

Children's and Youth Ministry Website Evaluation:

Top three ministry strengths:					
1					
2					
3					
	N/A	No	Somewhat	Mostly	Yes
Welcome and Safety:					
<i>Statement on inclusion</i>					
<i>Tone is warm and inviting</i>					
<i>Worship and education times are clearly listed</i>					
<i>Safety policy is present, solid, and clear</i>					
<i>Allergy statement/ policy on food served</i>					
<i>Accommodations for people with different abilities</i>					
<i>Link to registration form</i>					
<i>Invitation and contact information for a visit or tour</i>					
Authenticity:					
<i>Appeals to the target audience (Think/Feel/ Say/ Do)</i>					
<i>Strength 1 is highlighted</i>					
<i>Strength 2 is highlighted</i>					
<i>Strength 3 is highlighted</i>					
Learning Environment:					
<i>Curriculum is identified and/or linked</i>					
<i>Classes encourage wonder and questions</i>					
<i>Knowledge of child development / learning styles</i>					
Beliefs:					
<i>Methodist understanding of scripture</i>					
<i>Parent-friendly description of sacraments</i>					
Communication:					
<i>Parental communication method (email, social media, blog, text)</i>					
<i>Calendar of activities is linked</i>					
<i>Visitor friendly schedule present (begin in worship? check in location?)</i>					
Family involvement:					
<i>Opportunities for worship together (why or why not)</i>					
<i>Opportunities for formation</i>					
<i>Opportunities for service/mission</i>					
<i>Opportunities for fellowship</i>					
Visual appeal:					
<i>Attractive Color Scheme and Design</i>					
<i>Avoids church lingo/ uses visitor friendly language</i>					
<i>Mobile friendly- website looks good on phones and tablets</i>					
Accuracy					
<i>Free from typos</i>					
<i>Information is up to date</i>					
<i>Links work</i>					
Tally:					
		(x1)	(x2)	(x3)	(x4)
120 points possible				TOTAL:	