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## **ClearView Church: An Online Brand Management Model for Nonprofits**

Lindsey Nicole Colegrove

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# **ClearView Church: An Online Brand Management Model for Nonprofits**

A Capstone Project Submitted in Partial Fulfillment of the  
Requirements of the Renée Crown University Honors Program at  
Syracuse University

Lindsey Nicole Colegrove  
Candidate for B.S. Degree  
and Renée Crown University Honors  
May 2013

Honors Capstone Project in Public Relations

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Date: Tuesday, May 7, 2013

## **Abstract**

This project aims to provide specific recommendations to ClearView Church, and by extension nonprofits in similar situations, on how to strengthen their online presence. The recommendations are formed through in depth research into ClearView's resources, goals and requirements as well as calling upon my expertise and experience in the technical and communications sides of the nonprofit field.

Through multiple interviews with church staff and members, I determined an overarching goal of sharing the warm, welcoming personality of the church with young families in the surrounding community. However, this goal was not guiding their online outreach efforts and therefore needed to be re-evaluated. The first stage of my project acted as an audit of the church's online presence.

I then began the process of designing and coding the website, researching content management systems, launching the website and providing social media recommendations to ClearView, all with the outreach goal and previous successful aspects in mind. Each step in this process was submitted to ClearView staff for review and approval before the next step could begin.

Input and approval from ClearView, who acted as the client for this project, was crucial as the church will be in charge of maintaining and updating the website and social media platforms in the future. The final website, as with any client, has to meet their expectations and be feasibly maintained after delivery.

In addition, the recommendations contained in this document not only act as a guide for their implementation, but also a model for similar nonprofit organizations.

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## **Acknowledgements**

I would like to thank ClearView Church for giving me the opportunity to recreate their online presence and patiently working with me to develop the website over the past year. The redesigned website would be worthless without your input.

In addition, I would like to thank my Capstone advisor, Professor Kinsey, and reader, Professor Johnson, for supporting me throughout the entire process. Thank you both for understanding my busy schedule and coding woes.

## **Chapter 1**

### **Introduction**

Resources are constantly stretched to the max in nonprofit organizations. In this increasingly technology driven world, most nonprofit organizations do not have the manpower, skills or funding to keep up with the latest social media trends or update their websites frequently. So how do they keep up in this Google centric society? Volunteers.

In my experience working for a broad range of nonprofit organizations in the Cleveland, OH and Syracuse, NY area, including the Akron Art Museum, Cleveland Rape Crisis Center and Make-A-Wish<sup>®</sup> Central New York, I have consistently been called upon to manage the digital communication of the organization. Each of these nonprofits knew what they wanted to convey to their target audiences but lacked the skills and time to regularly communicate it. They needed someone to volunteer to update content on their websites and provide social media recommendations that would increase their interaction with their audience on their existing channels.

Other nonprofits need help building an online presence from scratch, such as Riina Education for Innovation, Inc. In Gail Riina's situation, she approached the School of Information Studies at Syracuse University to have students develop

a website for her startup organization. Make-A-Wish Central New York, an established nonprofit, regularly utilizes interns and volunteers with technical skills to develop websites for their upcoming walks and charity sponsorship events, such as the Boilermaker Charity Bib website I developed this semester.

With this glaring need for online brand management in mind, I selected the topic and client for my final Capstone project.

### **Purpose**

The purpose behind my Capstone project is two-fold: to highlight the warm, welcoming personality of my client, ClearView Church, with the surrounding community through online branding and to further develop my professional skills.

ClearView, much like the other nonprofit organizations I have worked at over the last three years, has very limited resources. This lack of resources has led to an outdated and stagnant website as well as no official social media engagement with current members or community families. Through the redesigned website created in this project and my social media recommendations, I hope to strengthen the church's online brand and share the warmth of its congregation with curious community members online.

From a personal standpoint, I looked to bridge the gap between my two majors by combining the writing, design and technical coding skills I have learned. As a dual major in public relations and information management and technology, most of college career has focused on applying skills learned in the

classroom to client work. My goal for my Capstone project was to continue this model in the nonprofit sphere by creating a website and digital guide for ClearView Church.

### **About ClearView Church**

ClearView Church is an Assemblies of God church in Columbia Station, OH rooted in evangelism. With a dedicated congregation of approximately 150 regular service attendees, ClearView is outreach focused, continuously striving to fulfill its mission of sharing “the peace and power of God with the busy world” (“ClearView Church Home,” 2013). To head pastor, Rev. James Hurst, this mission means reaching out to young families in the surrounding Columbia Station community (personal communication, July, 2012).

As a nonprofit organization, ClearView has limited funding and staff dedicated to its daily operations and community outreach goals. In fact, outside the pastoral staff, the church has only one, part-time employee. Michelle McPherson, the current church secretary, is responsible for the day to day operation of ClearView and communication with its members via email and the weekly church bulletin. All other positions are completely voluntary, including the webmaster position, currently held by Gary McPherson. Various members of the congregation take turns overseeing the maintenance of the building, leading Bible studies or other events (M. McPherson, personal communication, 2012).

The close-knit congregation, majority of which are over the age of 50, has many community outreach efforts to achieve its mission, including running the

Columbia Station Food Pantry and partnering with area churches for an annual service in the park during the summer. In addition, the head pastor, Rev. James Hurst, has worked with the Columbia Station High School for the past five years to help support the football team and offer safe activities for local teenagers after football and basketball games. This program, called Fifth Quarters, consists of free weekly activities, food and bonfires supervised by volunteers from the church (M. McPherson, personal communication, 2012).

However, ClearView is missing a major opportunity to reach the young families in the surrounding township because of its lack of online presence. While its focus on personal interaction with community members plants strong seeds throughout the community, it limits the church's reach to those families with whom members regularly interact. The rest of the Columbia Station community has no resources to learn about the church other than an outdated website and looking at the building as they drive past. In interviews with church staff and members, they each expressed a need for a welcoming online presence to reach young families looking for a new church or specific information about ClearView before sending their children to youth events (personal communication, 2012).

### **Previous Online Presence**

As previously stated, ClearView had an outdated, visually unappealing website created from templates in an old version of Adobe Dreamweaver. This template offered no personalization to reflect the warm people in the church. There were no staff photos, images of the building or even a logo.

The text heavy website also contained no visual hierarchy to lead the visitor to important information and provide clues on how to navigate the website. All the text was the same color and similar in size with equal line spacing. This provides no reference point for the eye and makes it harder for the reader to quickly skim the page, as most web users do to quickly find the information they seek.

Even the color scheme of the website did not mesh with the image church members wanted to convey. The cool purple and grey were not welcoming. In combination with the geometric designs and blurry plug-ins for Bible verses featured on the home page, the website gives the impression that the church is either closed-off from the surrounding community or no longer open.

With this in mind, the website did have some positive features, including the actual written content and the audio versions of recent sermons. The written descriptions of ministries at ClearView and its core values were well written and informative. I was able to utilize most of the copy on the redesigned website, only shortening some of the descriptions and breaking up paragraphs to prevent long blocks of text that are hard to read on screens. This meant that my time could be focused on presenting the material in the warm light desired by my client.

The podcast feature, or online streaming audio version of recent sermons, was a hidden gem on the old website that I felt needed to be highlighted on the redesigned version. On the old website, the links to the sermon audio was off to the side in a nondescript table that was not completely visible without scrolling down the page. To capitalize on this extremely useful and engaging digital

feature, I moved the link to the top right of every page and called attention to it by replacing the table with a podcast icon, familiar to technologically savvy target public of the new website.

In terms of a social media presence, ClearView was almost nonexistent. Current members shared prayer requests and links to the online sermons on their personal Facebook pages, but there was no official Facebook page. Instead, various ministries within the church, such as the young adults group, were using Facebook groups to plan upcoming events and communicate with its members. Facebook groups allow you to communicate with multiple people at once and to control the privacy of those messages. Outside of Facebook, ClearView used no social media outlets (M. McPherson, personal communication, 2012).

## Chapter 2

### Design Considerations

#### The Logo

In the digital era, we are constantly over-stimulated and encounter more information that we can possibly process or remember. Think about what we remember: visuals. In fact, many people remember visual images better than text (“Map of Logos”, 2012). Logos provide a simple way for brands to incorporate their name into a visual image that will leave a lasting impression on viewers.

ClearView’s lack of logo or identifying trademark was its biggest hurdle online. Website visitors previously had no such reference point to remember ClearView by, only the unassuming name located in the very top-left corner of the page. Creating a logo for ClearView would not only strengthen its website design, but also set the tone for its entire brand.

Through conversations with the staff and my personal experience as a member of ClearView for the past seven years, I determined the tone the church wanted to set the logo. Each staff member interviewed stressed the importance of welcoming visitors into the congregation and wanted the online branding to make the church more approachable to outsiders. To reflect that tone in the logo, I used a simple, sans serif typeface with large round counters, Century Gothic.

According to Rev. Hurst, the name ClearView Church signifies that members of the congregation want to have a clear view of Christ in order to live their lives more like him (personal communication, July, 2012). This directional statement from him led to the representation of the cross in the logo. The cross is slanted and acts as an extension of the “V” in ClearView, demonstrating the church’s clear mission to be more like Christ. It also incorporates the core beliefs of the organization without utilizing the cross on top of a hill or other cliché Christian symbolism.

### **Images**

As previously stated, the goal of this project was to share the warm, welcoming personality of ClearView Church with the surrounding community. One method I used to accomplish this goal was to incorporate more images to the website design, specifically the welcoming faces of the church staff.

Fortunately, one of the congregation members, Deb Ward, is a professional photographer and was willing to photograph all staff members free of charge this past fall. Her photographs captured the kind nature of the staff as well as the rich fall colors in the backdrop behind them. These two factors bring warmth to the overall website design and present a more personal face to the church. This personalization of the church is crucial to recruiting new members because it eliminates some of the intimidation experienced when visiting a new church for the first time.

These high quality photographs also serve to break up the text on the website and create a more dynamic experience for visitors. Whereas the old website was extremely text heavy with no clear images, the new redesign utilizes these high quality photographs as a means of bridging the gap between the church and the surrounding community. Sharing the faces in the photographs will give visitors a sense of safety and familiarity when physically visiting the church.

### **Visual Hierarchy of Text**

When searching for information online, people are not looking to read mass amounts of text. They skim headlines and subheads to find the information they are looking for and read only that part. Good websites must utilize a visual hierarchy of text, or use various sizes, styles, weights and spacing of typefaces to lead the eye to key information on the page. The website redesign accomplishes this in two ways: a sidebar and utilizing various text styles.

The sidebar on each page calls attention to upcoming events or service times, facts that people regularly use the website to learn. The repetition and separation of this information from the body text calls attention to it. It is easy to locate on each page and the visitor's eye is drawn to the information placing it near the top of the visual hierarchy of text.

Each page of the website has a header that corresponds to the page title in the navigation bar located in the top right of the page. This header title tells the reader exactly what information can be found on the page and therefore receives the largest text size and heaviest weight. It is also placed on the top left of the

page below the logo because the eye naturally makes a “Z” motion over any design, traveling from the top left to the top right then diagonally across the page to the bottom left before exiting the bottom right of the page. The location, size and weight make the header title the most prominent of the body text.

Each of the remaining levels in the visual hierarchy of text decrease in size, weight and prominence. In addition, lines of text were kept short with extra spacing between paragraphs to reduce the distance the eye needs to travel and make it easier to read. This allows readers to separate headlines from subheads from general body text to skim the page to the information they seek. The visual hierarchy is particularly evident on pages with a larger amount of text, such as the about, ministries and events pages.

## **Chapter 3**

### **Content Management**

Since websites must be updated with new information on a regular basis, especially those with event pages like ClearView's website, a method of easily uploading this new content to the website is crucial. Content management systems are computer programs that allow users to publish and edit website content through a central interface. This section will explore the research and considerations that went into selecting a content management system for ClearView Church.

#### **Hard Coding**

In their previous website, the webmaster used templates in an old version of Adobe Dreamweaver to build and maintain the website (McPherson, G., personal communication, 2012). This process allowed him to build the website and gain a working knowledge of HyperText Markup Language (HTML) and Cascading Style Sheets (CSS), coding languages necessary to build and maintain a website.

Since he had this working knowledge of coding languages and wanted to work with the hard code instead of any of the content management systems described later, I encouraged him to update his Adobe software and familiarize himself with it before uploading the new website. The software update is the only cost of this content management method, an initial expense of \$399 but still within the organization's budget.

While I did not recommend this method to the church, the webmaster insisted that he wanted to deal directly with the hard code. I did not recommend this method because updating content within hard code is very risky. If one semicolon or tag is deleted while updating, the whole page could break, losing the desired styling. In addition, only people with a working knowledge of coding languages can perform the update, limiting the accessibility of the website to the webmaster and myself. However, the low cost of maintenance and preference of the webmaster make using the hard code as a content management system a feasible option.

## **WordPress**

WordPress is an open source project, with people around the world modifying the code to provide new themes, plugins and web solutions, aimed at providing a free blog-style content management system to users ("About WordPress," n.d.). The WordPress code is free to download, personalize and manage. However, the user must provide their own hosting, something ClearView already does.

WordPress does not replace the process of coding a website, but provides a simple user interface for the webmaster to upload and manage content. The WordPress code comes with some basic styling that can easily be removed and replaced with the stylesheets written for the individual website ("About WordPress," n.d.). In this option, I would incorporate the hard code into WordPress and provide a user guide with step by step instructions to combat the small learning curve associated with using a new content management system. See the Appendix for WordPress user guide I created for Riina Education for Innovation, Inc.

The true benefit of using WordPress as the content management system is that there is zero cost to use the platform and it can be implemented at any time ("About WordPress," n.d.). If the webmaster encounters too many difficulties with the hard code and decides to utilize WordPress at a later date, I could easily transition the code and provide a simple user guide for training. In addition to my user guide, the WordPress community comes with an open support forum to help troubleshoot any problems that may arise ("About WordPress," n.d.).

## **Drupal**

Another resource for startup companies or nonprofits with a limited budget is Drupal. Much like WordPress, Drupal is a free, open source content management service complete with support forums. It allows users to build custom websites by selecting an existing theme in a matter of hours ("Drupal

CMS Benefits," n.d.). Users with coding knowledge may also create a custom theme to use on their website and share with the Drupal community.

In addition, permissions can be set for users who would update the website, allowing multiple people to maintain the website at various levels ("Drupal CMS Benefits," n.d.). For example, the webmaster and secretary could both perform website updates, but the administrator controls could be set so that the secretary had a more limited access.

Drupal is a great solution nonprofit organizations, such as ClearView, because it allows them to easily update their website and transfer responsibilities to volunteers. I would highly recommend this content management system to ClearView in the future.

### **Blackbaud**

Blackbaud is a company that provides a set of Internet solutions specifically for nonprofit organizations, ranging from fundraising to website building software ("Blackbaud Sphere," n.d.). I first encountered this paid service at Make-A-Wish Central New York updating their Walk for Wishes® websites and building a website for its upcoming Boilermaker Charity Run Partnership.

This system requires no coding experience or knowledge as all of the hard code is hidden from the user. However, it is a paid service that offers little to no customization. There are set templates that users may select from and upload content. In addition, the website building services available through Blackbaud are geared toward events with functionality that ClearView does not require

("Blackbaud Sphere," n.d.). For those reasons, I would not recommend this service to ClearView or nonprofits looking to build a general website.

## Chapter 4

### Social Media Recommendations

#### Facebook

The first step in strengthening ClearView's social media presence is to create an official organization page on Facebook. A Facebook page will allow the church to publish variety of media types directly to people's newsfeeds and provide a simple way to measure the reach of these posts through Facebook Analytics ("10 Tips for Nonprofits," n.d.). In addition, the church's timeline will act as an easy to find archive of past events, photographs and sermons that highlight the personality of the church.

Individuals involved in the church will also be able to engage with the church and each other on the page further highlighting their welcoming nature. However, it will now be showcased in a public forum, instead of hidden from outsiders on their personal pages.

When setting up the official ClearView Church Facebook page, I would recommend that ClearView unveil its new logo as the profile picture and use a quality photograph of church staff or members as the cover photograph. In addition, this cover photograph can be edited in Adobe Photoshop to include important information such as service times. I would also complete the about page

with a short description of ClearView's beliefs, service times, ministries and link to the redesigned website ("10 Tips for Nonprofits," n.d.).

ClearView should also take advantage of the multiple media types that can be shared on Facebook. Photographs from recent events, daily Bible verses, prayer requests and audio or video of recent sermons are all easy and interesting content that can and should be shared on Facebook. In addition, any event listed on the website should be shared on social media as a Facebook event to allow members to invite friends and family outside of the church in a nonthreatening way ("10 Tips for Nonprofits," n.d.). This will allow the church to measure engagement and learn more about community members attending its events.

In addition, the church should expand its use of Facebook groups for specific ministries. Facebook groups create a private space for group members to share information with each other ("Groups", n.d.). The young adults group currently uses Facebook groups to decide on future activities and share updates. This could be helpful for Bible study members already active on Facebook, who compose the middle-aged demographic of the church. This demographic regularly checking these groups will be more engaged with the church on social media and more likely to share content posted to the official ClearView Church page.

### **Podcasts**

Podcasts are digital audio or video files that can be downloaded from a website to a media player or computer ("Podcast," n.d.). Many podcasts have a

theme. In ClearView's case, the theme would be religious in nature and depend on the sermon topic of the week.

ClearView Church already records audio of each week's sermon to post on its website. Sharing this interactive content on social media on its website and Facebook will extend the reach of the sermon out of the confines of the church walls and allow visitors a sampling of what a typical Sunday morning service is like. The tonality provided by sharing audio files also personalizes the brand online.

The only limitations that ClearView would face sharing this type of media are copyrights of certain service content, such as songs and videos. All copyrighted material would need to be edited out of the podcast before it could be uploaded to the Internet. Fortunately, ClearView is already familiar with copyright law and performs this check.

## **YouTube**

YouTube is a popular video-based social networking website. YouTube would allow the church to not only have an audible voice online, but a visual presence to accompany it. Adding a video option to the weekly sermons or even sharing quick promotional videos for upcoming events are simple ways to share the personality of the church in a more dynamic way.

To set up a YouTube account, ClearView can use a Google account, most commonly a Gmail email account. Once the account is created recent sermons, promotional videos or even more creative spots, such as a Meet the Staff series

where each pastor introduces themselves in a 60 second clip can be shared. This content will then be archived on YouTube to be viewed by visitors in the future and shared on ClearView's other social media outlets to create an information loop.

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## Appendix A

### ClearView Church Website Design

New website to launch in May 2013 at clearviewchurch.net.

The screenshot shows the top section of the ClearView Church website. At the top left is the logo "ClearView church" with a stylized cross. To the right is a speaker icon and the text "Listen to last week's sermon." Below the logo is a horizontal navigation menu with links: HOME, ABOUT, MINISTRIES, STAFF, EVENTS, CONTACT. A large photograph of a group of eight people (men and women of various ages) is centered on the page. Below the photo is a "Welcome!" section with introductory text. To the right of the text is a grey box containing "Worship Service" (Sundays at 10 am) and "Location" (23963 Royalton Rd., Rt. 82, Columbia Station, Oh 44028) with a "Map" link. At the bottom of the page is a footer with the navigation menu, copyright notice "© 2012 ClearView Church. All Rights Reserved. Sitemap.", and contact information: "23963 Royalton Rd., (Rt. 82) Columbia Station, Oh 44028 440.256.5950".

The screenshot shows the "About ClearView" page on the ClearView Church website. The layout is similar to the home page, with the logo and navigation menu at the top. The main content area is divided into two columns. The left column is titled "About ClearView" and contains text about the church's mission and core values. The right column is titled "Upcoming Events" and lists several events with dates and times. At the bottom of the page is a footer with the navigation menu, copyright notice "© 2012 ClearView Church. All Rights Reserved. Sitemap.", and contact information: "23963 Royalton Rd., (Rt. 82) Columbia Station, Oh 44028 440.256.5950".

**About ClearView**

Not perfect? Neither are we! But because of our relationship with Jesus Christ, God sees us as pure and blameless, as His children, as His heirs to His throne in Heaven.

At ClearView Church, we're not about 'religion' – we are all about a 'relationship' with God the Father, God the Son and God the Holy Spirit. We know that being Christian doesn't make us perfect. It makes us forgiven! Our desire is to grow up in Him (our Lord), so our relationship is a life-long process, not a one-time event.

**Our Core Values**

Our desire to live the Christian life and set an example for others is based on:

- Prayer:** How we talk with God
- His Word:** How God talks with us
- Compassion:** None of us are perfect; we all have needs and problems e.g. loneliness, illness, divorce, drinking, etc.
- Serving:** God has given each of us gifts to help one another
- Worship:** How we exalt God with our hearts
- Evangelism:** How we share His Word with others
- Integrity:** How we walk upright before God
- Discipleship:** How we train and empower others to share God's love
- Time:** How to use it wisely for God's kingdom

ClearView Church is a member of the Assemblies of God denomination. We believe in the God of the Bible and the salvation offered by His Son, Jesus Christ. We uphold the 16 fundamental truths as presented by our denomination. For a detailed description of our doctrinal statement, please visit [www.ohioag.org](http://www.ohioag.org).

**Upcoming Events**

- Insurrection**  
Tuesday, December 11 at 6:30pm  
ClearView Church
- Dynasty Ministries**  
Thursday, December 13 at 6:30pm  
ClearView Church
- ClearView Christmas Party**  
Friday, December 14 at 6pm  
Old Oak Bible Church
- Man 2 Man**  
Saturday, December 15 at 8:30am  
Goldie's Restaurant



Listen to last week's sermon.

[HOME](#) [ABOUT](#) [MINISTRIES](#) [STAFF](#) [EVENTS](#) [CONTACT](#)

### Ministries

We care about you and your family. ClearView's ministries are designed to help people reach their God-given potential as well as deepen their relationships with God and each other.

#### Nursery

ClearView Church welcomes you and your child(ren) to our Nursery, where each child is special to us. It is our goal to minister to your child's spiritual, physical and emotional needs. We are committed to providing the most loving and caring environment possible for your child. You can take comfort in knowing the Nursery is staffed with experienced caregivers who understand and act upon the special needs of the little ones in our care. We sincerely hope you and your child(ren)'s experience at ClearView Church will be memorable and uplifting.

#### Kids in the Clear

ClearView Church's Children Ministry, Kids in the Clear, is a time where the adults have as much fun ministering to your children as the children have learning about God's vision in their lives. Kids in grades K-6th have Children's Church in a safe and fun environment every Sunday during the adult service. They will enjoy participating in the songs, skits, games and message of Christ's love. So whether your treasures are with us during Children's Church or on one of our exciting outings, everyone is sure to have a blast in Kids in the Clear. We look forward to seeing you and your children at ClearView Church.

#### One Voice Youth

At ClearView Church we have a youth ministry, that's alive and vibrant! Our teens meet every other week to talk, have fun and eat. However, we also are there to support each other with prayer, hugs and a listening ear. Come and experience a different kind of youth group that's waiting to welcome you.

#### Worship

Our music encompasses a wide range of musical styles, through both contemporary and traditional mediums. A. W. Tozer said..."Thirsty hearts are those whose longings have been wakened by the touch of God within them".

### Upcoming Events

**Insurrection**  
Tuesday, December 11 at 6:30pm  
ClearView Church

**Dynasty Ministries**  
Thursday, December 13 at 6:30pm  
ClearView Church

**ClearView Christmas Party**  
Friday, December 14 at 6pm  
Old Oak Bible Church

**Man 2 Man**  
Saturday, December 15 at 8:30am  
Goldie's Restaurant

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419.236.7339



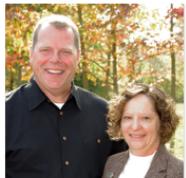
Listen to last week's sermon.

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### Pastoral Staff



**Pastor Jim & Carol Hurst**  
Head Pastor



**Pastor Tony & Laura Zupanic**  
Associate Pastor



**Pastor Dave & Brenna DeVito**  
Children's Ministries



**Pastor Eileen Grant**  
Children's Ministries



**Pastor Joshua Gillemette**  
Youth Ministries

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### Upcoming Events

#### Insurrection

Tuesday, December 11 at 6:30pm | ClearView Church  
College ages 18 -25 yrs of age join Pastor Joshua Guillemette as we seek God, and have a great time in the process!

#### Dynasty Ministries

Thursday, December 13 at 6:30pm | ClearView Church  
High School students 9th - 12th Grade. Join Pastor Joshua Guillemette each Thursday for a great time of fellowship and experience God!

#### ClearView Christmas Party

Friday, December 14 at 6pm | Old Oak Bible Church  
Come celebrate the true meaning of Christmas with Clearview at our annual Christmas party. RSVP to Sandy Stilla by December 12th.

#### Man 2 Man

Saturday, December 15 at 8:30am | Goldie's Restaurant  
Mens group who meets every other week for breakfast and fellowship.

May 2019						
Today						
Mo	Tu	We	Th	Fr	Sa	Su
26	27	28	29	30	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

### Weekly Schedule

Worship Service  
Sundays at 10 am

Senior Bible Study  
Every other Wednesday at 7pm

Home Groups  
Every other Wednesday at 7pm  
Contact home group leaders for locations.

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23963 Royalton Rd., Rt. 82  
Columbia Station, OH 44028  
440.236.5930



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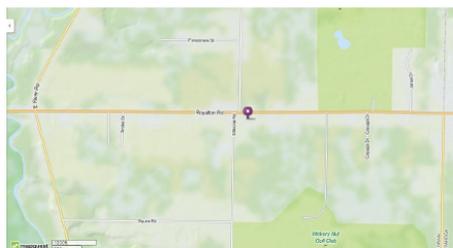
### Contact

Location  
23963 Royalton Road (Rt. 82)  
Columbia Station, OH 44028

Phone  
440.236.5930

Email  
Michelle McPherson  
oreos@sbcglobal.net

Website Issues?  
clearviewchurch1@sbcglobal.net



### Upcoming Events

Insurrection  
Tuesday, December 11 at 6:30pm  
ClearView Church

Dynasty Ministries  
Thursday, December 13 at 6:30pm  
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## Appendix B

### WordPress User Guide for Riina Education

*Riina Education for Innovation, Inc. Website*: User Manual (version 1.0)

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Project: Riina Education Website  
Date(s): Friday, November 30, 2012  
Prepared by: Lindsey Colegrove & Melia Robinson

#### 1. Introduction

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This document contains instructions for maintenance of *Gail Riina's Non-Profit Org Website*.

#### 2. WordPress

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This section will give the reader all the login information and a step-by-step guide on how to access the website's content management system (CMS).

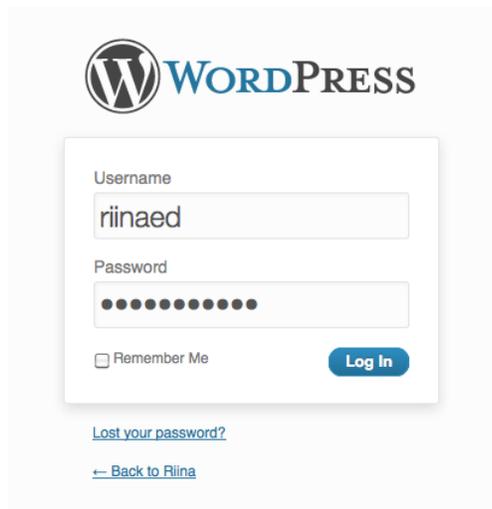
##### 2.1 About WordPress

WordPress is a free, open source blogging tool and content management system. It allows the user to easily create and edit text and images on the website without knowledge of HTML and CSS code. Lindsey and Melia have migrated the site's code to WordPress so Gail can manage content without technical headaches.

##### 2.2 Login Instructions

These login instructions correlate to the site's current host, Melia Robinson's FatCow account. URLs are subject to change when materials are transferred to Gail's hosting account.

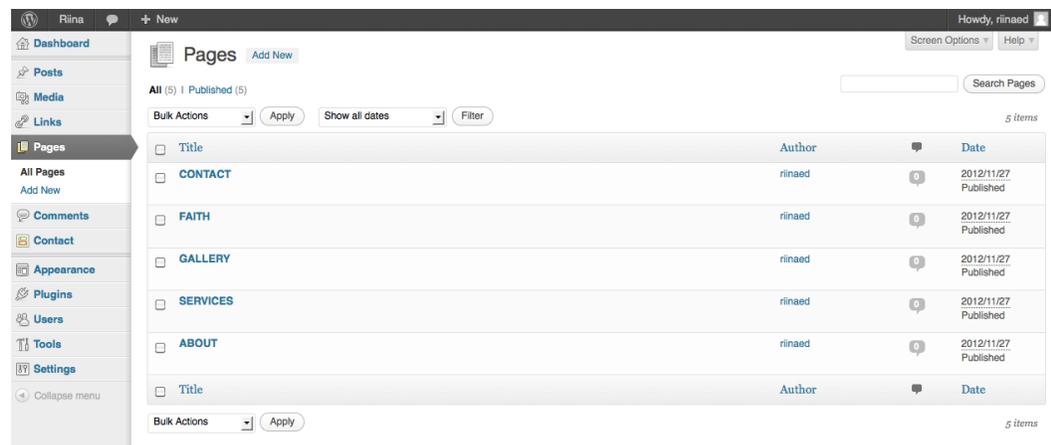
1. In web browser, go to [meliarobinson.com/riina/wp-login.php](http://meliarobinson.com/riina/wp-login.php).
2. In Username field, type "riinaed".
3. In Password field, type "ist466riina". Click Log In.



### 2.3 Edit Page Content

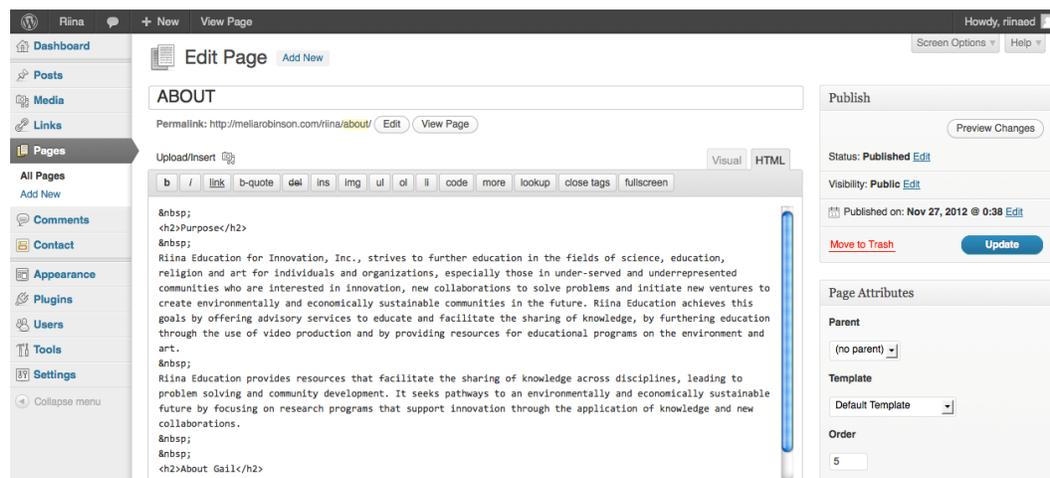
To change the content of the About, Services, Faith, and Contact pages, you will need to enter the WordPress CMS and edit text in the Pages tab.

1. In the left column, click Pages.
2. Hover over the name of the page you would like to change, and select Edit.



3. At the top right corner of the edit window, make sure the HTML tab is active, not Visual.
4. Edit content accordingly.
  - a. If you wish to include line breaks, or “Enter spaces,” in between paragraphs, type “&nbsp;” to create a line break.
  - b. If you wish to create a header, write `<h2>` and `</h2>` around the content you wish to highlight on the page. Headers make the text dark green and bold.
    - i. For example, on the Contact page, `<h2> I’m an artist.</h2>` makes “I’m an artist” green, bold, and bigger.

- When done, click the blue Update icon in the right column.



- Go back to meliarobinson.com/riina in your browser and refresh the page to see the change in effect.

## 2.4 Edit Home Page Content

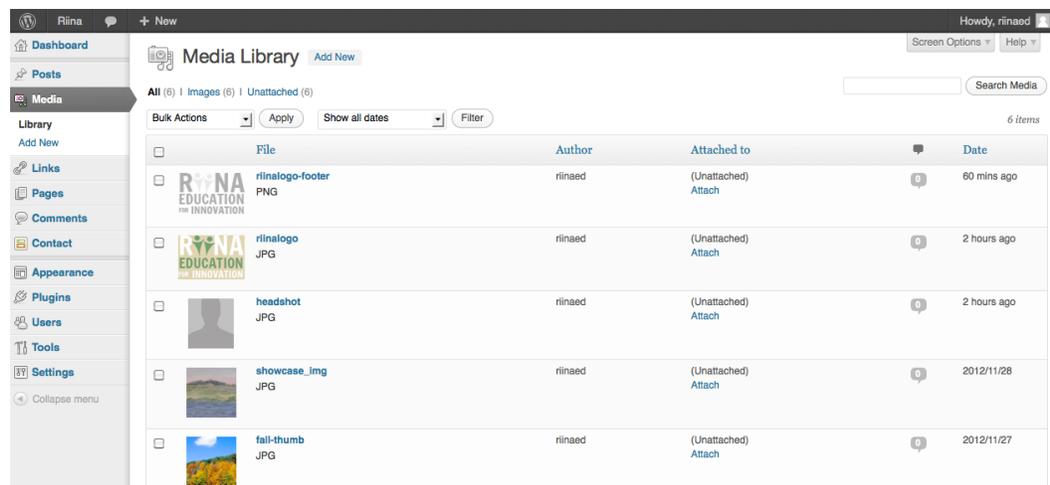
To change the content of the Home page, you will need to enter the WordPress CMS and edit text in the Posts tab.

### 2.4.1 Edit Home Page Text

- In the left column, click Posts.
- Hover over the name of the post you would like to change, and select Edit.
  - The headline in the largest image on the page, “MAIN SHOWCASE TEXT,” is called “MAIN SHOWCASE TEXT.”
  - The headlines in the smaller images on the page, “Box 1 Text,” “Box 2 Text,” and “Box 3 Text,” have titles the correspond exactly.
- At the top right corner of the edit window, make sure the HTML tab is active, not Visual.
- Edit content accordingly.
- When done, click the blue Update icon in the right column.
- Go back to meliarobinson.com/riina in your browser and refresh the page to see the change in effect.

### 2.4.2 Edit Home Page Images

- In the left column, click Media.
- Hover over the name of the post you would like to change, and select Edit.
- Click Add New button next to Media Library at top of page.



4. Click Select Files.
5. Browse for image you wish to upload.
  - a. For main showcase image, it has to be 850 pixels wide and 300 pixels high. Photo size adjustments can be made in Photoshop or other image editor.
  - b. For smaller images, they have to be 270 pixels wide and 160 pixels high.
6. Click Open.
7. In Title field, write file name that is clear and corresponds to the image's purpose.
  - a. For example, the main showcase image might be called "showcase-img".
8. Highlight all the text in the File URL field, right click, and select Copy (or Cmd + C).
9. Now, in the left column, click Posts.
10. Hover over the post's title whose image you're editing, and click Edit.

### Custom Fields

Name	Value
thumb <small>Delete Update</small>	http://meliarobinson.com/rina/wp-content/uploads/2012/11/fall-thumb1.jpg

**Add New Custom Field:**

Name	Value
-- Select -- <small>Enter new</small> <small>Add Custom Field</small>	

Custom fields can be used to add extra metadata to a post that you can [use in your theme](#).

11. Under Custom Fields, paste the URL under the Value box next to:
  - a. If editing main showcase image, “showcase-img”.
  - b. If editing smaller image, “thumb”.
12. When done, click the blue Update icon in the right column.

## 2.5 Edit Gallery

To change the content of the Gallery page, you will need to enter the WordPress CMS and edit text in the Posts tab and the images in the Media tab.

1. In the left column, click Posts.
2. Click Add New button next to Posts.
3. Enter artist’s name in the “Enter title here” field.
4. At the top right corner of the edit window, make sure the HTML tab is active, not Visual.
5. Enter artist’s bio in the edit window.
6. Click the blue Publish icon in the right column. This sends the post to the database, but won’t actually render on the page.
7. Under Custom Fields, click Enter New. Type “artist-name” under Name and the artist’s actual name under Value.
8. Click Add Custom Field.
9. Click the blue Update button in the right column.
10. Repeat Steps 7-9 with the following Names/Values:
  - a. artist-email → Artist’s actual email address
  - b. artist-phone → Artist’s actual phone number
  - c. artist-website → URL to artist’s portfolio website
11. You’re not done yet! Now it’s time to upload the images and headshot so you can show off the artist’s work. In the left column, click Media.
12. Click Add New button next to Media Library at top of page.
13. Click Select Files.
14. Browse for headshot image you wish to upload.
  - a. For headshot image, dimensions should be 138 pixels wide and 188 pixels high.
15. Click Open.
16. In Title field, write file name that is clear and corresponds to the image’s purpose.
17. Highlight all the text in the File URL field, right click, and select Copy (or Cmd + C).
18. Now, in the left column, click Posts.
19. Hover over the post title that corresponds to the artist who you’re currently working on, and click Edit.
20. Under Custom Fields, click Enter New. Type “headshot” under Name and paste the URL under Value.
21. Click Add Custom Field.
22. Click the blue Update button in the right column.

23. If you wish to include examples of the artist's work, repeat steps 11-22. You will need to create media for both the image's original size and thumbnail size. The thumbnail size should be 100 pixels wide and 90 pixels high. The original size image can be any dimension, but must be under 2 MB. You may upload up to six examples of the artist's work. You must use the following names under Name in Custom Fields:
- a. thumb1
  - b. large1
  - c. thumb2
  - d. large2
  - e. thumb3
  - f. large3
  - g. thumb4
  - h. large4
  - i. thumb5
  - j. large5
  - k. thumb6
  - l. large6

artist-name	Artist First Name Last Name
<input type="button" value="Delete"/> <input type="button" value="Update"/>	
artist-phone	Phone number
<input type="button" value="Delete"/> <input type="button" value="Update"/>	
artist-website	Website URL
<input type="button" value="Delete"/> <input type="button" value="Update"/>	
headshot	<a href="http://meliarobinson.com/riina/wp-content/uploads/2012/11/headshot-placeholder.jpg">http://meliarobinson.com/riina/wp-content/uploads/2012/11/headshot-placeholder.jpg</a>
<input type="button" value="Delete"/> <input type="button" value="Update"/>	
large1	<a href="http://meliarobinson.com/riina/wp-content/uploads/2012/12/apple_large.jpg">http://meliarobinson.com/riina/wp-content/uploads/2012/12/apple_large.jpg</a>
<input type="button" value="Delete"/> <input type="button" value="Update"/>	
large2	<a href="http://meliarobinson.com/riina/wp-content/uploads/2012/12/swans-large.jpg">http://meliarobinson.com/riina/wp-content/uploads/2012/12/swans-large.jpg</a>
<input type="button" value="Delete"/> <input type="button" value="Update"/>	
large3	<a href="http://meliarobinson.com/riina/wp-content/uploads/2012/12/house-large.jpg">http://meliarobinson.com/riina/wp-content/uploads/2012/12/house-large.jpg</a>
<input type="button" value="Delete"/> <input type="button" value="Update"/>	

24. This last step is CRUCIAL. Under Categories in the right column, check the box next to GALLERY. This tells the code to call the artist's post from the database.
25. Click the blue Update button in the right column.

### **3. Gmail**

The contact form on the Contact page corresponds to a Gmail account set up for Gail: [riinaed@gmail.com](mailto:riinaed@gmail.com). When a user fills out the fields in the form and clicks Send, an email sends to the Gmail.

#### **3.1 Login Instructions**

These login instructions explain how to login to Gmail.com

1. Go to <http://www.gmail.com>.
2. In Username field, type “riinaed”.
3. In Password field, type “ist466riina”.

### **4. Customer Support**

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[These links will provide support in maintaining site if Lindsey or Melia become unavailable.](#)

Main troubleshooting site: <http://codex.wordpress.org/>

To troubleshoot the Pages: <http://codex.wordpress.org/Pages>

To troubleshoot the Posts: [http://codex.wordpress.org/The\\_Loop](http://codex.wordpress.org/The_Loop)

To troubleshoot the Custom Fields: [http://codex.wordpress.org/Custom\\_Fields](http://codex.wordpress.org/Custom_Fields)

## Summary of Capstone Project

Nonprofit organizations, like ClearView Church, are constantly stretching their resources to the maximum to manage their daily operations and fulfill their missions. The dedicated staff and resources go directly to these things, and it often falls to volunteers to manage the organizations online brand. In my experience working for a broad range of nonprofits, I have found that these organizations know what they want to communicate to their target publics but do not have the time to do it effectively online.

In ClearView's situation, the church is actively reaching out to the surrounding community through physical outreaches, such as community services and activity nights for area high school students, to fulfill their mission to "share the peace and power of God with the busy world." The one area they fell short on this mission was their online presence. Its outdated website and almost nonexistent social media presence did nothing to help the church connect with the surrounding community.

To solve this issue, I approached ClearView's head pastor, Rev. James Hurst, and secretary, Michelle McPherson, about redesigning the church's website. In my initial conversations with both Rev. Hurst and McPherson, they both expressed the desire to share the warm, welcoming personality of the church with young families in the surrounding Columbia Station community. My goal for this project was to create an online brand for ClearView based off of the personality of the congregation members and their outreach focused goal.

My first step in cultivating this brand was to complete a full audit of ClearView's online presence. I spoke in depth with the church staff about which parts of the website they liked and wanted to keep. I also shared with the staff what I felt were the strengths and weaknesses of the old website. This open communication allowed me to fully incorporate their ideas into the new online branding and benefitted me throughout the entire process.

I then started to design a logo that captures the warm, welcoming sentiment ClearView wanted to convey. This logo served as the jumping off point for the website redesign and official Facebook page. The logo also serves as an important visual reference point for people to remember.

Other design considerations included a visual hierarchy of text, color scheme and images. All together, these design choices contribute to the warm tone of the website. The high quality photographs incorporated into the new design make it more dynamic and were taken by church member and professional photographer, Deb Ward. All of the design aspects were submitted to McPherson for approval from the church staff before the coding process began.

The next step in the process was to code the website and determine the best content management system for ClearView to use. To complete this step, I called upon my previous experience developing and updating websites for nonprofit organizations in previous classes and internships. I have worked with free services, such as WordPress, for Riina Education for Innovation and paid, more comprehensive services, such as Blackbaud, which I used for Make-A-Wish

Central New York's fundraising website for their upcoming charity partnership with the Boilermaker Road Race.

I also spoke in depth with ClearView's webmaster, Gary McPherson, about his knowledge of coding languages, such as HyperText Markup Language (HTML) and Cascading Stylesheets (CSS). I also took into account his preference in content management system since he will be the one maintaining the website after its official launch.

Despite my recommendation of utilizing a free, open source content management system, such as WordPress or Drupal, the church's webmaster insisted on working directly with the hard code to perform all updates. Since any of these options fit with the organization's restrictions of coding skills and cost. Therefore the webmaster's preference became the deciding factor.

. The last step in the online branding process was to provide specific, measurable social media recommendations. The three interactive social media platforms I recommended that ClearView engage users on are Facebook, podcasts and YouTube.

Members of ClearView are already active on Facebook and share church related content, such as the audio from recent sermons, on their personal timelines. In addition, specific ministries utilize Facebook groups to communicate and plan upcoming events. I recommended that ClearView capitalize on this engagement and create an official ClearView Church Facebook page to host all content and create more groups for the remaining ministries. Centralizing content

on an official page expands the church's reach outside of the members' immediate friends and personalizes the brand.

ClearView also already records audio for every service and shares it on the website. This should be capitalized upon by sharing this content as a podcast and on its Facebook page. These sermons could also be recorded as video to provide a more dynamic interaction with viewers on YouTube or Vimeo. In addition, the church could share promotional videos for upcoming events or possibly a "Meet the Staff" video series to further personalize and promote the brand.

All together these recommendations and website redesign act as a total brand makeover online. They are all feasible for nonprofit organizations of this size and cost little more than a volunteers time. Overall this project completed its goal of transforming my accumulated knowledge from the classroom and work experience into a working online branding guide for ClearView Church.