
YOUR COMMUNICATION PLAN: RESOURCES

Demographics

elca.org: Type demographics into the search bar. You can input your synod code (3H) and congregation code (you can get this from the synod office)

mncompass.org: You can look at demographics information by neighborhood, city, county, and state. You can also build custom profiles online, and track everything from transportation to income.

mn.gov/admin/demography: This is the official Minnesota demographics department. Information is based on census.

Website

Wordpress: An easy to update system to build your site. Basics are free, but you can get higher quality templates. Tutorials online.

Squarespace: Drag and drop, no experience needed, website building. \$8-\$18 / month depending on your services.

Custom: Pay a developer to build a site from scratch. This may or maynot include a user-friendly interface. Cost varies.

E-Newsletters

Constant Contact: Paid service for sending newsletters. Extensive services and integration.

Mailchimp: Basic service for sending e-newsletters. Paid services available.

Campaign Monitor: Similar to the other services, but specializes in personalized content.

Social Media

Hootsuite: Keep track of multiple accounts, tags, and specialty searches. Schedule posts on multiple platforms.

Buffer: Cross share content across multiple sites. Schedule posts. Stagger content.

Spredfast: A central hub for detailed analytics on all of your social media. See what is working.