Prepare Your Church for Coronavirus (COVID-19)

A WEBINAR BY

Ministry Brands®

Welcome

Please take a moment to locate the **chat window** 💬 at the bottom of the Zoom Webinar controls. Feel free to say hello or ask your first question using the Q&A feature.

Introductions

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Customer Experience
Worship Team, Life.Church

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Crisis Communications

Legal Disclaimer

This webinar is not intended to be a substitute for professional medical advice. The presenters are not experts in epidemiology or healthcare professionals. We expressly disclaim, and by your participation in this webinar you acknowledge and agree, that the presenters and their affiliates will have no liabilities or obligations to you in any way in connection with this webinar

The World Health Organization (WHO) and the Centers for Disease Control (CDC) are monitoring the situation in real-time, and while much is still unknown about how the virus spreads, both organizations have issued guidance for preventing exposure to respiratory illnesses, as well as planning considerations for places of business. It is our position that these organizations are the best resources for up-to-date, science-based information about the Coronavirus disease. We share links to some of this information below.

Coronavirus (COVID-19) Resources:

- World Health Organization https://www.who.int/emergencies/diseases/novel-coronavirus-2019
- Centers for Disease Control and Prevention https://www.cdc.gov/coronavirus/2019-ncov/index.html
- Find rolling updates on the virus, workplace readiness, basic protective measures, and press briefings
- Find information for businesses, interim guidance, and frequently asked questions about the virus
- Denominational and Church Organization sites

Our Goal is to Help You *Be* the Church

How to leverage technology to keep your ministry connected during the Coronavirus (COVID-19) outbreak, especially as you adjust plans for Easter.

⚠️

State of the virus

- Churches in the headlines
- Cancelation of public gatherings—no more than 50
- Navigating the uncertainty
- Easter is coming

State of the Church

🎉

- 40% more given this past Sunday than last year
- Streaming quadrupled to 288,000 viewers (up from 88,000 just a week before), with 158 churches going live over the weekend and 618 gearing up
- # of churches that started receiving gifts online
- # of churches that started texting their congregations

5 Rules for Church Communication in a Crisis

1. Have your team in place—stop and plan (think both short and long term)
2. Identify and know your audiences—elderly, families, young adults, etc.
3. Establish multiple channels of communication, but with a united message
4. Communications need to be ongoing and two-way
5. Don't make the situation worse—we're responding out of love, not fear

What we plan to cover

Coronavirus may impact your ministry; technology can be helpful during this challenge

- Streamlining mass communication
- Providing remote work opportunities
- Using live streaming
- Adopting and encouraging digital giving
- Updating website and social accounts
- Connecting with a church app
- Wrap-up with Q&A and breakout rooms

The potential impact of Coronavirus (COVID-19) on ministry

- Service, event, and outreach cancellations
- Less engagement
- Stretched staff resources
- Remote work required
- Donation lapses
- Changes to usual Easter ministry

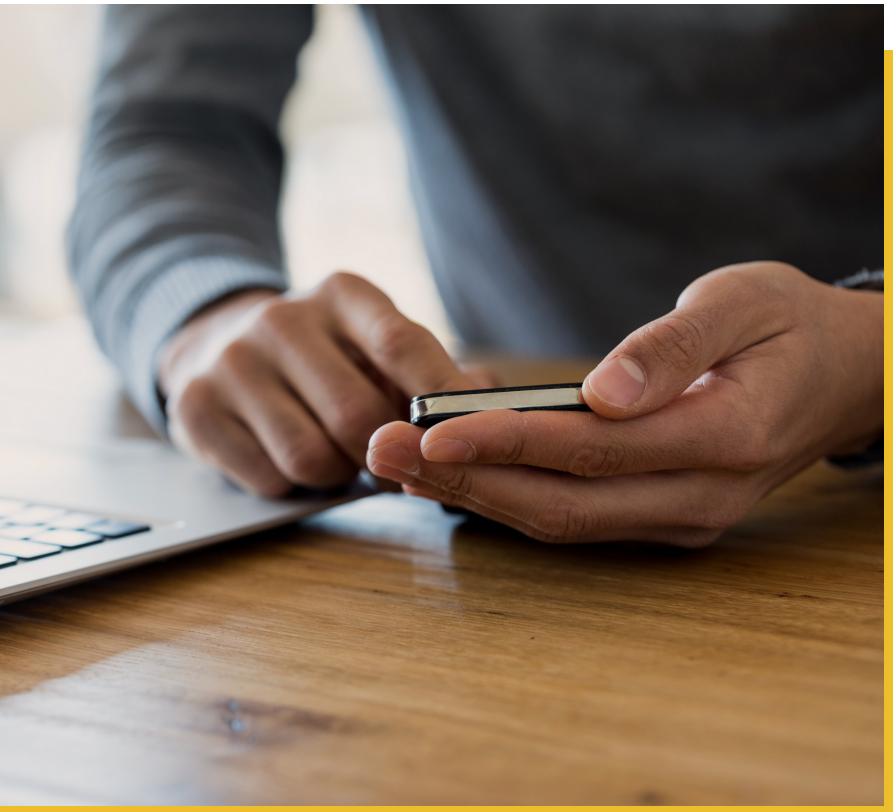
So, how can you leverage technology to navigate these challenges?

1. Streamline Communication

- Church management software with a mass communication system
- Go beyond email and use text and voicemail to ensure your notifications are seen and heard

5 Reasons to Go Beyond Just Email

1. People spend up to 9 hours per day on their phones
2. The average person checks their phone 80x a day
3. 75% of people prefer to receive a text message over an email
4. 98% of text messages are opened
5. 99% of texts are read



Use Integrations to Minister from a Distance

Ideally, use a communication tool that allows you to:

- Send mass and targeted SMS texts
- Make phone calls – recorded messages
- Send emails
- Integrate with church database systems, social media accounts, RSS feeds, panic buttons, and more

In Support of Your Ministry

Keep ministry lines of communication open during the U.S. outbreak

We're offering churches **mass communication** tools **free for 30 days.**

Join us in a breakout session after the webinar
or email CareTeam@ministrybrands.com
to learn more.

2. Consider Providing Remote Working Opportunities

- Church staff should preemptively figure out how to accomplish as much of their jobs as possible remotely
- Most church management and accounting platforms are cloud-based
- Increase your daily communications

Free Resources for Remote Work

- Zoom video conferencing
- Google Teams, Hangouts, Meetups
- Free versions of Asana, Trello, etc. for digital task management
- Group chat / work platforms (Slack, GroupMe, etc.)
- File sharing cloud-based applications: Dropbox, Box

3. Start Live Streaming Church Services

- Live streaming can be used to keep the church connected
- Reach those avoiding or minimizing public contact, especially seniors
- It can be set up quickly with a smartphone
- Social platforms like Facebook Live can be used immediately, however, you will want to offer multiple channels

Tips for getting started & helping people tune in

1. Choose how to capture video
2. Think through production
3. Connect your video feed
4. Push your video live!
5. Make it easy for people who are less tech-savvy

In Support of Your Ministry

Keep services running smoothly

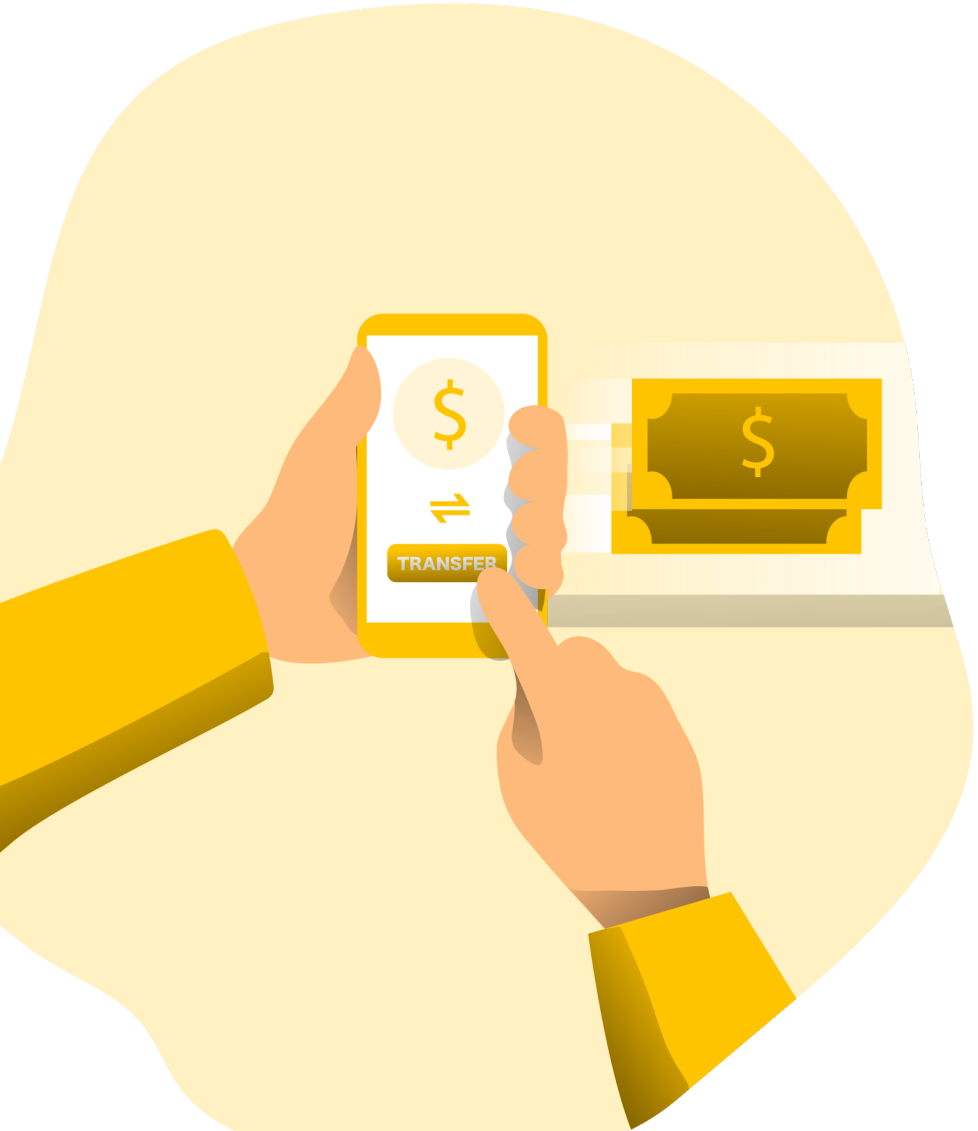
We're offering **90 free days of Church Streaming**. Our premium product is very stable compared to free platforms and built just for churches.

Join us in a breakout session after the webinar or email CareTeam@ministrybrands.com to learn more.

4. Launch & Relaunch Digital Giving

- Giving is an act of worship
- Educate your church on the benefits and security of digital giving
- If you don't have digital giving, now is a good time to add it into your contingency plan
- Encouraging Relief and Restoration offerings
- Make plans for a very different Easter collection
- Make sure your vendor can handle anticipated volume—digital giving increased +40% over the same Sunday last year

Encouraging Digital Giving



- Share your giving options often via email, social media, on your church website, and other online places
- Include the link to your giving page and step-by-step instructions on how to set up an account
- Use branded donation pages to promote a familiar giving experience

Encouraging Digital Giving

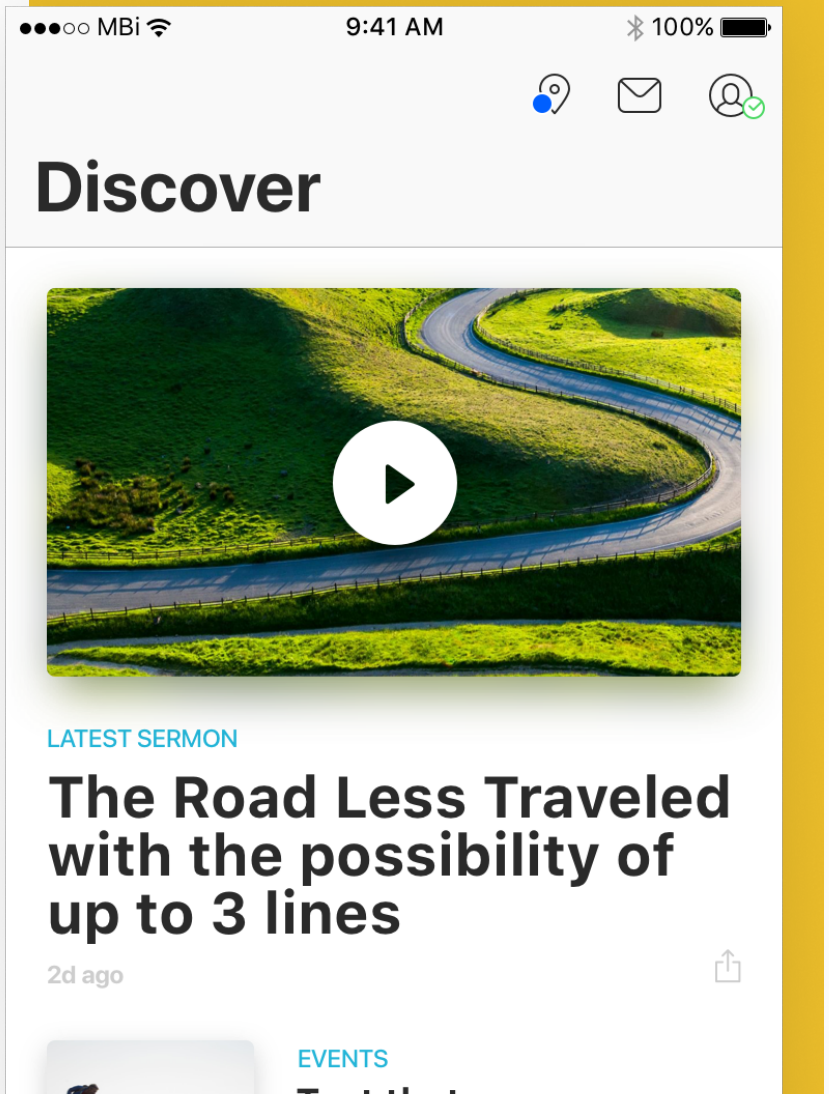
- Adopt new giving options for people to donate using their phones (like mobile apps or text giving)
- For older generations, speak to the security measures your platform has in place, helping them understand there is minimal risk of fraud
- Be more direct than ever; Christians give in a crisis, make sure they know where and how

Teaching Older Donors

- Create a **short video** that clearly teaches how to give online or use text giving

- **Designate a staff member** to communicate with them in real-time as they go through the process

Connect with a Church App



A church app can be helpful in the following ways:

- Submitting and responding to prayer requests
- Viewing and listening to sermons (live & recorded)
- Donating right from a phone
- Seeing push notifications with urgent announcements
- Watching video content with kids

If your leadership is interested in a church app,
MinistryOne is a great solution.

In Support of Your Ministry

We're offering **free text giving and a free mobile app** to churches considering disruptions ministries experience as a part of the Coronavirus outbreak. Let us know if this is something your church could use.

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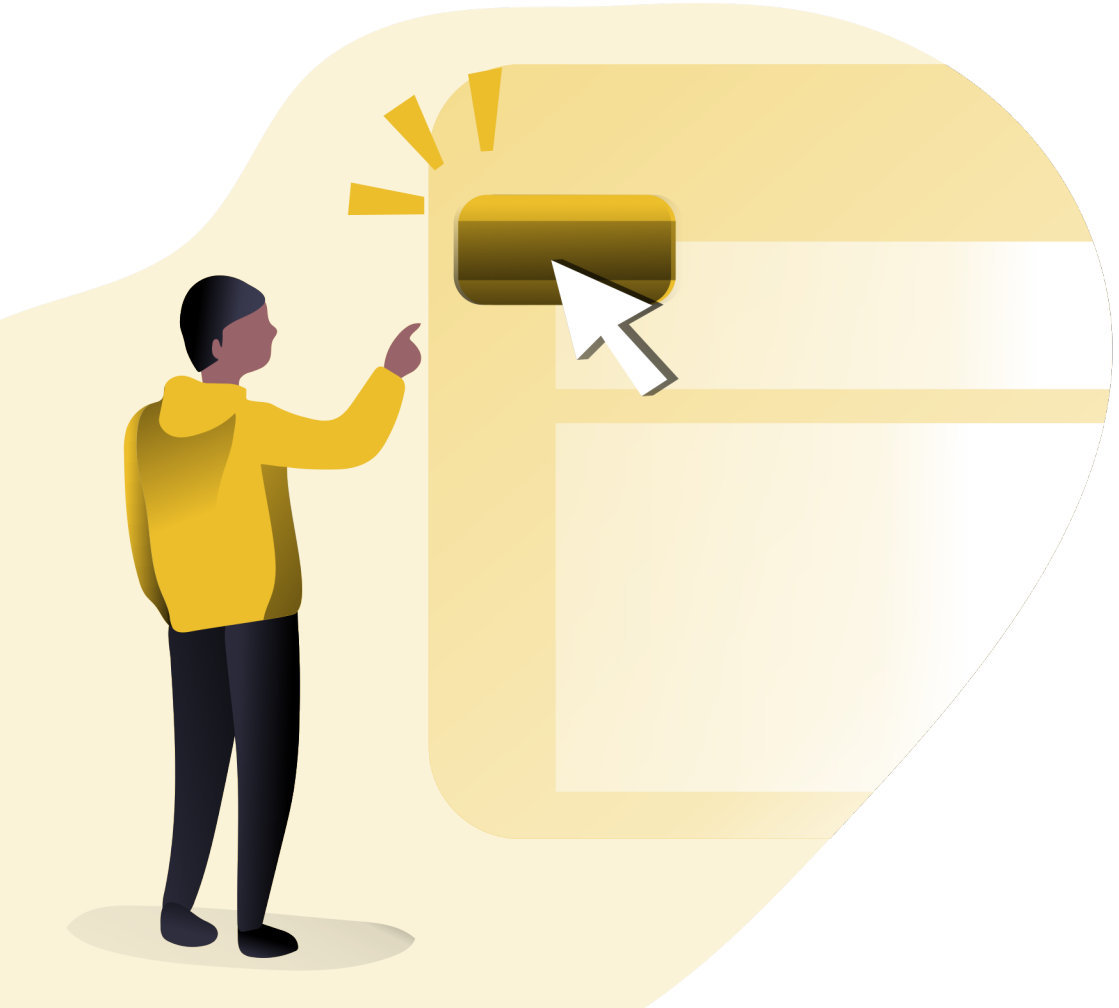
5. Update Your Website and Social Accounts

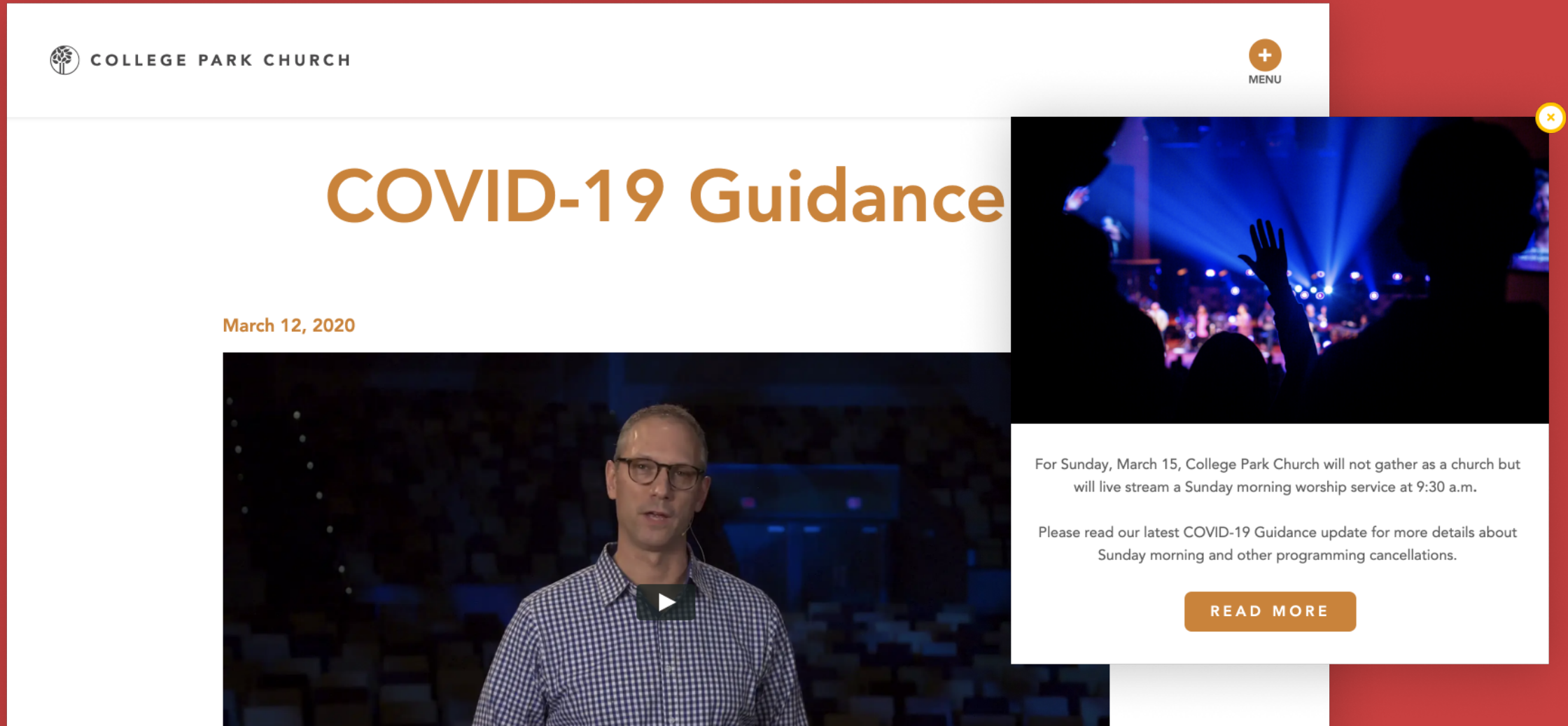


- Add an **alert banner** that links to your latest news regarding COVID-19 or upcoming services
- Add a **pop-up message** for the same purpose
- Create a **landing page** (or update your homepage) with important information

Information You Can Include on Your Landing Page

- Forced closures
- Government resources (links to consider include Centers for Disease Control and Prevention and your local Department of Health)
- A link to your live stream
- Digital giving instructions
- A video message from your pastor

Great Example of a Banner Alert and Landing Page



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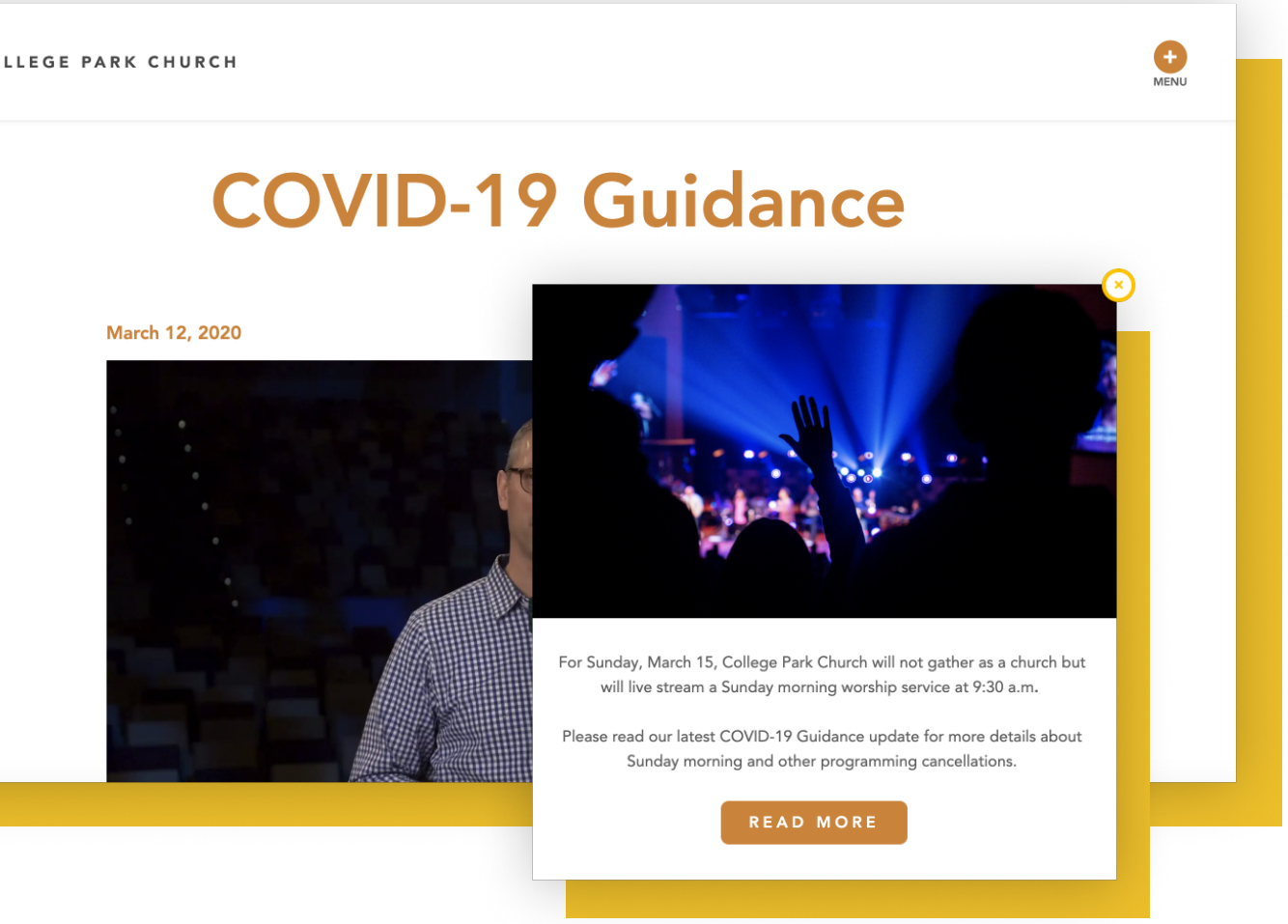

College Park is updating this page as needed

Not sure how to do this? Connect with your website team or provider to see what can be accomplished.

Share news on social media

- Post notices to your social media accounts
- Once your site is updated, link directly to your landing page

Create video messages

- Keep your video under 2 minutes
- Limit the number of announcements you have
- If you choose to add a bumper at the beginning, keep it short
- Speak to your target audience. Know who is in your congregation, and speak in ways that they will understand
- Share your video on your church website, social media platforms, and send it out as an email, too

What to be Thinking About Now!

- Kids are home for the next 8+ weeks…what are they watching and doing?
- Parents are home with kids for the next 8+ weeks too…
- How will you coordinate outreach to those who are impacted—spiritual and legal concerns?
- What communications plan do you have in place to help bring peace to the elderly?
- Each denomination has online resources—Book of Common Prayer, Hymnals, Devotionals…make sure people can access as the Church goes online and in homes

Thank You

The mission of the Church is to share the love of Christ and the hope of the Gospel. We're committed to providing tech solutions to support the decisions you make during the COVID-19 outbreak.

Join us in the following breakout sessions to learn more about the free tech mentioned during this webinar

Breakout Sessions

Live Streaming

Online Giving & Mobile App

Mass Communication

Join our Facebook Group

- Connect with other ministries
- Access free resources
- Tap into instant support

We'll give you a minute to join

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Final Disclaimer

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