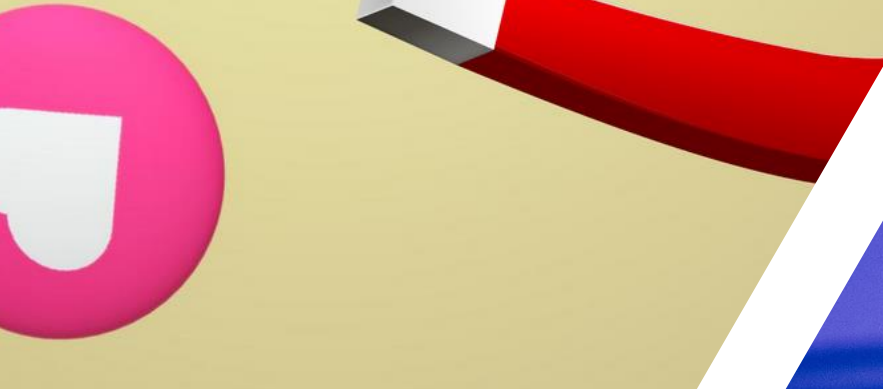


TECHING OUR MINISTRY TO THE NEXT LEVEL

Eleventh Episcopal District Lay Organization
Thursday Night Teaching
April 18, 2024

ROBBYN HOPEWELL,
EEDLO DIRECTOR OF PUBLIC RELATIONS





Whether we like it or not, the world is digital now.



The advances in technology have made every part of coordinating ministry easier. If you know how to use it.



Email Addresses

ARE VALUABLE

- ◆ All the advances in technology are geared toward **MORE EFFECTIVE COMMUNICATION.**
- ◆ Communicating with your members requires a solid email list.
- ◆ Encourage members to always use the email address associated with their smartphone.





GROUP CALENDARING

Creating a Group Calendar

How to create a group calendar on iPhone

- In Calendar on iCloud.com, click. at the top of the sidebar that shows your list of calendars. If you don't see your list of calendars, click. at the top of the sidebar.
- Type a name for the calendar, then press Return or Enter.



Creating a Group Calendar

How to create a group calendar on Google

You can only create new calendars from a browser and not from the Google Calendar app. Once the calendar is created, you can find it on your browser and in the app.

- On your computer, open [Google Calendar](#).
- On the left, next to "Other calendars," click Add other calendars Create new calendar.
- Add a name and description for your calendar.
- Click Create calendar.
- If you want to share your calendar, click on it in the left bar, then select Share with specific people.



Sharing Your Group Calendar

Sharing an iCloud Calendar

- Tap Calendars at the bottom of the screen.
- Tap. next to the iCloud calendar you want to share.
- Tap Add Person, then enter a name or email address, or tap. to browse your contacts. Note: Your contacts must have an email address to share an iCloud calendar.
- Tap Add, then tap Done.



Sharing Your Group Calendar

Sharing a Google Calendar

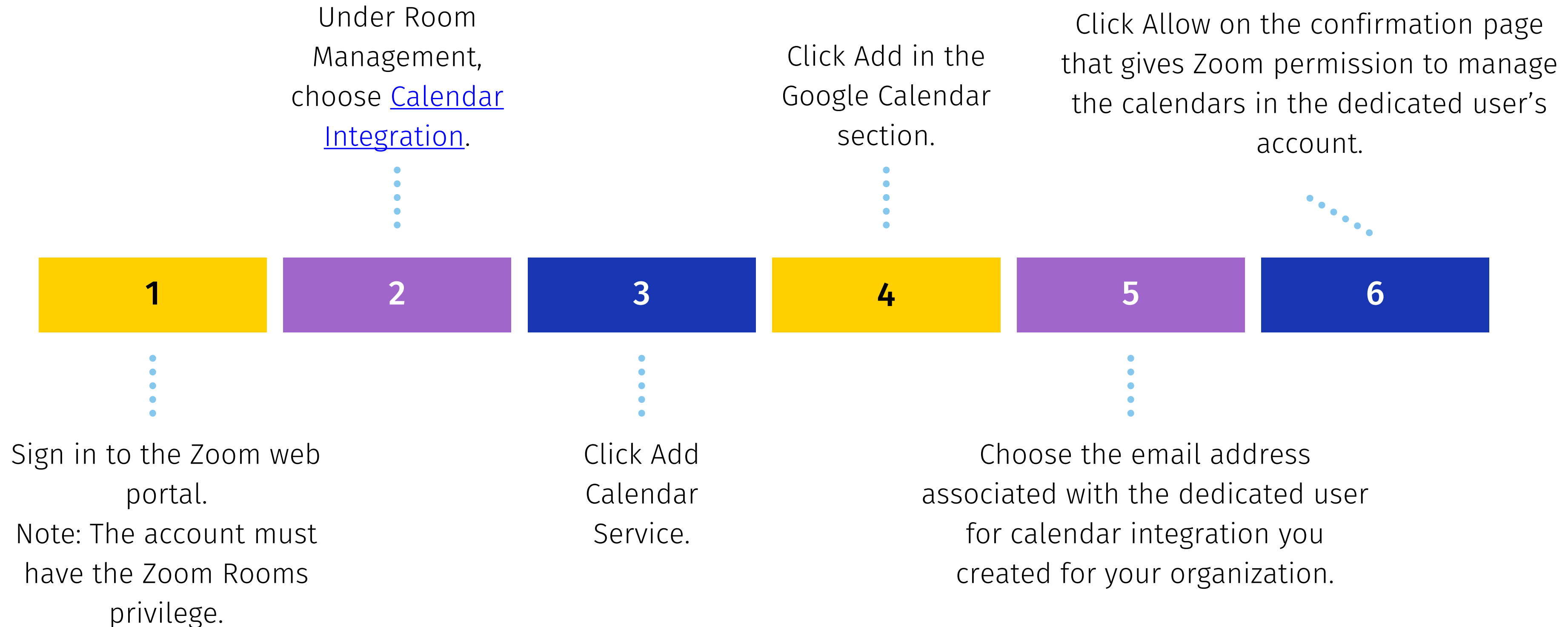
- On your computer, open [Google Calendar](#). You can't share calendars from the Google Calendar app.
- On the left, find the "My calendars" section. To expand it, click the Down arrow .
- Hover over the calendar you want to share, and click More Settings and sharing.
- Under "Share with specific people," click Add people.
- Add a person's or [Google group's](#) email address. Use the drop-down menu to adjust their permission settings. [Learn more about access permissions.](#)
- Click Send.
- The recipient will need to click the emailed link to add the calendar to their list.



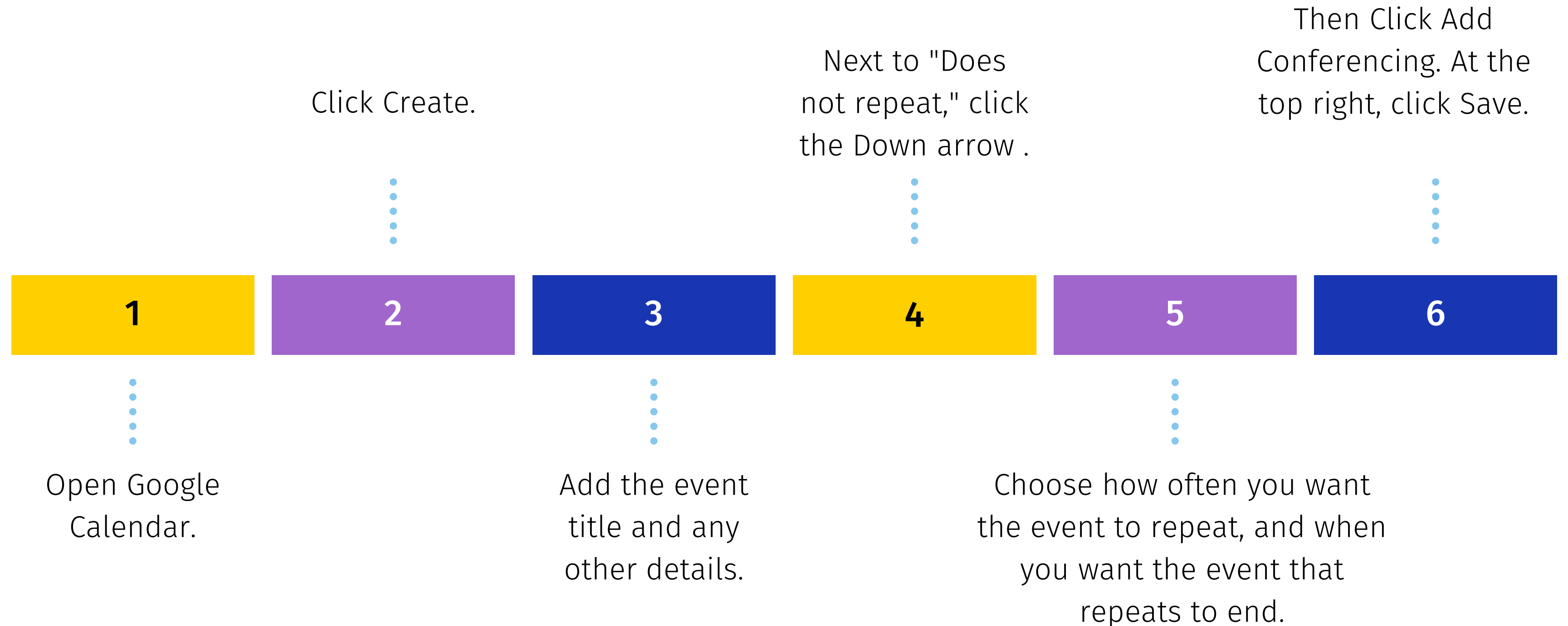


VIRTUAL MEETINGS

How to link Zoom to Your Google Calendar



How to Set Up a Repeating Virtual Meeting





CONTENT DESIGN

Key Design Principles



Contrast

Contrast refers to the use of visually different elements.



White Space

White space refers to any blank or empty space surrounding all the other elements in a design composition.



Emphasis

Emphasis is the way of making certain elements stand out from the rest in a graphic design project.

Contrast

Here is how to achieve some contrast using your text design in template.

- Use big and small elements in your designs to establish visual hierarchy and let the reader know what's important.
- Use textures and patterns in backgrounds and typography to make them stand out.
- Add color to make page elements pop.
- Surround important elements with white space and pay attention to alignment.
- Use typography by pairing contrasting font combinations.
- Add unexpected elements to introduce an element of surprise in your designs.

Source: <https://www.secretstache.com/blog/6-ways-to-improve-contrast-in-your-designs/>

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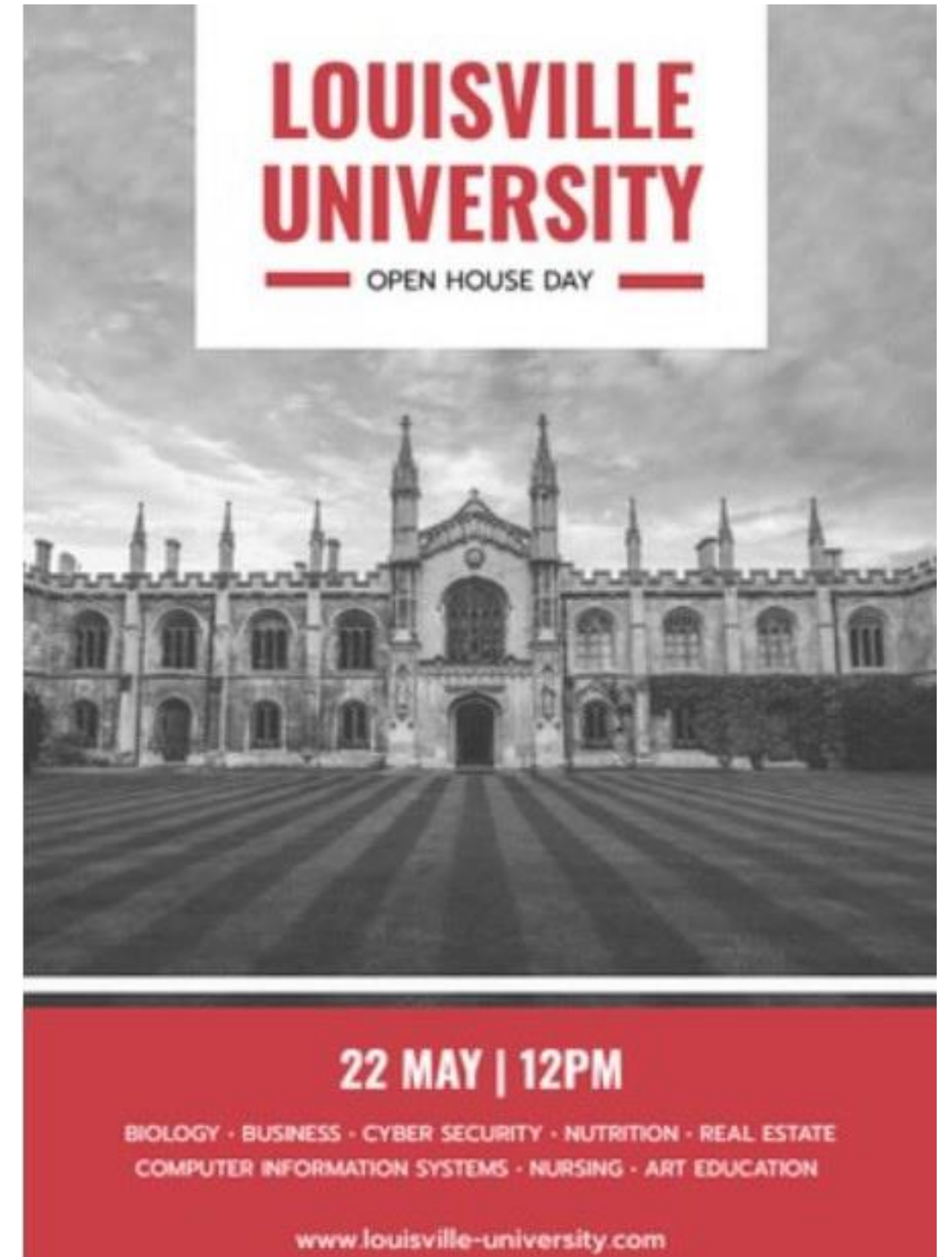
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THANK YOU FOR YOUR KINDNESS!

Contrast

How does this poster establish contrast?



White Space

White space isn't only white.

Nearly every square inch of this design is covered. Cramming all the information we can think of on a flyer is not the best use of space. It is better to put only the most pertinent text on the document and then refer a person to a website, social media page or registration page with more information.

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White Space

What does the negative space in this poster allow you to focus on?



Emphasis

What is most important?

Emphasis is similar to contrast with one exception—emphasis takes into account the hierarchy of information.



Emphasis

Is it clear what the designer's priority is for this flyer?



AI Art

The future is here.

You won't always find the right images in stock on Canva or Adobe Express to use for your projects and that's okay. Robots make pictures now. AI image creation is free and available for all to use.

Here's my favorite site:

<https://aitestkitchen.withgoogle.com/tools/image-fx>





EVENT REGISTRATION

Always register your guests

Have ALL guests register for in-person events, even when they are free. Why? It gives you a rough head count of participation to maximize your resources for food and entertainment and it gives you contact information from people who might not normally be in your database.



Registration Platforms



Eventbrite

Simple and popular across organizations.



RegFox

RegFox

Nonprofit geared with unique check-in features.



Tithe.ly

Designed specifically for churches.



Google Forms

Available for free to any Gmail user.

Platform Comparison

Eventbrite	
Pros	<ul style="list-style-type: none">• Facebook, Instagram and promotional tools integrated on platform• Event listed among all events in area in your category for organic promotion, Local event calendar feeder• You can pass fees on to registrant
Cons	<ul style="list-style-type: none">• Only allows tax exemption with proof of 501(c)(3) status• Higher fees than others• No check-in system built in
Price	<ul style="list-style-type: none">• 3.7% + \$1.79 per sold ticket plus 2.9% processing fee. You net \$44.91 on every \$50 registration.• If you can prove nonprofit status, it's just the 2.9% processing fee for a total of \$48.55 on a \$50 charge.

Platform Comparison

RegFox	
Pros	<ul style="list-style-type: none">• Slick pages created with simple URLs, easy check in software and list management system• There is a cap on fees at \$4.99 per registration
Cons	<ul style="list-style-type: none">• Very strict about payment processor verification
Price	<ul style="list-style-type: none">• .99 cent, \$1 per ticket and a standard 2.9% processing fee for a net of \$47.06 on a \$50 charge.

Platform Comparison

Tithe.ly	
Pros	<ul style="list-style-type: none">• Specific to ministry so templates for common events already exist
Cons	<ul style="list-style-type: none">• Backend is a little less user friendly
Price	<ul style="list-style-type: none">• 2.9% + \$0.30 / transaction, so you net \$48.25 on a \$50 charge.

Platform Comparison

Google Forms	
Pros	<ul style="list-style-type: none">• Completely free with a Gmail account• Highly customizable
Cons	<ul style="list-style-type: none">• Not a payment processor and cannot directly accept funds or fees• Limits direct sharing to 100 emails a day on free accounts
Price	<ul style="list-style-type: none">• \$0

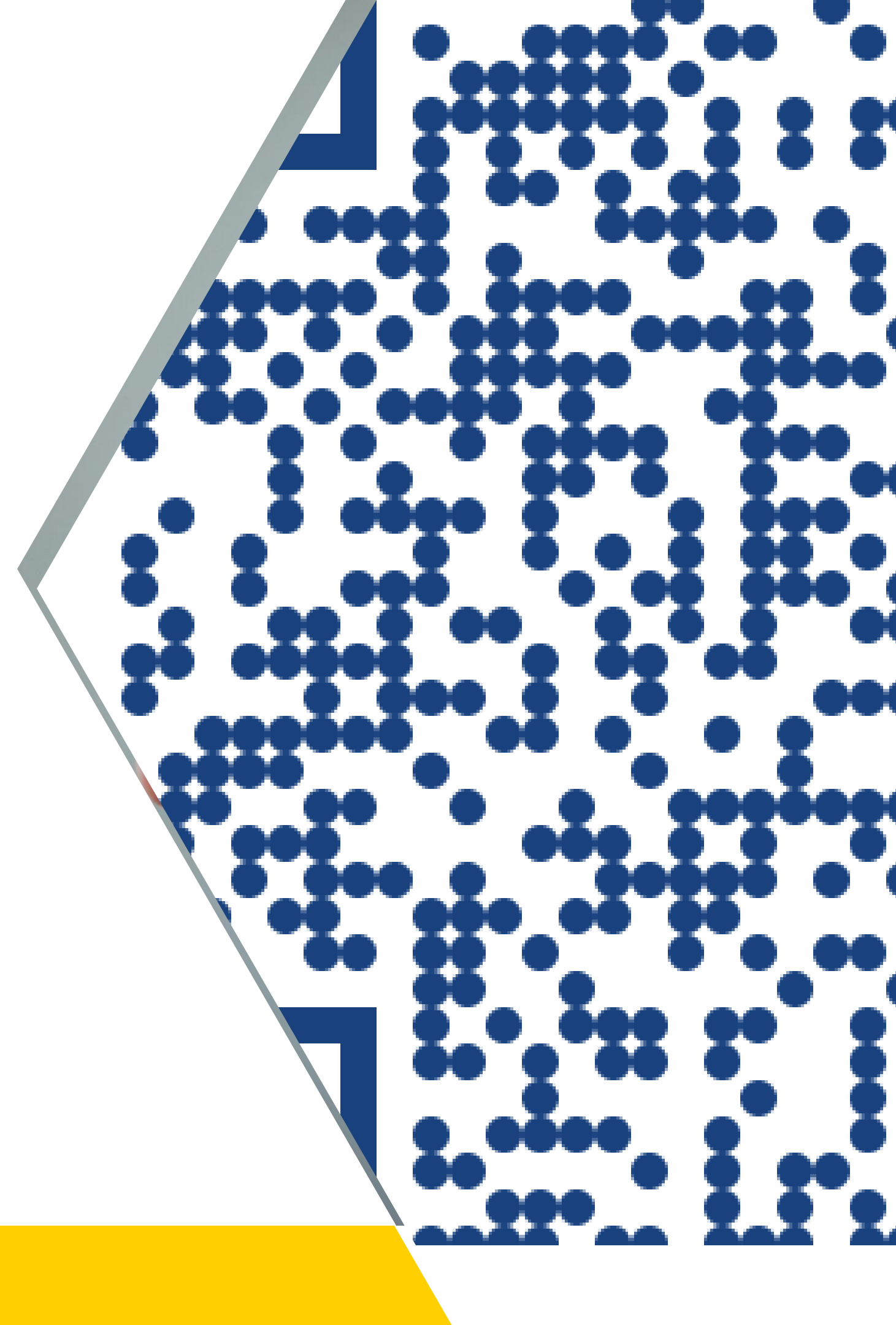
QR Codes

QR codes are pictures that can be scanned by any cell phone camera to lead the person to a website.

To create a QR for your event, use <https://new.express.adobe.com/tools/generate-qr-code>.

Here's how to create a QR code for a link:

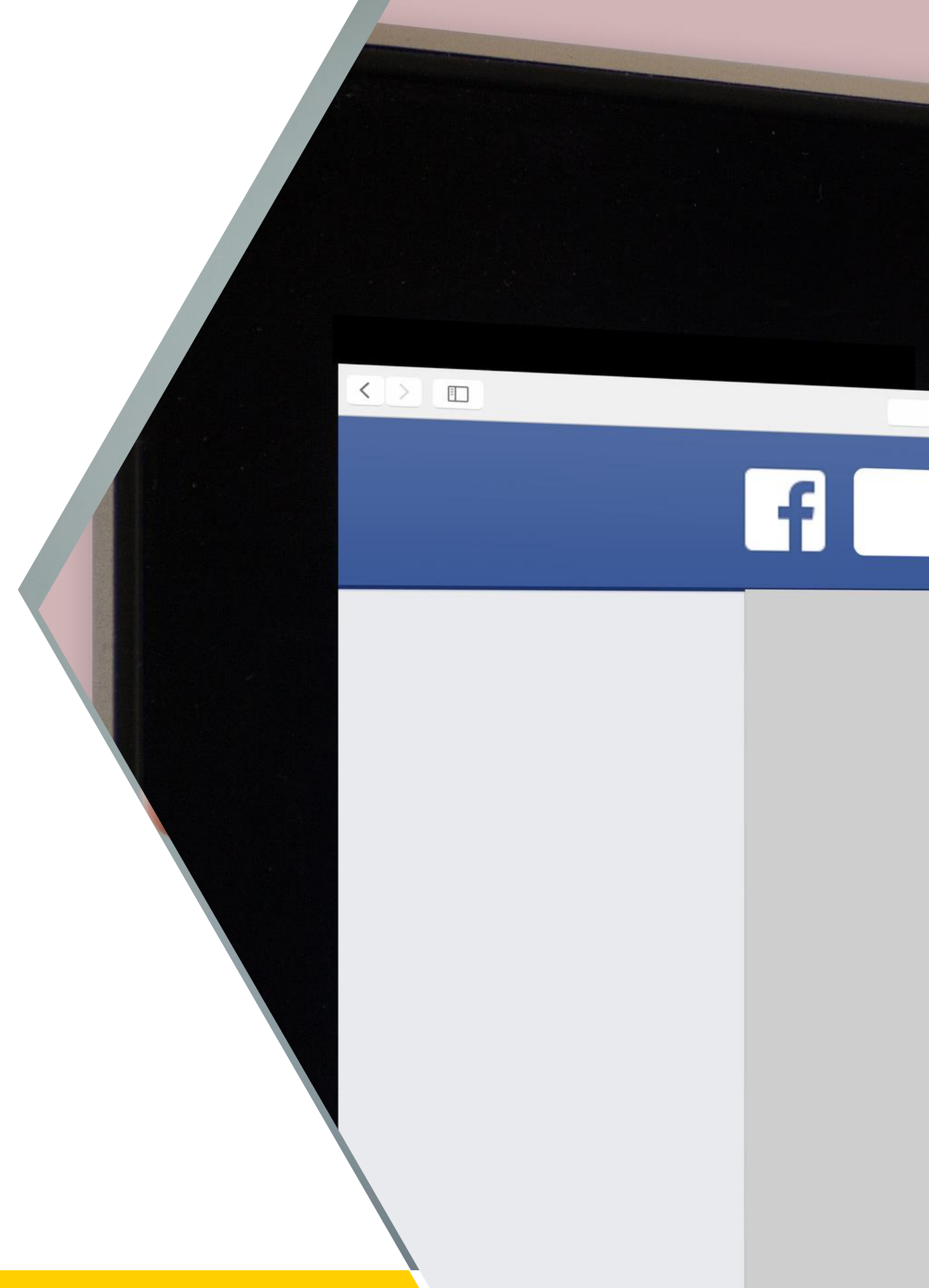
- Open the QR code generator.
- Enter your URL.
- Tap Create QR Code.
- Customize your QR code.
- Download your QR code.



Promoting an Event on Facebook

How to Create an event for your Facebook Page

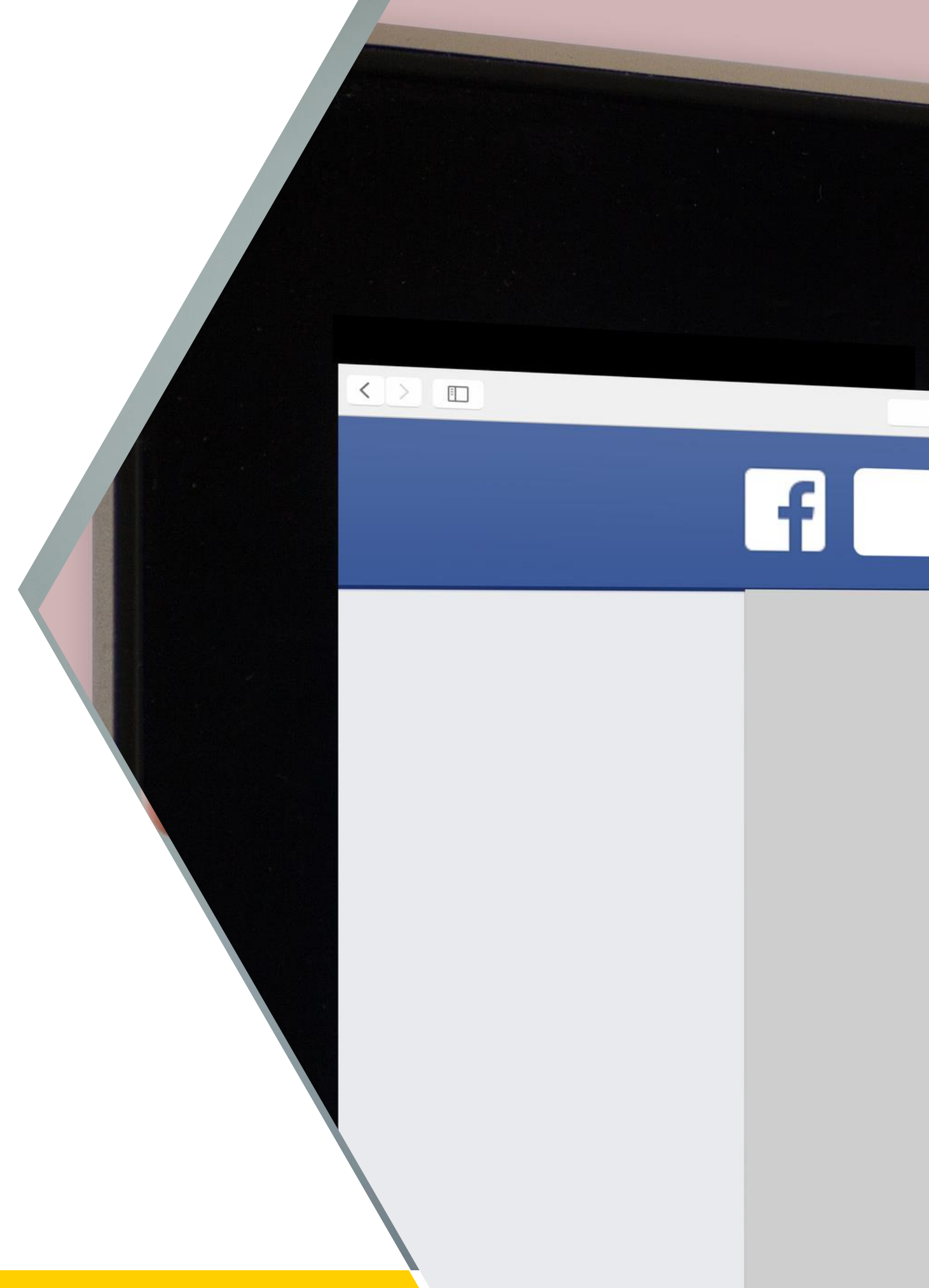
- Tap in the top right of Facebook, then tap your name.
- Tap Switch Profiles in the top right, then select the Page you want to switch into.
- Tap in the top right, then tap Events.
- Tap Create.
- Tap Privacy and select Public Event.
- Tap Create.

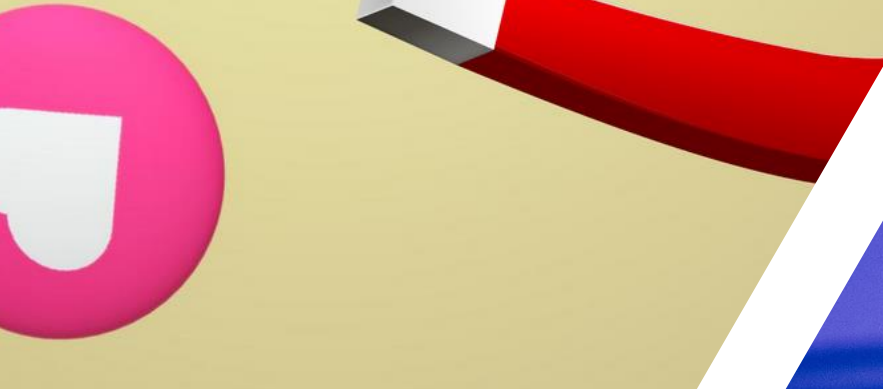


Promoting an Event on Facebook

How to invite cohosts to your Facebook event

- Tap in the top right of Facebook.
- Tap Events. You may have to tap See More first.
- Tap Hosting.
- Select the event, then tap Edit.
- Tap Co-hosts to type a friend's name in the box and select them.
- Tap Done, then tap Save.





Using these tips and tricks should help smooth communication in your ministry.



Thank you for attention and participation.





**Any
Questions?**