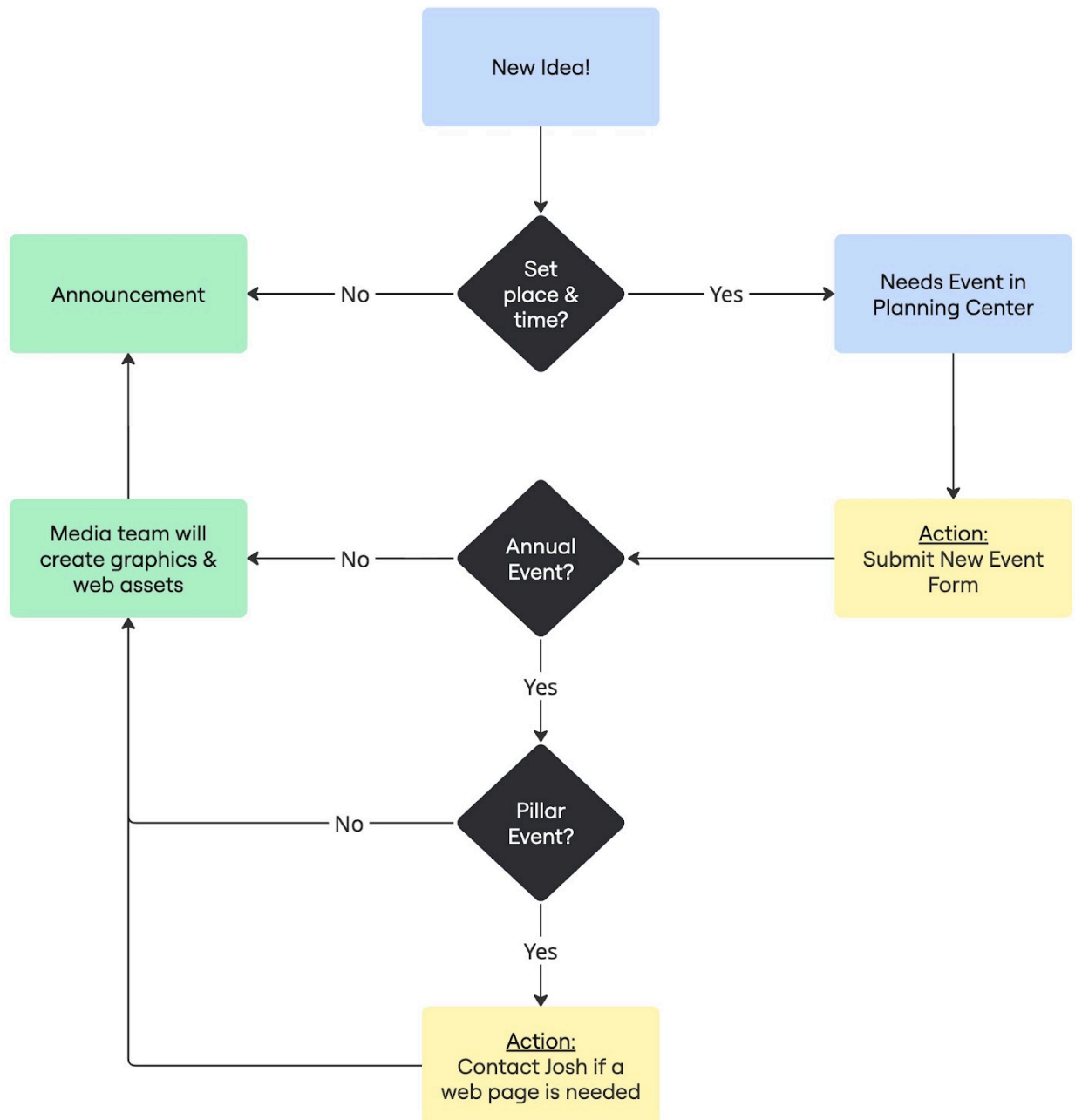


Do I need an announcement, an event, or a full blown website page?

Promoting upcoming events is always a top priority for church leaders. Beyond Sunday morning announcements, we want to make sure event info is easy for anyone to find.

In a perfect world, every event would have its own webpage. That would give each event extra visibility and even help our overall website SEO (search engine optimization). But in reality, creating separate pages for every event quickly clutters the site with outdated content that no one revisits.

TLDR: Follow the flow chart. Contacts and forms on page 2.



Planning Center Events / Web: Luke Griggs - luke.griggs@gmail.com

Graphics / Slides / Photos: Vanessa McNeil - vanessalmcneil@gmail.com

*Feel free to reach out directly with any questions, but please submit new event information you have via the form below. Thanks!

ALL events (with set time & location) need to be in Planning Center

Once you have a date, time, and location finalized, fill out the form below to get your information into Planning Center. This will add your event details to the Church Center app and to our website.

Event Request Form (coming soon)

Annual Events - Do they need a custom web page?

Generally, you should ask “are these pillar events for Calvary Ozarks?” By pillar, I mean do these events directly define or contribute to the mission of The Church?

Ex. VBS has become a staple of nearly every church in America and directly supports our outreach efforts to raise up the next generation of Christians. This is a pillar event and would typically be a great candidate for its own dedicated web page.

Ex. Baptism is another pillar event that celebrates a new Christian’s public proclamation of Jesus as LORD. This is perfectly fine to have a dedicated page, but it is also fine without it. A general page about the meaning is nice here, but doesn’t need a new one for each specific year.

Ex. Thanksgiving Meals - This could go either way. On one hand, this is a yearly tradition at Calvary Ozarks and does directly reflect our mission to be community focused. It also could change in form or execution from year to year.

Easter would be another great example here. Absolutely a pillar event, but unless we are advertising particular details for that specific service, a dedicated web page is not necessary, but could be nice to have...even if it only contains the meaning and importance of Easter Sunday.

*****All new website page requests should be made to Pastor Josh for mission alignment and planning. Once approved, he will pass along info to the media team.**

Why don't we make a web page for every event?

You might wonder, “Why not just make a webpage for each event?” It sounds great in theory, but in practice, it creates more work than it’s worth.

Here’s why:

1. Too many places to update.

Every new page means another spot we have to edit when details change. With a small volunteer team, that can easily lead to outdated info. The good news? Anything added in Planning Center automatically shows up in Church Center (the congregation facing app) and on our website — no double entry needed!

2. Too many old pages.

Over time, lots of single-use event pages turn into website clutter. We ran into that before — pages from old events were still live years later! Having fewer, well-maintained pages keeps our site clean and easy to navigate.

What we do instead:

Take VBS, for example. Its page stays live all year with general info and links to Kids & Youth Ministries. When summer rolls around, we update it with that year’s details, then revert it after the event. This keeps the same link active year-round and helps us show up better in Google searches (ex. “VBS Rogers, AR”).

When should you request a custom event page?

1. If the event repeats yearly and needs more info than what Planning Center can show.
2. The event page can contain mission-aligned, general information that is relevant year-round.

Not sure what’s best?

There are exceptions to these general guidelines. We are happy to create pages as needed to help reach the least, the last, the lost! Reach out to Pastor Josh to discuss further.