

# Website Creative Brief Builder

<b>Church Name *</b>	Tempe Community Church
<b>Current Web Site URL</b>	<a href="http://examplechurch.org">http://examplechurch.org</a>
<b>Who built your current site?</b>	in house
<b>Your Name</b>	matt adams
<b>Your Email *</b>	<a href="mailto:mattadams@factor1studios.com">mattadams@factor1studios.com</a>
<b>Position *</b>	communication director
<b>Budget range *</b>	5000 – 8000
<b>Project overview *</b>	We see a new site that easy to navigate but also easy to manage. Deep pages, but clear navigation. We need to highlight past sermon videos, volunteer opportunities, sunday service locations and next steps for a new comer.
<b>Key goals of our new site *</b>	<p>Our current site is failing and aging badly. It has been serving us well for 5 years, but as our ministries grow and our staff need to update more and more, we are running into more and more issues.</p> <p>We need to have mobile responsive, staff blogging, and forms for events / ministry sign ups. Online donations are must as is podcasting.</p>
<b>What is the PRIMARY purpose of your site?</b>	Communicate the love of jesus through our church to our community
<b>What is the SECONDARY purpose of your site?</b>	Educate new visitors to what our church is doing, and how they can take the next steps to be a part of what we are doing.
<b>If a visitor spends 2 minutes on your site, what three things (in order of priority) do you want them to know?</b>	<ol style="list-style-type: none"><li>1. who we are and where we meet</li><li>2. What a sunday service looks like for a first time visitor</li><li>3. That we have ministries and programing for their entire family.</li></ol>
<b>About our church.</b>	We have been serving in our community for 10+ years. We were meeting in a school for the first 4 years, and recently expanded to our second location. We have about 2800 people who attend regularly and a high rate of engagement between volunteering and small groups. We have a small staff of 10, and 2 people on staff are capable of managing wordpress driven site, and creating graphics.