

Digital Ministry, Virtually Free:

Virtual Ministry
on a Shoestring Budget

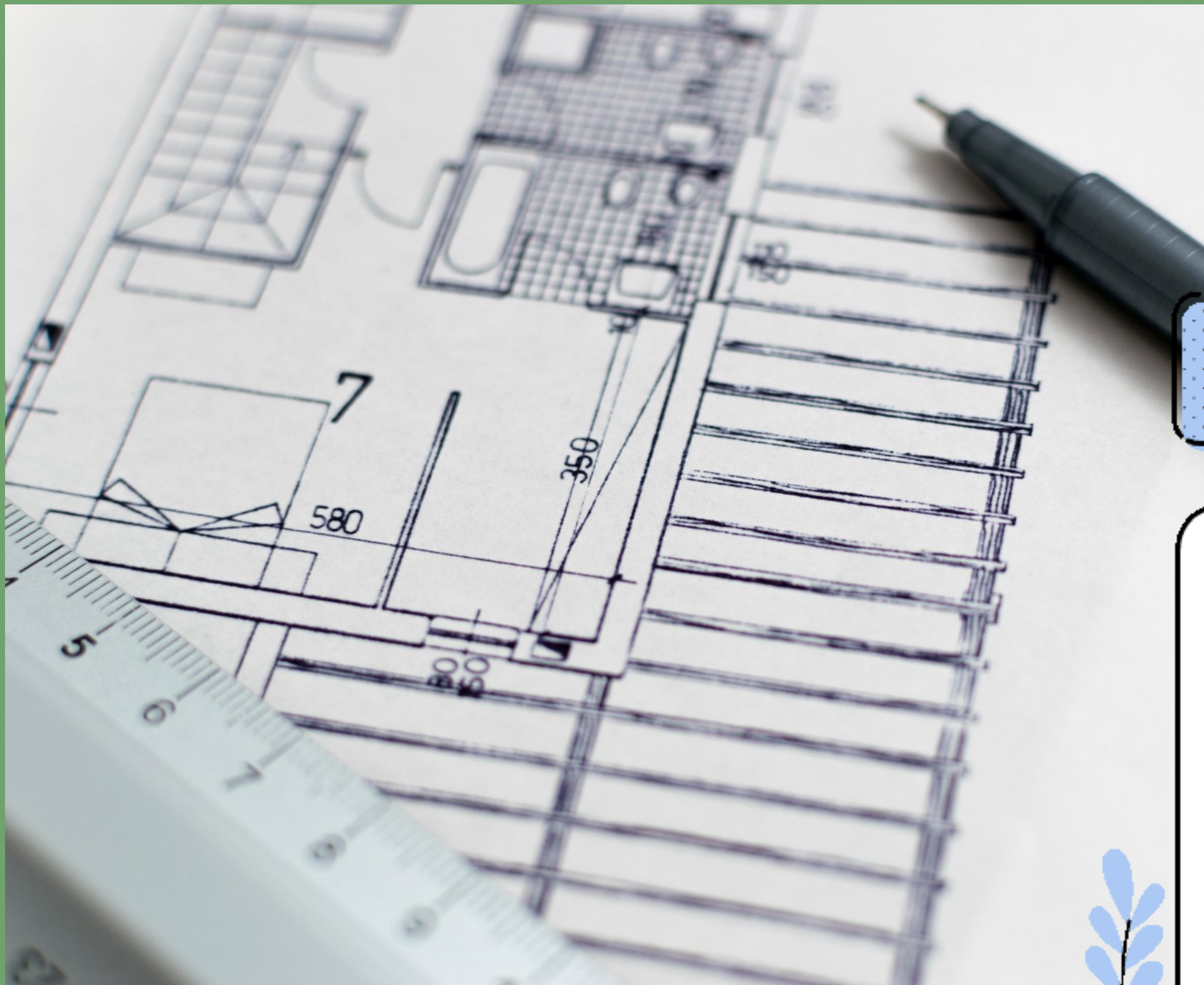
Rev. Ruth A. Popkin

"Today's ministry leaders must be networked leaders. We must be bilingual, speaking both the language of groups and the language of networks, and be able to help our faith communities engage networks of networks, within and beyond our doors in both local and digital gathering spaces."

- *The Digital Cathedral*, pg. 60

What would your church
post online this week
if your Sunday service
did not exist?

Digital Gathering Space



We are building a

Like building a physical gathering space, we need a variety of components to build a digital or virtual gathering space.

- Purpose/Goal
- Construction Crew
- Budget
- Blueprints
- Tools
- Framing/Scaffolding



Why are you going virtual?

- Think about your motives & be honest
- A coffee shop is different from a church
- What makes you unique?



Who is your crew?

In your context, is doing virtual ministry:



A Solo Endeavour?



A Team Sport?

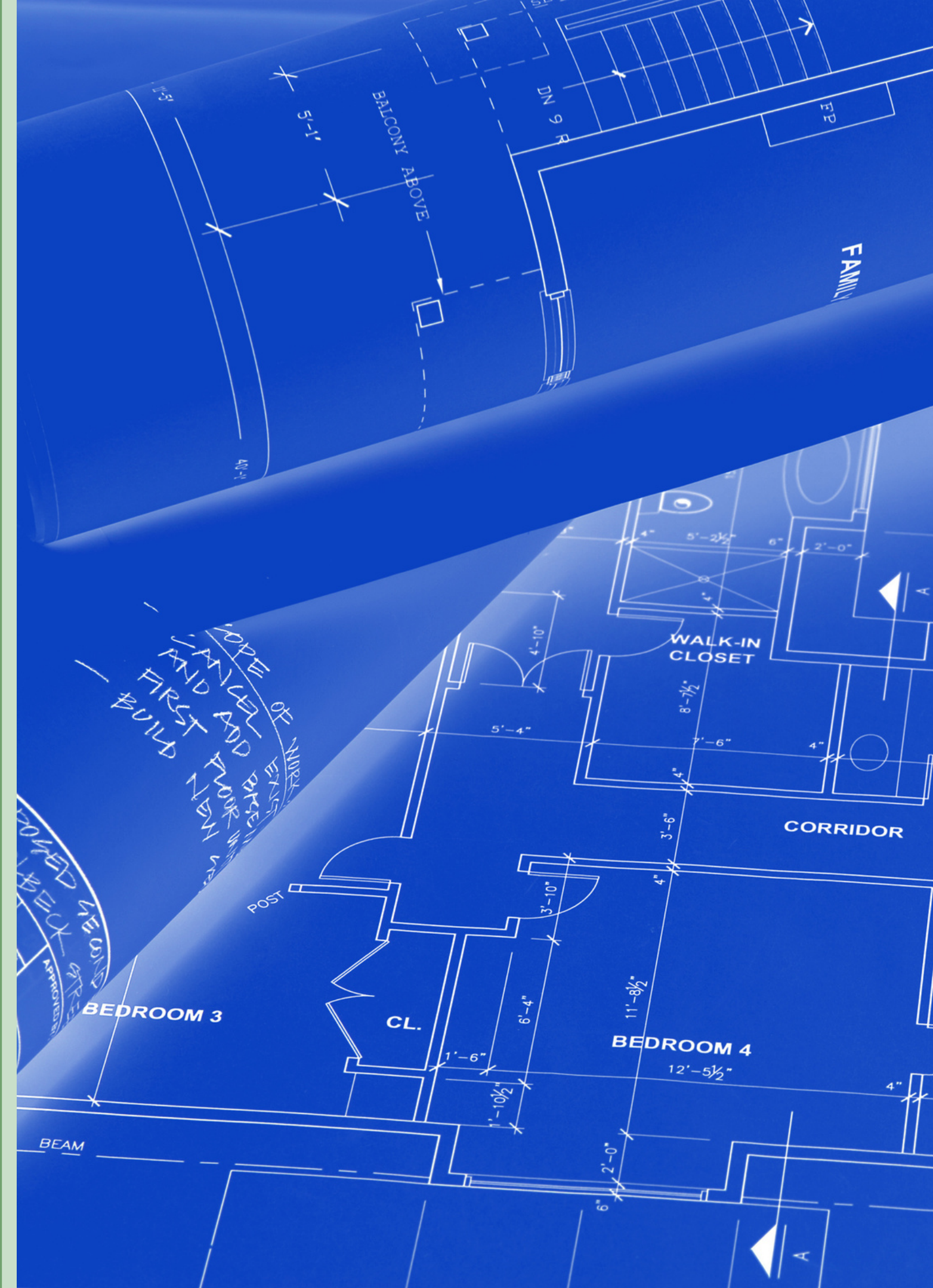


Even on a shoestring budget, there are costs to be considered:

- Limited program costs?
- Trainings?
- Website hosting costs?
- Limited premium materials?
- Administrative costs?

Blueprints? Planning your posts.

- Choose which platforms you plan to use.
- Determine the type of content you want to share
 - Video
 - Text post
 - Graphic
 - Short form vs. long form
- Consider how often you want to post/interact.





Tools of the Trade

- Are you going to create your own content?
- Are you going to reuse other materials? Do you have permission?
- Are there any things are you are going to purchase?

Your Most Important Tool



Creating Your Own Content



- An all-in-one graphic design program.
- Contains a selection free backgrounds, photographs, videos, music, templates, & other elements.
- Non-profits are eligible for a pro account at no charge, but you must have a "group exemption" letter from the umbrella organization (ELCA churches check out the Office of the Secretary on ELCA.org)



Courses >

Canva 101
Personal branding
Social media mastery
Graphic design basics
Branding your busin...
Presentation to impr...



Tutorials >

Getting started
Designing
Creating videos
Presenting
Canva Pro
Canva for Education



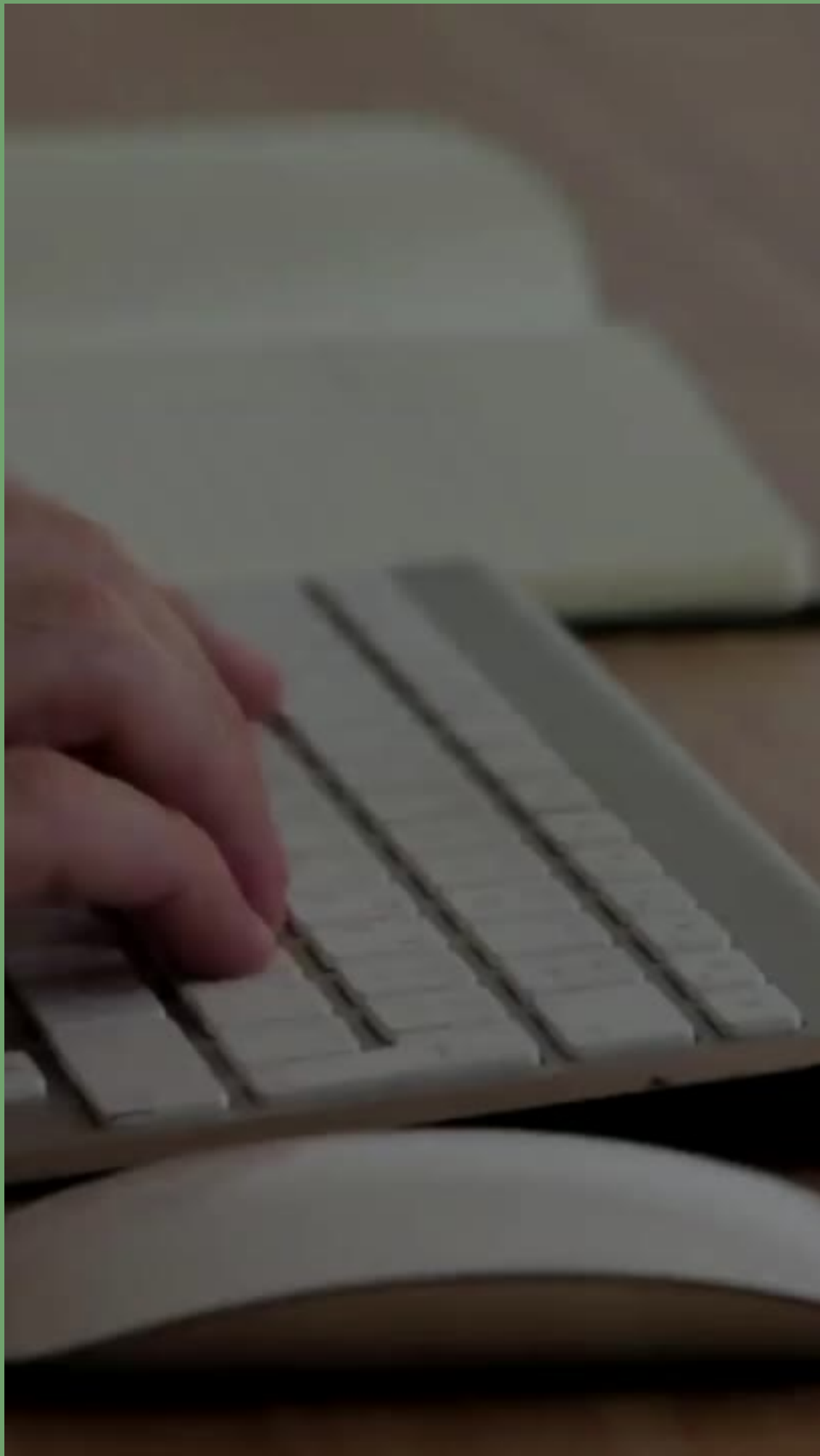
Blog >

Design
Marketing
Branding
Nonprofits
Teachers & students



pixabay

- Free media, without attribution, even for commercial purposes.
 - Images
 - Illustrations
 - Video clips
 - Music
 - Sound Effects
- These are the building blocks of creating your own design.
- There is an app within Canva that connects the two programs so that you don't have to download & upload.



Other Free Graphic Design Tools

VistaCreate -
<https://create.vista.com/>

- Similar to Canva, also has free non-profit pro account with application.

Pexels

www.pexels.com

- Similar to Pixabay, but attribution is required.

BenSound-
www.bensound.com

- Great collection of royalty free music, but attribution is required.
 - How to attribute is right at the top of the FAQs

Videvo

www.videvo.net

- Selection of royalty free videos.

Where do the ideas come from?

prochurchtools.com

- Blog with extensive free tools to help your church grow your digital presence.
- Features ideas across various digital mediums.

RETHINKCHURCH [®]		
Lent 2021		
Photo-a-Day Challenge		
February	March	
2/17 - Covenant	3/1 - Spoke	3/22 - Given
2/18 - Living	3/2 - Words	3/23 - Sustain
2/19 - Sign	3/3 - Steadfast	3/24 - Weary
2/20 - Remember	3/4 - Labor	3/25 - Wakens
2/21 - Celebrate	3/5 - Rested	3/26 - Gave
2/22 - Walk	3/6 - Honor	3/27 - Together
2/23 - Name	3/7 - Celebrate	3/28 - Celebrate
2/24 - Everlasting	3/8 - Thanks	Holy Week
2/25 - Call	3/9 - Endures	3/29 - Dark
2/26 - Bless	3/10 - Gathered	3/30 - Removed
2/27 - Rise	3/11 - Healed	3/31 - Loved
2/28 - Celebrate	3/12 - Delivered	4/1 - Following
	3/13 - Wonderful	4/2 - Reached
	3/14 - Celebrate	4/3 - Why
	3/15 - Days	4/4 - Celebrate
	3/16 - Coming	
	3/17 - New	
	3/18 - House	
	3/19 - Write	
	3/20 - Teach	
	3/21 - Celebrate	

Each day during Lent, we will post a word of the day. We invite you to pause, reflect and post a response on Instagram, Twitter or Facebook. Your post should illustrate how you perceive each word of the day. No explanation needed.
You can share a photo, poem or even a simple thought.

What is going on in the world?

- Use current events inform your posts.
- Advocacy & Engagement.
- Consider using feeling words.



ReThink Church

from the United Methodist Church

- Considerable ideas meant to help grow new understandings of what church is.



Video & Live Streaming Resources

Streaming Software

xSplit Broadcaster

- All-in-one broadcasting program.
- Once setup, it is very easy to create basic "Start Streaming" instructions.
- A basic license covers most of what the average <100 average worship attendance congregation will need.

OBS

- Free broadcasting program, but does require someone with computer know how/experience.

Video Editing Software

For Windows Users

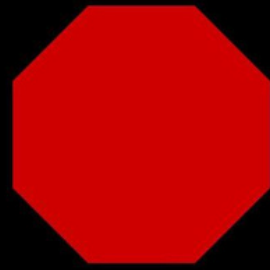
- Movie Maker
 - [Available for free, but pro is only \$14.99]
- VideoPad
 - Completely free
 - Basic, intuitive interface
 - Great for beginners.

For Apple Users

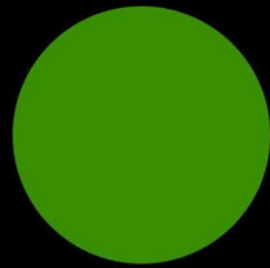
- iMovie
 - Comes standard with any Macintosh computer.
 - Very user friendly interface.

A Few Helpful Hints

The 3 Benchmarks Of Social Media For Churches:



1. Stop the Scroll



2. Start meaningful conversations



3. Provoke spiritual practice



Framing the Space



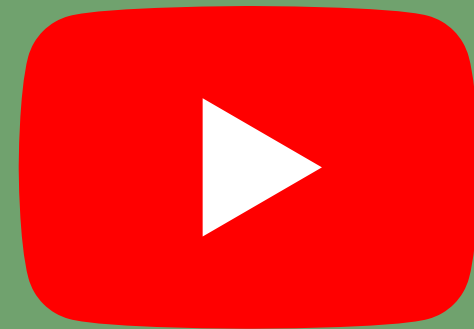
- Now that you have content, where are you going to share it?
- How are you going to reach your target audience?
- Remind yourself of your initial plan.
 - The who, what, when, where, why, & how.

Potential Audiences



- Most popular across generations
 - 70% - 18-29yo
 - 77% - 30-49yo
 - 73% - 50-64yo
 - 50% - 65+

[Pew Research Center]
- Most use it to keep up with family & friends, and those institutions that mean something to them.



- Most popular with younger generations
 - 95% - 18-29yo
 - 91% - 30-49yo
 - 83% - 50-64yo
 - 49% - 65+

[Pew Research Center]
- Video content is versatile in that it gives social media users options to:
 - Watch and listen
 - Watch with no sound
 - Listen only to the audio



- All generations prefer to post images to any other media type.
 - 71% - 18-29yo
 - 48% - 30-49yo
 - 29% - 50-64yo
 - 13% - 65+

[Pew Research Center]
- Hashtags allow for easy tracking of mentions and reach.



- Broadest Base with 3.9 Billion active users
 - 90% - 15-24yo
 - 94% - 25-44yo
 - 90% - 45-64yo
 - 84% - 65+

[Statistica.com]
- Folks check their email from almost anywhere, especially with smartphones.

Other Potential Avenues



Final Thoughts

- No matter what route you choose to go, do it well.
 - If you are a smaller group of folks or even just a single individual taking this on, only bite off as much as you chew.
 - Folks will notice if you do one thing really well or several things poorly.
- Don't copy another church's/ministry's style. The world doesn't need another one of that church/ministry; the world needs your church/ministry.
 - Be unique and be authentically you.