



Technology at THE CORNERSTONE



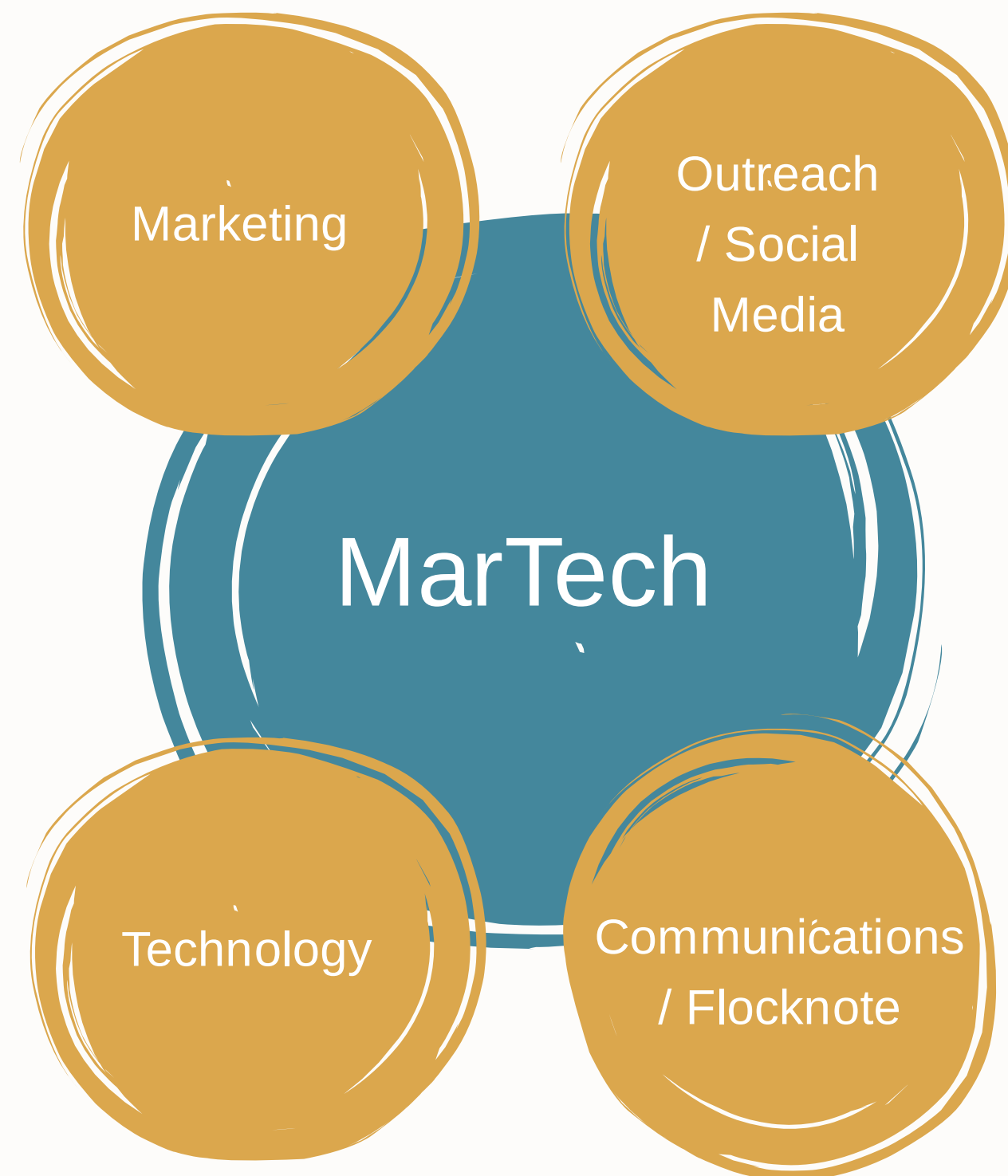
Emily Introduction



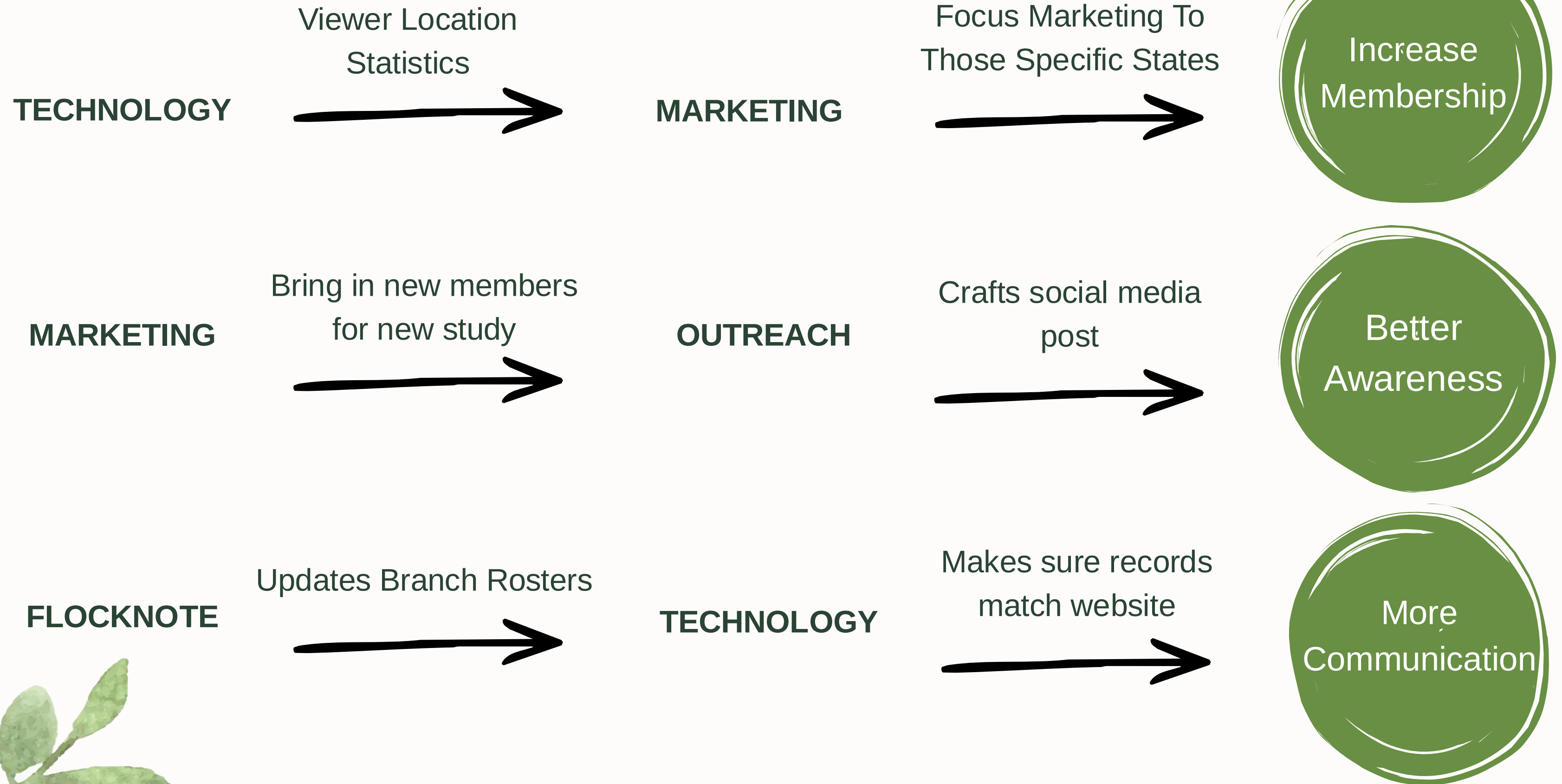
Emily Nelson & Nick Melynk
The Woodlands, TX

- Raised in Hawaii and has been to 48 states.
- Currently living in Vermont.
- Attended Texas A&M University with Nick Melynk.
- Graduated with a degree in Computer Science.
- Joined Tech Team at the Cornerstone in 2022 at the request of Nick.
- My first “paid job” was when I was 12 years old, creating a logo, brand, and website for a cleaning company in California.
- I am currently a Marketing Director with a specialty in web development, graphic design, brochure & magazine creation, and ranking on Search Engines.

Better Together



How We Work





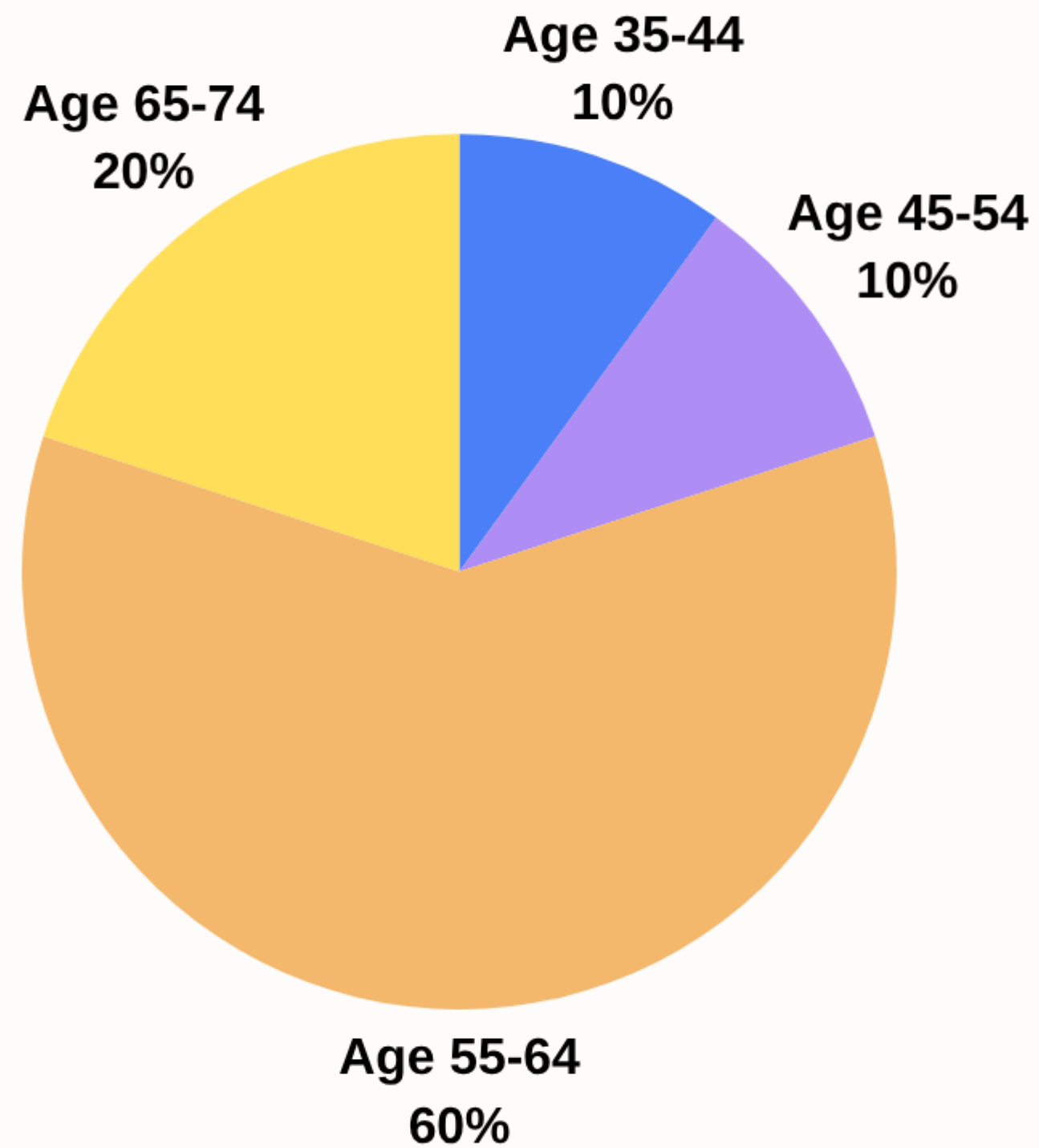
Google Ads

Connecting Catholics to The Cornerstone

- Focusing on people who are already looking for us.
 - Advertising at appropriate times before/during the study.
 - Including *all* Branch locations and surrounding areas.
 - Closing the divide between “Scripture” and “Bible” Study; enhancing wording on the website so when people search, they will find us.
 - Connecting people looking for an online Catholic study to the correct Zoom Branches.
 - Mixing paid and non-paid efforts to stretch the budget.
 - It costs less than you think!
- 



Who Are We Advertising To?



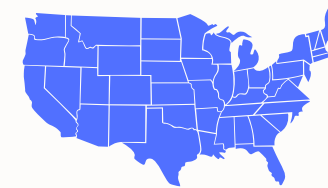
Men and Women



Catholics



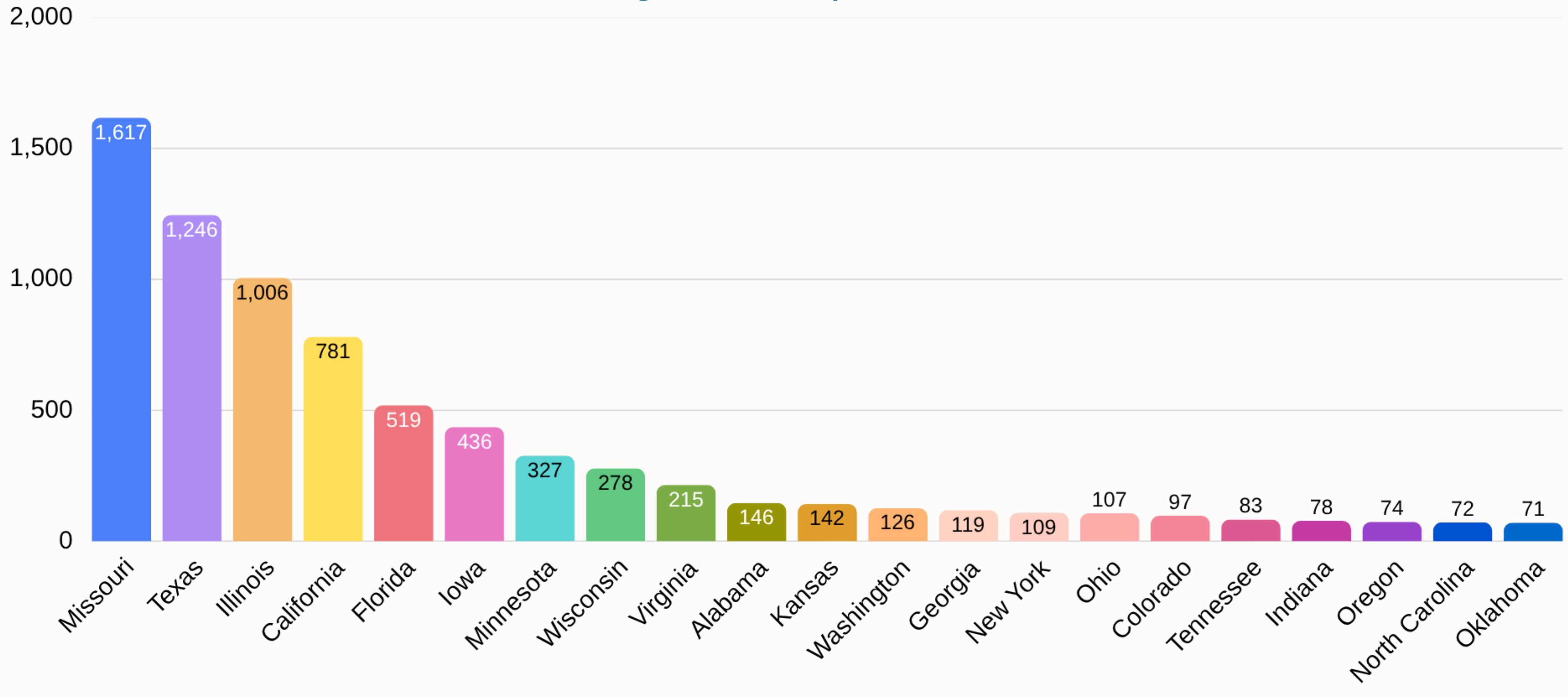
**Actively Seeking a
Bible Study**



**In States we have Branches
or that have been interested.**

Website Analytics - Geography

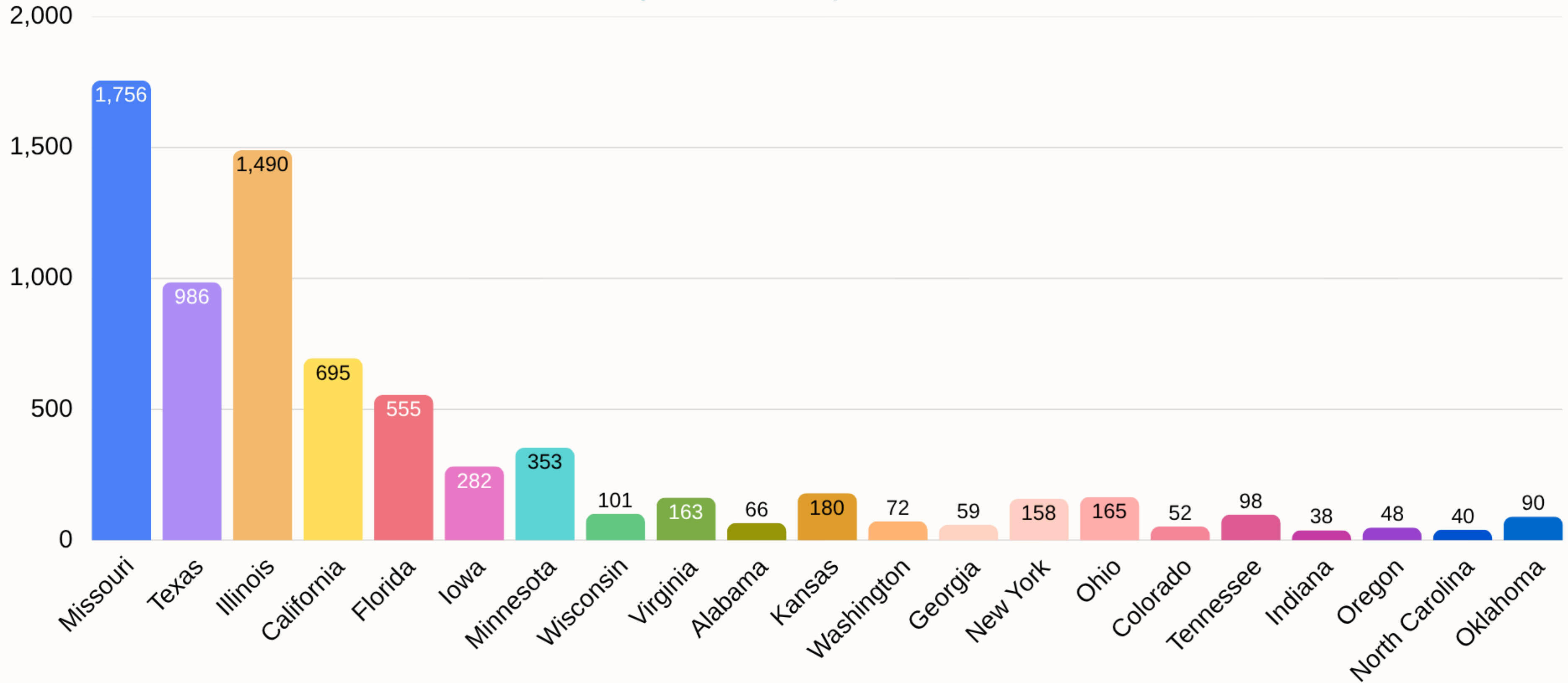
ACTS OF THE APOSTLES
August 1, 2025 - April 30, 2026



Website Analytics - Geography

MATTHEW

August 1, 2024 - April 30, 2025





Contact a Branch

Connecting New Members to Branches

- Located on all Branch webpages.
- You can direct potential members to your Branch's webpage and have them inquire using this form.
- You can use the form to contact the Technology Team and help us improve!

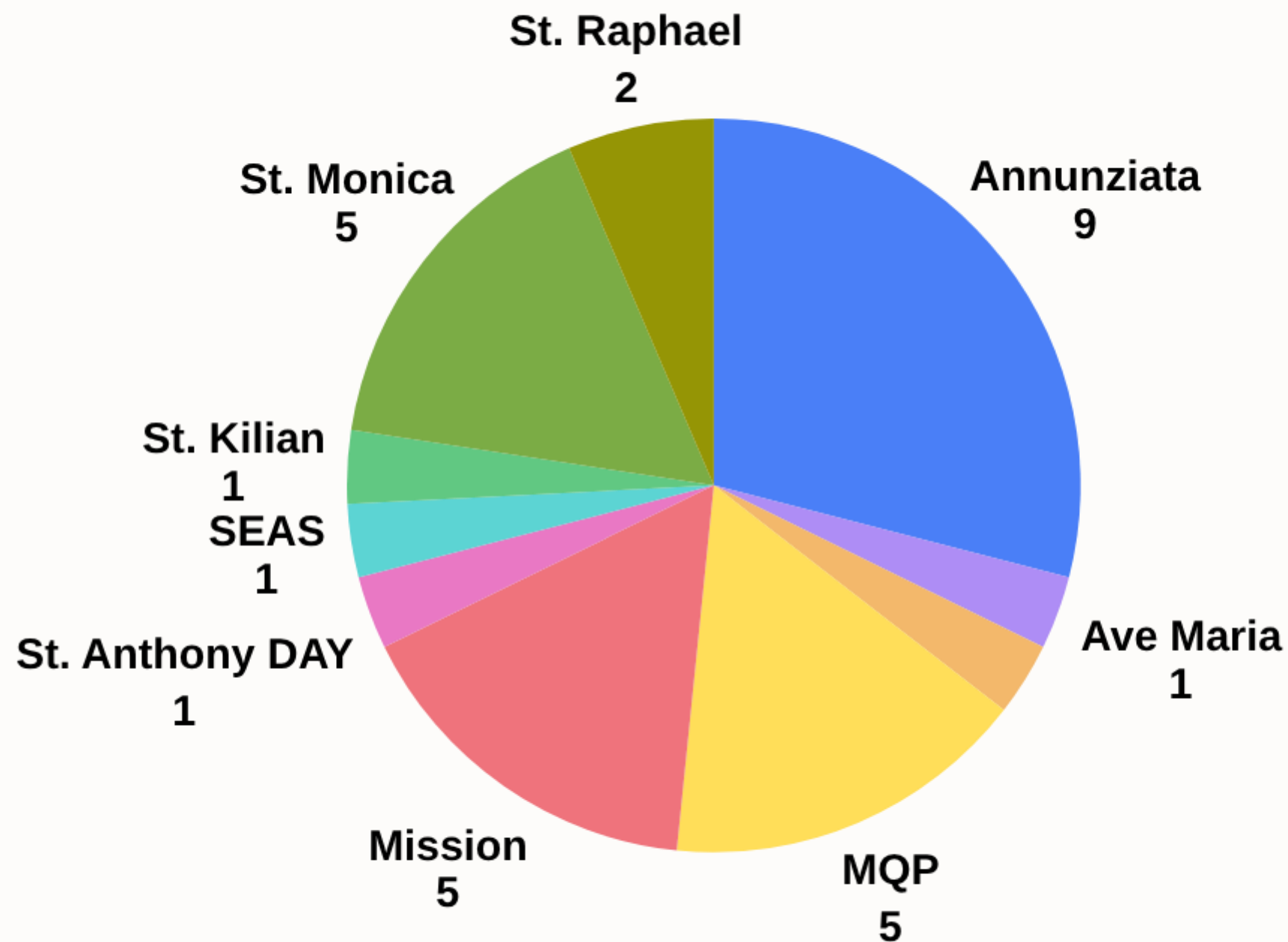


Form Analytics

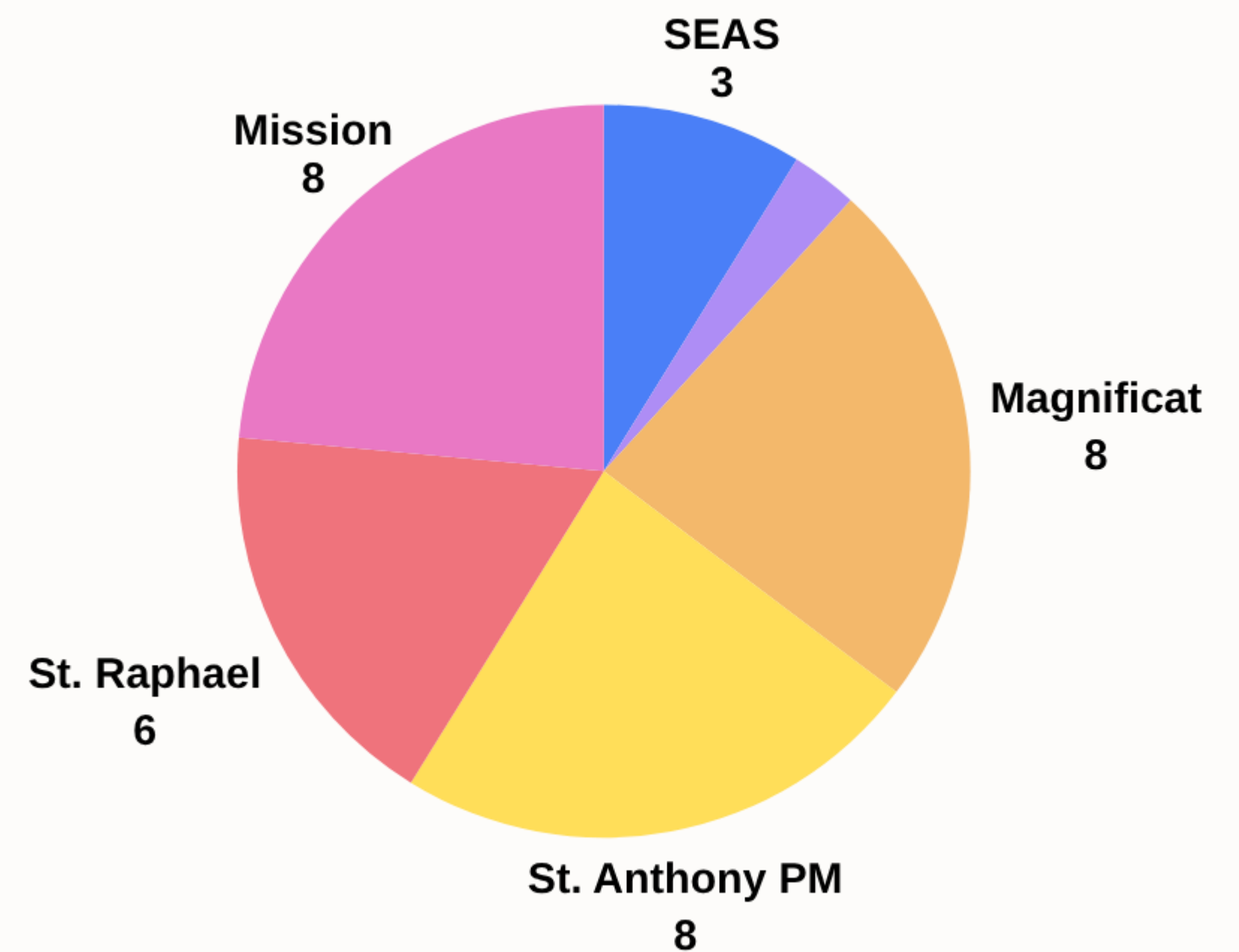
CONTACT A BRANCH



**In Person
Group Inquiry**

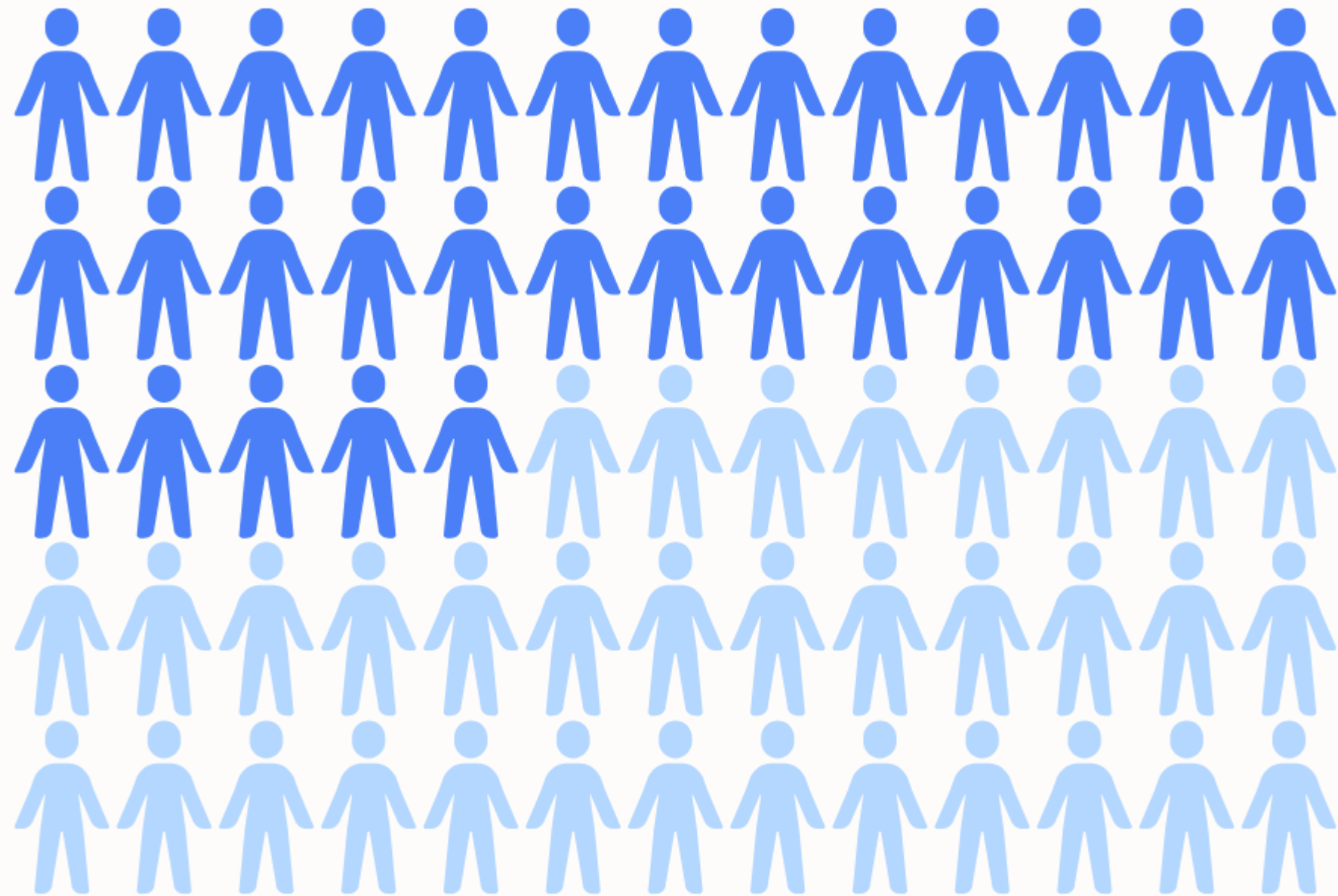


**Online
Group Inquiry**



Form Analytics

CONTACT A BRANCH



Introduced in ACTS Fall '25

Out of the 86 people who have filled out the form:

- 65 people requested to join a group.
- 1 person asked to start a Branch
- 1 person announced they would not continue
- 5 people spam messaged
- 14 were technical or study related questions



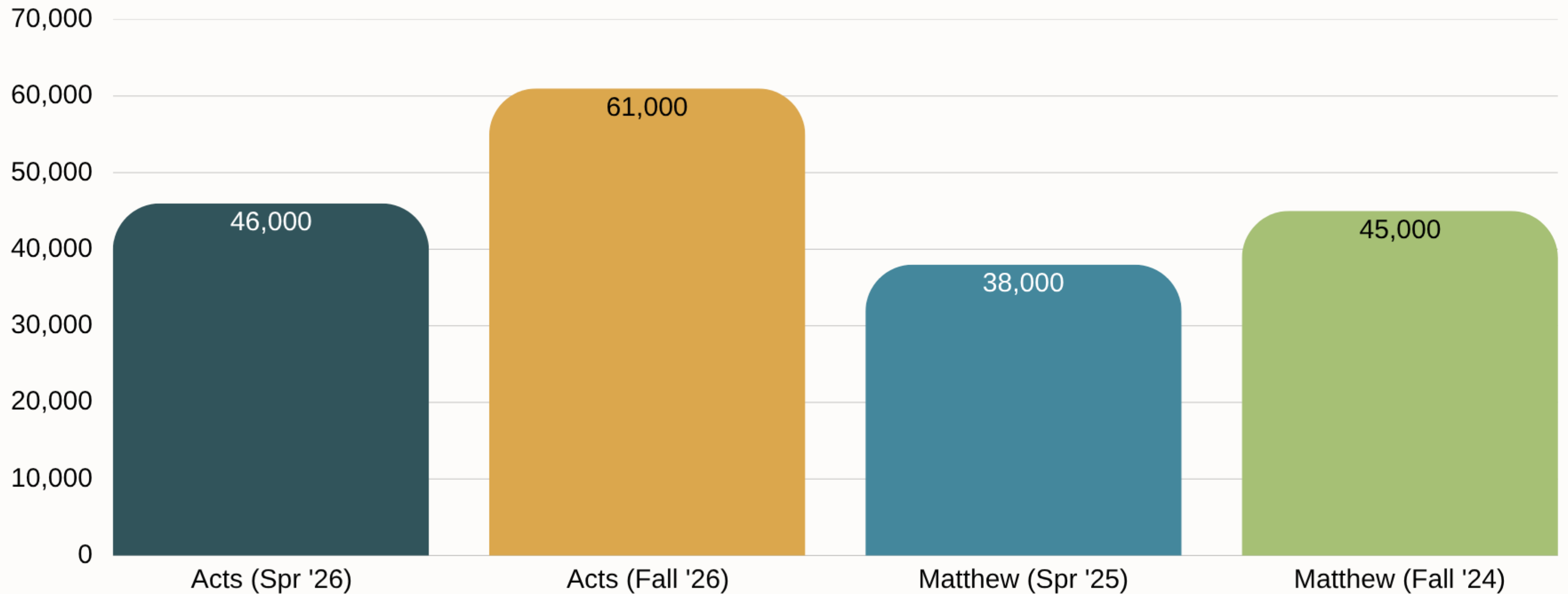
**In Person
Group Inquiry**



**Online Group
Inquiry**

Website Visitors

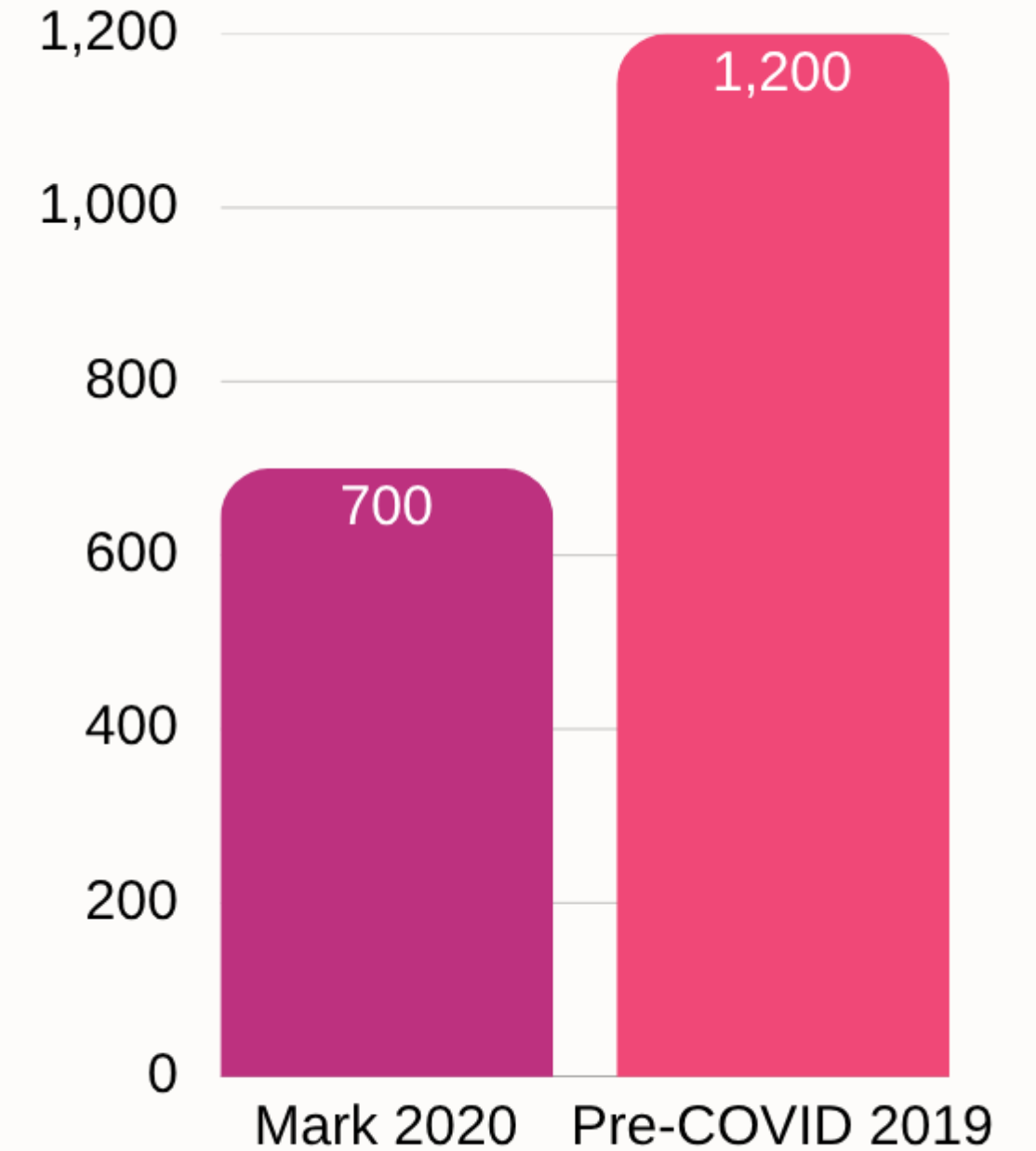
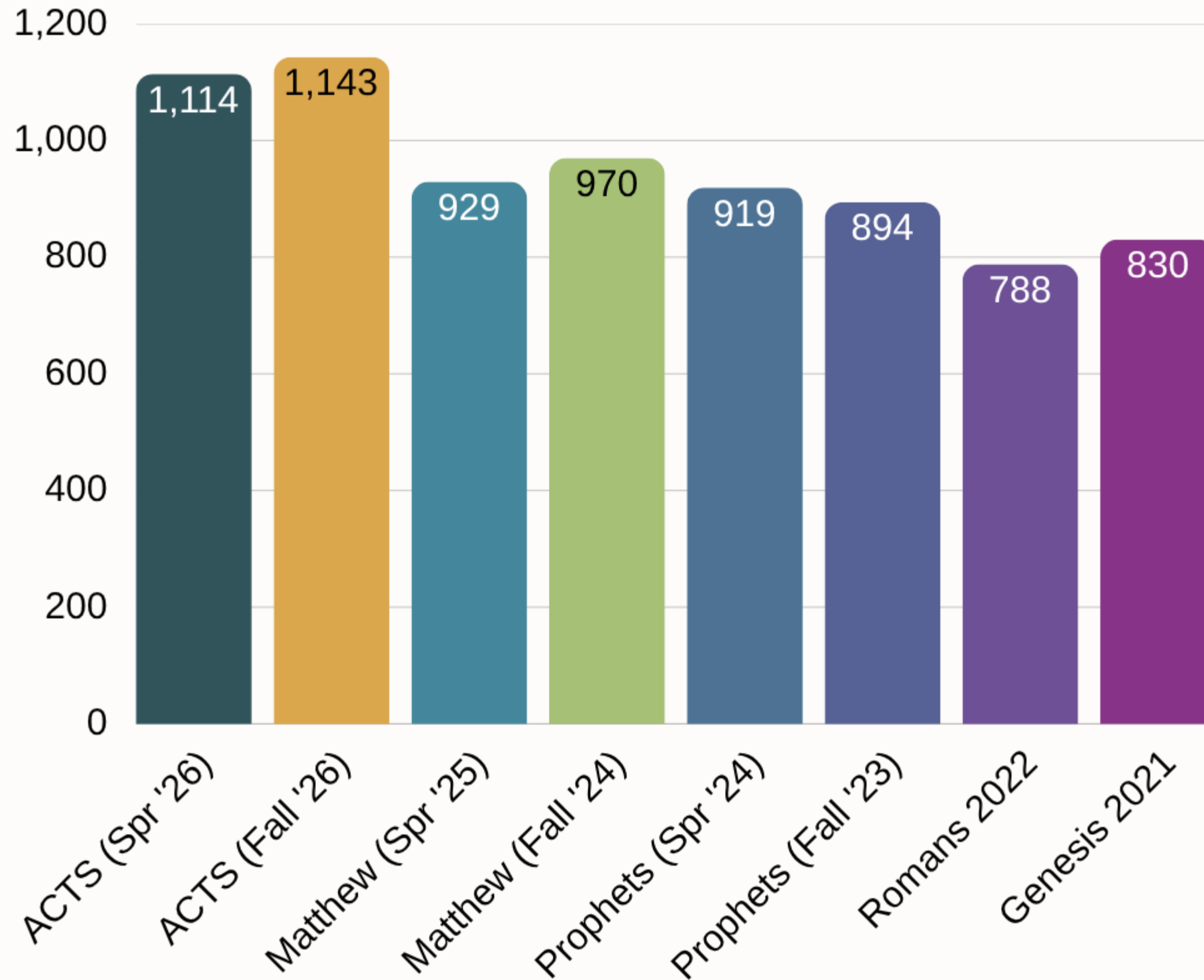
GOOGLE ANALYTICS



Potential members are looking for us. We need to stay current to support this growth.

Membership Levels

BRANCH ROSTERS COUNTS

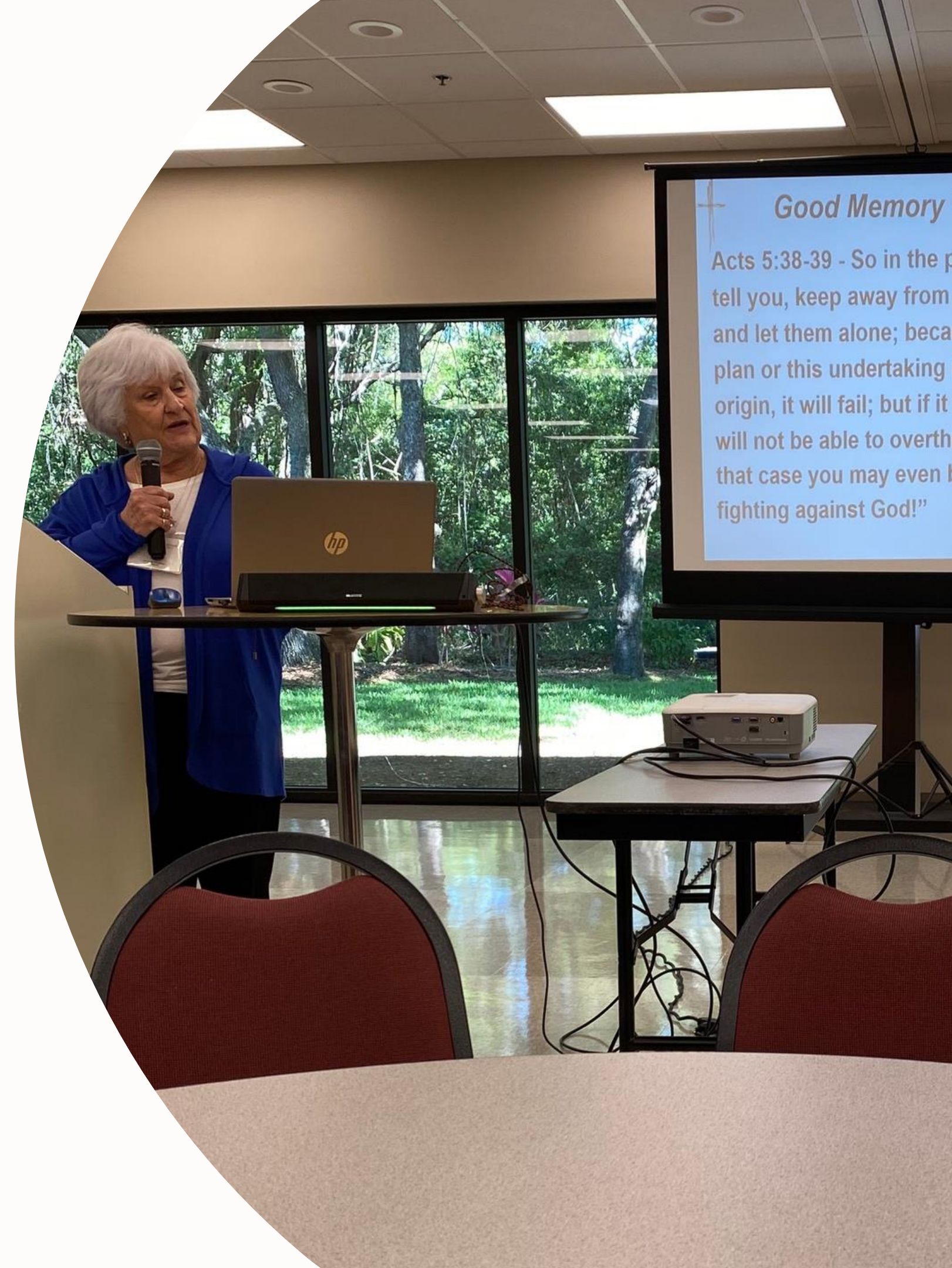


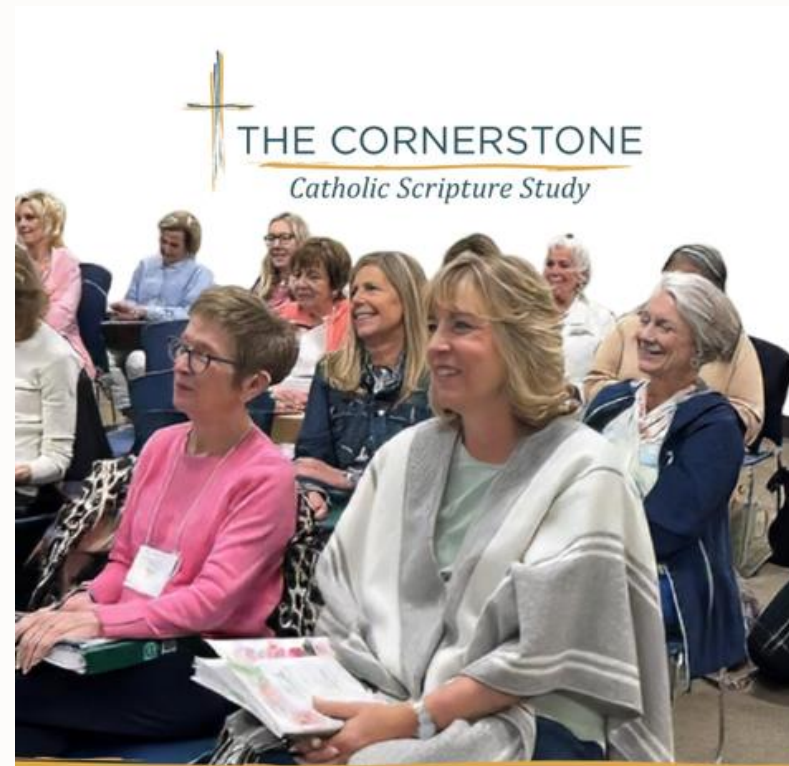


Branch Admin Help Center

HOW YOU CAN HELP

- Information is constantly being updated.
- Find all files in one place.
- Marketing tool kit.
- Suggest information if it's missing that would be helpful.





Begin a spiritual journey that can transform your heart and mind.

The Cornerstone Catholic Scripture Study is designed to help you establish a habit of daily prayer, connect in faith with others, and see the relevance of God's Word in your daily life. One book of the Bible is studied from September through April.



**In Person
Bible Study Groups**



**Online
Bible Study Groups**

"The stone the builders rejected has become the cornerstone; by the LORD has this been done; it is wonderful in our eyes."

Psalm 118:22-23 (NABRE)

FRONT

A Four Part Method



Part 1
Daily independent study guide with individual lessons.

Part 2
Small group sessions at the weekly meeting.



Part 3
Spiritual reflections connect scripture with everyday life.

Part 4
Commentaries written by Catholic theologians.



“ The Cornerstone Catholic Scripture Study is a group of faith-filled men and women hungry for the Word of God. Their enthusiasm for God's Word is infectious! For anyone looking for an in-depth, in-person (with Zoom option) Catholic Scripture study, The Cornerstone is an excellent choice.

- Dr. Mary Healy



TheCornerstoneScriptureStudy.org

BACK

New Rack Card

- New look, still 100% The Cornerstone.
- Consistent branding with the website.
- Now advertises Online Bible Study groups in addition to In-Person Bible Study groups.
- QR Code that you can scan to visit our website.