TRYING EVERYTHING

EXPERIENCES OF DIGITAL EVANGELISM AND FUNDRAISING

The Next Hour

- Introduction: Setting the Scene (5)
- The San Bernardino Experiment: Try anything! (20)
- Q&A (5)
- Resources: Now YOU try anything! (20)
- Q&A (10)

Nice to meet you!

- Chief Development Officer, Episcopal Diocese of Los Angeles
- BP: CEO, marketing director, program director, EVP for Business Development

SETTING THE SCENE

The Bakersfield Californian
$1
THURSDAY, DECEMBER 3, 2015 • BAKERSFIELD.COM
ABVICE 35 • COMICS 36 • OBITUARIES 34 • OPINION 16 • PUZZLES 38 • SPORTS 40 • STOCKS 38 • TV 36 • USA TODAY 40 • WEATHER 2

ATTACK KILLS 14

- 2 suspects in San Bernardino rampage die in police shootout
- 17 other victims wounded
- Worst shooting since Sandy Hook

COVER STORY | 32-33
USA TODAY | 40

A still image from video footage courtesy of Nbclosangeles shows first responders transporting an injured person at the shooting at the California Department of Developmental Services Inland Regional Center in San Bernardino.

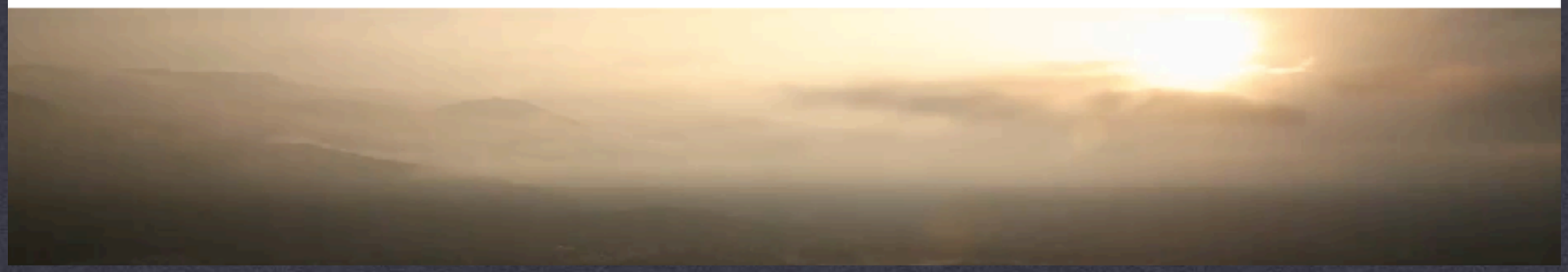
Subscriber services
72/47
To report a news tip

San Bernardino: Broken City

JUNE 14, 2015

BY JOE MOZINGO
PHOTOS BY FRANCINE ORR
VIDEO BY LIZ O. BAYLEN

San Bernardino, once a sturdy, middle class "All-America City," is now bankrupt, the poorest city of its size in California, and a symbol of the nation's worst urban woes.



THE SBD EXPERIMENT:
TRY ANYTHING!

FIRST: FOCUS ON SUNDAY

SECOND: KNOW AND BE KNOWN BY YOUR NEIGHBORS

Our
mission
is to help
you realize
HOW MUCH
God loves
you.

We live into God's love through service.
These are our ministries:
WE PRAY TO GOD.
WE FEED THOSE IN NEED.
WE CARE FOR OUR KIDS.
WE SPEAK FOR THE VOICELESS.
WE WELCOME THE STRANGER.

WELCOME HOME!
Your Story Matters Here. Join Us.

God loves you.
No exceptions.
StJohnsWeb.org
St. John's
Episcopal Church
Iglesia Episcopal de
San Juan

God loves you.
No exceptions.
Happy Pride Month.
StJohnsWeb.org

ST. JOHN'S EPISCOPAL CHURCH

IGLESIA EPISCOPAL DE SAN JUAN

HOME ABOUT ESPAÑOL CALENDAR MINISTRIES SERMONS CONTACT

St. John's Episcopal Church, San Bernardino

Like Page

Sponsored ·

Progressive Episcopal Church.
Gay Friendly, Jesus Centered. Come!

Happy Pride Month San Bernardino!

If you are looking for a church that welcomes you as a lesbian, gay, bisexual, transgender, questioning, intersex, or ally, St. John's Episcopal Church invites you to check us out! Saint John's

WWW.STJOHNSWEB.ORG

Learn More

Like · Comment · Share

MAKING E-DISCIPLES!

WEEKLY BIBLE STUDY

stjohnsweb.org

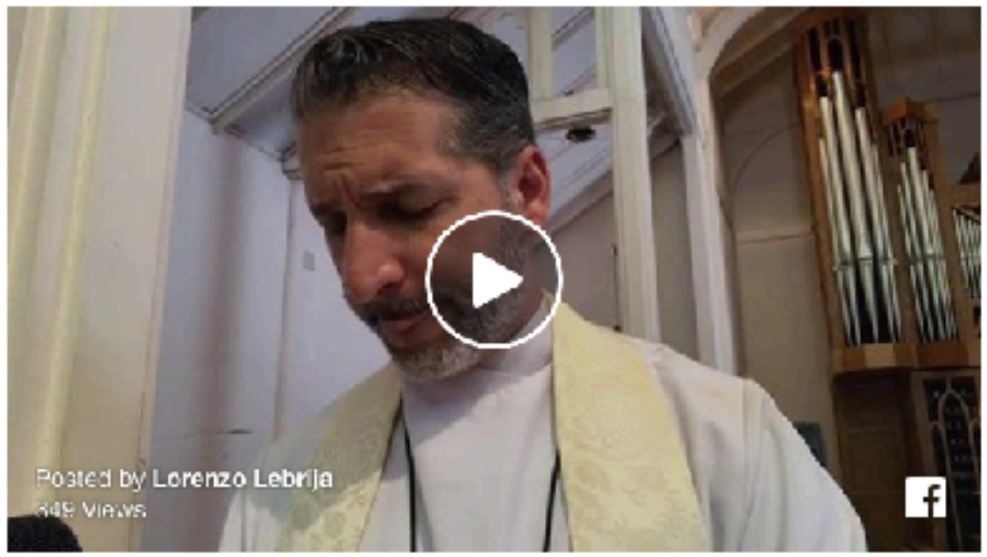
ST. JOHN'S EPISCOPAL CHURCH

IGLESIA EPISCOPAL DE SAN JUAN

HOME ABOUT ESPAÑOL CALENDAR MINISTRIES SERMONS CONTACT

23 de abril, 2017: Segundo domingo de Pascua: !Mucha o poca fe, es tu fe!

4/23/2017 0 Comments



Like 0 Tweet

0 Comments

12MinuteBibleStudy

Every Wednesday, get the background you need to get more out of the Sunday gospel.

LIVE Live on Wednesday afternoon at 4:45pm PST.

LaBibliaEn12

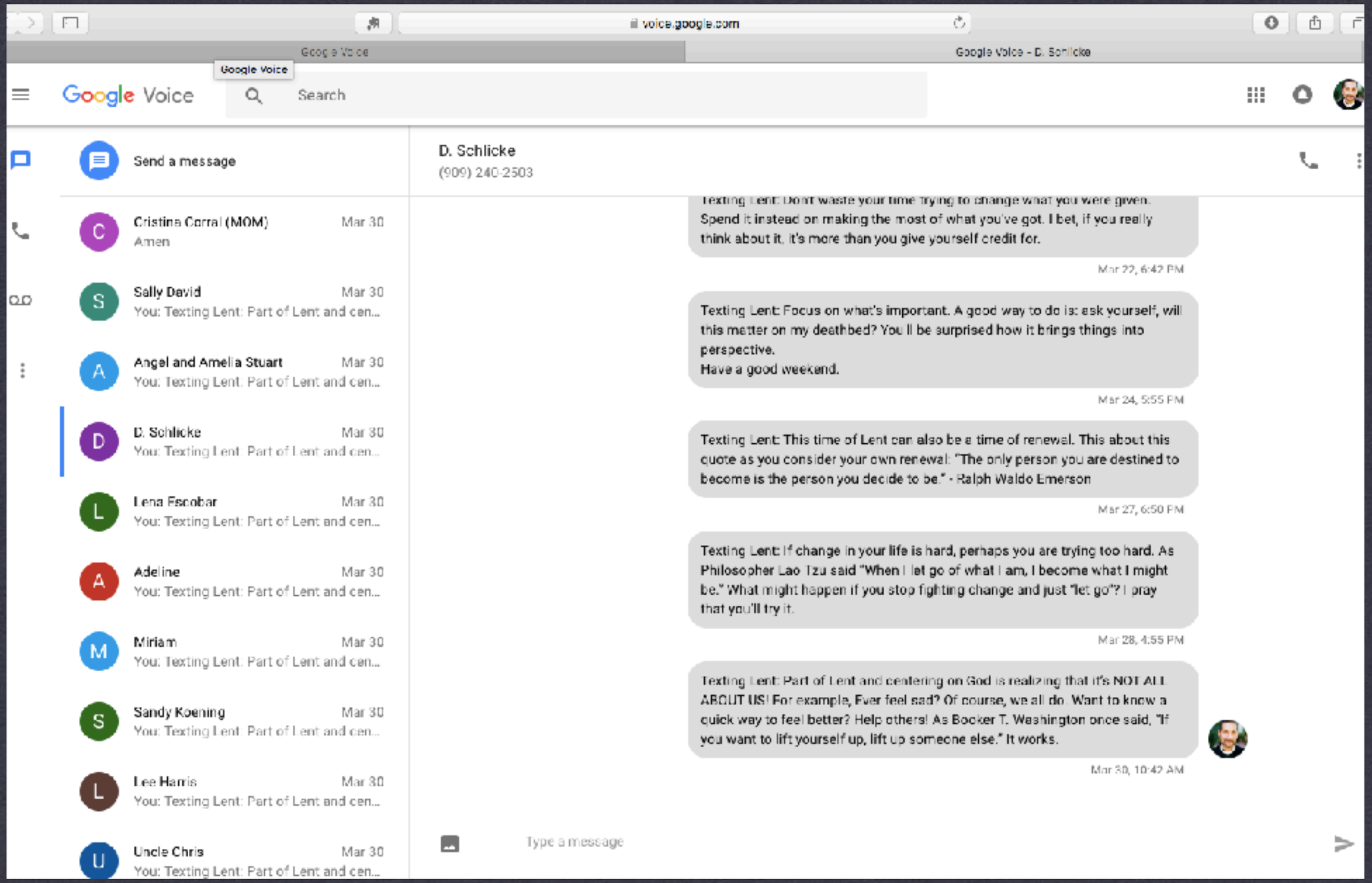
Cada miércoles, agrego los detalles para sacar más provecho del evangelio dominical.

LIVE En vivo los miércoles a las 4:45pm PST.

Archives

May 2017
April 2017
March 2017
February 2017
January 2017
December 2016
November 2016
October 2016
September 2016
August 2016
July 2016
June 2016
May 2016
April 2016
March 2016

SERMONS ON FACEBOOK LIVE



GOOGLE VOICE: TEXTING LENT

LE FACEBOOK!

Benefits of Facebook Advertising

- easy to create
- targeted
- feedback
- PPC
- on FB!

St. John's Episcopal Church, San Bernardino

Like Page

Sponsored ·

Progressive Episcopal Church.
Gay Friendly, Jesus Centered. Come!

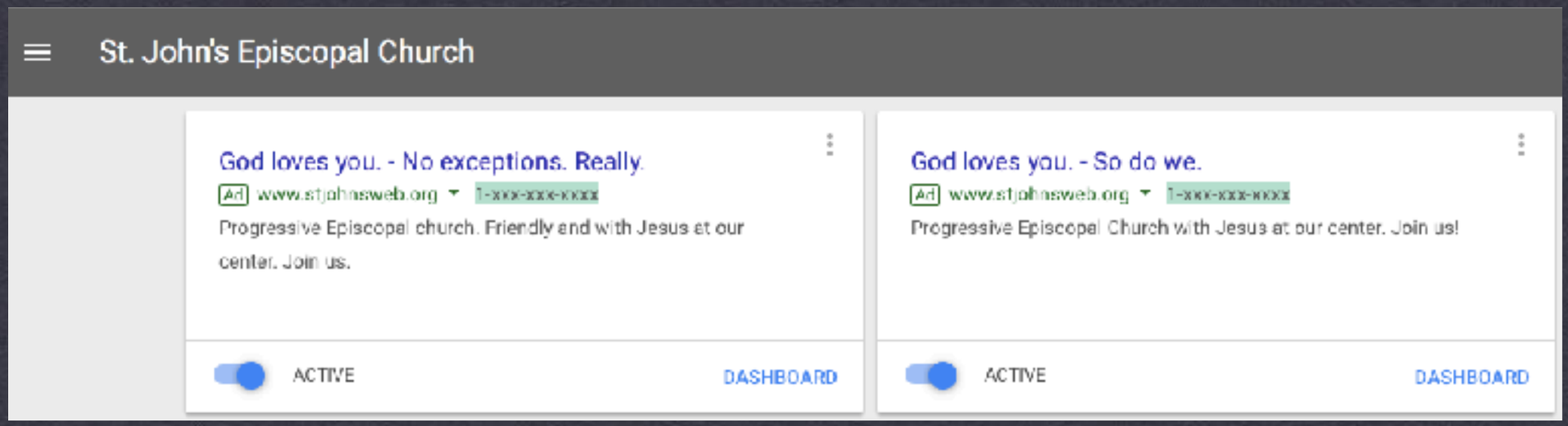
Happy Pride Month San Bernardino!

If you are looking for a church that welcomes you as a lesbian, gay, bisexual, transgender, questioning, intersex, or ally, St. John's Episcopal Church invites you to check us out! Saint John's

WWW.STJOHNSWEB.ORG

Learn More

Like · Comment · Share


St. John's Episcopal Church
God loves you. - No exceptions. Really.
Ad www.stjohnsweb.org 1-xxx-xxx-xxxx
Progressive Episcopal church. Friendly end with Jesus at our center. Join us.
ACTIVE
DASHBOARD
God loves you. - So do we.
Ad www.stjohnsweb.org 1-xxx-xxx-xxxx
Progressive Episcopal Church with Jesus at our center. Join us!
ACTIVE
DASHBOARD

QUESTIONS!!

RESOURCES: NOW YOU TRY ANYTHING!

FIRST!!

THIS ABOVE ALL, TO THINE OWN SELF-BE TRUE.

SECOND

ALIGN YOUR GOALS TO THE SOCIAL NETWORK WORLD

Church Goals	Social Goals
Awareness	Reach
Thought Leadership	Consumption
Word of Mouth	Shares, Likes, Retweets
Possible members	Actions
Attend	Conversion

THIRD, ESTABLISH SMART SOCIAL MEDIA GOALS

- Make your goals specific, measurable, attainable, relevant and time-bound
- Avoid goals that focus on vanity metrics such as Followers
- Align social media goals church goals

FOURTH, AUDIT YOUR CURRENT SOCIAL MEDIA PRESENCE

Social Media Sites	URL	Followers	Last Activity Date	Action

FIFTH, MAKE A PLAN

Use the social media content rule of thirds:

-⅓ of content promotes church and "converts" audience (KLT)

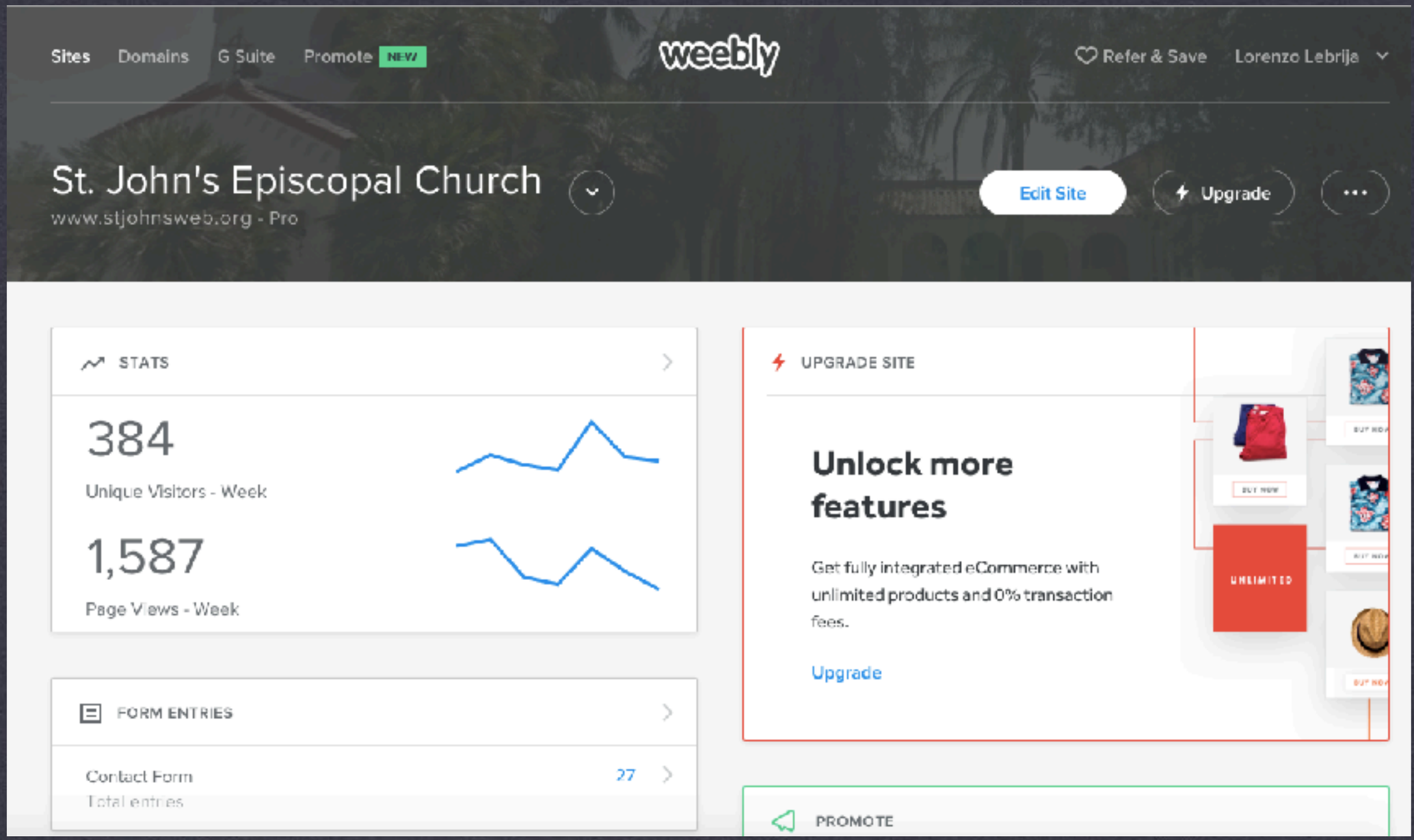
-⅓ of content shares ideas and stories from thought leaders

-⅓ is original brand content

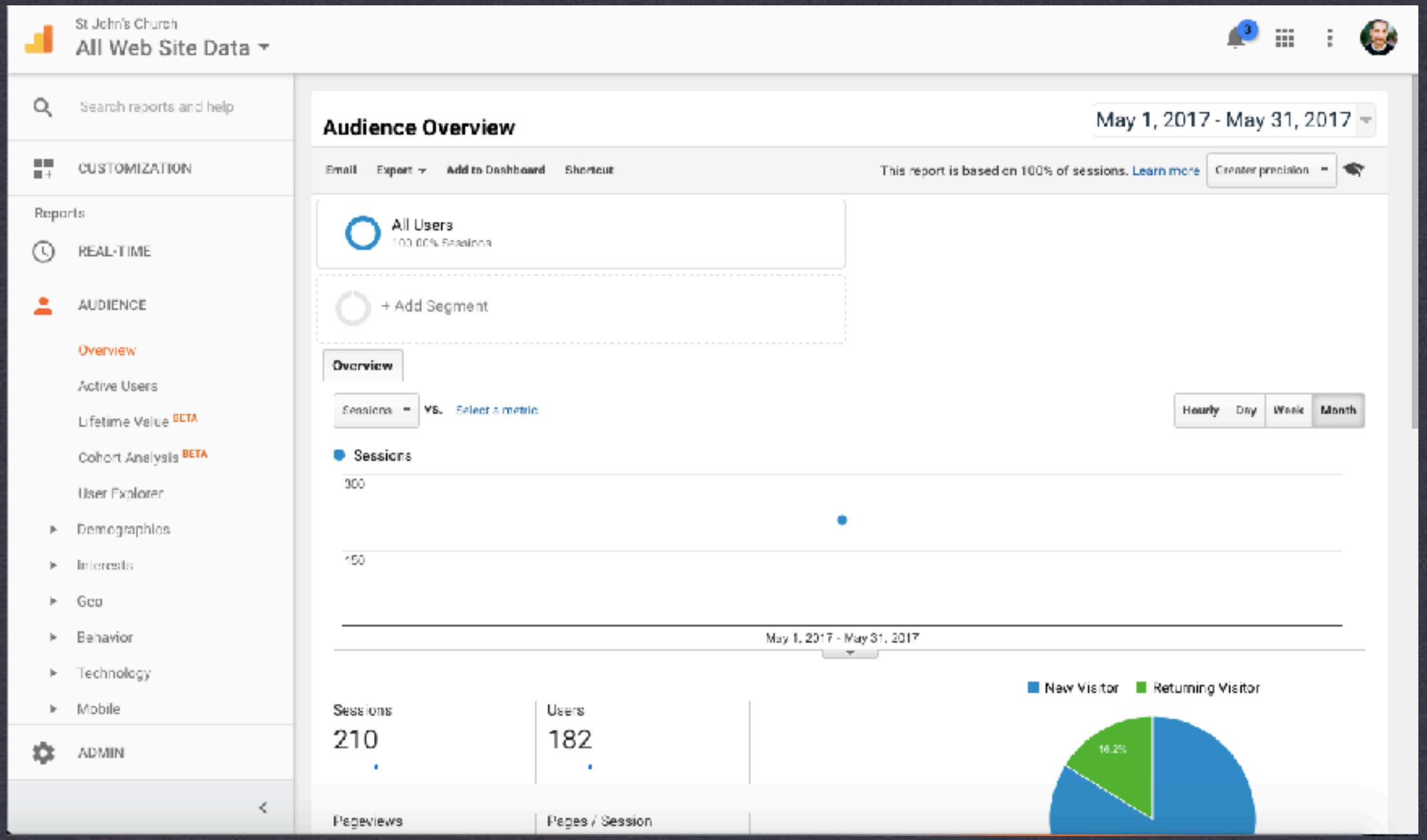
Make an editorial calendar and social media content calendar to assist your planning

THEN, GO FOR IT!

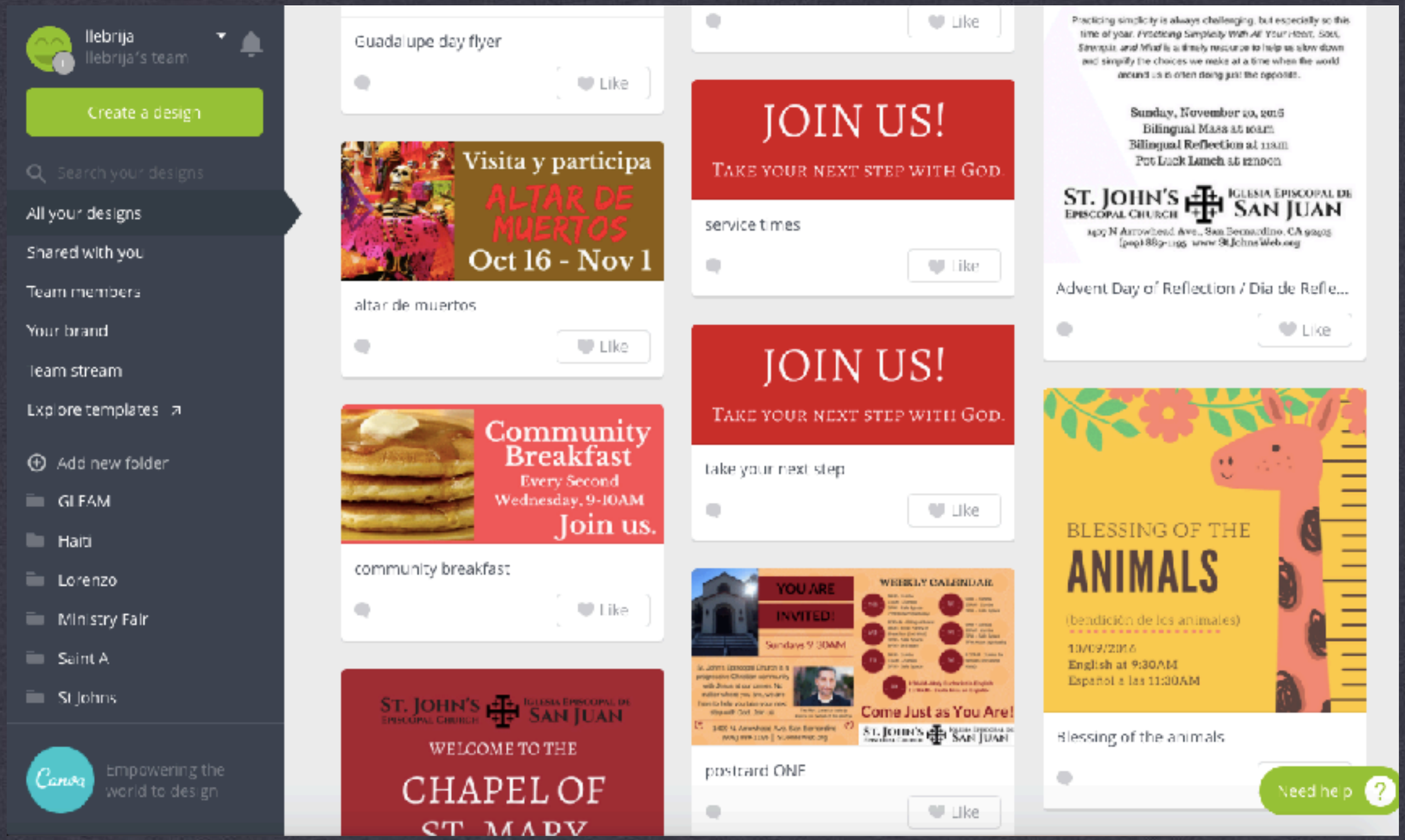
But remember to be you!


Sites
Domains
G Suite
Promote
NEW
weebly
Refer & Save
Lorenzo Lebrija
St. John's Episcopal Church
www.stjohnsweb.org - Pro
Edit Site
Upgrade
STATS
384
Unique Visitors - Week
1,587
Page Views - Week
FORM ENTRIES
Contact Form
27
Total entries
UPGRADE SITE
Unlock more features
Get fully integrated eCommerce with unlimited products and 0% transaction fees.
Upgrade
UNLIMITED
PROMOTE

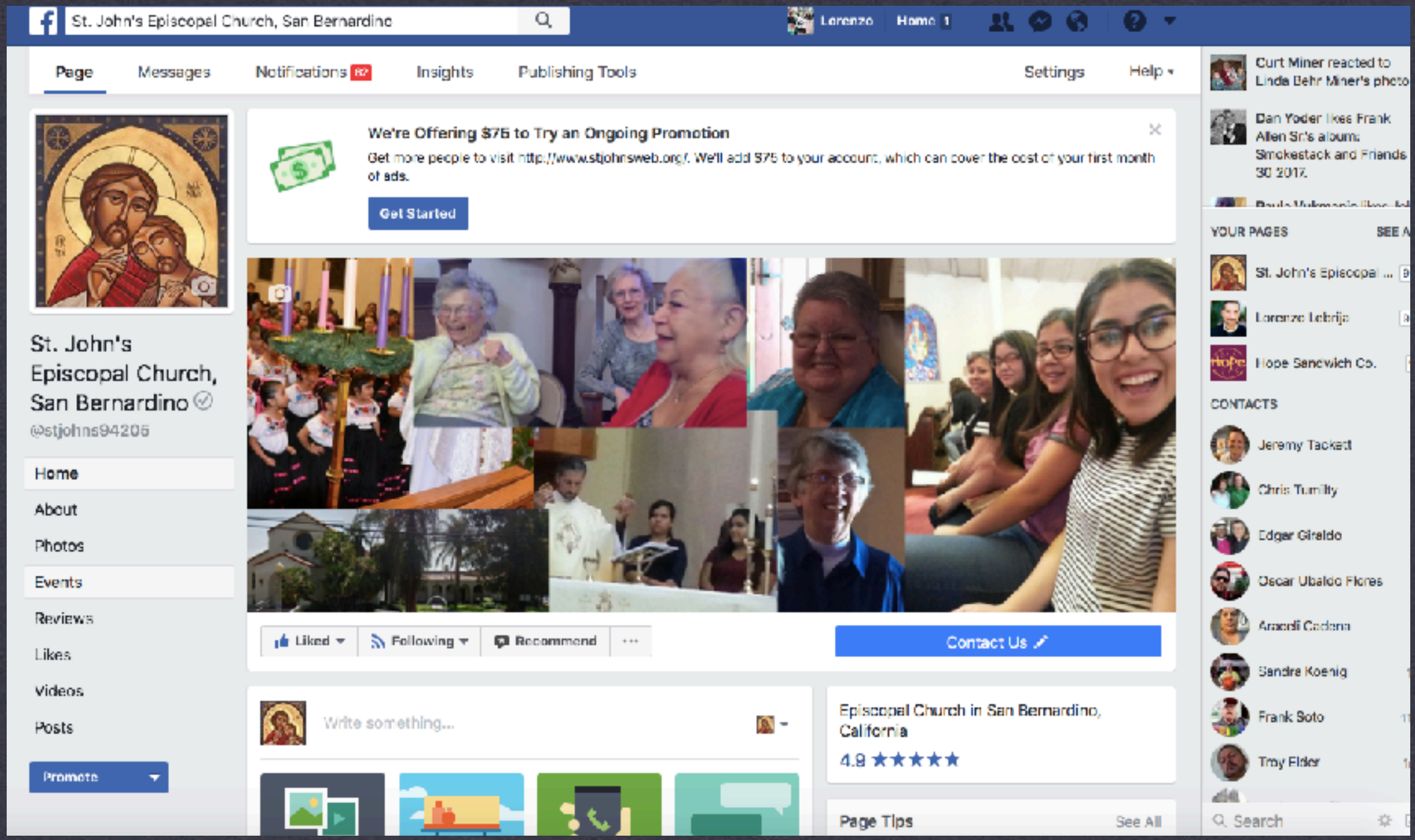
WEEBLY.COM



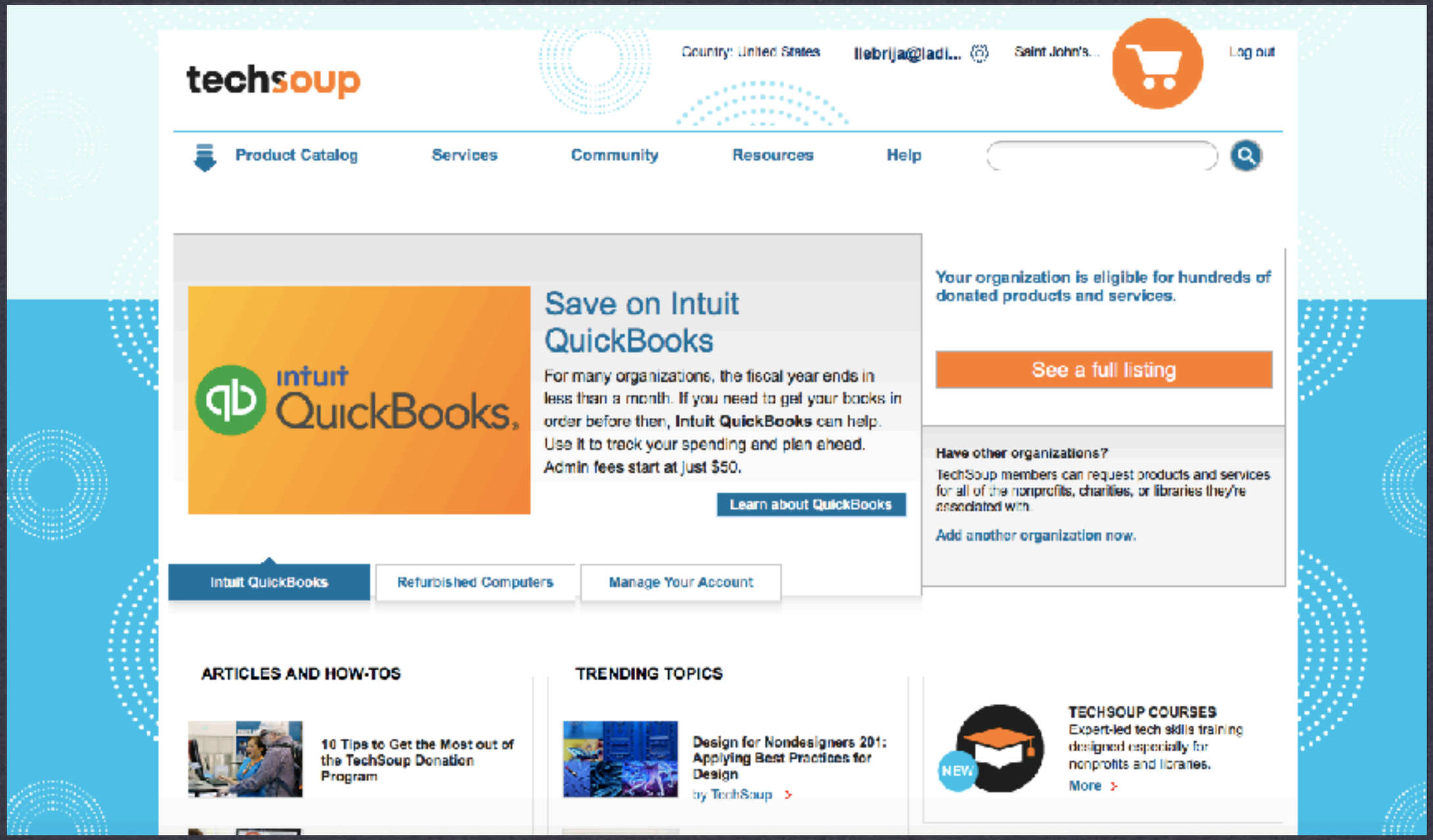
ANALYTICS.GOOGLE.COM


llebrija
llebrija's team
Create a design
Search your designs
All your designs
Shared with you
Team members
Your brand
Team stream
Explore templates
Add new folder
GLEAM
Haiti
Lorenzo
Ministry Fair
Saint A
St Johns
Empowering the world to design
Guadalupe day flyer
Like
Visita y participa
ALTAR DE MUERTOS
Oct 16 - Nov 1
altar de muertos
Like
Community Breakfast
Every Second Wednesday, 9-10AM
Join us.
community breakfast
Like
ST. JOHN'S EPISCOPAL CHURCH
IGLESIA EPISCOPAL DE SAN JUAN
WELCOME TO THE
CHAPEL OF
ST. MARY
Like
JOIN US!
TAKE YOUR NEXT STEP WITH GOD.
service times
Like
JOIN US!
TAKE YOUR NEXT STEP WITH GOD.
take your next step
Like
YOU ARE INVITED!
Sundays 9:30AM
WEEKLY CALENDAR
Come Just as You Are!
ST. JOHN'S EPISCOPAL CHURCH
IGLESIA EPISCOPAL DE SAN JUAN
postcard ONE
Like
Practicing simplicity is always challenging, but especially so this time of year. Practicing Simplicity With All Your Heart, Soul, Strength, and Mind is a timely resource to help us slow down and simplify the choices we make at a time when the world around us is often doing just the opposite.
Sunday, November 20, 2016
Bilingual Mass at 10am
Bilingual Reflection at 11am
Pot Luck Lunch at noon
ST. JOHN'S EPISCOPAL CHURCH
IGLESIA EPISCOPAL DE SAN JUAN
Advent Day of Reflection / Dia de Refle...
Like
BLESSING OF THE ANIMALS
(bendición de los animales)
10/09/2016
English at 9:30AM
Español a las 11:30AM
Blessing of the animals
Need help

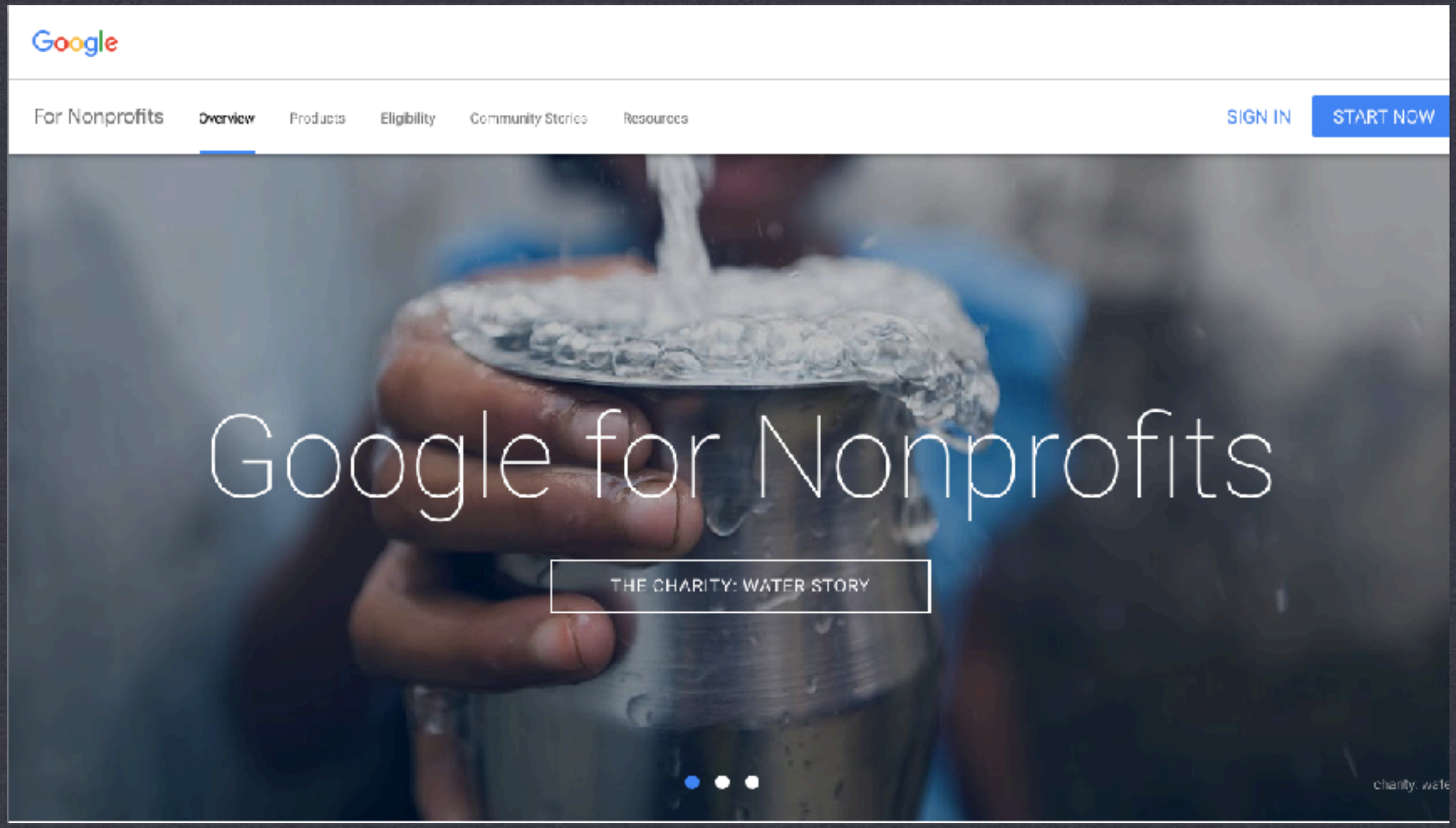
CANVA.COM



FACEBOOK.COM



TECHSOUP.ORG



GOOGLE.COM/NONPROFITS

Look inside
The Google Ad Grants Playbook
The Definitive Guide To Breakthrough Nonprofit Growth... On Google's Dime
Josh Barsch & Steve L. Isaacs
Audible Narration
READ ON
The Google Ad Grants Playbook: The Definitive Guide To Breakthrough Nonprofit Growth... On Google's Dime Kindle Edition
by Josh Barsch (Author), Steve Isaacs (Author), Katherine Dillinger (Editor)
8 customer reviews
See all 3 formats and editions
Kindle
$0.00 kindleunlimited
This title and over 1 million more available with Kindle Unlimited
$2.99 to buy
Paperback
$9.99 Prime
6 Used from $8.50
11 New from $8.52
Audible
$1.99 or 1 credit
or 1 credit
Google gives nonprofit organizations $10,000 per month in free advertising through its Google Ad Grants program. And unlike most grants, Google's has an extremely quick application process and is very easy to get. So why do so few nonprofits participate in Google Ad Grants, and why do existing grantees struggle so much with maximizing its value to grow their organization? What's the catch?
Read more
Print List Price: $9.99
Kindle Price: $2.99
Save $7.00 (70%)
kindleunlimited
Unlimited reading. Over 1 million titles.
Learn more
Read Now
You already own this item. Read anytime on your Kindle apps and devices.
Add Audible narration to your purchase for just $1.99
Give as a Gift
Add to List
Enter a promotion code or Gift Card
Share <Embed>

AMAZON.COM

SOME FUNDRAISING, TOO!

Saint A 5K

Saturday, May 2, 2015 @ 8:30 am • 5k, 4m

Countdown to event

Catch us next year!

Address:

Shuttles to start line (420 N. Main 8:30am) leave from 840 Echo Park Ave, Los Angeles, CA , Los Angeles, CA view map

Registration closed:

Online registration is closed, please register at the event.

Description:

Join us for a historical Run/Walk as we travel four miles and 150 years of St. Athanasius, the beginning of parish ministry for the Episcopal Church in Southern California. The Route will begin at El Pueblo de Los Angeles the old Merced Theatre (420 N. Main St.), site of some of the Episcopal Church's earliest services in Los Angeles. The route then continues to the congregation's four successive church sites: Temple and Spring, Olive near Fifth, Figueroa near Wilshire, and finishing at the current location of the church, Echo Park. This is not a measured race but rather a way to mark our history and that of the city. Join us!

Course description:

The Route will begin at El Pueblo de Los Angeles the old Merced Theatre (420 N. Main St.), site of some of the Episcopal Church's earliest services in Los Angeles. The route then continues to the congregation's four successive church sites: Temple and Spring, Olive near Fifth, Figueroa near Wilshire, and finishing at the current location of the church, Echo Park.. The entire course is on city streets and totals a tad under 4 miles.

Directions to start:

SHARE THIS EVENT

Post Like 8 Share

Add to Calendar

PRODUCTS

$ FUNDRAISING

VIEW TEAMS

PARTICIPANTS View all »

JANET KAWAMOTO

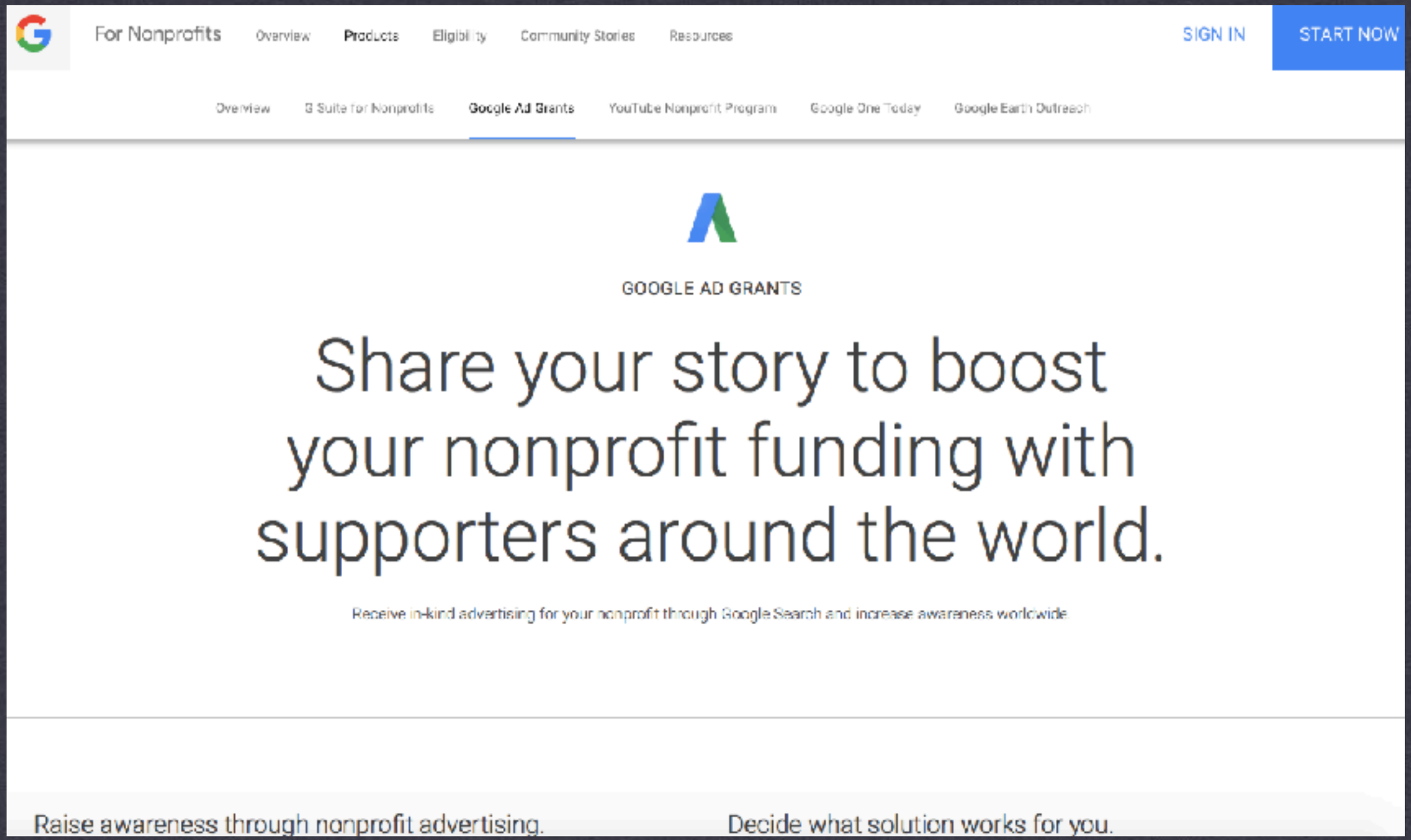
St. Athanasius' runs, walks and plants at 150th-year events

The Congregation of St. Athanasius at the Cathedral Center of St. Paul celebrated its patronal festival and 150th anniversary on May 2 with a 5k walk-run; dedication of its new parish garden, part of which takes the form of a living labyrinth; and a special service that incorporated music from the Andrew Lloyd Webber–Tim Rice musical *Jesus Christ Superstar*.

Parishioners and friends gathered in the morning

ALEXIA KAWAMOTO

$3,000 RAISED!


For Nonprofits
Overview
Products
Eligibility
Community Stories
Resources
SIGN IN
START NOW
Overview
G Suite for Nonprofits
Google Ad Grants
YouTube Nonprofit Program
Google One Today
Google Earth Outreach
GOOGLE AD GRANTS
Share your story to boost your nonprofit funding with supporters around the world.
Receive in-kind advertising for your nonprofit through Google Search and increase awareness worldwide.
Raise awareness through nonprofit advertising.
Decide what solution works for you.

LOGIN/CREATE AN ACCOUNT

GETHSEMANI FARMS

SINCE 1848

FRUITCAKE FUDGE COMBINATIONS GIFTS

Delaney Wright Fine Arts Preschool

of St. Stephen's, Hollywood

LITTLE SUNSHINE ROOM

THE RAINBOW ROOM

Your Meal Feeds ANother!
Hope
Sandwich Co.

FINAL QUESTIONS!!

The Rev. Lorenzo Lebrija

Presentation Resources

The following resources are some of the ones I have found for free on the web. They are not mine and I do not claim any copyright or ownership over them. I am just putting them here for you since I referenced them in my presentation at eFormation. Enjoy!

science_of_successful_facebook_ads.pdf
Download File

ppc_campaign_template.xlsx
Download File

social_media_audit_template.pdf
Download File

ppc_checklist.pdf
Download File

blog_topic_suggestions.pdf
Download File

ebook_-_how_to_use_google_adwords.pdf
Download File

LORENZO@ LADIOCESE.ORG