

CREATING A MILITARY AND VETERAN FRIENDLY CHURCH WEBSITE

Website Strategy and Content

Having something military specific on your church website is a great way to let military singles and families know that your church is military friendly, even if that is just a simple welcome page. For churches, which have an organized military ministry, having focused content communicates to military that you are seeking to understand them and address their unique needs and challenges.

Here is a simple checklist to evaluate potential military specific content for your church website:

- ✓ A separate page of its own
- ✓ Visible and easy to find from the home page
- ✓ Clean and simple look
- ✓ Warm and welcoming
- ✓ Visionary -- i.e. why military and military ministry are important
- ✓ Descriptive of what you do in military outreach and ministry
- ✓ Who to contact and how
- ✓ A connection to the larger movement of missional military ministry

Every parish in Episcopal Diocese of San Diego should have a “Welcome” message on their church website under a tab specifically for Military. Here are four *examples*:

1. At (Church Name), we love and support our Military personnel and their family members. We deeply appreciate the sacrifices that our Military families are making for our nation and we stand ready to partner with you on your spiritual journey. If you are new to our area, or looking to connect with a church, we would love for you to visit (Name of Church)! We are located just minutes from (local military bases nearby). We have military families and we believe that you will feel at home in our church. Our church feels strongly about maintaining a dynamic, attentive military ministry designed to minister to the many challenges faced by service members and their families. We appreciate the sacrifices, the moves, the deployments, and all that pertains to military life and service.
2. Whether you're stationed away from home or you grew up in San Diego, (Name of Church) wants to be your family. Regardless of which military uniform you don, we would love to serve you and your family, because we appreciate your selfless sacrifices for our community and country.
3. (Name of Church) recognizes the special calling on the members of our Armed Services and their families. We hope that (Name of Church) can be the "home church" for its military members and families. Our mission is to help them connect with our church body, and to help them grow spiritually so they are prepared for the unique challenges of military life. If you are serving in our military, or have served in the military at any time and in any capacity, we invite you to join us at (Name of Church).

4. While you are living in our community, (Name of Church) family would like to help you enrich your faith and grow in God's grace.

Whether you are single or married, unaccompanied or live with your family in the area, we desire to minister to you and to help you serve God in meaningful ways.

Many of (Name of Church) members are active, former, or retired military, and know first hand the unique challenges of military life. We also understand the sacrifices that military spouses and children make, especially during times of separation or deployment. Our church and its Military Ministry team stand ready to provide love, support, care, and fellowship to help you stay connected with a caring community of believers. Likewise, you will find many opportunities to worship the Lord in our church and to help others in our community. Since our church is conveniently located at (location or links to directions), we invite you to make (Name of Church) your Spiritual Home Base as you continue to serve our country and God's Kingdom.

CHECKOUT THESE CHURCH WEBSITES, THEY ARE EXCELLENT EXAMPLES OF THE RIGHT STRATEGY AND CONTENT.

St. George's Episcopal Church, Summerville, SC.

<https://www.stgeorge-sc.org/Military-Friendly-Church>

First Baptist Norfolk VA – Military Ministry: <https://www.firstnorfolk.org/military>

5 stars!!

Rock Church – Military Ministry: <https://www.sdrock.com/ministries/military>

Shoreline Church – Military Ministry: <https://shoreline.church/military>

Lastly, don't forget to enroll your church as a **VETERAN/MILITARY FRIENDLY CONGREGATIONS** -- <https://vmfc-usa.org/>