



Introducing the Web Site Task Force!

Excitement, enthusiasm, and energy describe the Web Site Task Force (WSTF). As the team met for the first time at the Interdepartmental Meeting in St. Louis the weekend of October 18-21, 2007, we began planning and preparing for the upcoming biennium. Our focus for the biennium is to increase the resources available on the LWML Web site and to assist LWML committees and members with web site design, creation, and management. The World Wide Web is quickly becoming the primary communication tool for reaching people around the world; God has given us the opportunity to use the Web to reach others with His Gospel message. Our goal is to provide you with any assistance you may need in order to utilize the LWML Web site to its fullest potential.

The Web Site Task Force members would like to take this opportunity to introduce ourselves.

Nancy Bogenhagen is the WSTF Chairman. Nancy is the wife of David, a farmer. They are the parents of four children: one just out of college, two in college, and one in high school. Nancy's time is largely spent between her family and her church and the LWML, where she is active on all levels — most recently as one of the "Ladies in Blue" at the Sioux Falls convention, where she served on the Host Committee. She maintains the web sites for the South Dakota LWML, SD Lutherans for Life, and SD Lutheran Laymen's League. Her favorite scripture passage is Proverbs 3:5-6 "Trust in the Lord with all thine heart; and lean not unto thine own understanding. In all



The Web Site Task Force: Lori Lewis, Wendy Greiner and Chairman Nancy Bogenhagen.

thy ways acknowledge him, and he shall direct thy paths." Nancy's favorite Bible era is from Abraham to Moses.

Wendy Greiner, who has served as the LWML Webmaster for over a year, started doing web sites almost ten years ago, when she learned how to create her church's first web site. She now works full time as a web designer and computer instructor. Wendy keeps busy with her work, her husband, John, and two high school boys (one of whom is graduating this year!), their aquariums, LWML on both the district and national levels, Boy Scouts and River Bend Bells, her community handbell group. Though she began with music as a career and computers as her hobby, these have switched! Wendy's favorite Bible verse is Jeremiah 29:11 "For I know the plans I have for you says the Lord, plans to give you a hope and a future, plans to prosper you and not to harm you." Her favorite

Bible character is Queen Esther.

Lori Lewis and her husband, Jamie, call Laramie, Wyoming, their home. Lori has been involved in LWML since 2004, when she and Jamie were catechized into the Lutheran faith. She works full time for the University of Wyoming, College of Business. In addition to working and taking classes toward her Master's degree, she is involved in LWML at the local, zone, district, and national levels. She has also served as church treasurer for two years. Lori loves to spend time in her beautiful, mountainous surroundings with Jamie and their dog, Copper. Her favorite Bible verse is Ephesians 3:20a "Now to Him who is able to do exceedingly abundantly above all that we ask or think..." Her favorite Bible story is when God speaks to Moses from the burning bush and declares that "I AM". He is all we will ever need.

Old News is No News

In today's technologically-driven world, it is important to keep the information on your web site as current as possible. The Web Site Task Force recommends reviewing your web site frequently. You will want to update information or change dates; to test your hyperlinks to make sure they are in working order; to add a new photograph from a recent event. Visitors are more likely to return to a web site that is 'fresh' each time. They do not want to see information that they have already seen.

Speak to your audience

When building a web site, the first step should be to determine who you want to reach with the message you have to give. Varying audiences will often have varying levels of technical skill and communication preferences. For example, a web site targeted to teens and young adults should contain few words, more pictures, lots of color, and movement of any sort. This generation does not want to take the time to read a volume of information, so try to state your message in as concise a manner as possible, and use images to communicate what you do not put in words. On the other hand, individuals in the 'Baby-Boomer' generation tend to enjoy reading more text, and desire less distraction in the form of pictures or flashing images. Many web sites, however, are targeted to a wide range of individuals. This makes web design more challenging. Aim for a 'happy medium' where you can appeal to all generations. Include pictures or flashing images, but not too many. Provide smaller portions of text on a home page, with links to opportunities for more in-depth reading, such as a downloadable PDF or Word document. Focus on what the diverse group of individuals who will be viewing the page have in common, and capitalize on this.

Short and Sweet

A good rule of thumb is to make your web pages no longer than two Page Down clicks. Much more, and your site visitor is likely to become bored and move on. Provide the most important information on your home page, and link the key words to additional pages or downloads that can give more details. When creating these links, it is a good idea to consider whether or not you want the page or document to appear in a separate window. If the link will take the visitor to another page in your web site, then a new window is not necessary. However, if the link moves the visitor to a different web site or to a downloadable document, it may be a good idea to have the link appear in a separate window. That way you won't lose the visitor to another site or to a place which leaves them unsure of how to return to your site.

Multiplying the fish & loaves

Matthew, Mark, Luke, and John all record Jesus' miraculous feeding of the 5,000 with just five loaves of bread and two fish. Communicating through a Broadcast E-mail List is not quite a miracle, but it is an efficient and effective way for you to reach many individuals with one e-mail message. A Broadcast E-mail List is a single e-mail address, such as webmaster@lwml.org, that is composed of many individual e-mail addresses. If you are an LWML e-News subscriber, this is the means by which your monthly newsletter reaches your e-mail inbox. If you would like to be able to communicate with a large number of people with one e-mail message, then a Broadcast E-mail List is the perfect tool for you!

Okay — you're convinced, "I need one of these Broadcast E-mail lists! How do I get one?" There are several options — the first place to check is with your web host. Many web hosts provide them with their regular web hosting service. Some common softwares available through your web host: Mailman, Listmessenger or PHPMailList. You might also try a free hosted service such as Yahoo Groups or Google Groups. Just be aware that these groups also add advertising to your broadcast e-mails before sending. Hosting services, without advertising, are available for a small fee as well. There are many of these available — just Google "broadcast e-mail hosting." Make sure to read through all the terms and conditions before signing up.

There are two types of Broadcast E-mail Lists: Announcements Only and Conversation. An Announcements Only list does not allow for the recipients of the e-mail to respond to you; this list

is useful when you would like to send announcements to a specific group of people. For example, the LWML e-News is an Announcements Only list. A Conversation list will allow you to involve your list members in an ongoing conversation via e-mail. When a member receives your e-mail, they can reply to all of the list's members; this list is useful if you want to be able to have one or two subject e-mail conversations with a small group of people, like the members of a committee.

One other item to note: Broadcast e-mail list recipients must be given the option of un-subscribing to the list should they choose not to participate. This is not only common courtesy but a requirement of the COMPLIANCE GUIDELINES for the CAN-SPAM Act of 2003. For more information on this topic, visit <http://www.spam.org>. Broadcast e-mail lists help fight against SPAM because the individual e-mail address is kept private (inside a web server) and is not available for redistribution such as using the CC or the BCC in your regular e-mail client. But broadcast e-mail lists can be used for SPAM as well, particularly if the "From" address triggers suspicion. Therefore, it is recommended to use an easily recognized name as the originator of the message.

What better way to reach a large number of people and to include them in topic-relevant e-mail conversation than using a Broadcast E-mail List! We cannot promise that you will have 'twelve basketfuls' of leftovers, but we can assure you that you will be utilizing an efficient and effective means of communicating Jesus' Gospel message.

Have You Noticed?

The LWML site now has a "favicon": a small version of the LWML logo that appears in your web browser window, next to the address of the web site. If you save our web site as a favorite, this "favicon" will show up as the marker. Want to know how to create one for your site? There is a free service to help you: <http://www.htmlkit.com/services/favicon/>. This web site will create the icon file for you and all you need to do is upload it to the root directory of your web site! Make sure to choose a picture or graphic that will still look good at 32 pixels

by 32 pixels — the standard size of a "favicon."

What's New at lwml.org

Check out the new lwml.org Site Index and Department Index: Their buttons are on the top tool bar of each page at <http://www.lwml.org>. These two new features of our web site include two different ways of navigating the LWML web site. The Site Index has an alphabetical listing of all the pages on the web site; the Department Index lists the pages that each LWML department sponsors.