



DIOCESE OF
Jefferson City

PARISH WEBSITE TEMPLATE PACKET

For Parish Website Administrators

JUNE 2019



OVERVIEW OF THE PARISH TEMPLATE SITE

This packet was designed to be comprehensive and *exhaustive*, which means it is long and contains detailed information about the content of your website. This is to allow you to be well prepared, not to overwhelm or intimidate you. In addition, we will be providing training opportunities and continued support to see the success of your website long-term. We believe this is how we can be Better Together!

Included in this packet:

- Site Map
- Overview of each page's content
- Titles and links to Universal Content. "Universal Content" is a term used for features and articles pre-loaded by diocesan staff, updated and managed by us and which populate your website automatically.
- A comprehensive checklist you can use to collect or develop content in advance of having access to your website template.

One of the principles of our new system is that none of us will enter information more than once. The system is built to allow us to easily display content in multiple locations across the site, without having to type it in again and again - and remembering or recording where that information resides, when corrections/updates are needed. We know this will improve the accuracy of the information on our websites and reduce the time spent on updating the websites.

Some parishes may want to utilize every page, others may choose to eliminate pages from the list. (For example, if your parish does not have a school, you might remove the "School" tab entirely.) You might also see a need to add pages, most likely for specific organizations. We've built in a sample organization page you can duplicate for parish organizations/ministries.

If you have content either currently on your website, or content you would like included on your new website, NOT on this site map, please contact the Director of Parish Communications, Ashley Wiskirchen, at awiskirchen@diojeffcity.org. We can work together to assess that content, find a logical place for it to "live" on your website, and possibly alter our template for future use by all parishes.

We look forward to providing continued clarity and help as we develop the parish template site, and welcome input or questions from you! We will have a preview of the template site in the coming weeks. In the meantime, we hope this packet gives you plenty of insight into the content, layout and planning and is helpful for those eager to get a jump-start on your new parish website!



SITE MAP

The "Site Map" is a chart listing every web page created in the parish website template.

HOME PAGE

NEWS & EVENTS

- News
- Calendar
- The Catholic Missourian

OUR FAITH

- Becoming Catholic
- Stewardship
- Religious Education
- Worship & Prayer
 - o Daily Readings
 - o Bishop's Monthly Intentions

SACRAMENTS

- Baptism
- Reconciliation
- Eucharist
- Confirmation
- Holy Matrimony
 - o Marriage Preparation
 - o Parish Policies for Wedding Ceremonies
 - o Annulments
- Holy Orders
- Anointing of the Sick
 - o Funeral Liturgy
 - o Mass Intentions

PARISH LIFE

- Become A Member
- Liturgical Resources
 - o Sacred Music (sample page)
- Ministries
- Organizations
 - o Youth Ministry (sample page)
- Pastoral Parish Council

SCHOOL

ABOUT US

- History
- Our Staff
- Contact

FOOTER



HOME PAGE

Included on your home page:

- **Top Banner:** Insert your parish name and choose a photo or video to place in the banner.
 - o "Learn More" (button) will take visitors to "About Us" page
 - o "Join Us" (button) will take visitors to "Parish Life" page
- **"Grow in Community" section:** Insert text (20-50 words) about getting involved at your parish. The "Get Connected" button below will bring visitors to: "Parish Life" page
- **Mass Times section:** This section will display your Mass times. Please note, it is a "Global" section, which means, if you change the Mass times here, it will automatically change them where they are displayed across the site.
- **Parish Bulletin section:** Insert text (20-50 words) here about the bulletin, an update the "Download Now" link with the PDF of your bulletin weekly.
- **Latest News section:** You do not have to do anything with this section! It will automatically update with the most recent four "Posts" you publish. It will organize posts by date!
- **Diocesan Events & News section:** You do not have to do anything with this section! It will automatically update from the Diocesan site.
- **Stewardship section:** You do not have to do anything with this section! It will lead visitors to the "Stewardship" page on the Diocesan site, and will open in a new window.
- **The Catholic Missourian section:** You do not have to do anything with this section! It will lead visitors to the "Catholic Missourian" home page (a new window).
- **Vocations section:** You do not have to do anything with this section! It will lead visitors to the "Vocations" site on the Diocesan site, and will open in a new window.
- **Parish Resources section:** You can insert your parish's mission statement or a brief statement about your parish here. You'll see three images displayed below you can use to link to parish resources. If your parish has any parish-wide subscriptions or services online you can list them here. If not, the default will be:
 - o The Vatican website
 - o The US Conference of Catholic Bishops website
 - o Missouri Catholic Conference website
- **Receive Diocesan News bar:** You do not have to do anything with this! If a parishioner desires, they can sign up for Diocesan news and receive the Monday Morning Memo, among other items they choose.
- **Footer:** You should not have to alter or change this. It should display your logo in white, your contact information + address, a copyright statement and a link to the [Privacy Policy provided by the Diocese](#). It will also have a search bar programmed to find information on your site.



“NEWS & EVENTS”

NEWS & EVENTS PAGE

- Parish News: this section will automatically display your posts in the chronological order (newest → oldest)
- Parish Events: this section will automatically display your events in the chronological order (newest → oldest)
- Button: “See the Parish Calendar”: clicking this button will take visitors to the “Calendar” page

NEWS PAGE

- This page will automatically display ALL parish posts, ordered from newest to oldest.
 - o “Posts” are used across your website to display news and stories. Creating a new post is very easy. Once you have typed up a post and included optional imagery, you can “tag” your post with a category. Categories can then be set up to display specific information on a certain page. For example; if your youth minister wants to write a post to parents about social media among teenagers, they can tag that post with “Youth Ministry.” They can set up the Youth Ministry page to display that category, and all posts they’ve written will automatically pop up there!
- Left sidebar: “Announcements and News from the Diocese of Jefferson City.” This sidebar will automatically populate with news and events from the Diocesan site relevant to parishes across the diocese.

CALENDAR PAGE

- This page will automatically display ALL parish events in a calendar.
 - o Adding and organizing events on the calendar application is very easy. You can access “Events” on the dashboard of your website. Once you add an event, type in any details or add photos if desired, you click “publish” and that event is automatically added to the Calendar application on this page. That event will also be automatically added to the home page, and any other place you’ve included an “Events” module. Events modules can be used easily across the site to display categories when desired.

THE CATHOLIC MISSOURIAN

- This item in your tab is a LINK that will open a new browser tab for your viewers, taking them to The Catholic Missourian home page without having to leave your website.



"OUR FAITH"

OUR FAITH PAGE

- Title: include your parish's mission statement, vision statement or statement of faith.
- This page is pre-loaded with this list of "image cards" pre-linked to the appropriate page on your website:
 - o Becoming Catholic
 - o Stewardship
 - o Religious Education
 - o Daily Scripture Readings (which opens a new browser tab, taking visitors to the USCCB daily readings without them leaving your website)
 - o Masses & Liturgies
 - o Diocesan Resources
- ["We believe..."](#) & ["The Nicene Creed"](#) articles from the Diocese are pre-loaded at bottom

BECOMING CATHOLIC PAGE

- Scripture verse at top
- ["How does one become a Catholic?"](#) article from the Diocese is pre-loaded
- RCIA at {Our_Parish_Name_Here}: In this section, you can write about your RCIA program, provide pictures, place a link to register for RCIA or contact information for the director of that program.

STEWARDSHIP PAGE

- Scripture verse at top
- ["What Identifies a Steward"](#) and ["Pillars of Stewardship"](#) article from the Diocese pre-loaded
- The Bishop's statement on Stewardship is pre-loaded on the right
- Supporting {Our_Parish_Name_Here} or {Our_Parish_School_Name_Here}: In this section, you can write about specific needs among your parish, or calls-to-action for time & talents, collections or ministry schedulers, special campaigns, volunteers, etc.

RELIGIOUS EDUCATION PAGE

- Scripture verse at top
- ["Growing in Faith"](#) article from the Diocese is pre-loaded
- Faith formation in {Our_Parish_Name_Here}: In this section, you can include opportunities your parishioners have for faith formation. Retreats, conferences, programs, etc.
- ["Parish Schools of Religion"](#) article from the Diocese is pre-loaded
- Parish Schools of Religion at {Our_Parish_Name_Here}: If your parish has a PSR program, you can place information about it here.



WORSHIP & PRAYER PAGE

- Scripture verse at top
- ["Prayer as..."](#) and ["Worship"](#) articles from the Diocese is pre-loaded
- Worship with us: In this section, you can cover worship & prayer opportunities at your parish. You might include prayer groups, Bible studies, special parish prayers or Eucharistic adoration information here.

UNDER WORSHIP & PRAYER:

- Today's Daily Scripture Readings: this will open a new browser tab for visitors, taking them to the USCCB website's daily Scripture readings page without leaving your website.
- Bishop's Monthly Prayer Intentions: this will open a new browser tab for visitors, taking them to the Bishop's monthly prayer intention page on the www.diojeffcity.org website.



"SACRAMENTS"

SACRAMENTS PAGE

- Quote on Sacraments from USSCB at top
- This page is pre-loaded with this list of "image cards" pre-linked to the appropriate page on your website:
 - o Baptism
 - o Reconciliation
 - o Eucharist
 - o Confirmation
 - o Holy Matrimony
 - o Holy Orders
 - o Anointing of the Sick
 - o Church Teachings on Sacraments (opens a new browser tab on USSCB site)
 - o Diocesan Sacramental Catechesis (opens a new browser tab on USSCB site)
- ["God's grace poured out on His people"](#) article from the Diocese is pre-loaded

BAPTISM PAGE

- Scripture verse at top
- ["The Gateway to Life in the Spirit" article + "Infant Baptism"](#) from the Diocese is pre-loaded
- Arranging Baptism at {Our_Parish_Name_Here}: In this section, you can include all information needed for parishioners to learn about or schedule a baptism in your parish. Include baptism preparation information, links to RCIA if appropriate, and instructions on obtaining baptismal records.

RECONCILIATION PAGE

- Scripture verse at top
- ["An Experience of the Gift of God's Boundless Mercy"](#) from the Diocese is pre-loaded
- Reconciliation at {Our_Parish_Name_Here}: In this section, list reconciliation times, special instructions or considerations here.
- Examinations of Conscience from the USSCB are pre-loaded at the bottom of this page.

EUCHARIST PAGE

- Scripture verse at top
- ["The Real Presence of Jesus Christ"](#) article from the Diocese is pre-loaded
- The Eucharist at {Our_Parish_Name_Here}: In this section, you can list information about Masses, Eucharistic Adoration, First Holy Communion (obtaining records, preparation programs, etc.)



CONFIRMATION PAGE

- Scripture verse at top
- ["Sealed with the Gift of the Spirit" + "Changing the Age of Confirmation in Our Diocese"](#) articles from the Diocese are pre-loaded
- Downloadable PDF on age of confirmation (FAQs) is pre-loaded
- Confirmation at {Our_Parish_Name_Here}: In this section, you can include information about the sacrament in your parish; including formation programs and how to arrange for confirmation, information about obtaining records, etc.

HOLY MATRIMONY PAGE

- Scripture verse at top
- ["Marriage: a gift bestowed by the Creator"](#) article from the Diocese is pre-loaded
- Wedding Ceremonies at {Our_Parish_Name_Here}: In this section, list information about wedding ceremonies a brief overview of, marriage preparation, policies, etc.
- Right Sidebar: We've developed a side bar with "Quick Links" to Pre-Cana, Engaged Encounter, Diocesan Resources, parish policies & procedures for Wedding Ceremonies and Marriage Resources. Update this to information specific to your parish.

SUB-PAGE: MARRIAGE PREPARATION

- Scripture verse at top
- ["Preparing for Marriage in the Diocese of Jefferson City"](#) article from the Diocese is pre-loaded
- Marriage Preparation at {Our_Parish_Name_Here}: In this section, cover your parish's marriage preparation services/requirements, include links to pre-cana classes/engaged encounter weekends.

SUB-PAGE: PARISH POLICIES FOR WEDDING CEREMONIES

- Scripture verse at top
- ["Diocesan Policies for Wedding Ceremonies"](#) article from the Diocese is pre-loaded
- {Our_Parish_Name_Here} Policies for Wedding Ceremonies: List all the details of parish policies including scheduling, decorating, photography, celebrant, required documents, etc.

SUB-PAGE: ANNULMENTS

- Scripture verse at top
- ["Navigating the Annulment Process"](#) article from the Diocese is pre-loaded
- Helpful direction and pastoral care at {Our_Parish_Name_Here}: In this section you can provide contact information for the parish office/pastor to begin the annulment process.



HOLY ORDERS PAGE

- Scripture verse at top
- ["A Call from God"](#) + ["Where does our diocese send Seminarians"](#) article + links from the Diocese are pre-loaded
- Vocations at {Our_Parish_Name_Here}: In this section, list information about vocations at your parish. For example, special prayers, Vocations Committee work, numbers of priests, religious, etc.

ANOINTING OF THE SICK PAGE

- Scripture verse at top
- ["Grace for Spiritual and Physical Healing"](#) article from the Diocese are pre-loaded
- Anointing of the Sick at {Our_Parish_Name_Here}: In this section, list contact information to arrange for the sacrament. You may also want to include information about Viaticum and Last Rights on this page.

FUNERAL LITURGY SUB-PAGE

- Scripture verse at top
- ["An Overview of Catholic Funeral Rites"](#) article from the Diocese is pre-loaded
- Planning, Preparing, and Holding A Funeral at {Our_Parish_Name_Here}: In this section, list the parish's funeral arrangement process, including considerations for the liturgy and luncheon arrangements/contact info.

MASS INTENTIONS SUB-PAGE

- Scripture verse at top
- ["Theological and Practical explanations of Mass Intentions"](#) article from the Diocese is pre-loaded
- Scheduling a Mass Intention at {Our_Parish_Name_Here}: List information about your parish's steps to scheduling a Mass Intention.



"PARISH LIFE"

PARISH LIFE PAGE

- Title: another opportunity to include your parish's mission statement, vision statement or statement of faith.
- This page is pre-loaded with this list of "image cards" pre-linked to the appropriate page on your website:
 - o Become A Member
 - o Parish Ministries
 - o Parish Organizations
 - o {Parish Resources, such as FORMED.org}
 - o Liturgical Resources
 - o Pastoral Parish Council
- ["Parishes: Centers of Charity and Mercy"](#) article from the Diocese is pre-loaded

BECOME A MEMBER PAGE

- Scripture verse at top
- Welcome to {Our_Parish_Name_Here}: In this section, include a welcome message, and relevant forms for new parishioners with instructions on how to join your parish.
- "Returning Catholic or new to the faith?" Section: In this section, you can write a letter to inquiring visitors about returning to the church, RCIA, or link them to outside resources like Catholics Come Home.

LITURGICAL RESOURCES PAGE

- Scripture verse at top
- Enhancing the spiritual life of our parish section: In this section, you can introduce the liturgical committee, or any other group or information that helps you organize liturgies. Break down complex information into "accordion tabs" if needed.
- Additional Liturgical Resources: This section comes pre-loaded with links to Extraordinary Form Mass on the www.diojeffcity.org website, Funeral Liturgy, Mass Intentions and Weddings on your parish website.

SUB-PAGE: SACRED MUSIC (SAMPLE)

- Scripture verse at top
- If your parish has a robust music program, you can customize this page. This page serves as a good sample for any liturgical resource your parish may need to expand on in a detailed way.



MINISTRIES PAGE

- Scripture verse at top
- Ministering to our parish and faith community: You can introduce your ministries here.
 - o This page comes pre-set with "image cards" that display titles of common ministries with a photo and a contact information slot. You will customize this section to be specific to your parish.

ORGANIZATIONS PAGE

- Scripture verse at top
- Ministering to our parish and faith community: You can introduce your ministries here.
 - o This page comes pre-set with "image cards" that display titles of common organizations with a photo and a contact information slot. You will customize this section to be specific to your parish.
 - o You may choose to segregate organizations into Organizations, Parish Committees, Boards, etc. if you have an abundance of ways for parishioners to get involved.
 - o You can use "image cards" three ways:
 - Display contact information
 - Link to a page on another website that opens in a new browser tab without the visitor leaving your website. (example: KoC chapter)
 - Link to a page on your website (sample below)

SUB-PAGE: YOUTH MINISTRY (SAMPLE)

- Scripture verse at top
- Mission: any independent organization page should include their mission/vision statement.
- Events/Posts: If you have specific events and posts across your site that apply to this organization, you can set up a module to automatically display those types of posts if desired.

PASTORAL PARISH COUNCIL PAGE

- Scripture verse at top
- On this page, list members of your Pastoral Parish Council with photos and position title. You can include contact information (email, phone, social media, etc.)
- You may also choose to include minutes from meetings, information on decision making or "How to join" the parish council.



"SCHOOL"

SCHOOL PAGE

- Scripture verse at top
- ["Catholic Schools Across Our Diocese Thrive"](#) article from the Diocese is pre-loaded (may be deleted if page is converted to school website)
- {Our_Parish_School_Name_Here}:
 - o List the vision/mission statement or letter from Principal here.
 - o Include a button to link to the school's website or FACTS site in a new browser tab.
- Parish Resources: in this section, you might choose to include Scrip or other fundraisers parishioners take part in, and Safe Environment Training (VIRTUS)

You may want to develop this "School" page into your school's website. This would be very easy to do. Using a "301 Redirect" we can make this page easy for school families to find with its own unique URL. Adding pages in a sub-menu is easy, and incorporating the FACTS website/forms should be seamless.

While parish websites are the priority for the Director of Parish Communications currently, if your parish is interested in developing this portion of the parish website into the School website, please contact the Director of Parish Communications to receive customized guidance in the development of those pages, or to receive a small package of school pages developed by the diocese.



"ABOUT US"

ABOUT US PAGE

- Include a welcome message at the top
- Two image cards are pre-loaded, and are pre-linked to the appropriate pages. Images on these cards should be adjusted to suit your parish:
 - o Our History
 - o Our Staff
- If you have relevant information about the architecture or a "story to tell" about your parish, this is a good place to put general, interesting information.

HISTORY PAGE

- {Our_Parish_Name_Here}, location and establish date at the top
- Introduction to the history of your parish
- If you have pictures, stories or dates for your parish's milestones and achievements, you can list them here! If you do not have this information but would like to obtain some from the Diocese, we may be able to provide timelines or other information to you.

STAFF PAGE

- Introductory message at the top if desired
- List your staff members, with pictures.
 - o You should also list staff titles, and populate their contact box with their parish email address (an envelope icon will automatically pop up underneath their name and title.)
 - o If you choose, you may include social media links as well - but please be sure to screen an individual's social media content carefully before including.

CONTACT PAGE

- This page is designed to populate accurate information automatically, including:
 - o Google Maps location
 - o Parish office address
 - o General/public email address
 - o Phone number
 - o Parish Office Hours
- **Editing this page is a little different from other pages.** This information is set to update across the site if changed here. To edit these items, visit the "Client Services" section on your dashboard. If you need assistance with this step, please consult the provided training videos or contact the Director of Parish Communications.



CONTENT CHECKLIST:

Use this checklist to ensure you have collected all the relevant information for your parish prior to migration date. This guide is meant to be as comprehensive as possible. You may notice gaps in information displayed on your current website, or extra information not included in the checklist.

Collecting your information in a Word document (or multiple if that helps you stay organized) will help make copying/pasting easy when you receive your template site. If you'd like to see examples of this, or need further direction please contact the Director of Parish Communications for help.

HOME PAGE

- Parish name
- Photo or video for banner
- Grow in Community: 20-50 words about getting involved at your parish
- Mass times
- Parish Bulletin: 20-50 words about your parish bulletin
- PDF of most recent parish bulletin
- Parish Resources: Gather a list of parish resources (like Formed.org, Ascension Press subscriptions, Facebook Group for parishioners, etc.)

NEWS & EVENTS

- Prepare 3-4 "News" items for your posts.
 - o These could be 100-300 words about an event or announcement. We suggest pulling information from your parish bulletin for this. If you have imagery or graphics include them! It will be very easy for you to copy & paste this info into a "post" that will display on your home page.
- Calendar
 - o Be prepared to pull over calendar events from your latest bulletin; this is hard to do ahead of time!

OUR FAITH

- Parish mission/vision statement or statement of faith
- RCIA information for your parish (Process, programs, contact info, etc.)
- Stewardship information for your parish
- Faith formation information for your parish
- PSR information for your parish
- Worship & prayer opportunities at your parish



SACRAMENTS

- Baptism information at your parish
- Reconciliation information at your parish
- Eucharist information at your parish
- Confirmation information at your parish
- Holy Matrimony information at your parish
 - o Marriage prep information at your parish
 - o Policies for wedding ceremonies at your parish
 - o Annulment information specific to your parish
- Holy Orders information for your parish
- Anointing of the sick information at your parish
 - o Funeral liturgy information at your parish
 - o Mass Intentions information at your parish

PARISH LIFE

- Parish mission/vision statement or statement of faith
- Instructions on how to become a member of your parish
- Relevant forms for new parishioners
- List of parish ministries with updated contact information
- List of parish organizations with updated contact information
- List of parish resources with updated registration/access information
- List of liturgical resources with updated contact information
- Updated list of Pastoral Parish Council, photos of council members, and appropriate contact info for members

SCHOOL

- {Our_Parish_School_Name_Here}
- Link to school
- VIRTUS information
- Decide between your parish and school whether or not they'd like to use this page to lead visitors to the school/FACTS website, or if they'd like to move their school website to the parish pages

ABOUT US

- Welcome message from your parish
- Historical information you'd like included on the website; maybe organized into a timeline or narrative, collect all photos needed
- Staff pictures, titles and contact information
- Updated:
 - o Parish Office Address
 - o Parish office address
 - o General/public email address



- Phone number
- Parish Office Hours

BEFORE SITE IS LAUNCHED

- Search for “**{Our_Parish_Name_Here}**” and replace with your parish name
- Search for “**{Our_Parish_School_Name_Here}**” and replace with your parish name
- Search for “**{Date_Time_Example_Here}**” = replace with specific dates/times if needed
- Search for **{555-555-5555}** = replace with any real contact numbers
- Search for **{Sample_Email@example.com}** = replace with any real email addresses



ADDITIONAL NOTES: URL GUIDELINES

Within our system, each parish website is a “subdomain” of the diocesan website, www.diojeffcity.org. Subdomains allow us to organize our parishes, conserve on hosting and management fees, and provide a technical avenue for information to flow from the parent site (diojeffcity.org) to the child sites (parishname.diojeffcity.org).

To help organize our domain and subdomains, we have developed a process to appropriately assign parish addresses or URLs.

Parish sub domain names are developed using the following rules:

- A 12-digit maximum cap is placed subdomain title. This is a standard practice to optimize the URL. There can only be 12 digits or characters in the child site area of the domain: 12digitshere.diojeffcity.org.
- We use the parish name if it fits neatly within the 12-digit limit. Examples:
 - stbernadette.diojeffcity.org; smartin.diojeffcity.org, ststanislaus.diojeffcity.org
- We use a logical short-hand for parishes beyond the 12-digit limit. Examples:
 - Cathedral of St. Joseph = cathedral.diojeffcity.org
 - Our Lady of the Lake = ourladylake.diojeffcity.org
 - Visitation of the Blessed Virgin Mary = visitation.diojeffcity.org
- However, several of our parishes share a name with parishes in another city or town. In the case of a duplicate name within the diocese, parishes can choose one of the following options:
 - Option 1: Abbreviate parish name and associated city, example:
 - Holy Family (Hannibal) = hfh.diojeffcity.org
 - Option 2: Spell out the city name to add character if desired, example:
 - Holy Family (Hannibal) = hfhannibal.diojeffcity.org
- If two or more parishes are embarking on a combined website, and share a brand, we will use first letter abbreviation in alphabetical order, example:
 - St. Aloysius (Baring) & St. Joseph (Edina) = sasj.diojeffcity.org

URLs will be assigned ahead of launch, and parishes who qualify for the choice between option 1 and option 2 for duplicate parish names will be notified ahead of migration and asked to make their preference known by a specified date.