

Growth Ideas 101: Optimizing Your Digital Front Door

Your digital front door (website, social media) is now the place where most newcomers, seekers, and potential supporters first encounter your ministries. When it reflects who you truly are—warm, welcoming, purposeful—it becomes an open invitation into the life of your community. Keep aspiring to inspire, invite and thank, offering generosity of discipleship. A refreshed website, clear contact information, and a simple, trustworthy way to give all signal that you are attentive and ready to receive people with care. Sharing real stories of hope, engagement and impact helps visitors see the heart of your mission, while up-to-date worship times, events, and next steps make it easy for them to imagine belonging. Even small improvements communicate stability, hospitality, and intention. This is a moment to pause, look at your digital presence with fresh eyes, and ask whether it reflects the welcome you want to extend. Strengthening your digital front door is not just a communications task—it is a ministry of invitation, connection, and generosity. Consider letting visitors know on your website and social media what is happening on the upcoming Sunday, topics, themes, special events. Contact Sharon for a checklist inspired by the Lake Institute and to chat about your best practices to keep growing together.

Please contact me, Sharon Ballantyne, growth animator, at 506-306-0500 or by email at sballantyne@united-church.ca. You are also invited to a virtual 30-minute drop-in conversation each Wednesday morning, beginning at 9:45 a.m. Atlantic (10:15 a.m. Newfoundland and Labrador). Contact Sharon for the Zoom link.