

First United Methodist Church is a progressive congregation led by husband and wife Pastor team Jonathan and Elizabeth Coppedge-Henley. They're a welcoming and diverse organization, known for their commitment to the community and helping those in need. The church was founded in 1927, and for decades their home has been a magnificent stone cathedral in Uptown Charlotte's Fourth Ward.

Yet despite their church's unique strengths, FUMC struggled to reach new members. "The building itself is beautiful but may seem a little intimidating to those who don't know us," explains Jonathan. "We needed to find a way to be more open to the community so that folks who live and work around us would know what a great group of people gather, worship and serve here."

FUMC's prior presence on the web had been limited to a basic template design that fell short of capturing the zeal of their church. Their old website was also difficult to maintain and its content was often outdated. "The old site didn't embody who we are at all," continues Elizabeth. "It wasn't effective in reaching new members or communicating with our current members. It was kind of just there."

Inspired by FUMC's positive energy and commitment to their mission, the team at Trafk Media created an inviting website with the dual

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purpose of reaching new members as well as better communicating with current members. The original design draws on a warm color palette that ensures that folks looking for a new church get the right idea about FUMC. The new site is also a lot more user-friendly and easier to keep updated.

"We're a very active church," explains Elizabeth "and we always have a lot going on. It's important for us keep our website updated. The Wordpress content management system that Trafk Media used makes adding photos or a new issue of our newsletter very easy."

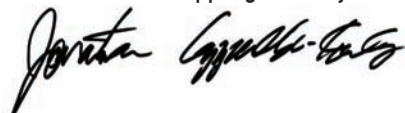
"We love the new website Trafk Media created for us, and we get a lot of compliments on it." Adds Jonathan. "But what really surprised us was how smoothly the whole process went; from the early conceptual design stage through development of the site, to training our staff to maintain the completed website. The team at Trafk Media was always thorough, attentive and professional."

"They created a new window through the stone walls of our church that finally lets folks look in and see who we are," smiles Elizabeth. "And we couldn't be happier."

Pastor Elizabeth Coppedge-Henley



Pastor Jonathan Coppedge-Henley



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