Ministry Internet & Technology Summit

Summit Overview:
Technology is changing the way we work, live and operate as nonprofits. Centered on the theme of increasing your communication, operations and donor engagement, The Ministry Internet & Technology Summit features twelve sessions that will expand your reach, increase your donor base and enhance how you do ministry in this increasingly online world.

Topics Covered:
Social Networks & Communities, New Media, Donor Management, Internet Marketing, Mobile Web & Applications, Interactive Media, Web Applications, Branding and Infrastructure.

Why Attend?
In today's economic climate, nonprofits need to be good stewards through decreasing costs as well as doing more with less. New technologies and web strategies can equip your ministry to achieve these goals. Learn from real world practitioners and experts who will equip you in ways that will make an immediate positive impact for your ministry.

Who Should Attend?
Ministry executives, technology staff, development and fundraising officers, marketing and communications professionals and other nonprofit leaders interested in being on the leading edge of today's technology.

Schedule:
Tuesday, April 20	Wednesday, April 21
8:00 a.m. – 9:30 a.m.	8:00 a.m. – 9:30 a.m.
1:30 p.m. – 3:00 p.m.	1:30 p.m. – 3:00 p.m.
3:30 p.m. – 5:00 p.m.	3:30 p.m. – 5:00 p.m.

CPE: Intermediate, Prerequisites: Participant must be member of leadership team, Group Live. Workshops are worth 1.5 credits.

Ministry Internet & Technology Summit meets during Workshop periods, choose one of two courses in each time slot.

Tuesday, April 20 8:00 a.m. – 9:30 a.m.

23. A Look into the Near & Distant Future of Online Ministry
CSP

In this session leaders will learn to apply a web strategy framework to address their ministries' needs for the future. Learn what experts say is next on the horizon. This session is designed for strategic leaders regardless of their technological level of understanding. In this session participants will 1) learn how to plan for an effective ministry online strategy, 2) explore key emerging technologies that will impact their ministry and 3) hear how cutting edge organizations are implementing revolutionary practices today.

Drew Goodmanson, CEO, Monk Development and Co-founder/Pastor, Kaleo Church, San Diego

Field of Study: Computer Science.

29. Lost in Translation
CSP

You have a unique brand story. Don't let it get lost in the way you express it. Social media, your web presence, print collateral, direct mail and events are all opportunities to consistently reinforce your story. This interactive session will unpack the importance of creating a brand identity that aligns with organizational strategy and avoids blind use of trends and gimmicks. In this session participants will learn how to 1) create a powerful story for your ministry, 2) integrate it across your entire communication, and 3) ensure your story aligns with your organizational strategy.

Tim Ellens, President, CHANGEffect

Field of Study: Communications.

Tuesday, April 20 1:30 p.m. – 3:00 p.m.

24. How Interactive Media Values Can Transform Your Ministry
CSP

Mastering social media strategies is a communications imperative for businesses, churches, and nonprofits. As we move towards a technologically immersive environment, best practices for new media strategies have amplified value. Explore best practices you can employ for your particular new media needs. Participants will 1) identify five new media values, 2) gain the ability to implement these values into their social media strategy, and 3) explore how small changes in communication practices can result in greater communication impact.

Cynthia Ware, Online Technology and Church Dev. Consultant, TheDigitalSanctuary.org

Field of Study: Specialized Knowledge & Applications.

30. The Three "I's" in Internet
CSP

From mobile to social applications, including wikis, microblogging and social networks, ministries are constantly presented with innovative ways to connect. From case studies and current research, attendees will learn how to 1) leverage new media trends, 2) increase online donations, and 3) maximize a website visitor's experience.

Ron Weber, Chief Operating Officer, Trinet Internet Solutions, Inc.

Field of Study: Computer Science.

Tuesday, April 20 3:30 p.m. – 5:00 p.m.

25. How to Successfully Raise Funds Online
CSP

Learn how Campus Crusade has collaborated to launch several of its most effective multi-channel fundraising campaigns, with particular success in the online space. Hear important lessons learned and receive practical tips for cultivating donors on and offline. Learn 1) best practices in driving successful integrated multi-channel fundraising, 2) specific examples of multi-channel fundraising in action, and 3) practical applications for the cultivation of donors.

Dave Raley, Director of New Media, Masterworks and Megan Hawkes, Executive Director, Constituent Engagement, Campus Crusade for Christ International

Field of Study: Marketing.

31. More Tools In Your Website and Social Media Communications Belt
CSP

Explore websites, Internet presence, email blasts, and social media and learn to select and tailor these tools using basic communications principles. Hear from a one-woman communications department that successfully implemented these tools at a 900-student seminary. Participants will acquire 1) a clear understanding of how to develop an online strategy for their ministry 2) ideas for implementing those strategies with limited personnel and resources, and 3) practical steps towards an effective online communications strategy.

DJ Turner, Dir. of Communications, Denver Seminary

Field of Study: Communications.

Wednesday, April 21 8:00 a.m. – 9:30 a.m.

26. Online Ministry Opportunities, Challenges & Lessons
CSP

Examine key findings from a ministry research project that included web surveys, analytics, performance metrics and interviews from online ministry leaders. Explore opportunities in fundraising, donor relations, evangelism and discipleship. Participants will 1) learn from innovative online ministries, 2) gain an understanding of pitfalls, and 3) examine the results of online ministry research.

Drew Goodmanson, CEO, Monk Development and Co-founder/Pastor, Kaleo Church, San Diego, Kevin Ring, President, Unconventional Method and Dave Bourgeois, PhD, Assoc. Prof. of Information Systems, Biola University

Field of Study: Specialized Knowledge & Applications.

32. Information Technology: What's Hot and What's Not

Our panel will share their thoughts and respond to questions and good and not so good trends in Information Technology for ministries. This panel brings a wealth of insight into the leading edge IT trends affecting ministries today. Come with your best ministry IT questions and be prepared to walk away with answers.

Nick Nicholaou, President, Ministry Business Services, Inc. and co-founder Ministry Technology Institute, Clarence White, IT Secretary, The Salvation Army – Western Territory and Steve Hewitt, Editor-in-Chief, Christian Computing magazine

Field of Study: Computer Science.

Wednesday, April 21 1:30 p.m. – 3:00 p.m.

27. The Case for Online Kingdom Excellence

Explore online ministry excellence centered on Kingdom principles that promote long-term Kingdom success. Examine critical new research, while studying a five-point model for online excellence: strategy, presence, measurement, engagement, and impact. Participants will 1) consider creative and innovative ways to impact through online ministry, 2) be armed with language, data, and examples to make the case for online excellence, and 3) receive validated practices and benchmarks against which they can measure their Internet strategy.

Kevin Ring, President, Unconventional Method and Dave Bourgeois, Ph.D, Associate Professor of Information Systems, Biola University

Field of Study: Communications.

33. Ministry Growth through Email Communication Best Practices
CSP

Explore critical and relevant principles from the for-profit world to make email communications programs more effective for your ministry. Email can advance your organization's goals like few other programs. Understand the hurdles and challenges inherent in email communications to dramatically increase effectiveness in attracting and retaining donors. Participants will gain knowledge of 1) best layouts, day/time to send, service providers, and more 2) understanding of the difficulties of getting your email seen correctly across all email programs, and 3) how to get emails opened and read.

Mike Atkinson, Principal, uneekNet

Field of Study: Communications.

Wednesday, April 21 3:30 p.m. – 5:00 p.m.

28. Delivering Income Solutions through Data Strategies
CSP

Improved income comes through connecting with the right donors at the right time using the right messaging. In today's competitive fundraising environment, successful nonprofits must employ smart data strategies to maximize income. The best data strategies are centered in relationships, not technology. Participants will 1) understand how to optimize communication with your donors using your data, 2) learn how to interpret donor-giving patterns to improve donor relationships, and 3) find out how to choose the proper channel and timing for the best donor communications.

Steve Thomas, Partner, Oneicity

Field of Study: Communications.

34. Ministry IT Roundtable

Join Information Technology colleagues for a session on solutions and cutting edge thinking by our "best in the business." This session will be a wide-ranging roundtable discussion that will help ministry IT professionals to learn key insights and best practices to maximize their organization's Information Technology systems and programs. Come prepared to help and be helped!

Nick Nicholaou, President, Ministry Business Services, Inc. and Co-founder, Ministry Technology Institute and Alan Weisenberger, VP of Technology Services, ECCU

Field of Study: Computer Science.