Go into all the world and preach the good news to all creation,” Jesus said, in Mark 16:15. Today we have more opportunities for sharing than ever before. Creating an online presence for your church can help you connect with members and reach the community.

1. **Websites.** Easy-to-use navigation, attractive design, visible contact information, directions, what to expect, and upcoming events are pieces of important information that should be easily accessible. Resource: adventistchurchconnect.com

2. **Blogs.** Ideal for starting conversations, blogs also create a place to respond to people who have questions. Incorporate a spiritual element by blogging about a favorite Bible verse, a sermon you recently heard, a book you are reading, or someone who inspires you. Resources: blogger.com, wordpress.com

3. **Videos.** Videos can express the personality of your church or ministry. You don’t need a lot of equipment or expertise. Post videos on one of many free websites and then embed them into your website or blog. Resources: youtube.com, vimeo.com, ustream.tv, slideshare.com

4. **Facebook/Google+.** Use social networking websites to connect with your members throughout the week. Facebook and Google+ can serve as a forum for a two-way conversation with the benefit of instant feedback. Resources: facebook.com, google.com

5. **Twitter.** Use Twitter to promote upcoming events, encourage feedback by asking a question of the day, share ideas, and more. Resource: twitter.com

6. **Foursquare.** Use this mobile application to take ownership of your church, create custom badges, and spread the word about events. Resource: foursquare.com

7. **Webinars and webcasting.** Use these services to grow your church by presenting online prayer meetings, Bible studies, and baptismal classes. Resources: gotomeeting.com, readytalk.com

8. **Email Newsletter.** Reduce your church’s printing budget by updating members through email. Email newsletters will also reach members quickly and require less management and shorter lead times. Resources: ACC email newsletter module, constantcontact.com

9. **RSS Feeds.** Really Simple Syndication allows users to subscribe and read when it is convenient to them. You can link RSS feeds to your church’s website, blog, Twitter, and social networking profiles. Resource: help.adventistchurchconnect.com

10. **Google Applications.** Powerful, intuitive applications such as Gmail, Google Calendar, and Google Docs can reduce your costs and help people effectively collaborate. Resource: google.com/apps

To learn more, watch Lindsay’s webinar at http://webinars.adventsource.org
Branded Faith

Christianity may be the greatest story ever told, but in Western culture it is losing ground against the powerful forces of secularization. In examining the root causes of this cultural shift, does the church have anything to learn from secular society and the business sector?

In *Branded Faith*, Dr. Rajkumar Dixit analyzes what the church can learn from the business practices of marketing, branding, and contextualization. Using examples drawn from widely recognized companies such as Nike, Starbucks, Coca-Cola, and Subway, Dr. Dixit systematically builds a case for the power of a story, and emphasizes the importance of seeking culturally relevant ways to spread it.

Those who care deeply about sharing Christianity powerfully and effectively will find in *Branded Faith* a thoughtful presentation of ideas on how to maintain the integrity of the gospel, while exploring fresh methods of communicating the good news to a postmodern society.

*By Dr. Rajkumar Dixit (Wipf and Stock Publishers). Available from AdventSource at www.adventsource.org or 800.328.0525. Catalog #250121 US$19.95*

Free E-Newsletter for Church Communicators

Whether you are a professional or volunteer communication director, *Practicing Communicating* can help. *Practicing Communicating* is a monthly newsletter produced by the Society of Adventist Communicators and North American Division Office of Communication.

Visit www.adventistcommunicator.org to sign up.

The Adventists DVD Fundraiser

Raise money for your church school or youth group by selling *The Adventists*, a documentary film about the body-mind-spirit connections and health message of the Seventh-day Adventist Church. To get started, purchase a case of 30 and pay only $9.95 for each DVD. Next, sell the DVDs to family, friends, and church members for $20 and make a $300 profit! Each case includes a promotional kit to help you advertise your fundraiser.

*Created by Journey Films. Available from AdventSource at www.adventsource.org or 800.328.0525. Catalog #416512*

Branding Faith

Whether your goal is to share a message of faith, raise money for charity, preach salvation, build an inner-city outreach, or give your audience hope, Phil Cooke describes the new rules for communicating your message in the 21st century. Learn how to cut through the overwhelming media clutter, connect, and then develop a meaningful relationship with your audience. This is an essential book for anyone in the business of communicating a message with the hope of changing the world.

*By Phil Cooke (Regal). Available from AdventSource at www.adventsource.org or 800.328.0525. Catalog #250112 US$19.95*
Can We Talk About It?

By Claudio Consuegra

I saw a comic strip in which the wife said to her husband, “I know you believe you understand what you think I said, but I’m not sure you realize what you heard is not what I meant.” Try saying that quickly three times and you may begin to understand how truly difficult it is to express what we want to say so that the other person will understand.

The key, my friends, is communication.

In his book Making Love Last Forever, Gary Smalley refers to five levels of intimacy in communication, moving from the superficial to the meaningful. As we relate to others, particularly our spouses and loved ones, we want to have more than just superficial conversation—we want to develop closeness and a depth that will strengthen relationships and take each other through the thick and thin of life. Here are the five levels of intimacy in communication:

1. **Clichés.** “How was your day?”; “What’s up?” Conversation at this level usually does not mean much. In many ways, our common greeting, “Hi, how are you?” is at this level. If people respond with a personal account of how they really are doing we become uncomfortable. After all, we didn’t really need to care to know anyway.

2. **Facts.** “Traffic on I-94 was heavy today”; “Did you know Mike and Sue had a baby boy?” Much like level one, this is very shallow communication. It is fairly safe because we’re usually sharing information that is probably not important to either the speaker or the listener.

3. **Opinions.** “It’s warm today, isn’t it?”; “How can anyone like that music? I can’t stand it!” We get to this level when we begin to trust others. Because we trust, we also become more vulnerable. When others don’t share our opinions, conflict sometimes arises. We have to remember that conflict is not bad but, if properly managed, may help us draw closer together.

4. **Feelings.** “I was hurt when you forgot our anniversary.” Opening up this way can be scary, but it can help us reach a deeper level of love for one another. In fact, one of the most caring questions we can ask is, “How are you feeling right now?” When we love someone, we are interested in his or her feelings, and we encourage his or her expression.

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Are you looking for inspirational content for your church website? Visit www.e-gracenotes.org for RSS feeds you can add to your site.
Outreach through Your Church Website

People who have never been to an Adventist church may come across your website, so you will want to include information they will find helpful and meaningful. Here are some suggestions for increasing your site’s evangelistic potential, encouraging website visitors to become church visitors:

• Post the Sabbath school lessons for the corresponding week
• Offer links to Bible study guides
• Upload each week’s sermon in audio or video format
• Provide a form where visitors can email prayer requests
• Provide a form where visitors can submit requests for Bible studies
• Include links to Adventist media
• Include information about Adventist beliefs
• Encourage ministry leaders to update their pages
• Advertise upcoming special events that can involve the community