The Connection Project

Ministry of the Pacific Southwest District
Church of the Brethren

Welcome *begins* before they arrive.

How is your church
connecting with your community?



BUILDING AN ONLINE FAITH PRESENCE TO CONNECT WITH YOUR COMMUNITY

The Connection Project

The Connection Project is a PSWD program that offers free support to congregations to establish or strengthen their online presence and connect with their community. Through a marketing strategy designed specifically for churches, it combines digital and traditional media to share each congregation's identity, services, and activities.

HOW CAN WE WORK WITH YOUR CHURCH?

We can work in three ways:

- train your team to raise awareness of the church and promote its services and activities through digital media and printed materials;
- carry out these tasks for you, as agreed;
- or share the work with your congregation.

The creation and technical improvements of the website will be handled by the project's specialist in building and maintaining websites.

DISTRICT SUPPORT

PSWD support includes the creation or improvement of each church's official website and guidance from a team to strengthen its communication with the community.

The team will assess how each congregation raises awareness of its church and connects with its community, considering the channels and activities it uses to reach people.

This assessment will help define goals, identify the people the church seeks to reach, design a marketing strategy that combines digital and traditional media, develop and implement initiatives tailored to each congregation's needs, and evaluate their results.

Based on that evaluation, improvements will be made to help people learn about the church, get in touch, and visit.

Support will be tailored to each congregation's needs, resources, and level of involvement.

Each congregation will be responsible for welcoming, supporting, and following up with people who come as a result of these initiatives, cultivating relationships that encourage them to become part of the congregation, stay connected, and participate in church life.

HOW TO GET STARTED

Let’s talk, review, and define the next steps together.

The Connection Project PSWD

Scan the QR code to request an initial conversation with our team and share your congregation’s needs.

Register Interest

Together, we will strengthen your church’s presence, share its story, and open new opportunities to connect with your community and share the love of Christ.

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Proyecto de Conexión

Pacific Southwest
DISTRICT
Church of the Brethren