



# The In Touch

Volume 61, Issue 6

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*Our Mission: To Seek, Know, Love and Serve Christ in all Persons and in all Creation*

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## Ramblings from the Deacon...

### A New HTEC Web Site for Our Community Outreach

A church website is one of the most critical digital tools for church growth, serving as the "front door" for potential visitors. Research indicates that **97% of people** search online before visiting a local church, and **80% of seekers** check a website before ever stepping foot into a building (Nucleus Church Website, 2026). "If a church can't be Googled, it doesn't exist," explained Anne Rudig, Episcopal Church Director of Communication. Congregations are missing many potential members and opportunities if their church cannot be found online," noted Jake Dell, Episcopal Church Advertising and Marketing Senior Manager. "Potential church-goers want to 'try before they buy' and, as a result, they look to the web and increasingly to social media to evaluate a church."

For almost every reason a person might Google our church, we should have a separate landing page for them to discover. Using digital media intelligently and purposefully can increase the number of inbound leads quickly. A modern, "smart" website provides strategic follow-up on people who have shown an interest in our church. That can double first-time visitor numbers through automated welcome emails and data-driven follow-up sequences.

Our Vestry approved actions in April 2026 to update our outdated and incomplete website established decades ago. It was time to evaluate the effectiveness of our mass communication tools. They did and their decision was needed and greatly appreciated. Because the web is the most powerful mass communication tool today, our new website can have many new features to expand our ministry.

Church growth fueled by church web traffic growth is a natural result of effectively ministering to the times. The Great Spirit is at work building the church on the foundation of Jesus Christ to be a witness in society. Our leadership can now rebuild the church website tool to increase building HTEC unto the glory of God. With new tools we will have ways to transcend time and space with our improved messages. According to [Dr. David Bourgeois, Associate Professor of Information Systems at Biola University](#), most North Americans can access the web anytime and anywhere from "smartphones."

In *Planting an Orthodox Presbyterian Church*, Rev. Ross Graham writes: "A church's website often serves as the primary means by which those outside the church learn what it stands for and when and where it meets. Should our church be updating its website to better align with the

Episcopal Church's brand identity, ensuring that when people visit, they immediately recognize who we are and what we stand for? It's about visibility, clarity, and showing that we are proud to be Episcopalian. Does our digital presence reflect our faith, tradition and commitment to being a beloved welcoming and engaged community? Should we be intentional in how we communicate our identity to the world? I believe our church's website and branding should be clearly Episcopal, reflect God's truth and beauty by design, functionality and intentionality ([jdell@episcopalchurch.org](mailto:jdell@episcopalchurch.org)) (Nucleus Church Website).

Consider these values of a new web site for our church. A professional, up-to-date website establishes authority, trust and signals welcoming to newcomers. It will act as a 24/7 round-the-clock representative providing answers about service times, location when the church office is closed. We can extend our mission globally, far beyond our physical boundaries by hosting sermon recordings, links to the ECMN, the Episcopal Church USA and the global Anglican church, Facebook Live recordings, host sermon archives and devotionals to support discipleship throughout the week, videos, Zooms, pictures, youth activities and much more. (Nucleus Church Website).

"Plan Your Visit" pages can help alleviate the anxiety for newcomers with an information hub that centralizes service times, maps, and event calendars for quick discovery. The web can simplify tithing by offering online options that can increase overall giving. We can advertise specific ministry needs and provide easy signup forms for engagement and volunteer recruitment. Simply stated, if you want our church to be discovered by individuals in our local area, more often than not that discovery process is going to take place online (Nucleus Church Website).

How people perceive our church's website is how many will perceive our entire church as a whole! **Websites with low visual complexity, are highly appealing**, with a design simple and straightforward. Our website can be the frontline for our entire ministry and making first impressions. A website is quick and easy to change. It's always accessible. An existing member can always listen to a message they missed, signup for an event/ministry, or give online. It's wildly cost-effective. And it's where existing members can find the information they need (Five More Talents).

Visiting with Lindsey, Jim and Ted at Small Town Tech is simply the easiest and most convenient way to get answers to questions we have about setting up our new site. They have transformed our old WordPress site into their new modern format for us to use as a guide.

Our interested parishioners should set up an appointment with them and get moving toward a new web adventure. We need your input about what you want to see on the site. Once done, we can monitor how the change impacts the viability of our church presence in the International Falls community. Then we can more thoroughly fulfill our Mission Statement: To seek, know, love and serve Christ in all persons and all creation.

**Respectfully submitted,  
Deacon Reverend Leland H. Grim**

**Notice: We need volunteers**

***Readers for Sunday's & Altar Guild Members***



6/1~6/30 ~ Caryn Noland  
~ Shane Mattsen  
~ Edith Jenkinson  
~ Riley Wright  
~ Christine Kent  
~ Connor Weir  
~ Erik Strand  
~ Mark Grim  
~ Tara Johnson  
~ Carly Toder  
~ John Klatt  
~ Jeannie Strand  
~ Jon Reuter



6/10 ~ Dr. Samantha Crossley &  
Jim Yount  
6/21 ~ Ladd & Lucy Corrin  
6/22 ~ Cindy & Bruce Cassibo  
6/25 ~ Brent & Lisa Schlieff



6/11 ~ Diana Russiff  
6/16 ~ Laura Smith  
6/24 ~ Clayton Rasmussen  
6/24 ~ Addison Strand

***Watch Holy Trinity Livestream On Facebook***

*Service bulletin is on our website: [www.ifhtec.org](http://www.ifhtec.org)*

*Sundays @ 10:00 am*

*Services can also be viewed on KCC-TV*



***“Outdoor Services”***

***Irv Anderson Amphitheater***


Hwy 11 East, Voyageur Lane, International Falls, MN 56649

***Dates Will Be:***

***July 19<sup>th</sup>, Aug. 2<sup>nd</sup> & 16<sup>th</sup>***

***Bring Your Own Chair***

# June '26 Sunday Service Lay Responsibilities

Dates	Celebrants	Acolytes	Lectors & Lessons	Greeters
<p>7 <b>Holy Eucharist</b> 10:00 am 2<sup>nd</sup> Sunday after Pentecost</p>	<p>Rev. Dr. Samantha Crossley Deacon: Lee Grim</p>	<p>Lee Grim</p>	<p>Linda Vance</p>	
<p>14 <b>Holy Eucharist</b> 10:00 am 3<sup>rd</sup> Sunday after Pentecost</p>	<p>Rev. Dr. Samantha Crossley Deacon: Lee Grim</p>	<p>Lee Grim</p>	<p>Molly P</p>	
<p>21  <b>Holy Eucharist</b> 10:00 am 4<sup>th</sup> Sunday after Pentecost</p>	<p>Rev. Dr. Samantha Crossley Deacon: Lee Grim</p>	<p>Lee Grim</p>	<p>Erik Strand</p>	
<p>28 <b>Holy Eucharist</b> 10:00 am 5<sup>th</sup> Sunday after Pentecost</p>	<p>Rev. Dr. Samantha Crossley Deacon: Lee Grim</p>	<p>Lee Grim</p>	<p>Tricia B</p>	



# JUNE 2026



SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1	2	3	4	5	6 Altar
						Carolyn & Molly
7	8	9	10	11	12	13 Altar
Holy Eucharist 10:00 a.m.						Carolyn & Molly
14	15	16	17	18	19	20 Altar
 Holy Eucharist 10:00a.m.						Tricia
21	22	23	24	25	26	27 Altar
 Holy Eucharist 10:00 a.m.	Newsletter Deadline ( Georgeann )	Vestry 5:00				Tricia
28	29	30				
Holy Eucharist 10:00 am						

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