

RESOURCES

Overall: Johnny Flash: <https://www.johnnyflash.com> (see within Newsletter Recommendations and Google Ads doc for more)

Marketing Grid: <https://presbyteryofthejames.com/wp-content/uploads/2026/07/Church-Communications-Triage.pdf> from <https://getconnectedbydesign.com> (original idea from Johnny Flash)

Google Ads grant

- google.com/nonprofits/
- Video for church google ad grants: <https://www.youtube.com/watch?v=GV9aJdYKye4>
- Google Ad Grants quick info sheet with further resources: <https://presbyteryofthejames.com/wp-content/uploads/2026/07/Google-Ad-Grants-for-Nonprofits-Overview.pdf>

Newsletter:

- Newsletter Recommendations with further resources: <https://presbyteryofthejames.com/wp-content/uploads/2026/07/The-Weekly-Church-Email.pdf>
- Newsletter cover sample: <https://chnetwork.org/wp-content/uploads/2026/06/CHNewsletter-July-2026.jpg>
- How to format an announcement-heavy newsletter: <https://myemail.constantcontact.com/One-Seminary--July-16.html?soid=1142249769189&aid=SzYpe752NhQ>

Style Guide Cheat Sheet Sample: <https://presbyteryofthejames.com/wp-content/uploads/2026/07/POJ-Style-Guide-Copy-1.pdf>

Tips for Small Churches: <https://presbyteryofthejames.com/wp-content/uploads/2026/07/Communications-Tips-for-Small-Churches.pdf>

- Websites for Small Churches: <https://presbyteryofthejames.com/wp-content/uploads/2026/07/Communications-Tips-for-Small-Churches-1.pdf>

Ways to Utilize AI: <https://presbyteryofthejames.com/wp-content/uploads/2026/07/Tools-AI.pdf>

SEO (Search Engine Optimization) Resources

- Starter Guide <https://developers.google.com/search/docs/fundamentals/seo-starter-guide>
- What Is SEO? <https://digitalmarketinginstitute.com/blog/what-is-seo>
- SEO Fundamentals <https://resultsrepeat.com/quick-guide-to-fundamentals-of-seo/>
- Example of how Anna has built SEO on the Union Presbyterian Seminary website <https://presbyteryofthejames.com/wp-content/uploads/2026/07/SEO-Search-Engine-Optimization.pdf>

Also mentioned - Seminary Extended Program:

<https://presbyteryofthejames.com/wp-content/uploads/2026/07/SEC-Info-packet.pdf>