Evangelical Lutheran Church in America

SPACE-RENTAL WEBSITE GUIDANCE

Your church website is a great way to promote your space to groups, individuals and organizations in your community. A dedicated space rental page is an easy addition to most website platforms and can help increase and streamline space rental requests. Following are some best practices for a space rental webpage:

Message Your Mission — Welcome visitors to the page with a sentence or two about why your church welcomes external users and how that connects with your mission.

Include Photos — Invest in some high-quality photos of every space you are open to renting, taken by a professional photographer or a church member with photography experience. The photos should capture each space's amenities and potential. You may want to stage certain spaces so that a visitor can easily see its opportunities — for instance, set up your fellowship hall as if for a nice dinner.

List the Amenities — Include a brief summary of each space with its most prominent assets (e.g., flexible arrangements, audiovisual equipment, seating capacity, etc.). Refer to "Amenities Checklist" for help.

Add Contact Details — Make it easy for folks to make a request or ask questions. Include an embedded request form or a link to email the church administrator (or the appropriate contact person for space rentals).

Add the Space Rental Page to Your Navigation Bar — This helps folks find the appropriate page quickly. You may also want to link to the space rental page through your social media accounts.

Examples for Inspiration

Each of the webpages below follows the best practices listed above and can serve as a template and inspiration for your church's website. Each organizes its information in a different way, but they all make it easy for visitors to learn about available spaces and how to rent them.

- [Redeemer Lutheran Church, New Paltz, N.Y.](#)

- [Unity Lutheran Church, Chicago, Ill.](#)

- [First Presbyterian Church of Chicago, Chicago, Ill.](#)

- [The Grove/New Heights Lutheran Church, Mazomanie, Wis.](#)