

Why Your Catholic Ministry Needs a Web Presence

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Reason 1: What the Pope is saying about the digital age - We must not fall behind!

- ▶ “**Authentic servants** of tradition are those who, while keeping memory alive, **know how to discern the signs of the times and open new paths**,” Pope Francis said May 1, 2018
- ▶ The pope said that the use of new digital platforms not only requires significant technological updates but also a willingness to accept that “**the attachment to the past may prove to be a dangerous temptation.**”
- ▶ <https://cruxnow.com/vatican/2018/05/01/catholic-media-must-not-fall-behind-in-digital-age-pope-says/>

By having a web presence, you are responding to the Pope’s call to action to open new paths for your Catholic ministry.

Reason 2: Reach the community-at-large

- ▶ In 2012, over **17 million American adults** who don't regularly attend worship services visited the website of a local church or place of worship. This is close to **22% of Americans**.
http://www.greymatterresearch.com/index_files/Online_Church.htm
- ▶ This research shows that the public is seeking information on churches and their ministries more and more. **In 2012, 33% say the internet was the first place where they learned about their church.**
<https://network.crcna.org/church-web/church-website-statistics>
- ▶ **30% of ALL millennials (ages 22-37) search for spiritual content online.**
<https://www.barna.com/research/how-technology-is-changing-millennial-faith/>

By having a web presence, you reach the people who do not usually attend church.

Reason 3: Attract new, younger members to your ministry

In 2018, 79% of all internet users logged in to Facebook.

Facebook statistics

- ▶ 33% of users were 18-24 years old.
- ▶ 31% of users were 25-34 years old.
- ▶ 17% of users 35-44 years old.
- ▶ 10% of users 45-54 years old.
- ▶ 6% of users 55-64 years old
- ▶ 3% of users 65+ years old.
- ▶ <https://sproutsocial.com/insights/new-social-media-demographics/>

By having a web presence, you can reach beyond your circle of friends to bring in new members of your ministry.

Reason 4: Engage your parishioners or those interested in your ministry

- ▶ In 2012, 64% of church goers say the church website is important in facilitating participation in church
- ▶ “Church goers are now turning to a church’s website to become better connected with the church. So we have an obligation to help them...websites are becoming more about awareness (letting people know you exist), connection to community (things to do in the church community like small groups) and engagement (increasing the interaction of people with the church).” <https://network.crcna.org/church-web/church-website-statistics>

By having a web presence, you encourage your people to participate in your ministry. They feel a part of a community.

Reason 5: Credibility

- ▶ **Potential new ministry participants EXPECT a website.**
Potential participants can become turned off by ministries that do not have a web presence. By having a web presence, you indicate to your future participants that you are serious about your endeavor to increase membership.
- ▶ <http://classifieds.usatoday.com/blog/business/5-reasons-why-small-businesses-need-websites/>

By having a web presence, you help gain your participants' trust.

Reason 6: Increased donations to your ministry

- ▶ 60% are willing to give to their church digitally.
- ▶ Churches that accept tithing online **increase overall donations by 32%**
- ▶ Americans gave **\$410 billion** to charities in 2017, up 5%.

<https://nonprofitssource.com/online-giving-statistics/>

By having a web presence, you can accept donations, even on a recurring basis, that you may not have otherwise received.

Reason 7: Other ministries have a web presence

- ▶ **More than 70% of nonprofit communicators consider social media one of their most important communication channels.** <http://www.nonprofitmarketingguide.com/blog/2016/01/05/the-2016-nonprofit-communications-trends-report-infographic/>
- ▶ **Almost 85% of churches use Facebook.** In 2017, 84% of Protestant pastors reported that their church uses Facebook as their primary online communication tool. <https://lifewayresearch.com/2018/01/09/most-churches-offer-free-wi-fi-but-skip-twitter>

By having a web presence, you stay current with the way others are communicating with their participants.

Interested in getting started with a web presence for your Catholic ministry?

Contact us today at catholicassist.com/contact

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