

Mobilizing Your Ministry

The impact of the Mobile Revolution
on your ministry

What you will learn today...

- The state of the mobile industry
- How to prepare your web site for mobile viewing
- Do you need an app for your church?
- How to deploy QR codes

The State of the Mobile Industry

The Internet Is Going Mobile

- 2008 saw the first time that laptops outsold desktop PCs.
- 2013 will see the first time that mobile access to the Internet outpaces desktop/laptop/TV access.

Who uses mobile?

- According to the Nielsen 2010 Media Industry Fact Sheet there are more than 223 million U.S. mobile phone users over the age of 13
- 93 million are smartphones; 16.7 million users also access the web via their cell phones.
- 35% of US adults have apps according to the Pew Internet and American Life Project.
- Rural adaption rates are all similar to urban and suburban.

Make Your Web Site Mobile-ready

You have three choices



IN ESSENCE... unity

- ▶ VISITORS
- ▶ MEMBERS & FRIENDS

Welcome to the web site of the Evangelical Presbyterian Church (EPC) denomination. The EPC is a family of churches, Reformed and Presbyterian, defined by shared core values and bonded by the fellowship of the Holy Spirit. The EPC is a church family centered upon the good news of what God has done for the world through His Son, Jesus Christ.



- ▶ Ministry Wives Conference
- ▶ General Assembly Meeting
- ▶ Opportunity List
- ▶ Resources

1 - Have two sites

- The home page simply has two buttons – Mobile and non-Mobile.
- PRO - This ensures that mobile visitors and non-mobile visitors have the best viewing experience for your web site.
- CON - This requires you to duplicate all content updates.

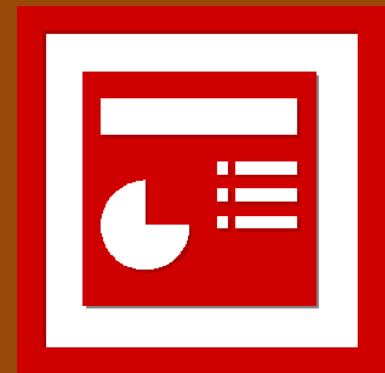
2 - Use browser detection

- Design your site primarily for desktop viewers.
- Optimize the content of select pages for mobile viewing.
- Use scripts (Javascript, ASP, PHP) to detect the type of browser, then switch CSS (cascading style sheets) depending on the type of browser (mobile vs non-mobile).

3- Redesign the site. AARRRRRGHH!

- Use WML or XHTML Mobile Profile instead of HTML.
- Reduce graphics in number and size.
- Minimize text and use high contrast text.
- Don't use Flash.

Regardless , consider your audience



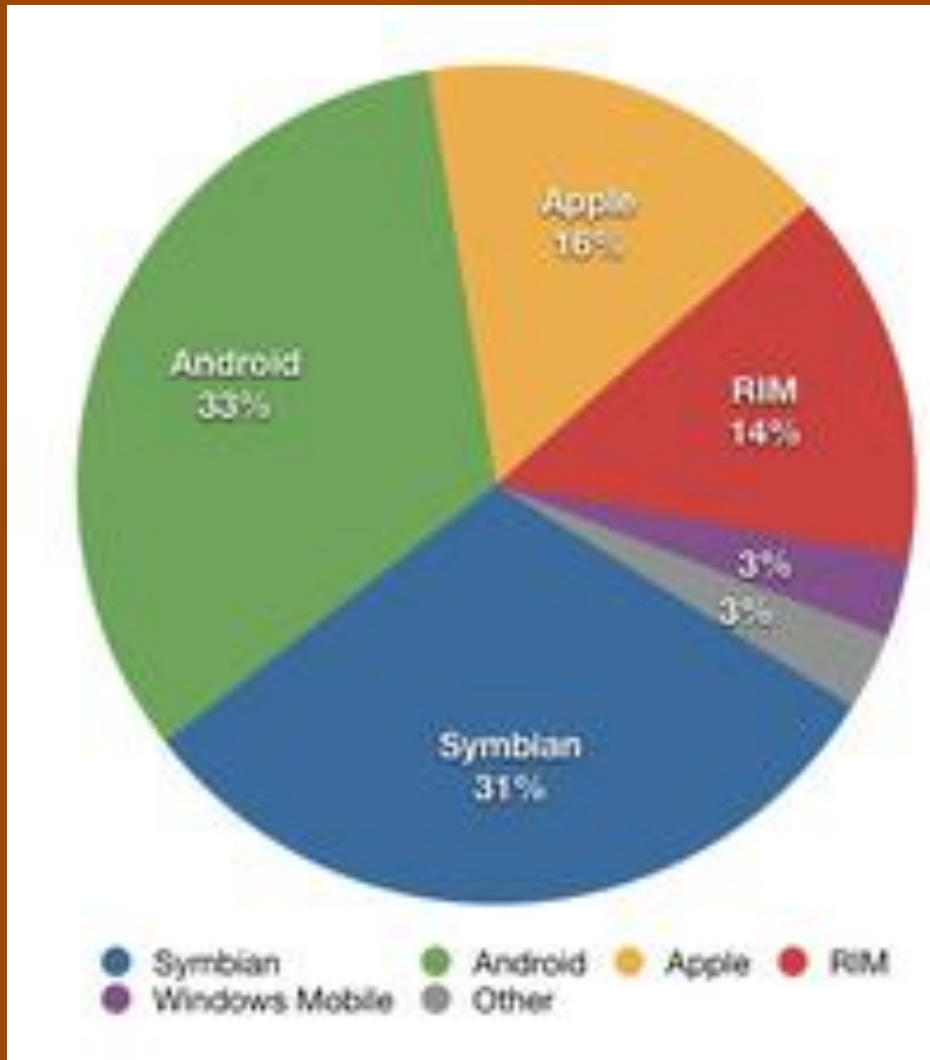
Do you need an app for your church?

Just because you can write software for your smartphone doesn't mean that you should

Why would you write an app?

- Provide a unique service or type of information.
- Mash-up existing information in a useful way.
- Re-create an existing app with better quality.

Which OS will you write for?



Source: Canalys

How much does an app cost?

- Less than \$1000
 - AppMakr.com
 - Mobile Roadie
 - BuildAnApp
 - AppBreeder
- Freelancers – MeetUp.com, eLance.com, etc. can cost up to \$5,000.
- Dedicated companies - \$20,000 and up.
- Staff person or volunteer who knows C# or Java.

How will you promote?

- For your congregation only?
- For global consumption?
 - What will be your marketing **strategy**, not your marketing tactics?
 - What will be your promotions budget for the Apple Store and other online app download stores?
 - How will you measure your ROI?

Reach Out With QR Codes



Top uses for QR codes

- Outside sanctuary with link PDF bulletin.
- Link to last week's sermon podcast or notes.
- Link to this week's calendar.
- Link to vCard.
- <http://blog.ourchurch.com/2011/03/04/qr-codes-10-ways-churches-can-use-them/>
- <http://blog.greattv.com/2010/06/101-uses-for-quick-response-qr-codes-creating-audience-engagement-with-the-next-killer-us-app/>
- <http://www.bpnews.net/BPnews.asp?ID=34791>

Where to generate QR codes

- <http://delivr.com/qr-code-generator>
- <http://goqr.me/>
- [http:// qrcode.kaywa.com](http://qrcode.kaywa.com)
- [http:// zxing.appspot.com/generator](http://zxing.appspot.com/generator)

Wrap-up

What did we discuss?

- The state of the mobile industry
- How to prepare your web site for mobile viewing
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Homework

- Conduct a survey in your church for 3 weeks.
 - Do you own a cellphone of some type?
 - Do you access the Internet with your cellphone?
 - How many people are you actively trying to invite to our church that use a cellphone that accesses the Internet?
- How could you use QR codes to expand the reach of your message and reduce paper?

Homework

- Invite someone else to join us.
 - Another staff member or volunteer leader.
 - A nearby EPC church.
 - Use www.EPC.org to contact a random church.
- Connect with us.
 - EPC Community – EPC.SocialGo.com
 - Facebook - www.Facebook.com/EPChurch
 - Twitter – www.Twitter.com/EPChurch
 - YouTube – www.YouTube.com/EPChurch80