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April News

Target your communication

Even with thousands of members, you can zero in on just the right audience.

Churches and ministries tend to a wide array of needs for a wide array of people. Accordingly, communication needs can be just as varied. Thankfully, that process is made easy for many E-Zekiel users.

The Group Manager and the Communications Manager, both of which are available with Gold and Platinum packages, enable you to tailor communication for different groups. Imagine a few scenarios where this feature could come in handy:

- A Sunday school class sends out a newsletter to its members.
- A message is sent to the church leadership body to announce a called meeting.
- A message to church youth announces the "rain out" of an outdoor event.
- Sunday school teachers are informed that the next quarter's literature is available.
- A prayer concern about a choir member's sudden illness is sent to other choir members.
- The church publicity committee is sent a meeting reminder.

Targeted communication can also be used for target marketing of ministry programs. A financial planning seminar might be of greater interest to parents with school-age children headed to college than, say, a college-age Sunday school class headed for a beach retreat. Couples with young children will be a lot more interested in new programs for preschoolers than, say, the seniors of the church.

With E-Zekiel, the 1-2-3 process for targeting communication begins in the Group Manager. You create a group – Single Adults, for instance. Then you either automatically assign members a group (based on demographical information, classes they join, activities they participate in, etc.) or you give them the option to select their groups on their own.

After the groups are created and members are assigned, you turn to the Communications Manager whenever you're ready to create and send messages or other information.

Personalizing messages, activities, news and more is a considerate way to approach communication. In fact, it saves your audience time by not asking them to wade through information that doesn't apply to them. Targeted communication also drastically increases the likelihood that the target audience will see it, read it and ultimately act on it.

Tech Tip

How to Create a Thumbnail

1. Upload full size picture into the Picture Gallery. Keep in mind that some pictures can be VERY large so you may want to resize the picture before uploading as this will save on storage space and Internet load time.
2. Go to page on which you wish to insert your picture.
3. Insert picture as you normally would, but make the "height" 150 pixels.
4. Once the picture has been inserted, click on the picture so that the outlined boxes appear.
5. Click on the Image Gallery icon from either the Easy Editor or the Internal Image icon from the Advanced Editor.
6. In the Image source field on the left where it lists the picture address (for example [/clientImages/25245/Misc/b33.jpg](#)) copy the part after http:// by highlighting and then clicking the "CTRL" + "C" button on your keyboard.
7. Close the dialogue box and go back to your picture which should still be highlighted with the outlined boxes.
8. Click on the "Create Link" icon in Easy Editor or the "External Link" in Advanced Editor.
9. Paste the address you just copied by click "CTRL + V" on your keyboard.
10. In Advanced Editor be sure to choose HTTP from the first drop down field and then paste.
11. Choose Insert.
12. Don't forget to SAVE.

Lightcasting: An innovative ministry for reaching homebound members

TV, radio and Internet ministries are not the only ways for churches to communicate to homebound members in "real time." A new ministry service offered by Lightcast Networks is proving to be an effective and affordable option and will be soon be available to E-Zekiel clients.

Unlike broadcast ministries, which reach audiences that may or may not be connected to your church, Lightcast Network is designed specifically to maintain your connection to your homebound members. Lightcasting, as the service is called, involves three components - specialized equipment for the church sound system, the Lightcast telephone network and in-home telephone receivers. The church dedicates one telephone line; homebound members use their own telephone line.

The cost is very economical, especially when compared to broadcast ministries. For instance, with one payment option, the church pays for all access into the Lightcast Network at a fee of \$7 per homebound for each reserved Sunday service. The equipment is priced at \$59.99 per Home Receiver Kit and, depending on your church sound system, Church Interface Kits range from \$350 to \$500. In addition, there is one recurring charge for the church line per type of service.

Homebound members can be connected to regular church services, Sunday school classes, choir performances and other events. Lightcasting can also allow for two-way classroom discussion.

More information on the Lightcast service and how to order will be available soon.

Photo Corner: God's Beautiful World

This scenic photo of the Great Smoky Mountains skyline was snapped by Jason Otis, Axletree Media's Vice President for Creative and Business Development, while visiting the area with his family.

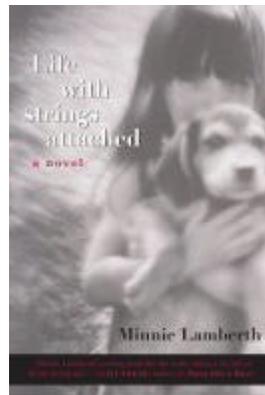
The Great Smoky Mountains National



Park, at the border of North Carolina and Tennessee, is the most visited in the national park system, attracting some nine million people each year. One of the largest protected areas in the Eastern United States, the park is renowned for the diversity of its plant and animal life, the beauty of its ancient mountains, the quality of its remnants of Southern Appalachian mountain culture, and the depth and integrity of its wilderness sanctuary.

Once a part of the Cherokee homeland, the Smokies today are a hiker's paradise with over 800 miles of trails.

Source: www.nps.gov/grsm/



E-Zekiel client publishes first novel

Minnie Lamberth, a freelance writer in Montgomery, Alabama, has just published her first novel, *Life with Strings Attached*. The story, which is set in 1972, centers around six months in the life of seven-year-old Hannah Hayes, a girl busy growing up in a small Alabama town.

"There are two main themes to the story," Lamberth said. "The first is 'a girl and her dog' because Hannah's very concerned about keeping a watchful eye on her beagle, Pumpkin. The second is 'a girl and

her God' because at this same time she is sensing an early call to God's service and wondering how to express that."

Publishers Weekly wrote: "Readers will delight in the strong writing and Southern charm of this story, which won Paraclete Press's inaugural faith fiction award for a debut novel. Seven-year-old Hannah Hayes and her beagle, Pumpkin, are as comfortable in their Wellton, Ala., neighborhood in 1972 as in their own skins. Whether she's passing the offering plate to raise money for a 'doggie revival' among the neighborhood hounds or befriending an outcast on the school playground, Hannah knows she is called by the Lord, and 'The work laid out for me couldn't be done by another.'"

The publication of *Life with Strings Attached* has come by route of winning the Paraclete Fiction Award, a contest seeking an unpublished literary novel with Christian themes. The contest, conducted by Paraclete Press of Cape Cod, Massachusetts, generated submissions from around the country as well as Canada. Leif Enger, author of the best-selling *Peace Like a River*, served as final judge and presented Ms. Lamberth as winner during the Festival of Faith and Writing held in April 2004 at Calvin College in Grand Rapids, Michigan.

Life with Strings Attached is available through bookstores and online booksellers. For more information, visit

www.minnielamberth.com.



Site Spotlight

Client: Omar C. Garcia

Web Site: www.bibleteachingnotes.com

Purchased: [E-Zekiel Silver Package](#)

Omar Garcia, a minister of education for 26 years, has maintained a steady practice of holding weekly meetings with Sunday school teachers to offer guidance on the next Sunday's lesson. But teachers lead busy lives, and inevitably, someone always has to miss the meetings. For years, Omar mailed copies of his notes to those teachers unable to attend. Now, he's created a much more efficient and far-reaching alternative, and he's using the E-Zekiel Silver Package as his tool.

To create his original site, Omar turned to the Webmaster for Plymouth Park Baptist Church in Irving, Texas, where he serves as a staff minister. Notes for each upcoming Sunday, along with a hefty archive of Bible study notes he had accumulated over the last quarter century, began to be made available on the Web. But the project faced a real challenge when it became necessary for the Webmaster to give up this work.

"When he was unable to continue, I was in limbo," Omar said. With no knowledge of Web sites or HTML code, Omar was only able to work with a few update provisions made by the Webmaster. "Beyond that I could update nothing," he said. "I thought I was going to have to abandon the project, then I heard about E-Zekiel."

His church actually signed onto E-Zekiel first since the Webmaster had managed both sites. For his own site, Omar initially resisted using E-Zekiel - based on the tremendous amount of material already in his archives. But once the E-Zekiel support staff explained how easily he could recreate his site, he signed on and was up and running within a week. "I have been thrilled with E-Zekiel," he said.

Omar still prepares notes primarily for the teachers at his church, but word has spread. Links to his site are offered through many other sites, and thousands of teachers are visiting the site each month. He often conducts polls among site visitors, asking such questions as, "How many years have you taught Sunday school?" Or, "How much time do you spend in Bible study each week?" Additionally, while Bible Teaching Notes is a free service, Omar offers an opportunity for visitors to donate a dollar for site maintenance.

While his weekly teaching notes are based on curriculum from Lifeway Church Resources (for which he has written many lessons himself), many teachers from many denominations benefit from the extensive resources provided through the Bible Teaching Notes site. Fortunately, with E-Zekiel, the Web site is the easy part. "It's a no-brainer," Omar said. "All I do is cut and paste, and that's it."

Users Group Moved from Yahoo to E-Zekiel.com

Many E-Zekiel users are contributors to our Users Group Discussion Boards, and we'd like you to know about an important change that has taken place. The E-Zekiel Users Group Discussion Boards has been moved from Yahoo to www.e-zekiel.com. Because E-Zekiel users voted for this change, we worked to

address that request.

In order to access the discussion boards from this new location, users will have to re-register as members on the E-Zekiel Web site. For those who wish to review previous discussions, a link is provided from the E-Zekiel Discussion Page back to the Yahoo login page.



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