

Religion
Communicators
Council

Dallas - Ft. Worth Chapter

E-NEWSLETTER

July 2005

Some “how-to’s” that will improve outreach through web sites to be July meeting topic

John Bagwell, President of ChurchMax.com, will discuss, *“Five Major Blunders That Keep Your Web Site Off The Search Engines”* at the July meeting for the Dallas-Ft Worth Chapter of the Religious Communications Council. The meeting is set for Thursday, July 28, 2005, 12 noon to 1:30 p.m. at UMR Communications, 2400 Lone Star Drive, Dallas.

As a communications professional you would never design a direct mail piece for your church, ministry or organization and leave off the phone number or address. Without a way to respond to your mailing (phone number or physical address) the recipient would have no way to find you.

Yet everyday religious organizations – big and small -- make critical mistakes in the design of their Web site that keep the major search engines from listing their Web site on their search engine -- In effect making it almost impossible for prospects to find them on the Web.

If your Web site is not drawing prospects to your organization, you should attend this meeting.

Bagwell is a founding member and current board member of the DFW Search Engine Marketing Association (www.dfwsem.org/) and has been actively involved in search engine marketing for 10 years. With over 35 years in marketing and advertising, his firm - ChurchMax.com - specializes in helping churches and ministries get the most from their marketing.

In this fast paced session, you will learn the techniques necessary to have your site show up more prominently on Google, MSN, Excite and the other major search engines.

Attendees will also receive access to Search Engine marketing resources that include trial memberships to some of the hottest software programs in the industry.

Call or e-mail Deb Christian, 214.630.6495 ext 147, dchristian@umr.org to make your reservation for the lunch meeting. Cost is \$15 and payable at the meeting.

Mark your calendar now for RCC Programs

Thursday, Aug 25

Bruce Tomaso, Editor of the Religious Section of the Dallas Morning News will be the featured speaker. Bruce will discuss the awarding winning publication, and will offer helpful ideas on how to get your story featured in the Dallas Morning News and other print publications.

Thursday, Sept 22

Program to be announced

Thursday, Oct 27

Interfaith Housing Coalition – Dallas, Texas –Cathy King: Communications Director. IHC provides a 90-day temporary housing program for homeless families. Cathy will discuss some of the unique issues involved in finding hundreds of volunteers from area churches and other groups, fundraising and communicating what they do to the general public.