



Design Steps through April

1

- Develop a target audience(s)
- Develop a network framework for the target audience(s)

2

- Add current programming to the network framework
- Redesign current programming using digital strategies

3

- Identify priority needs of your target audience(s)
- Generate ideas to address the unmet needs of your target audience(s)
- Organize the ideas into the network framework

4

- Develop the first draft of the website design

#1. Target Audiences

Audiences

- Children & Families
- Teens & Families
- All Adults (20+)
- Young Adults: 20s-30s
- Mid-Life Adults: 40s-mid 50s
- Mature Adults: mid 50s-mid 70s
- Older Adults: 75+
- Families: All Ages
- Families: Children and Youth
- All Ages/Multigenerational – Whole Community

#2. Network Framework

1. Caring Relationships
2. Celebrating the Seasons
3. Celebrating Rituals & Milestones
4. Learning the Christian Tradition
5. Praying & Spiritual Formation
6. Reading the Bible
7. Serving, Working for Justice, & Caring for Creation
8. Worshipping God
9. Missional
10. Life Stage Issues



Adult Faith Formation Network

1. Adult Living
2. Discovering Faith
3. Faith Enrichment
4. Scripture
5. Seasons of the Year
6. Service
7. Spiritual Life
8. Sunday Worship



Family Faith Formation Network



Families at the Center of Faith Formation

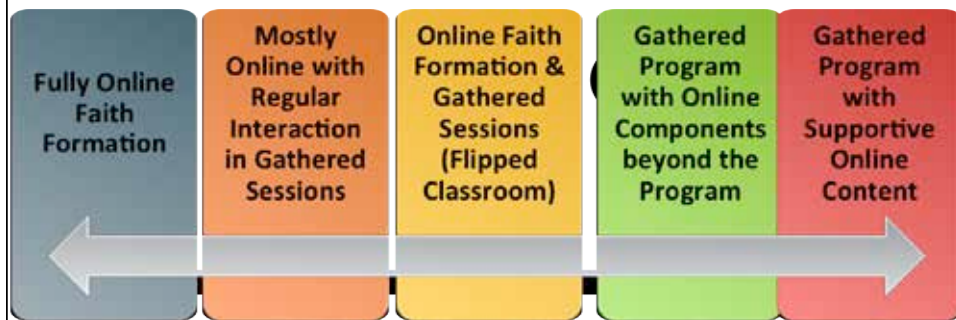
A Network of Experiences, Activities & Resources for Families with Children



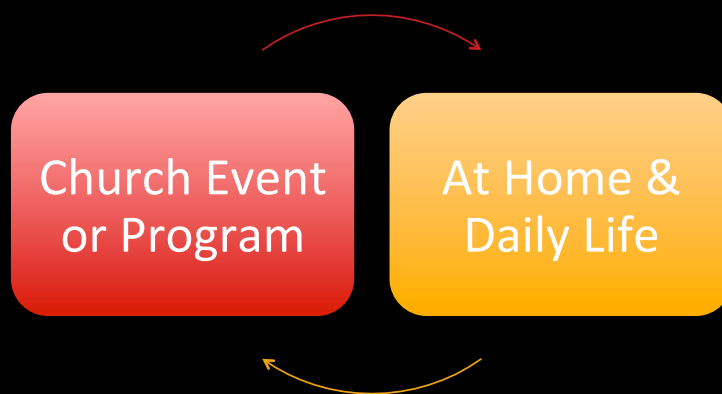
#3. Add Current Programming

Content Areas	Current Programs	Redesign Ideas	New Ideas
Caring Relationships			
Celebrating Church Year Seasons			
Celebrating Milestones			
Praying & Spiritual Formation			
Reading the Bible			
Serving, Working Justice, Care for Creation			
Worshipping with the Faith Community			
Life Stage Issues			
Missional (outreach)			

#4. Redesign Using Digital Strategies



Extend the Event

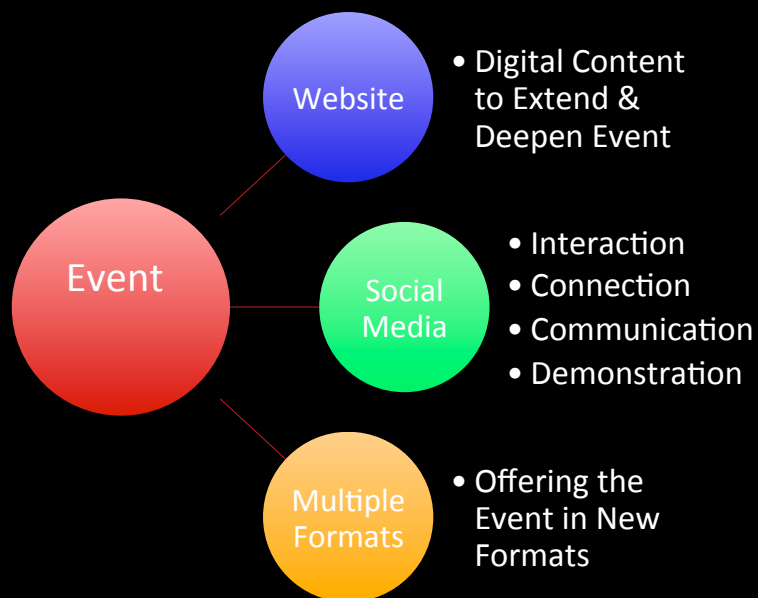


Sunday Worship

Tri-Saints
Lutheran
Church, NE



Offer in Multiple Formats



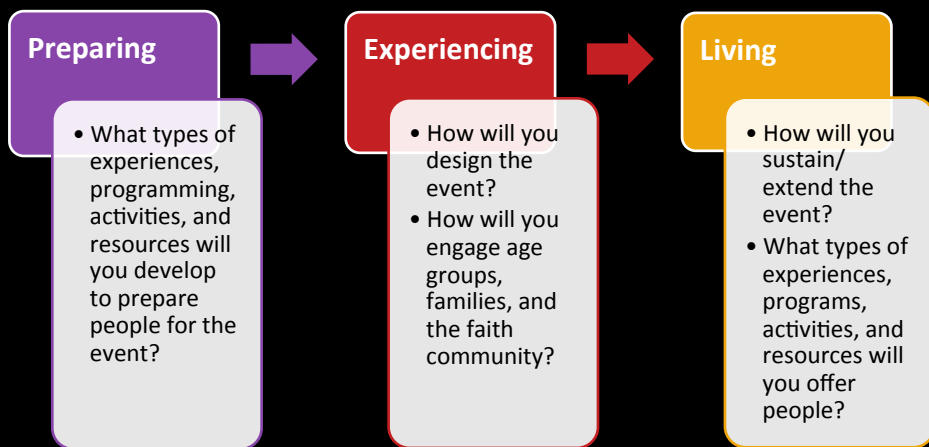
Video Recording Events



1. Stream live presentations at church
2. Offer webinars as an alternative to a church-based program
3. Record live presentations and webinars to create a home-grown library of video content
4. Develop multiple versions of a program:
 - design and conduct a gathered program – record it
 - Edit the video in segments
 - Design individual, mentored, or small group study with a guide and resources

Build on an Event/Experience

(Sacraments, VBS, Mission Trip, and much more)



Celebrating Milestones: Baptism

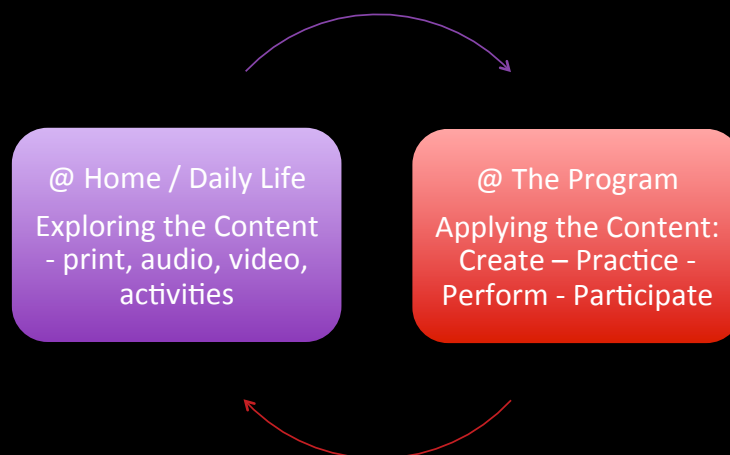
Church

- Mentors/Coaches
- Parent preparation
- Family gathering
- Ritual
- Intergenerational connection
- Celebration of Baptism
- Reunion
- Baptismal anniversaries

Home

- Caring conversations and storytelling
- Celebrating rituals
- Learning
- Praying
- Reading the Bible
- Serving
- Worshipping together

Flip the Model



Flip Programming



Integrate Online & Gathered 40-Day Lent Curriculum

Church →	Daily & Home	← Online
<ul style="list-style-type: none"> • Ash Wednesday • Lenten Sunday liturgies • Stations of the Cross • Lenten prayer • Lenten retreat • Lenten service • Lenten soup suppers 	<ul style="list-style-type: none"> • Fasting • Praying • Service/ Almsgiving • Lectionary reflection • Family Lenten activities 	<ul style="list-style-type: none"> • Lenten learning resources • Lenten calendar • Daily Lenten prayer • Weekly table prayer • Video resources • Online retreat experience

Fully Online: Learning

The top section displays three screenshots of online learning platforms. On the left is the 'SPIRITUALITY PRACTICE' website, which features a navigation menu and a 'OUR DEMANDS & EXERCISES' section with various articles. In the center is the 'CHURCHNext' website, showing a 'Courses' page with a list of offerings and a 'Follow the Blog' sidebar. On the right is the 'FORMED' website, featuring a banner that reads 'The Best Catholic Content. All In One Place.' and a 'Get FORMED.org' button.

Fully Online: Prayer

The bottom section displays two screenshots of online prayer resources. On the left is the 'PRAY IT GO!' website, which features a calendar for the month of March and a 'Whenever you go...' section with a video player. On the right is the 'prayers of the people' website, which features a 'Featured Spiritual Aspirations' section with a video player and a 'Social Spiritual Aspirations' section with a grid of social media posts.

#5. Identify Priority Needs

1. Life Stage Issues
2. Generational Issues
3. Milestones & Life Transitions
4. Ethnic & Cultural Needs
5. Spiritual & Religious Needs
6. Other...

Sample Themes – Mature Adults

1. Dealing with retirement
2. Making life plans, finances, health
3. Becoming a grandparent
4. Making a difference in the community and world
5. Incorporating family changes and transitions
6. New ways of living and relating as a married couple
7. Caring for aging parents
8. Taking time to read the Bible and learn more about my faith
9. Growing spiritually and exploring spirituality for the 2nd half of life
10. Connecting with people my age; talking about things that matter to us
11. Dealing with loss

Empathy Map

SAY What do you hear your target group saying?	DO What actions and behaviors do you notice in your target group?
THINK What might your target group be thinking? What does this tell you about their beliefs/convictions?	FEEL What emotions might your target group be feeling?

Option: Research

(Using the “Research Guide”)

Tasks

1. Gather demographic information about the congregation and its surrounding community.
2. Observe the people in the wider community.
3. Interview selected church leaders.
4. Conduct two or more focus groups of people in your target audience(s).
5. Produce a summary report of the 1) observations, 2) interviews, and 3) focus groups.
6. Identify the most important needs of the target audience(s) to be addressed.

Option: Research

1. Compile the responses for each question from all of the interviews.
2. Review the responses for each question to identify related themes. Group these items together by giving identical or similar items the same number beginning with #1. The #1 item should have the most responses, the #2 item the second most responses, and so on.
3. Name in one phrase or sentence each of the most mentioned responses—**themes**. Develop a summary report for each question that includes only the top priority **themes**.

Option: Research

Produce summary reports:

1. Compile one report of the major insights from your community observations.
2. Compile one report of your interview findings—identifying the major themes for each interview question.
3. Compile one report of your focus group findings—identifying the major themes for each focus group question.

Research: Compiling the Themes

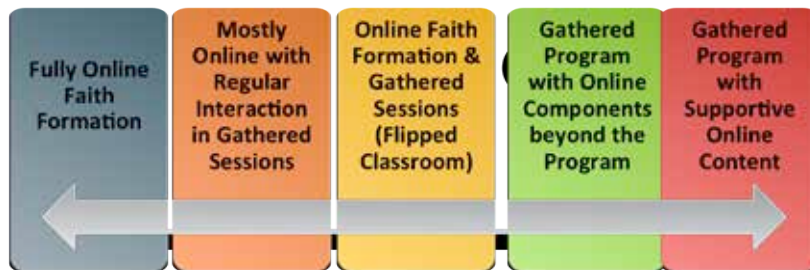
Observation	Interviews	Focus Groups

#6. Generate Ideas to Address Needs

1. What new programming do we need to address the needs that surfaced in the research?
2. What would our target audience like to see the church offer them through faith formation?
3. How can we address the audience's needs through age-specific programming?
4. How can we address the audience's needs through intergenerational and/or family programming?
5. How can we develop missional outreach programming and strategies with this target audience?

Generate Ideas to Address Needs

6. How can we utilize multiple environments: self-directed, mentored, at home, in small groups, in large groups, church-wide, in the community, and in the world?
7. How can we utilize digitally-enabled strategies?



#7. First Draft of Website



Other Platforms

www.wordpress.org www.wix.com www.squarespace.com

Build a Website

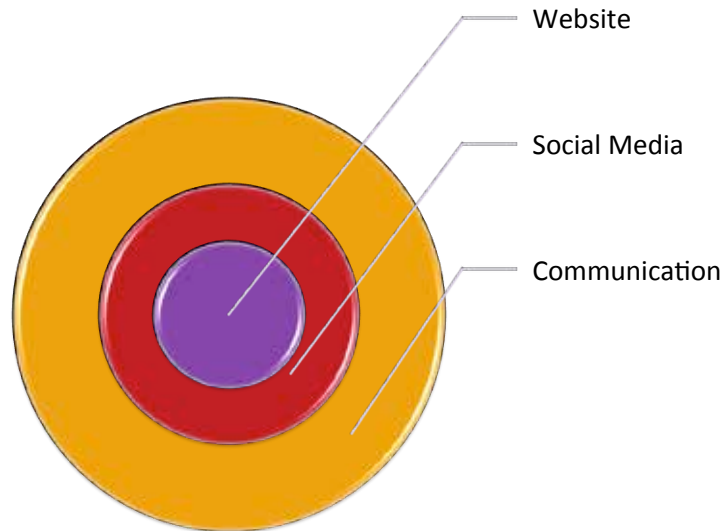
1. Choose a domain name.
2. Select a website template that is “mobile” responsive.
3. Create the primary navigation system (main menu) from the network content areas.
4. Build each webpage to incorporate all programs, activities, and resources for each content area.
5. Design the webpage for your target audience—write the website content to your audience.

Build a Website Things to Remember...

1. Don't make the user think—make web pages self-explanatory so the user hardly has any perceived effort to understand them, for example, clear choice of labels, clearly “clickable” items, simple search.
2. People generally don't read web pages closely; they scan, so design for scanning rather than reading.
3. Create a clear visual hierarchy and menu system (main menu, submenus).
4. Make it very clear how to navigate the site, with clear “signposts” on all pages.
5. Omit needless words.
6. The home page needs the greatest design care to convey site identity and mission.
7. Promote user goodwill by making the typical tasks easy to do, make it easy to recover from errors, and avoid anything likely to irritate users.



Digital Platform

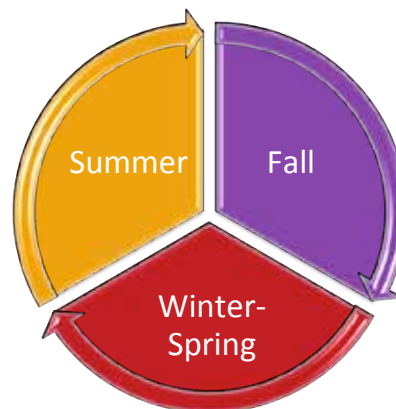


#8. Plan a Network Season

Fall Season:
September 1 – January 1

Winter/Spring Season:
January 1 – May 1

Summer Season:
May 1 – September 1



Design a Network Season

1. Add currently scheduled programming for this season (age group, family, and/or intergenerational) in the appropriate Network content areas and month(s).
2. Use digitally-enabled strategies to redesign current programming (extending programs with online content, offering online-only programs, etc.)
3. Select new programming ideas for this season from the ideas generated in Step 3. Where appropriate, schedule the programming (e.g., a monthly focus).
4. Develop playlists of content, programs, and experiences.
5. Develop the final version of the seasonal plan and design the seasonal faith formation website.

Develop a Seasonal Plan & Calendar

Content Area (examples)	Programming & Dates			
	Month 1	Month 2	Month 3	Month 4
Scripture Enrichment				
Faith Enrichment				
Spiritual Enrichment				
Service & Mission				
Life Issues				

Faith Formation Playlists

Playlists are thematic learning plans that integrate a variety of ways to learn, multiple learning environments, and online and physical spaces—from which people can create their own faith formation plan.

Networks of Faith Formation



The Seasons of Adult Faith Formation

A Network of Adult Faith Formation Experiences, Programs, Activities, & Resources

Playlists of Content & Experiences



Adult Living

Find resources for being a Caregiver and an invitation for joining our Caregiver Support Group.

Discover faith forming activities for grandparents to do with their grandchildren.



Discover Faith

Discover Jesus and the Christian faith with two of our invitational experiences:

1. Basics of Christianity - explore the video series on your own; join a Basics small group experience
2. Explore the Christian Faith through the ten-session Alpha Course with a small group of inquirers



Faith Enrichment

Grow deeper in your Christian faith with one or more of our offerings:

1. A Yearlong Journey into the Christian faith - a 10 session program, monthly at church
2. Living the Spirit-Filled Life Course
3. Practice Makes a Christian - a small group study program
4. Practicing Our Faith - a self-study or group-study for growing in the practice of the Christian faith
5. Sacraments 101 - a video-based introduction or refresher on the Catholic sacraments



Scripture

The focus for each season of Scripture Enrichment is one Gospel - Matthew, Mark, or Luke. We are offering a variety of ways for you to study and read the Gospels:

1. Participate in the Gospel Presentation Series
2. Participate in a Small Group Gospel Bible Study
3. Explore the Gospel On-Your-Own
4. Take an Online Course
5. Develop a Gospel Study Plan using a Bible App
6. Discover Online Devotions and Bible Studies



Seasons

Deepen your understanding and celebration of the seasons of year at home during Advent-Christmas, and Lent.

Deepen your understanding of the death and resurrection of Jesus as presented in the four Gospels in preparation for Holy Week.

1. Participate in a Four-Session Presentation Series at Church
2. Watch the Four Video Presentations on Your Own or with a Small Group
3. Participate in a Six-Week Small Group Scripture Study
4. Study the Death and Resurrection of Jesus of On-Your-Own



Service & Mission

The Focus for the year is Poverty in our Community & County. Get involved with an action project and learn more about poverty.

Action:

1. Build a Home
2. Participate in "Serve the Community" Day
3. Support the Education of Children
4. Assemble Promise Packs for Refugees

Learn:

1. Explore the Christian practice of transforming the world
2. Explore poverty in the U.S.
3. Explore stories of poverty in the U.S.
4. See who's poor in the U.S.



Spiritual Life

Develop your spiritual life through a variety of spiritual enrichment experiences:

1. Participate in our five-session Spiritual Practices Course
2. Join a Book Study for Spring: *Falling Upward* by Richard Rohr
3. Explore Prayer Practices - experience a variety of ways to pray with these online resources
4. Take Time for Daily Devotion - select a daily prayer resources from the variety of online daily devotions
5. Take an Online Course or Make a Retreat with a Spiritual Master
6. Make an Online Retreat using the Ignatian Spiritual Exercises



Sunday Worship

Bring Sunday worship home with you and make it a seven-day experience:

1. Read the Daily Scriptures & Watch a Video Reflection
2. Watch a Video Reflection on the Sunday Readings
3. Reflect on the Sunday Readings with Lectio Divina
4. Learn More About the Sunday Scripture Readings
5. Live Sunday All Week @Home

Family Faith Formation Network

FAMILIES AT THE CENTER

[HOME](#)
[FAMILY LIFE](#)
[PARENTS](#)
[GOD IN LIFE](#)
[FAITH @ HOME](#)
[MILESTONES](#)
[SEASONS](#)
[SUNDAY WORSHIP](#)
[FAITH @ CHURCH](#)

Families at the Center of Faith Formation
A Network of Experiences, Activities & Resources for Families with Children

Family Life

Each month we will explore, experience, and practice an important family issue that can enrich your family relationships and build a stronger family.

1. January: The Family Meal
2. February: Forgiveness
3. March: Teaching Household Life
4. April: Celebrating Missions and Milestones

Join us for our **MIRACULOUS FAMILY GATHERINGS** on the first Sunday of each month after Sunday worship. This will be a time to explore and experience the monthly theme and learn how to practice it at home.

Use the resource that accompanies each month's theme for **PRACTICE @HOME**. Each resource includes stories, Biblical reflections, and family activities.

[FAMILY LIFE](#)

Parents

"Out for Parents" offers a variety of ways for you to enhance and enrich your knowledge and skills for parenting children and teens. All of these programs, activities, and resources are designed around research-based ways to help your children and teens grow in healthy and positive ways by "reparenting" them. It's challenging them to grow, to providing them with support, to seeking them in decision-making, and to expanding their perspective for the future.

1. Participate in the "Out for Parents" webinars - without leaving your home!
2. Use a variety of activities to build positive relationships at home.
3. Learn more about your children and teenagers.
4. Participate in a Small Group Study with the book *Letting Go: The Secrets of Healthy Families* by Bruce Fisher.
5. Watch the the video, "Parenting for the Long Haul" and download the "Parenting Stranger" guide.
6. Strengthen family relationships with teens.
7. Discover parenting resources.

[PARENTS](#)

God in Daily Life

How can we discover God and the sacred in the rhythms and practices of everyday life? God is truly present to us each day, and this presence is discovered in the fabric of our lives - our experiences, our relationships, and more. We are all spiritual beings. We can discover the spiritual in our everyday lives, and recognize, understand, and respond to God's presence in each day. Here are four daily practices to help you discover God.

1. Finding God in your day through the daily Sacraments.
2. Helping children find God through bedtime reflections.
3. Discovering the sacred each day through the FAITHS.
4. Finding God through photos.

[GOD IN DAILY LIFE](#)

Faith @ Home

Faith @ Home provides a variety of activities to help your family grow in faith at home - all of which can be easily integrated into family life. You pick the time.

Reading the Bible

- A 12-week Summer Bible Reading Plan for Children
- An Old Testament Bible Review, 5-minute download!

Learning the Christian Tradition

- Ten Commandments Mosaic
- Church Stewards' Hand
- I-L-O-V-E-G-O-D
- Stated Up for Obedience

Praying

- What Prayers for All Occupations

Serving Locally

- Accommodate Prayers for Refugees
- Participate in a "Serve the Community" Day
- Collect Food for the Hungry

[FAITH @ HOME](#)

Whole Community Network



#9. Test the Plan & Website

1. Let your user experience the network online. Show don't tell. Let them review the website and the programming. Just the minimum context so they understand what to do. (Have computers or tablets available for people to use or ask them to bring a device.)
2. Have them talk through their experience, e.g., "Tell me what you are thinking as you are doing this."
3. Actively observe. Watch how they use (and misuse!) the website. Don't immediately "correct" what your user is doing.
4. Follow up with questions, such as: "Show me why this would (or would not) work for you." "Can you tell me more about how this made you feel?" "Why?" "Do you find things that interest you and connect with your life?" "Are there things you would have liked to see?"

#10. Launch the Network

Be sure to pay careful attention to the titles and descriptions so that they capture people's interests. Develop descriptions that are positive in tone, indicate clearly the content or focus of an activity.

1. Describe how your offerings respond to something within the lives of people. Highlight the relationship between the content and the particular spiritual or religious needs, interests, passions, concerns, or life issues of people.
2. Describe the 2-3 benefits of participating or engaging in faith formation.
3. Explain to people how to use the Network and how to access the activities and resources.

Promotion Ideas

1. Connect to (or extend from) a gathered event.
2. Use personalized invitations.
3. Establish a Facebook page for faith formation for announcements, updates, stories and photos from people engaged in faith formation, etc.
4. Use Twitter to announce updates, events, and invite reflections from people on their experiences.
5. Send email or e-newsletters to targeted groups (use a service like Constant Contact, Mail Chimp, Flocknote).
6. Provide ways to share experiences using blogs, Twitter, Facebook: videos, reports, photos, etc.

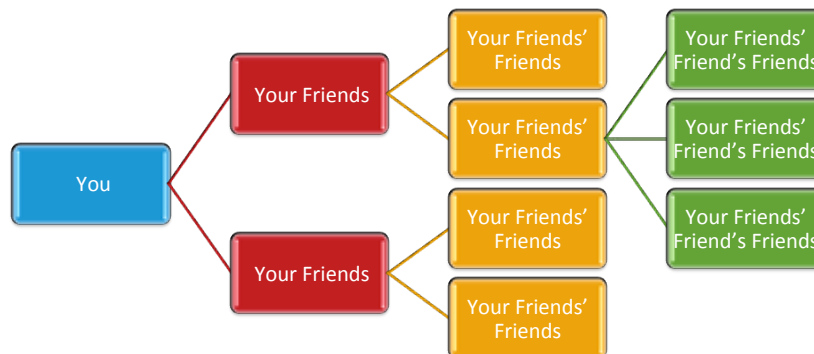
Marketing in Four Steps – Seth Godin

1. The first step is to invent a thing worth making, a story worth telling, a contribution worth talking about.
2. The second step is to design and build it in a way that people will actually benefit from and care about.
3. The third one is the one everyone gets all excited about. This is the step where you tell the story to the right people in the right way.
4. The last step is so often overlooked: The part where you show up, regularly, consistently and generously, for years and years, to organize and lead and build confidence in the change you seek to make.

(http://sethgodin.typepad.com/seths_blog/2016/08/marketing-in-four-steps.html)


Connect to Social Networks

Our social network is made up of all the people we're connected to, all the people they are connected to, all the people they are connected to, and so on.



METHOD

FEEDBACK CAPTURE GRID



WHY use a feedback capture grid

Use a feedback capture grid to facilitate real-time capture, or post-mortem unpacking, of feedback on presentations and prototypes - times when presenter-critiquer interaction is anticipated. This can be used either to give feedback on progress within the design team or to capture a user's feedback about a prototype. You use the grid because it helps you be systematic about feedback, and more intentional about capturing thoughts in the four different areas.

HOW to use a feedback capture grid

1. Section off a blank page or whiteboard into quadrants.
2. Draw a plus in the upper left quadrant, a delta in the upper right quadrant, a question mark in the lower left quadrant, and a light bulb in the lower right quadrant.

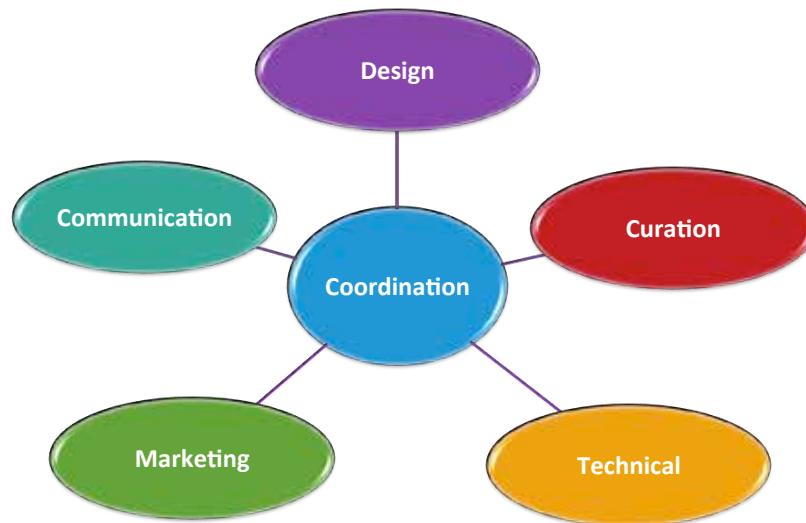
It's pretty simple, really. Fill the four quadrants with your or a user's feedback. Things one likes or finds notable, place in the upper left; constructive criticism goes in the upper right; questions that the experience raised go in the lower left; ideas that the experience or presentation spurred go in the lower right. If you are giving feedback yourself, strive to give input in each quadrant (especially the upper two: both "likes" and "wishes").

#11. Evaluate
Programming

Things to Remember about Change

1. **Follow the bright spots:** investigate what's working and clone it.
2. **Script the critical moves:** don't think big picture, think in terms of specific behaviors. Shrink the change.
3. **Point to the destination:** change is easier when you know where you're going and why it's worth it.
4. **Find the feeling:** knowing something isn't enough to cause change. Make people feel something. Build an emotional and rational case for change.

Develop Project-Centered Teams



Build a Curation Support System

1. Develop trusted expert curators to assist.
2. Develop a list of high quality online resource centers.
3. Subscribe to faith formation blogs and newsletters.

Develop Trusted Sources



Develop a Research Checklist

1. People: teachers, mentors/guides, guest presenters
2. Community programs: churches, agencies, organizations,
3. Educational institutions: colleges, seminaries
4. Retreat and spiritual life centers, monasteries
5. Denominational programs, events, websites
6. Museums
7. Books (with study guides) & E-books
8. Apps
9. Audio podcasts & audio learning programs
10. Videos & video learning programs
11. Online courses & online activities
12. Television shows
13. Organizational websites
14. Resource center websites

Develop Evaluation Criteria

- ✓ Biblical content and interpretation
- ✓ Theological content and emphasis
- ✓ Developmental appropriateness
- ✓ Ethnic-Cultural appropriateness
- ✓ Inclusive of diversity
- ✓ Respect for diverse ways of learning
- ✓ Appearance and visual appeal
- ✓ Ease-of-Use
- ✓ Quality of Experience
- ✓ Applicable: Able to be incorporated into daily and home life