

Basics steps to getting a name, logo and website for your ministry.

1. Decide on a name for your ministry but keep in mind you may need to change depending on what names are available as a web name.
2. Go to [www.1and1.com](http://www.1and1.com)\* (or other company) and set up an account. Type in the name you would like to use and see if its available. If you are a nonprofit you should prefer a .org ending vs. a .com but either way works.

\*1and1 is the cheapest company I have found to purchase a name. You can also get them to host your website for a low monthly fee.

Tips on names:

- Stay short and easy to remember. Your official ministry name could be longer for legal purposes but for your website (so you can remember it), keep it short.
- Avoid dashes, underscores, numbers as again, you will have to spell it out each time you tell someone your website name.
- Avoid using "the, and, \$, for," in your name. This is from my own experience as one my website names has a "the" at the start and I am always spelling it out for folks. The other site as an "and" and its way too long. Again, two names I got way back in the day.
- Avoid names that are cute for logo's but terrible for website's such as "4Him" as you will again be spelling it out each time.
- Pick a name that says who you are as best as you can.

3. Design a logo. If you are not very creative and could use some help, please contact me at 919.434.3611 or go to my design website to see some of my work at [www.yesmarketinganddesign.com](http://www.yesmarketinganddesign.com). Once a logo is designed, you will want to have it in jpeg form. Stay way from logo's that are too long, hard to read, obscure colors or out of date fonts.

4. Next, you need a website. I use weebly.com as they are free up to a point. Unless you want to use video, an extended form or have a store, its free. After that is under \$35 a year. The website is simple to set up and maintain. Some folks like wordpress.com. It doesn't matter as long as you can figure out how to set up. Again, if you need some help with designing a website, complete with training on how to maintain, give me a call.

Once you pick a template for your website, import your logo and start building your site. Weebly will ask you some basic questions such as what is the name of your site and so on. It will give you a temporary name or you can go ahead and go into your account at 1and1 and redirect your name to the new weebly site. You have two options. You can direct your name to the new website OR put in a new IP address. Both sets of instructions are on weebly to help you. Plus the staff at weebly are wonderful to work with.

So I hope this helps you get start with the very, very basics. Questions, call me Kris Swiatocho, 919.434.3611 or [swiatocho@gmail.com](mailto:swiatocho@gmail.com)