



LEADERSHIP.
EXCELLENCE.
AGILITY.
DISCOVERY.



COMMUNICATION COOL TOOLS FOR PAUMCS

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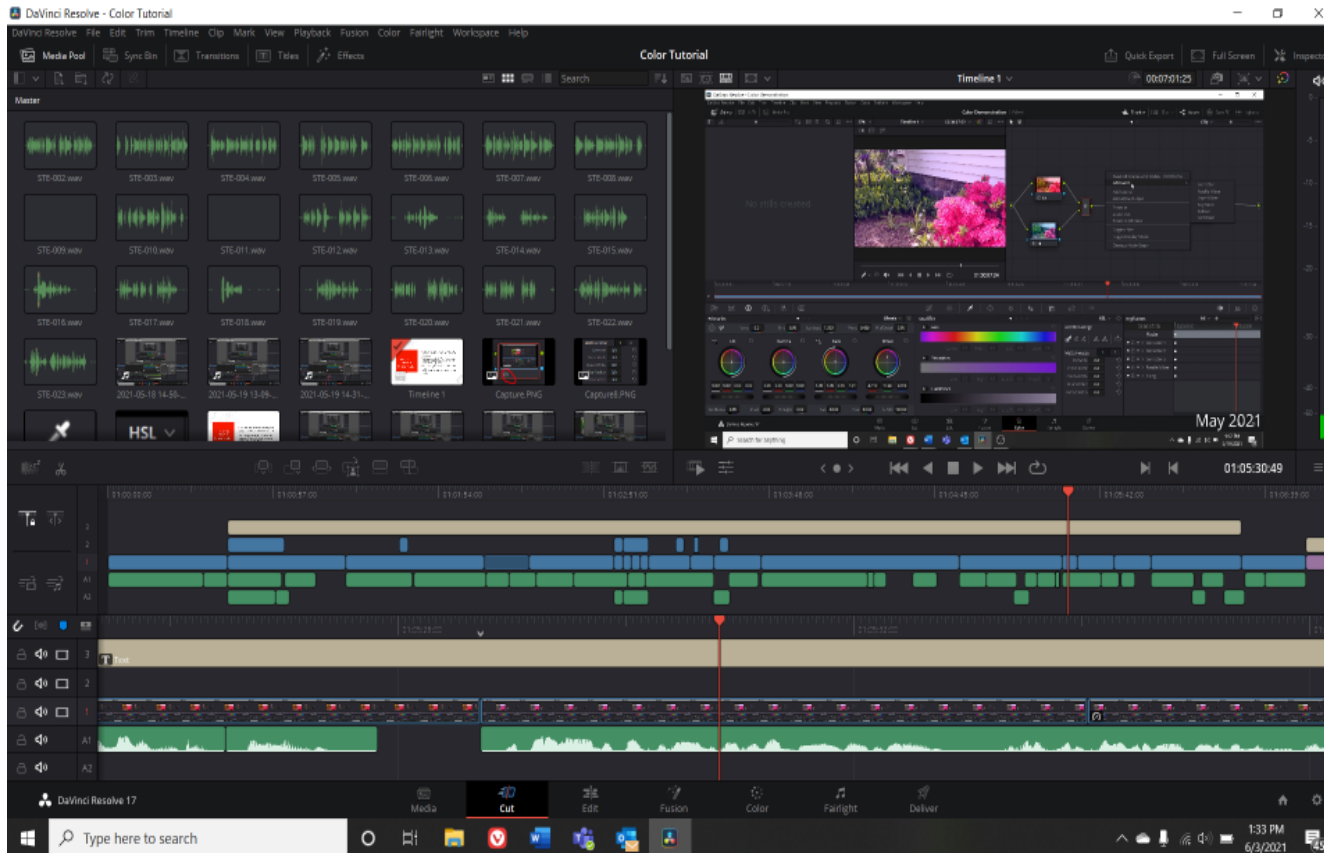
Social Media Management

Audio & Video Production



Audio & Video Production

Video Production

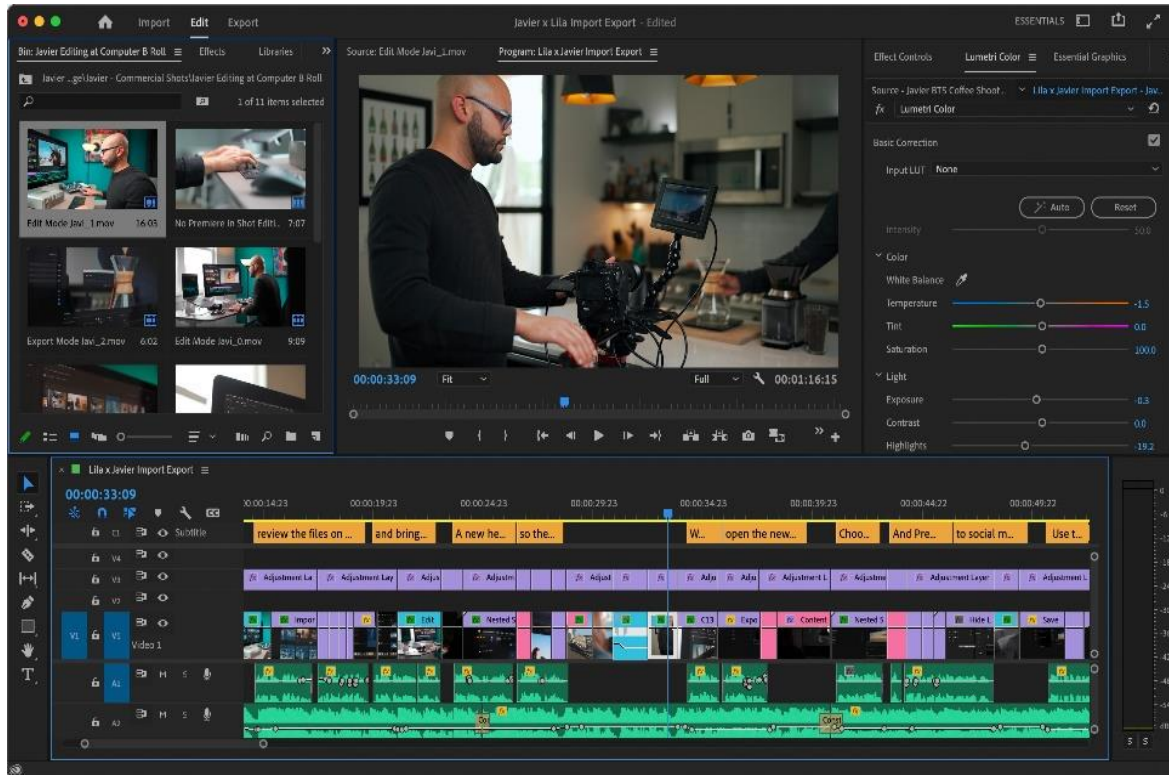


Davinci Resolve

- Visual effects
- Color correction
- Audio post-production video editing
- Offers a free version

Audio & Video Production

Video Production

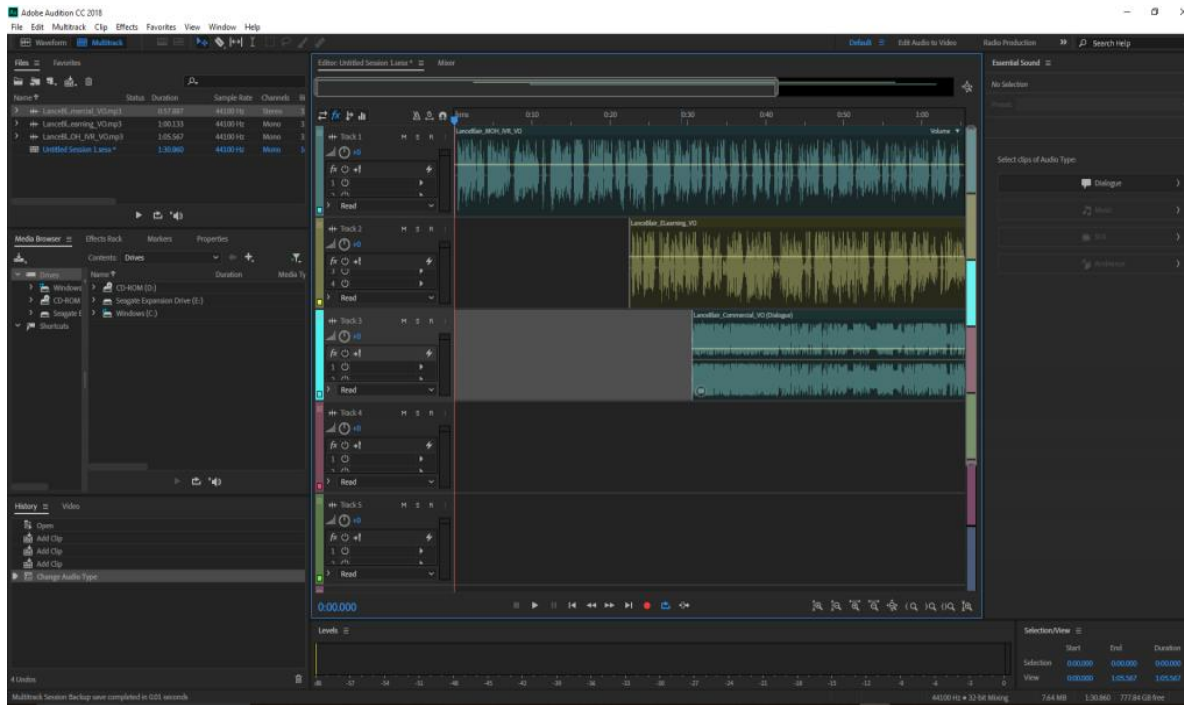


Adobe Premiere Pro

- Video editing tool
- Graphic integration (Adobe Suite Friendly)
- Animated titles
- Audio mixing
- Auto-generate transcript

Audio & Video Production

Video Production

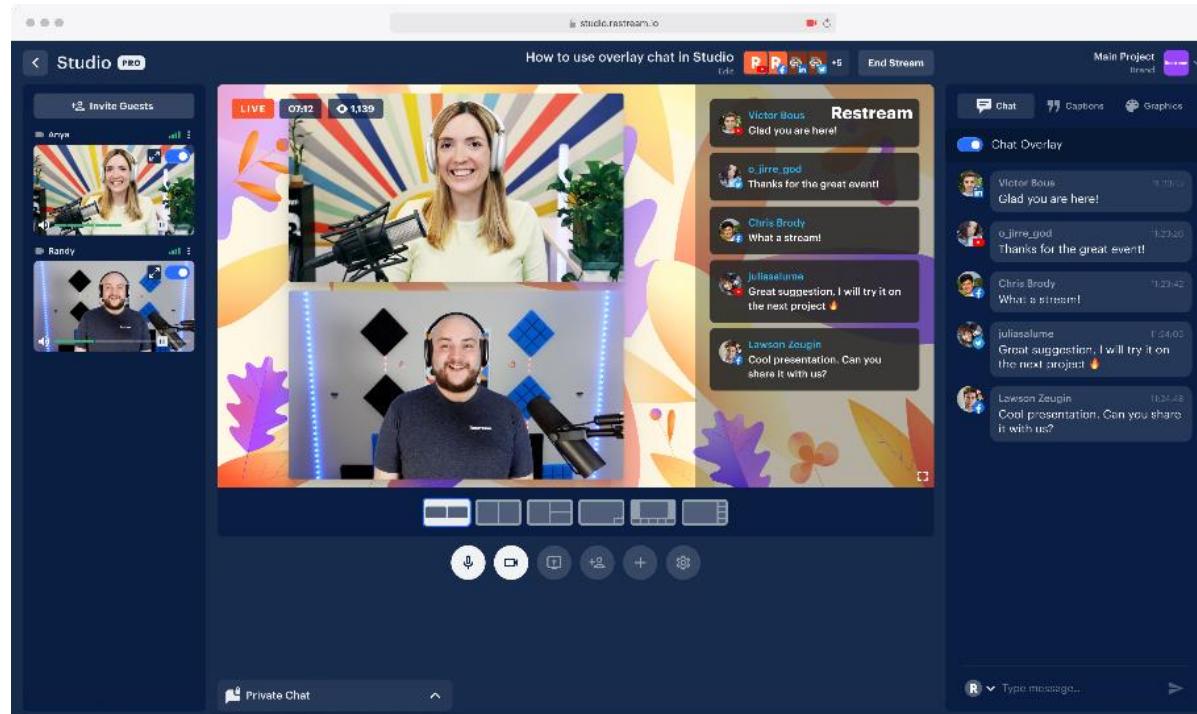


Adobe Audio Enhancer

- Removes noise
- Range of recordings, editing, & mixing tools
- Great for Podcasts
- Can be used for Video projects & Interviews

Audio & Video Production

Live Streaming



Restream.io

- Eye-catching Live Videos
- Streaming

Graphic Design

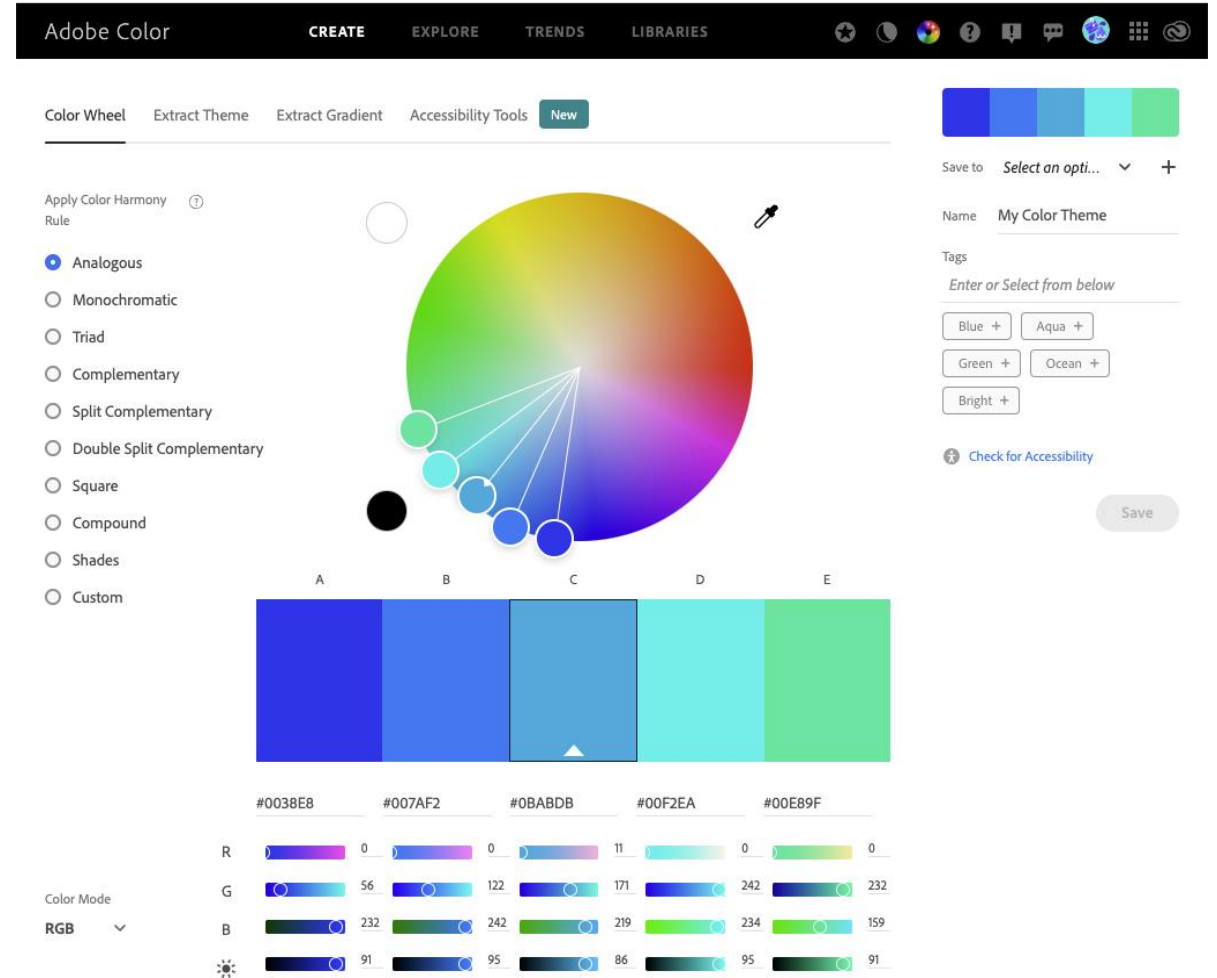


Graphic Design

Color Usage

Adobe Color

- Free cohesive color palettes
- Can be saved to Adobe program libraries
- Create color palette from a photo by using Extract Theme tab
- Explore premade color palettes with Explore tab



Graphic Design

Typographic Options That Enhanced Visual Identity

Free Font Platforms

- DaFont.com
- FontSpace.com
- 1001FreeFonts.com
- BeFonts.com
- UrbanFonts.com
- FontSquirrel.com



Featuristic techno Font

Display Fonts, Sans Serif
Fonts



Wild Brain Font

Fun Fonts, Handwritten
Fonts



Elegance Font

Serif Fonts



Asmat Font

Brush Fonts, Calligraphy
Fonts, Handwritten Fonts,
Script Fonts



Hadaspa Font

Symbol Fonts



Handlove Font

Symbol Fonts



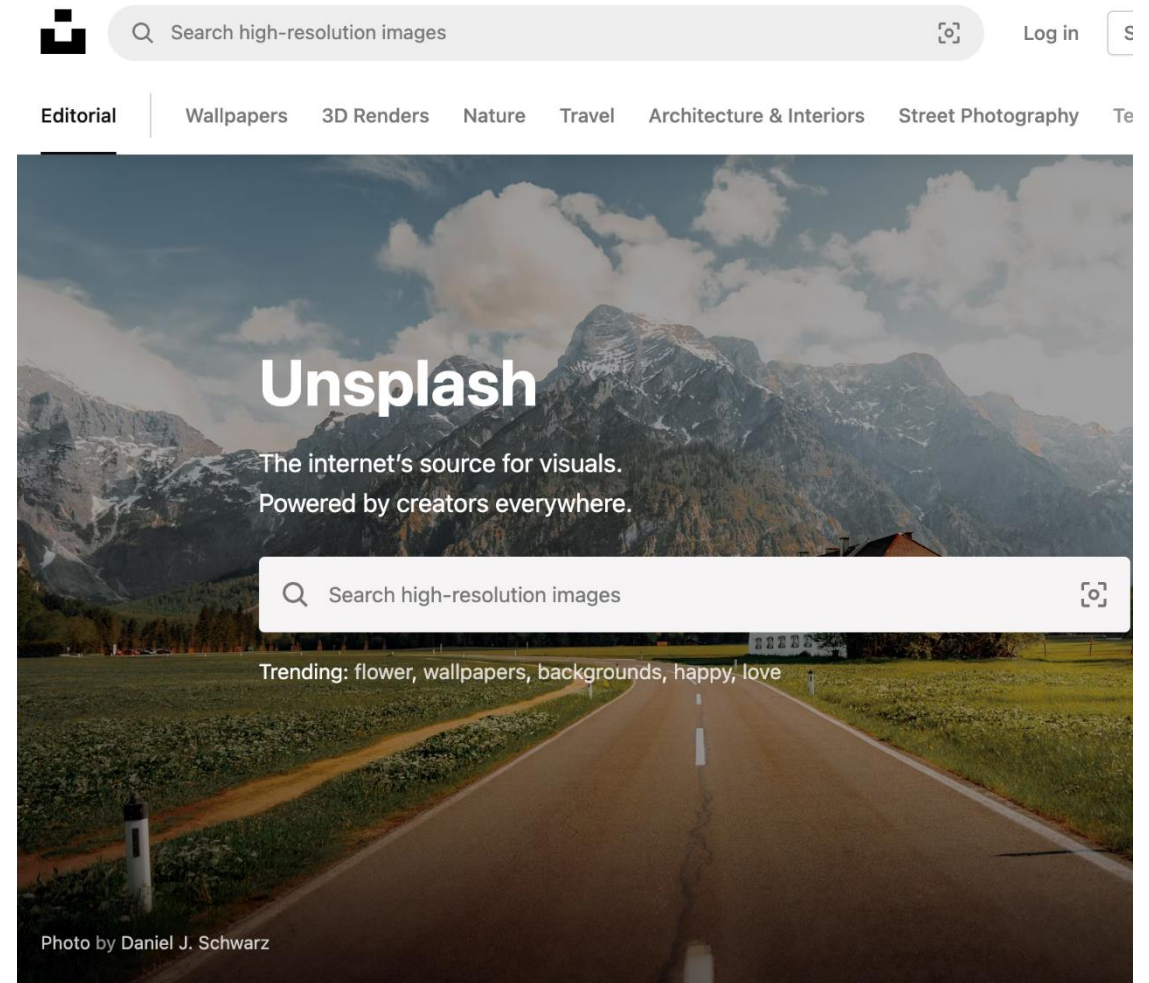
BeFont Site Pictured

Graphic Design

High-quality visual to enhance designs

Stock Photo Platforms

- Unsplash
- Raw Pixel
- Pexels
- Pixabay
- Stock Vault



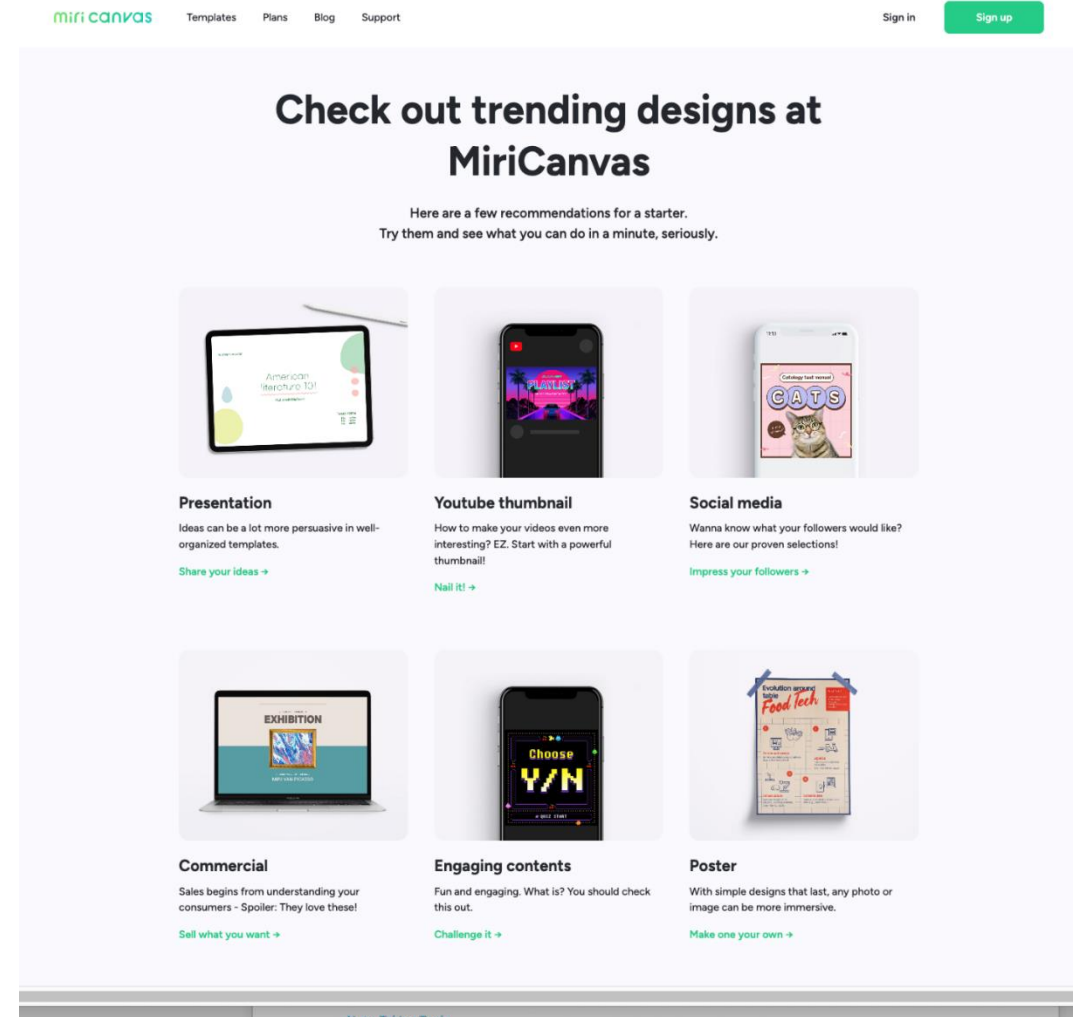
Unsplash Site Pictured

Graphic Design

Stock photos, fonts, color palettes – all in ONE!

All-inclusive Design Sites

- Adobe Express
- Vista Create
- Canva
- MiriCanvas



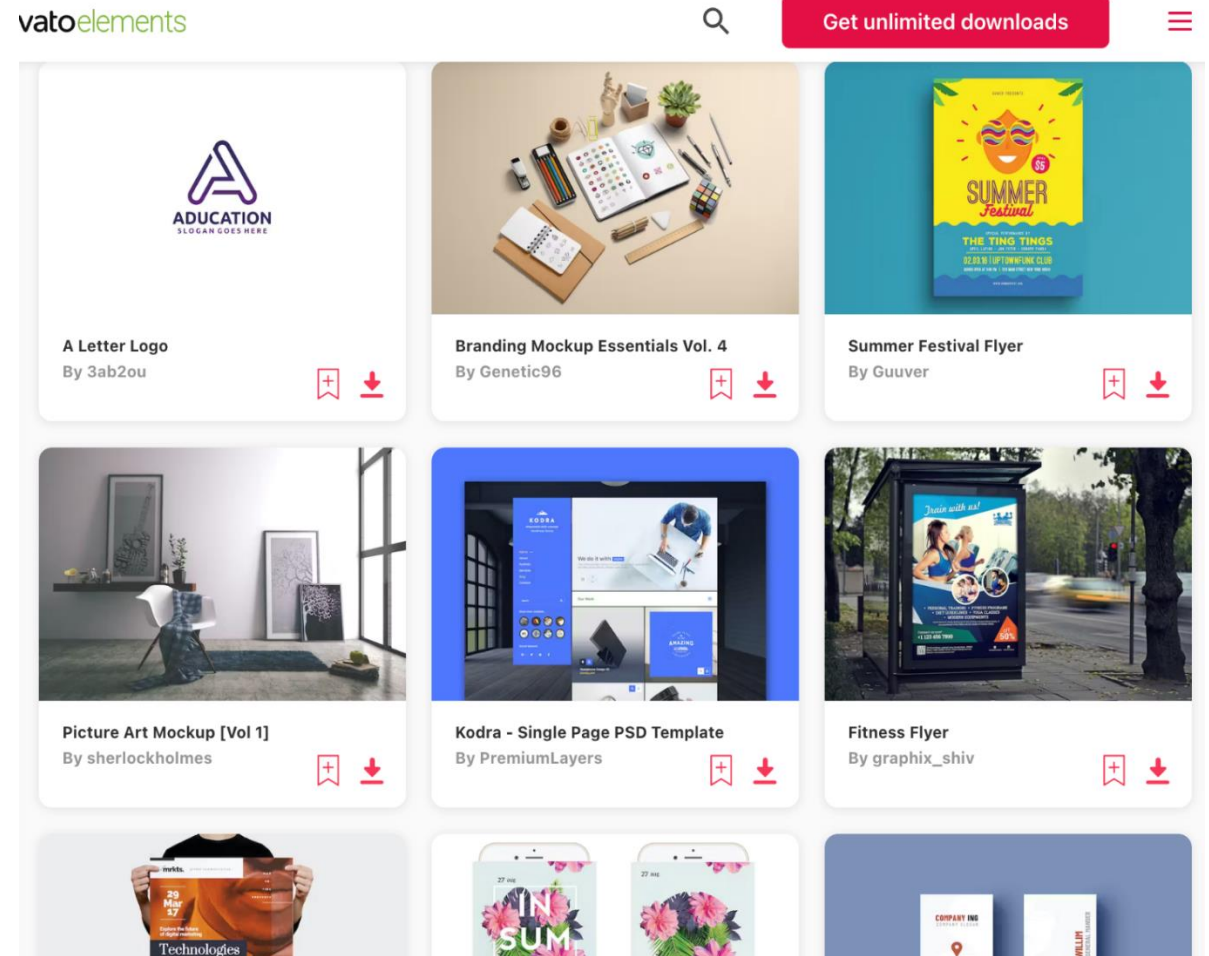
MiraCanvas Site Pictured

Graphic Design

Downloadable .psd, .indd,
and .eps files

Adobe-friendly resources

- Creative Market
- Raw Pixel
- Adobe Stock
- IStock
- Envato Elements



Envato Elements Site Pictured



ADOBE DISCOUNTS FOR YOUR MINISTRY

GCFA is able to provide discounts for all your graphic and technology needs through Adobe.

Need the full Creative Cloud Suite? GCFA offers a discount at nearly 50% off. Contact us today for your ministry's discounts.

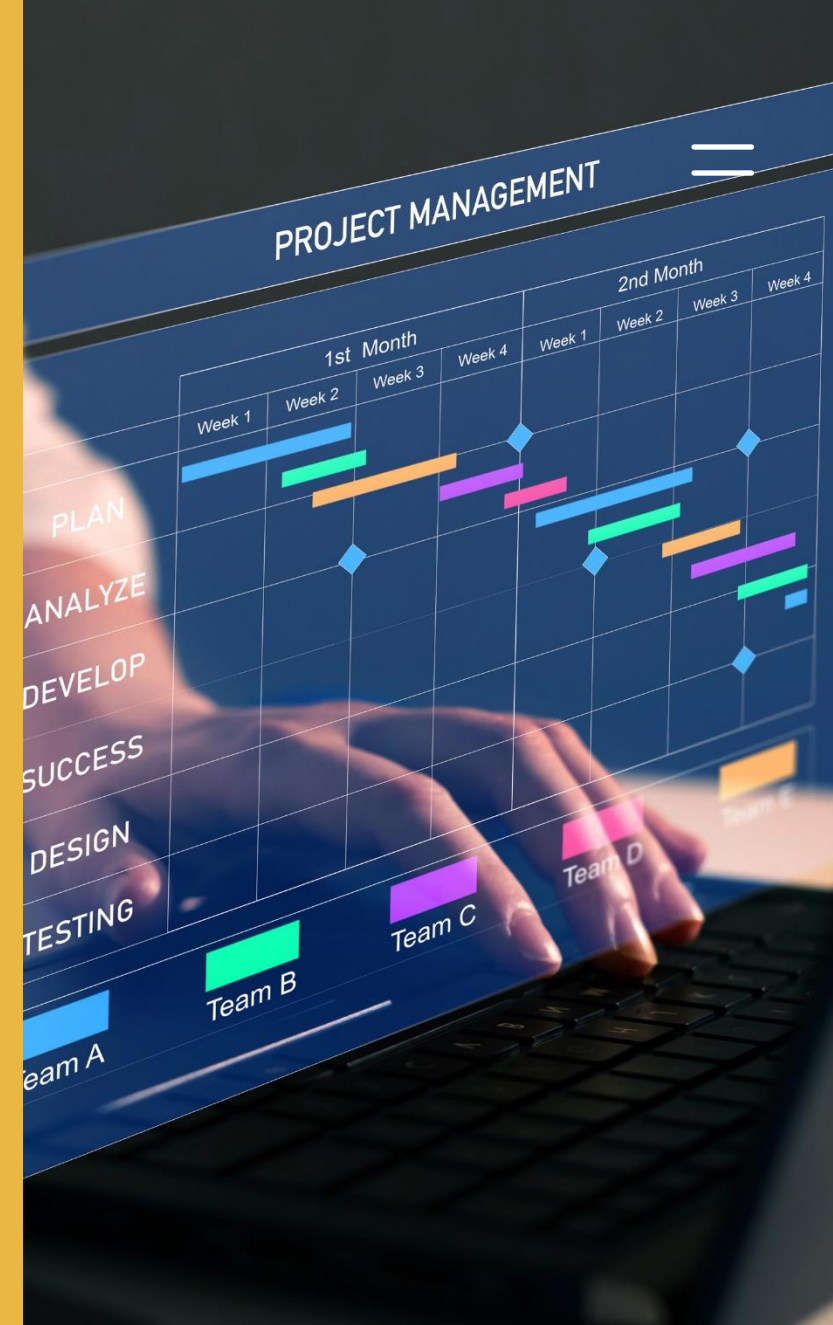
SAVE
20%

ON ADOBE ACROBAT PRO

**\$19.99 A MONTH VS.
\$16.26 WITH GCFA**



Organizational Tools



Organizational Tools:

Centralized Planning, Scheduling & Tracking

Asana

Asana is a project management tool with multiple functionalities that help to streamline projects.

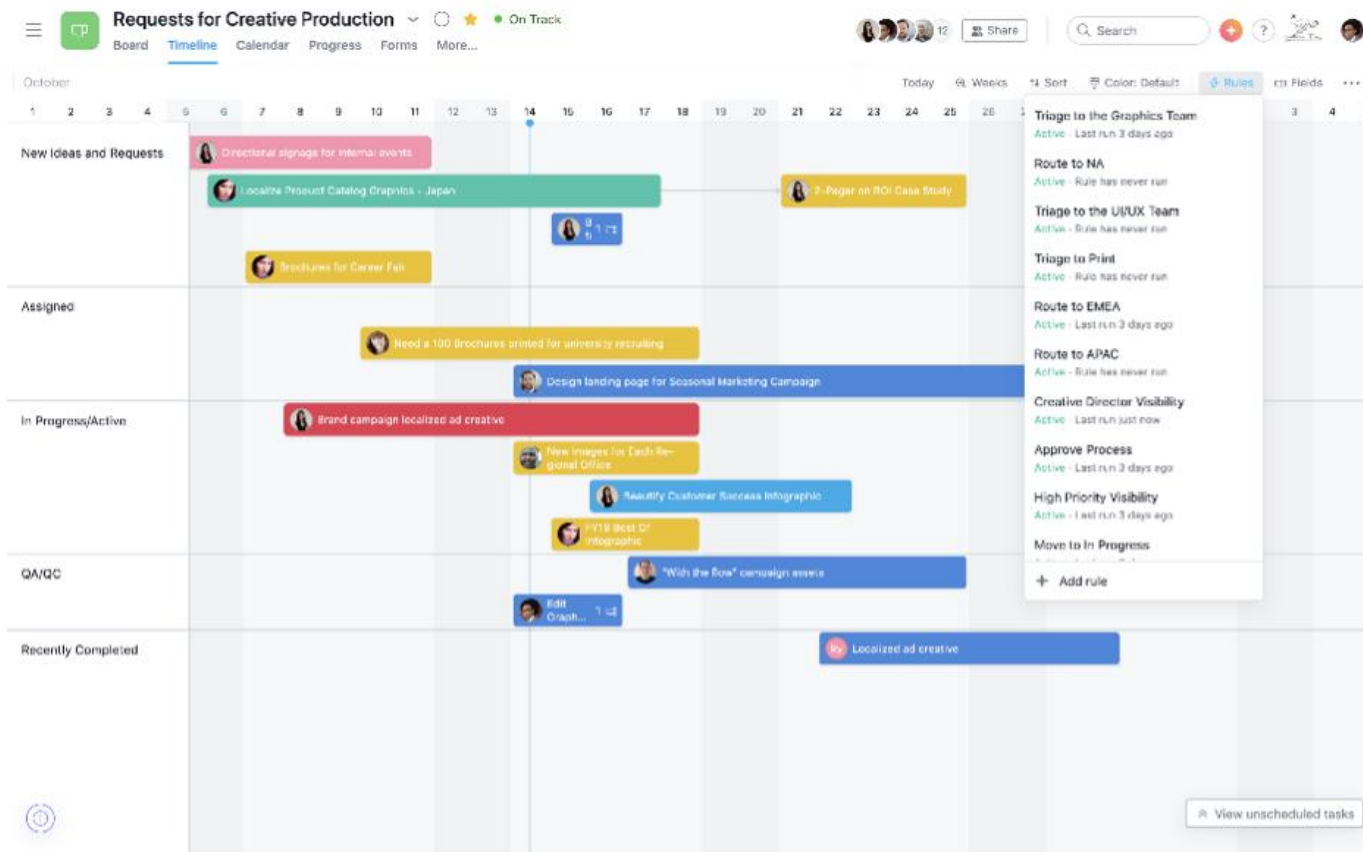
PROS

- Workflows that's allow you to create templates for recurring task
- Reporting functionality that shows you the project status
- Can share files and notes in each project
- Offers a free plan for teams of up to 15 members

CONS

- It may take time for staff to learn Asana
- Asana can be a bit too much for small teams or single projects
- There is no time tracking functionality
- Tasks can only be assigned to one person

Asana



Pictured is Asana workflow timeline. This timeline shows each task within the project as well as when a teammate should start and finish the task.

Honorable Mentions Project Management sites:

- Monday
- Trello

Organizational Tools:

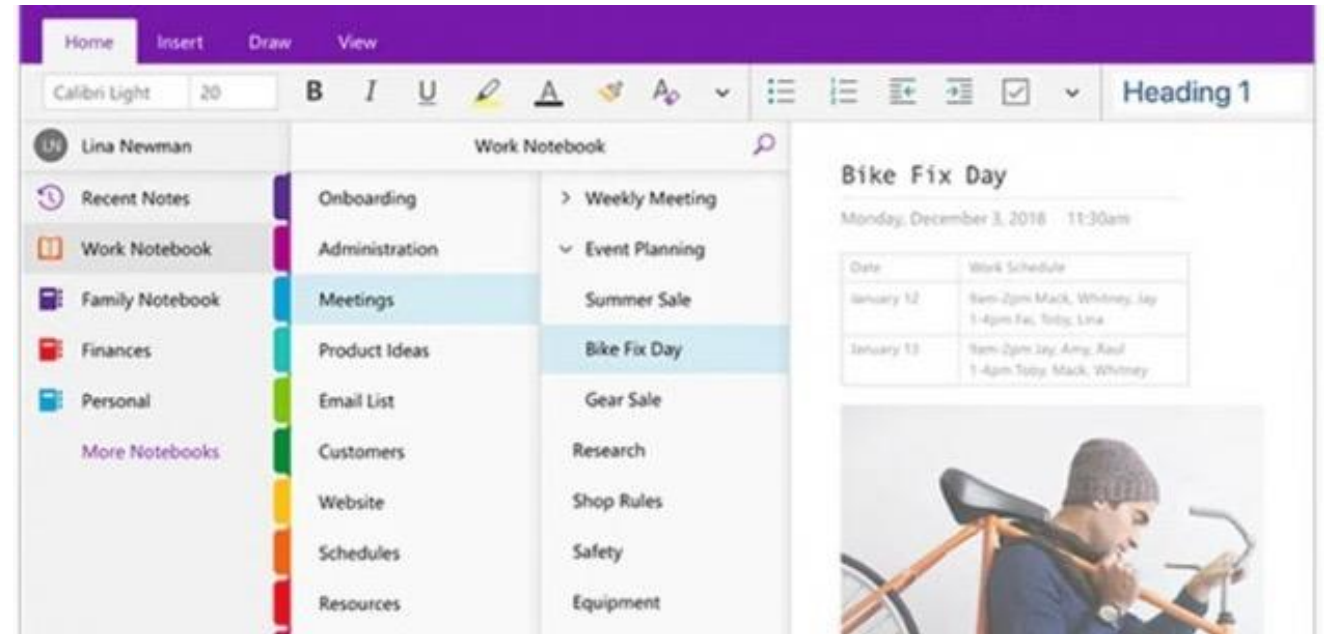
Effortless, paperless brainstorming with synchronization and enhanced search features

OneNote

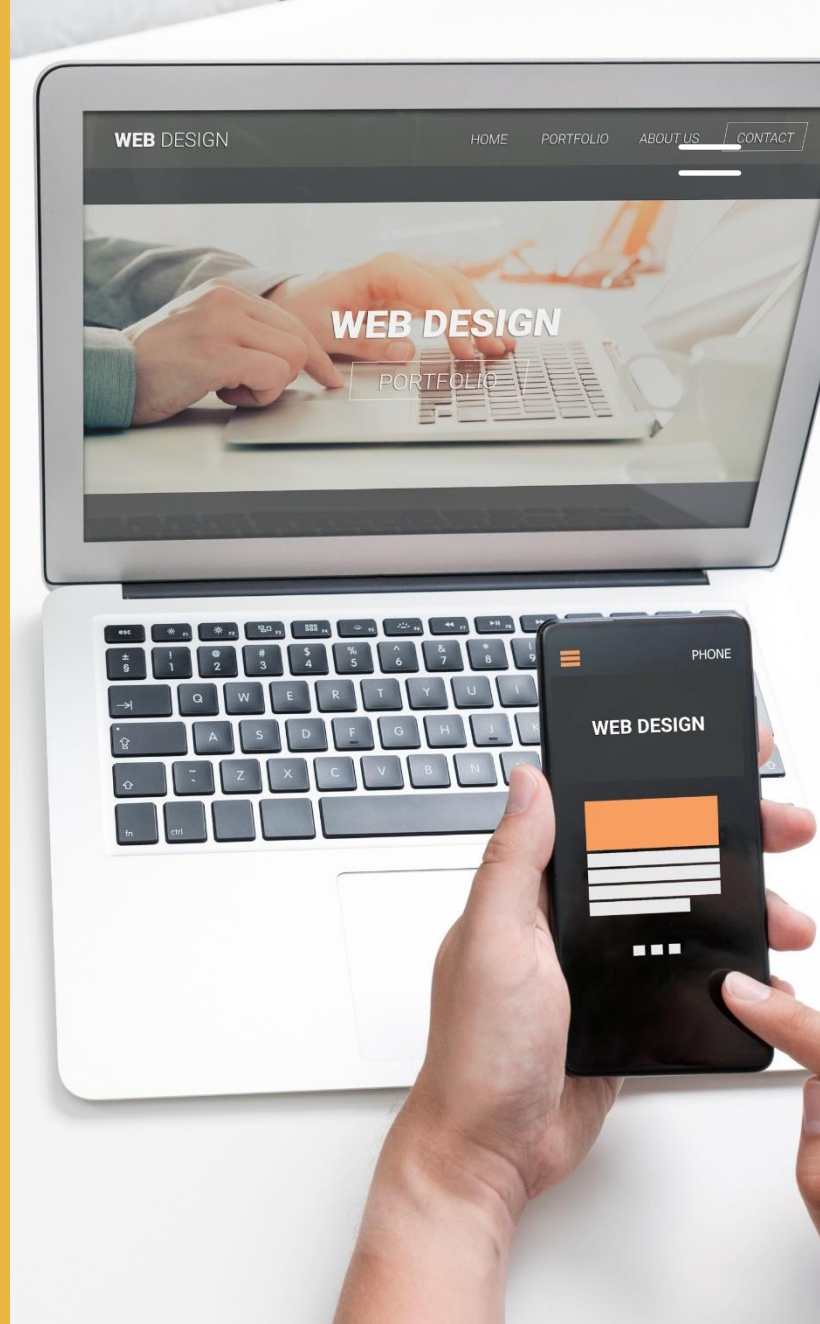
- Digital note-taking app
- Notes can be shared with others
- Can Drag and drop images and add audio
- Can recognize handwritten notes
- Notes are protected with Microsoft

Honorable Mentions Note-Taking Software:

- Mind Map
- Evernote



Website Building



Website Building

User-friendly interfaces and intuitive tools

Wix

Beginner-friendly editor allows you to create your ministry's site the way you envision.

PROS

- No coding experience needed
- Easy drag and drop interface
- Built in SEO
- Email Marketing

CONS

- Google analytics not available for free or combo plans
- Storage limits on plans
- Can't change templates once site is live.
- The free plan will also have Wix ads.
- Upgrade to premium account to create a custom domain

Search Engine Optimization (SEO):

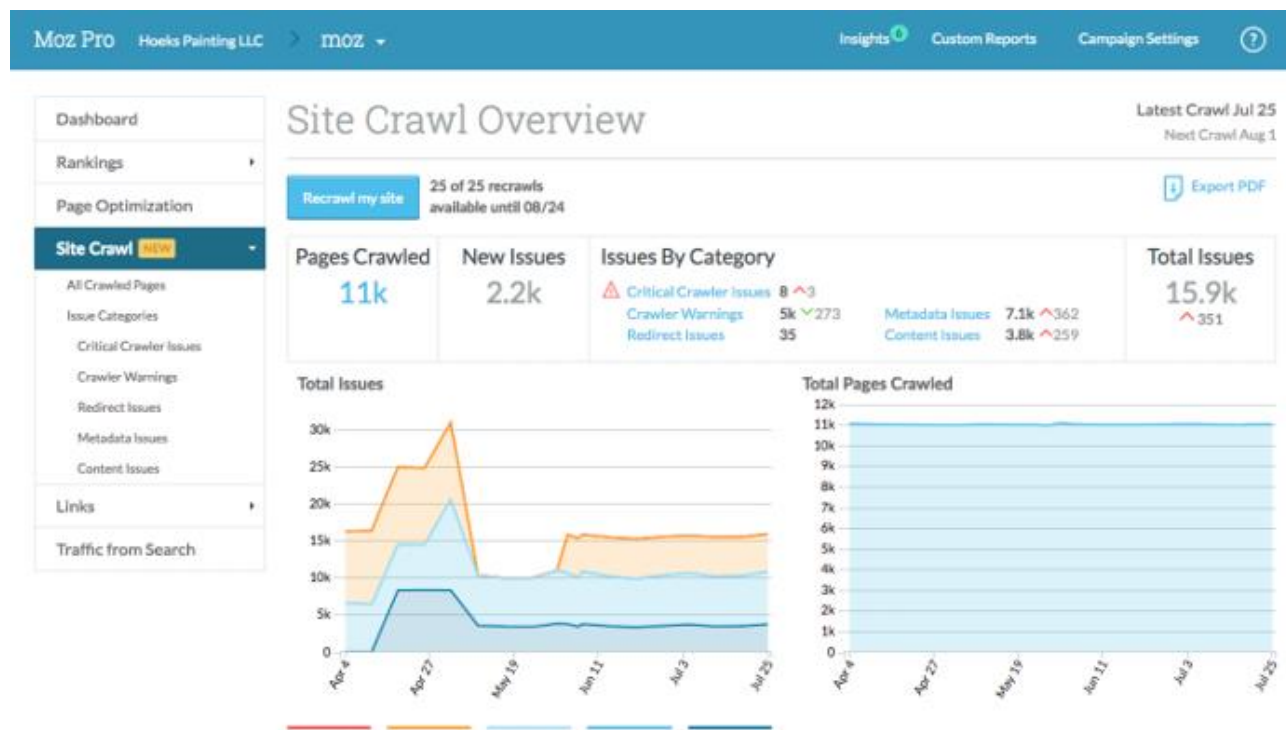
Enhance online presence and drive organic traffic

Moz Pro

- Popular all-in-one SEO software
- Provide valuable insights and analytics
- Improve SEO rankings
- Identify website issues
- It finds relevant keywords

Honorable Mentions SEO Programs:

- SpyFu
- Semrush



Written Content Creation



Written Content Creation

Headline Analyzer

CoSchedule

- Gauge the effectiveness of your headlines
- Analyze factors like length, structure, emotional appeal, and keyword usage
- Help your ministry make data-driven content decisions
- Use attention-grabbing headlines that'll resonate with your audience

Honorable Mentions:

- MonsterInsights



Written Content Creation

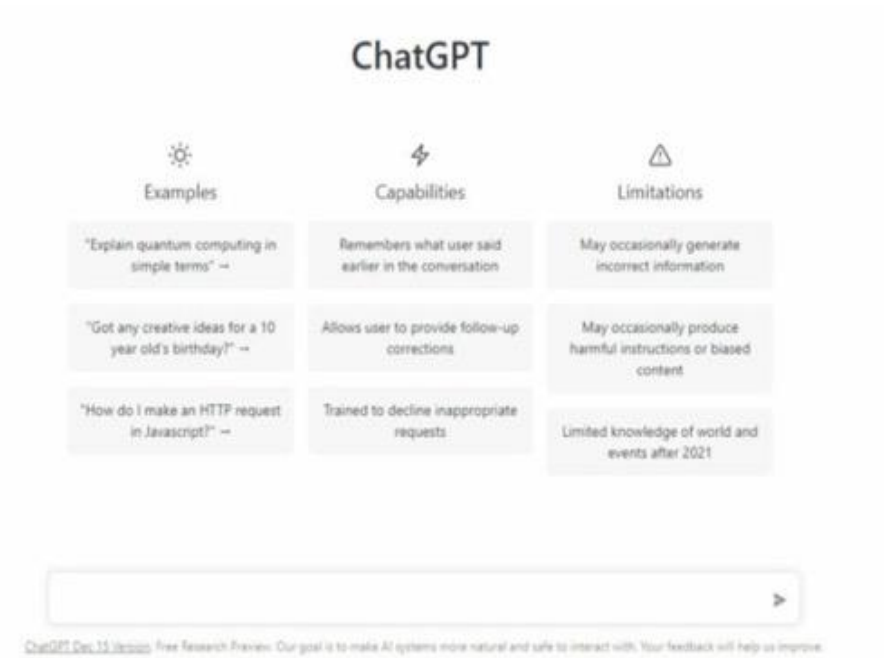
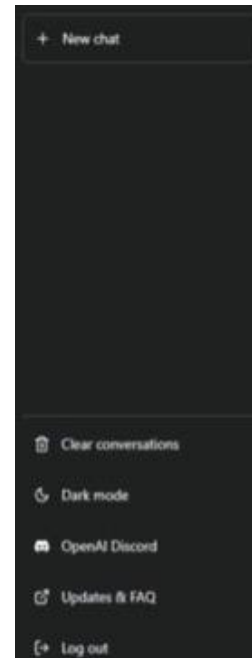
AI Powered Tool

ChapGPT

- Transform the way you create content
- Instantly boost efficiency and expand vocabulary
- inclusivity and multilingual support

Honorable Mentions:

- BARD

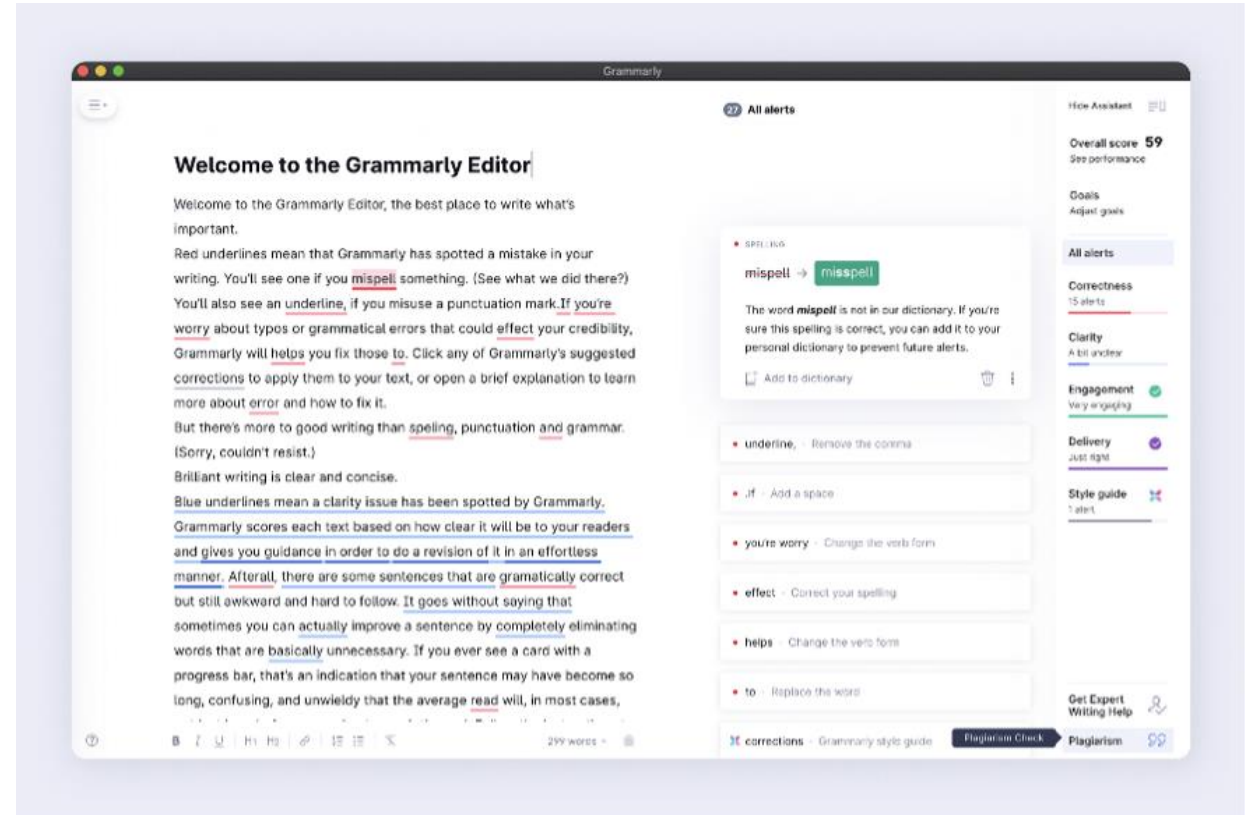


Written Content Creation

Grammar Enhancement

Grammarly

- Tool for consistent clear and effective communication
- Identifies and highlights any grammatical errors
- Punctuation mistakes
- Inconsistencies



Written Content Creation

Word Counter

Content Harmony

- Easily monitor word count for SEO
- Keyword density analysis
- Readability scores
- Synonym suggestions

Brief Workflow for how to build a content brief

Country: United States Report Date: Today at 8:57 AM [View Live SERP](#) [Share This Brief](#)

US SEARCH VOLUME	PRIMARY INTENT	AVERAGE WORDS / READING LEVEL	CONTENT DIFFICULTY	LINK DIFFICULTY	DOMAIN DIFFICULTY
-	Research	2,461 College	24	16	43

Jump To A Section: [Keyword Report](#) [Content Brief](#) [Content Grader](#)

Content Grader

WORD COUNT: 2,987
2,461 Average

READABILITY: College
College Average

CONTENT SCORE: Good
46 / 132 Phrases Used

[Full Screen](#)

TITLE: How To Build Amazing Content Briefs

CONTENT: HIGHLIGHT KEYWORDS

Is there anything you would have preferred to include in the brief?

Automate your brief research process

A thorough **content brief** makes use of several moving parts — you likely have dozens of tabs open in an effort to figure out search intent, competitor **content** structures, analyzing **keywords**, **content** formats, **word count**, and

RECOMMENDATIONS:

Sort By: Priority

- ☒ writer
writers Used 36 times
16x average
- ☒ content brief
content briefs Used 44 times
13x average
- ☒ content
Used 82 times
13x average
- ☒ target audience
Used 2 times
3x average

Social Media Management



Social Media Management:

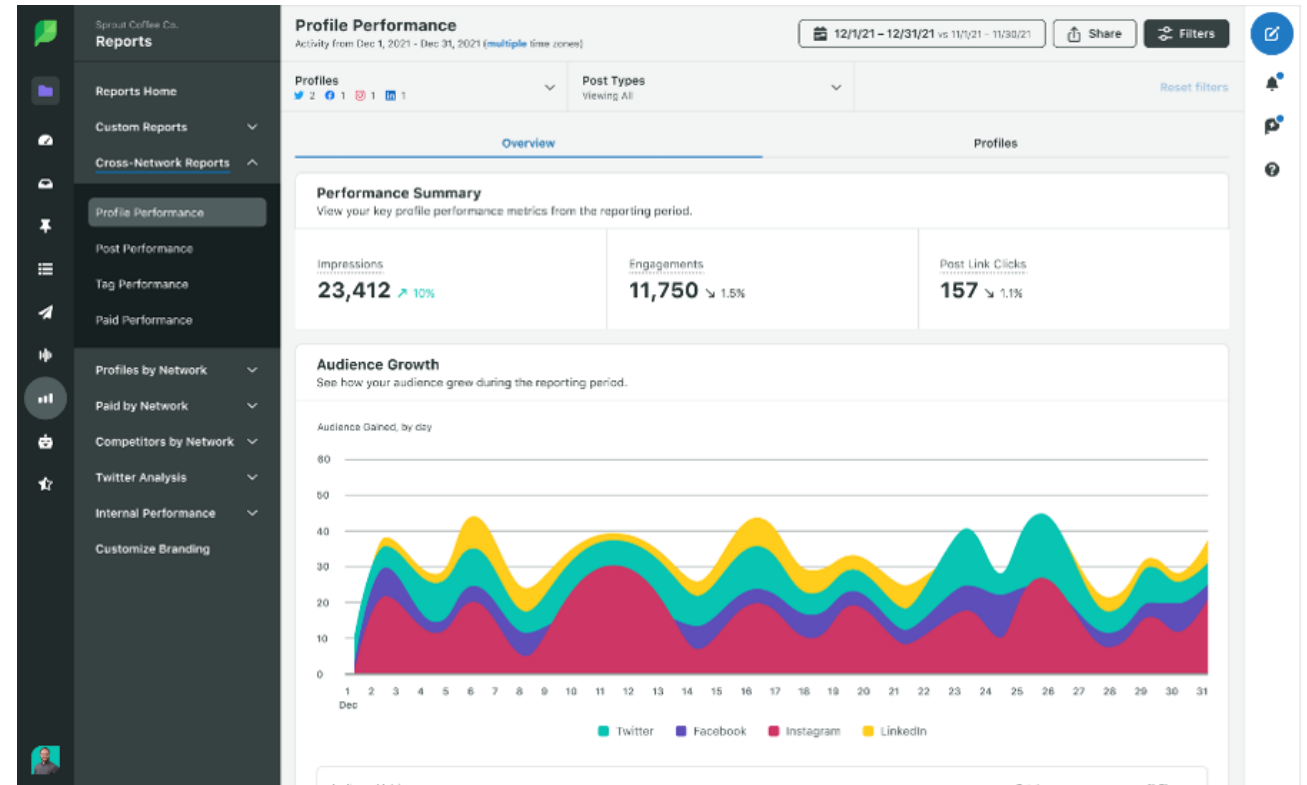
Social Media Scheduling & Analytics

Sprout Socials

- Schedules post
- Tracks social analytics
- Boosts productivity
- Saves Time
- User friendly

Honorable Mentions Social Media Software:

- HootSuite





Ministry Website Building

tailored to your ministry



Thank You!



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