



Connecting Churches...
Witnessing to Communities

ChurchesInYourTown.ca
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Information for Prospective National Ministry Partners

Executive Summary:

ChurchesInYourTown.ca is a network of **community websites** designed to help local churches work together, and to allow newcomers, new Christians and others whom God may be calling to connect with a church in the towns and cities where they live.

We aim to be serving **30,000 members** from **600 churches** across **30 communities** by Christmas 2013.

Right now we're seeking ministry partners who have both a national focus and a kingdom mindset, willing to help out with some of the start-up costs for this unique ministry, and are ready to share their own stories and testimonies with the audience we can connect them to.

National Ministry Partners will receive the following benefits:

- 1) Acknowledgement of name, logo and website in the 'welcome package' mailed out to every church;
- 2) Listing of name, logo and contact details on every community website (30 by Christmas 2013);
- 3) Publication of two articles submitted by you each year on all of our community websites;
- 4) Recognition given to our partners in all monthly newsletters sent to churches and other subscribers;
- 5) Priority granted to existing partners who wish to extend their sponsorship into subsequent years.

About the Initiative:

Each community website showcases participating churches with photographs, service times and contact details, a community map showing all churches in town, and a complete listing of services taking place throughout the week.

One week prior to the public launch of each community site, we write to every church represented. We describe the initiative and ask churches to check their own information before official publication. The letter states that the service is free and will not contain the usual random internet advertising typically associated with sites like Google and Canada 411, thanks to the generous financial support of the ministry sponsors whose logos and website addresses are listed.

Once each community website launches, a 'Sponsors' section on each website proudly announces our National Partner's names, logos and contact details, introducing your organisation to an appreciative audience of 30,000 members we anticipate by Christmas 2013.

Future Plans:

Our monthly email newsletter service launches in October, delivered to every church and subscriber in each of the communities we operate in. We anticipate that these regionally-focussed newsletters will contain a mix of local news and information, together with sponsor profiles, allowing your organisation further regular exposure to a niche audience of 600 churches and other subscribers 12 times a year.

In addition, you are invited to submit two 500-word articles to be published on every community site describing your business or ministry, providing you with another golden opportunity to communicate your brand and vision to appreciative website visitors.

Additional services available to participating Churches:

For a small monthly fee, churches may have their audio sermons, news items and events included within their community website profile, all managed for them by our own professional staff.

Churches may also share news items, articles and events with the entire town via the community noticeboard, simply by marking important items as 'shared'. This is a very effective method to quickly inform a large number of people about special events such as concerts, prayer breakfasts or bible camps.

In addition, we offer a real bonus to churches that already have their own websites. Churches may optionally create a linkage within any of their existing website pages to cause their managed community profile content to be automatically projected into them. This effectively provides those websites with free and instant updates, with absolutely no additional maintenance being required or any passwords shared.

In closing:

We passionately believe that by providing local churches with sophisticated and fully-managed communications tools such as these, barriers between churches will greatly diminish, leaving Christians better able to bring real transformation to the towns and cities where they serve.

And let's not forget, your own message may resonate more effectively when presented to an energised community of believers already committed to serving God as one, both in their backyards and beyond.

We warmly invite you to partner with us in this journey, both through your finances and also your prayers.

Please call me today on (416) 410-9240.

Yours in Christ,



Martin Francis

Director, ClassAxe Multimedia Inc.

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