

If the church wants to maintain the website, Friends of Ministry will then schedule a website maintenance training session with staff and set up permissions so trained staff can access the website's Dashboard.

## **TIMELINE**

We work in close collaboration with our clients to ensure delivery of websites that exceed expectations. Any

delivery date (“go-live” date) assumes that the client will be able to respond promptly (within 24 hours weekdays) to all requests for information and guidance. The final completion date depends on the client’s timely responses to requests for such information. Most websites can be completed within 30 days, but the time required for development also depends on the size of the website and what we already have on our schedule when you place your order. Please request an estimated delivery date.

## **PAYMENT SCHEDULE**

Upon acceptance of a proposal, Friends of Ministry generates an invoice, which the church can use to pay by check, credit card, or PayPal Credit (a third-party solution that provides 6 months of interest-free financing to qualified organizations).

Due within 7 days of the proposal’s acceptance: Half the total due. This non-refundable deposit guarantees delivery of the preliminary design for a new primary website for the client.

Work begins when the down payment is received.

## **TERMS**

In consideration of free design and development, your Unity ministry agrees to keep its website hosted by Friends of Ministry for at least 3 years.

## **WANT A MARKETING PARTNER AND/OR TEAM LEADER?**

A website is just one piece of an effective digital outreach plan. Friends of Ministry can work with any church, non-profit or small business to support outreach, ongoing, with effective use of email newsletters, blog posts and social media posts that drive traffic to the website and enhance its rankings in search engines. We're also experienced in working with staff and volunteers on a marketing team, creating and executing a plan.

## **UNITY WEBSITE ESTIMATE**

- Website setup fee: \$99
- Website design and development: FREE (Usual minimum price: \$995+). Includes redevelopment of all pages on church's existing website as well as pages and features in our Unity Website Package, as described in this proposal. Images that may be copyrighted by others will be replaced with appropriate images we own or purchase at no charge to the church.
- Managed website hosting: \$385 per year

- Website maintenance training and one year of follow-up support: \$299 for up to three people

*Significant changes in the plan, such as the addition of several new pages or features, may affect the final price. However, we can provide estimates for additions to the plan.*

#### **SUMMARY OF ESTIMATE**

- Website setup fee: \$99
- Basic package cost (design and development): \$0
- Website hosting (includes hosting, nightly off-site backups, 200+ technical updates per year, premium plugins, 24/7 security monitoring): \$385 for first year
- Training and one year of support: \$299

#### **PAYMENT SCHEDULE**

The total cost for the first year would be \$99 + \$299 + \$385 = \$783, payable in two payments, half to start, and half when the new site is ready to launch... IF your church plans to maintain its own website.

The drawing for free website development will take place October 1, 2022. The name of the winner will be published on our website shortly after.

#### **CONTACT INFORMATION**

Please see the following web pages for additional recommendations and reviews:

<http://friendsofministry.com/what-our-clients-say/>

<https://www.linkedin.com/in/cherylrharrison>

<https://www.facebook.com/pg/friendsofministry/reviews/>

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