

Jim's Tool Box

Rethink Church (Part 2)

The Key Role of the “Find a Church” website in the 10Thousand Doors Campaign



Last month I wrote in the Tool Box about the Rethink Church Campaign launched this year by United Methodist Communications (UMCOM). The public website portal for this ad campaign is 10thousanddoors.org.

I stressed in that article the importance of someone from your church updating and adding information about the ministries and programs of your congregation in the Find a Church website that UMCOM also maintains.

It is the interaction between the 10thousanddoors website and the Find a Church that I want to focus on in this article. It is through this interaction that those who visit the 10thousanddoors website will find your congregation.

For example in preparation for the article I did last month, I went to the 10thousand doors website (see screen shot below):



When I clicked on the “Find” link, I was taken to another page on the website where I could enter my zip code. That narrowed the geography for the congregations that I might find in the area where I live. The search was set for a ten mile radius of my 43123 Grove City zip code. But then I also had the option of checking preferences for ministry areas in which I might be interested (see the panel on the next page).

What are you looking for?

- Advocacy
- Arts
- Camps And Scouting
- Care In Action
- Child/Family Care
- Disaster Response
- Exploring Spirituality
- Family Life
- Happenings
- Healing Our Planet
- Health And Well-being
- Helping The Hungry
- Hobbies
- Life/Job Skills
- Recreation
- Small Group
- Support/Counseling Group
- Teen Life
- Volunteering

It is in this box that the selection process in the 10thousanddoors website works its magic because when the search results showed me results, they were not just geographic (the congregations closest to me physically), but it showed me the congregations closest that offered the programs and ministries in which I expressed an interest.

Last month when I checked several boxes as I did again this time, the first two congregations that showed up in my search results were Avondale UMC in the Franklinton area in Columbus and New Life Community Church in the short north area of Columbus. Neither congregation was as close geographically to where I live, but they offered ministry and programs in which I was interested. On my search last month neither of the United Methodist congregations in Grove City (those closest to me) showed up high in my rankings.

The key is that Avondale and New Life had used the Find a Church website to complete information about the programs and ministries that they offered. At that time neither of the UM congregations in Grove City had done so.

them opening up to a different world. Would you come?

What you found

Avondale UMC
 89 Avondale Avenue at West State Street
 Distance: 6.1 miles
 Relevancy Ranking: 100%


Grove City UMC
 2684 Columbus Street
 Distance: 0.5 miles
 Relevancy Ranking: 86%

Columbia Heights UMC
 775 Galloway Road
 Distance: 5.4 miles
 Relevancy Ranking: 77%

New Life UMC
 25 W 5th Avenue
 Distance: 8.4 miles
 Relevancy Ranking: 62%

North UMC
 42 E Tompkins Street
 Distance: 9.9 miles

On my search this month, with the ministry areas checked above on the panel above, Avondale UMC still showed up first in my search from the 43123 zip code, but this time Grove City UMC showed up second. (see panel at the left). When I looked at their Find a Church page, I discovered that someone from GCUMC had updated the page and added information about their congregation's ministries (see panel to the right).



Open hearts. Open minds. Open doors.
The people of The United Methodist Church™

Meet the people of **Grove City United Methodist Church**
 Grove City, OH

Find a Church > Your Search Results >

OVERVIEW
MINISTRIES
ABOUT US
CONTACT US

*Note- Ministries displayed in **RED** denote matched results.

SPIRITUAL LIFE

Topical Study
 Beth Moore Studies

Emmaus / Chrysalis
 Greater Columbus Emmaus Community weekends & gatherings

Prayer Ministry
 Prayer Chain prayers for those in need, leaders of church and community

MUSIC, ARTS AND WORSHIP

Choir
 Traditional Choir Practice

Praise Band
 Contemporary Worship Team Practice

FUN FOR ALL

Fellowship Meal
 Fellowship Meal

As I mentioned last month, you and your church have a role to play in the effectiveness of this site. *It is very important that someone from your congregation go on to the “Find a Church” website to update the information about your congregation. Every UM church can be found on this site. If the site for your church has not been updated by someone from the congregation, then it will contain only generic and basic information. Please update this site so that it contains as much specific information about ministry, outreach, small group, and learning settings that your church offers.*

The 10thousanddoors website is another way to use the technology available to us to *open* the doors of our congregations to others who are on a spiritual search. I encourage you to use this tool in the ministry of your congregation.

One other note: Remember the Rethink Church Welcoming training event is scheduled for **Saturday, August 15, from 9:00 to 3:00 pm**, and it will be held at the Grove City UMC. The Rethink Church Welcome Training offers three ways to help your congregation become more actively engaged with spiritual seekers in your community: **Welcome. Connect. Identify.** Congregations are encouraged to send *at least three persons* to the event so that at least one person can sit in on one of the three tracks (Welcome, Connect, and Identify). Click [HERE](#) to learn more about the training or to register. An information event for the brochure can be downloaded [HERE](#).