

God in the Tubes: Developing an Internet Strategy for Your Congregation

This worksheet should be worked through by a core team dedicated to this project that includes someone from the ministry who has decision-making authority. This worksheet is a general set of guidelines that may need to be customized to meet the needs of specific organizations. This strategy model is adapted from the one originally presented in [Planning Strategies for World Evangelization](#) By Edward R. Dayton and David Allen Fraser and updated in [Media In Church and Mission](#) by Viggo Sogaard.

Strategy Worksheet

1. Define the purpose and objectives for the use of the Internet by your ministry.

Create a short "mission statement" that will provide direction for this project. It must be precise enough to guide in the development of the strategy - but it should not contain the details about which technologies will be used. Ideally, this will be two or three sentences long - no more than half a page. *Important: this mission statement should be completely aligned with the mission statement of your organization!*

2. Describe the target group(s) for your Internet presence. Define the group(s) of people to whom your ministry is targeting their Internet presence. If more than one group, consider developing two projects with two separate strategies, if that makes sense. Include how you will determine the needs of this group - what sorts of research are you relying on? Do not rely strictly on "gut feelings".

3. List the resources available. Who will work on this? How will it be funded? Are you willing to hire outside your organization? Is there a willingness inside your own organization to spend time and money on this? If possible, do not strictly count on volunteers for key parts of the project.

4. Analyze possible tools for use. What categories of tools will you be looking at? Can you use existing web sites and tools to accomplish your mission? Based on the answers to the first three questions, what are the most appropriate tools? What are the advantages and disadvantages of each? What message will be communicated by the selection of these tools?

5. Design the strategy. This is where you make the specific selection of the tools you will be using. Can you defend your choice? You must include the processes for oversight and maintenance in your strategy.

6. Forecast results. This is where you set goals that can be measured. Ask: if we follow the strategy defined in step 5, what can we realistically expect as results? If not satisfactory, go back to step 1! The goals must be measurable, so be sure that you have methods for measuring these results.

7. Assign roles and responsibilities. This will vary based upon choices made above. Ideally, there should be one person ultimately responsible for the project who is on the paid staff of the organization. If you will be using volunteers, how will they be managed? Don't hesitate to include outside resources (consultants and vendors) if you feel that your organization does not have the skills necessary to carry out the strategy. The creation of a steering committee (3 to 8 people) should be part of this step.

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8. Develop a written plan. Write up your strategy and share it with those in your organization. If necessary, get approval!

9. Gather and develop resources. Start making it happen! Get the funding needed. Get commitments from those involved. Set dates. Train the people involved. Note: at this point, you may find resistance due to cultural constraints. You need to be sure you have developed a sense of urgency to minimize resistance.

10. Carry out the plan. Have weekly and monthly meetings to monitor progress. The steering committee should meet regularly to monitor progress. Create a reporting and communications system, using a tool such as BaseCamp or a blog.

11. Evaluate results. Review both quantitative and qualitative statistics. Are you meeting your goals? Make updates to plan based upon results.

12. Do it again. Somewhere between one and two years from the implementation of this strategy, you will be ready to re-evaluate the entire strategy and do it again.