

Being Digital Church After the Pandemic

What's Next

REV. KEITH ANDERSON FOR SEPA SYNOD

The Coming Church Split (It's Not What You Think)

For a lot of pastors *[sic]*, online church lies somewhere between a necessary evil, an unfortunate necessity, or a service they offer that's an option for people who can't get there for the "real thing." In all likelihood, those church leaders are going to have a difficult future ahead of them.

There's a smaller group of pastors and leaders, though, who are fully embracing a hybrid church model: deciding to become 100% physical and 100% digital.

They see digital not as an 'accommodation', but as both real ministry and an abundant opportunity. Forward-thinking pastors realize that the best answer to the question "Should ministry be digital or physical?" is "Yes".

**Covid
Accelerated
Everything.**



The Changing Church Office

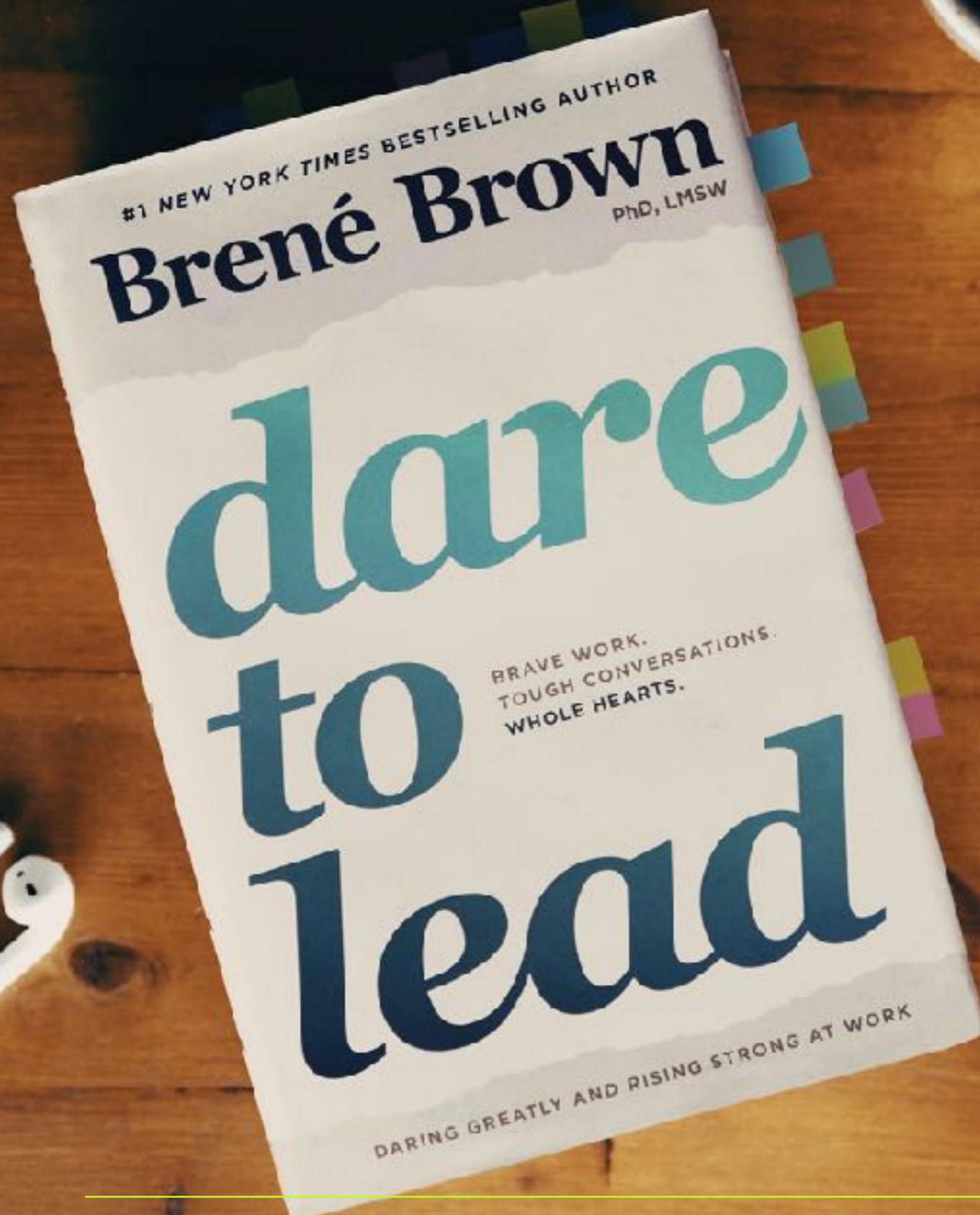
INSTITUTIONALIZING OUR PROGRESS





Increasing Digital Capacity

- Professional Leaders: use continuing education time/ resources to learn digital skills
- Current Staff: provide training that covers the “why” as well as the “how”
- Enlist volunteers to help with digital tasks, but be selective
- Seek new staff/contract workers to fill in the caps and take the burden off
- Invest in digital like you did print

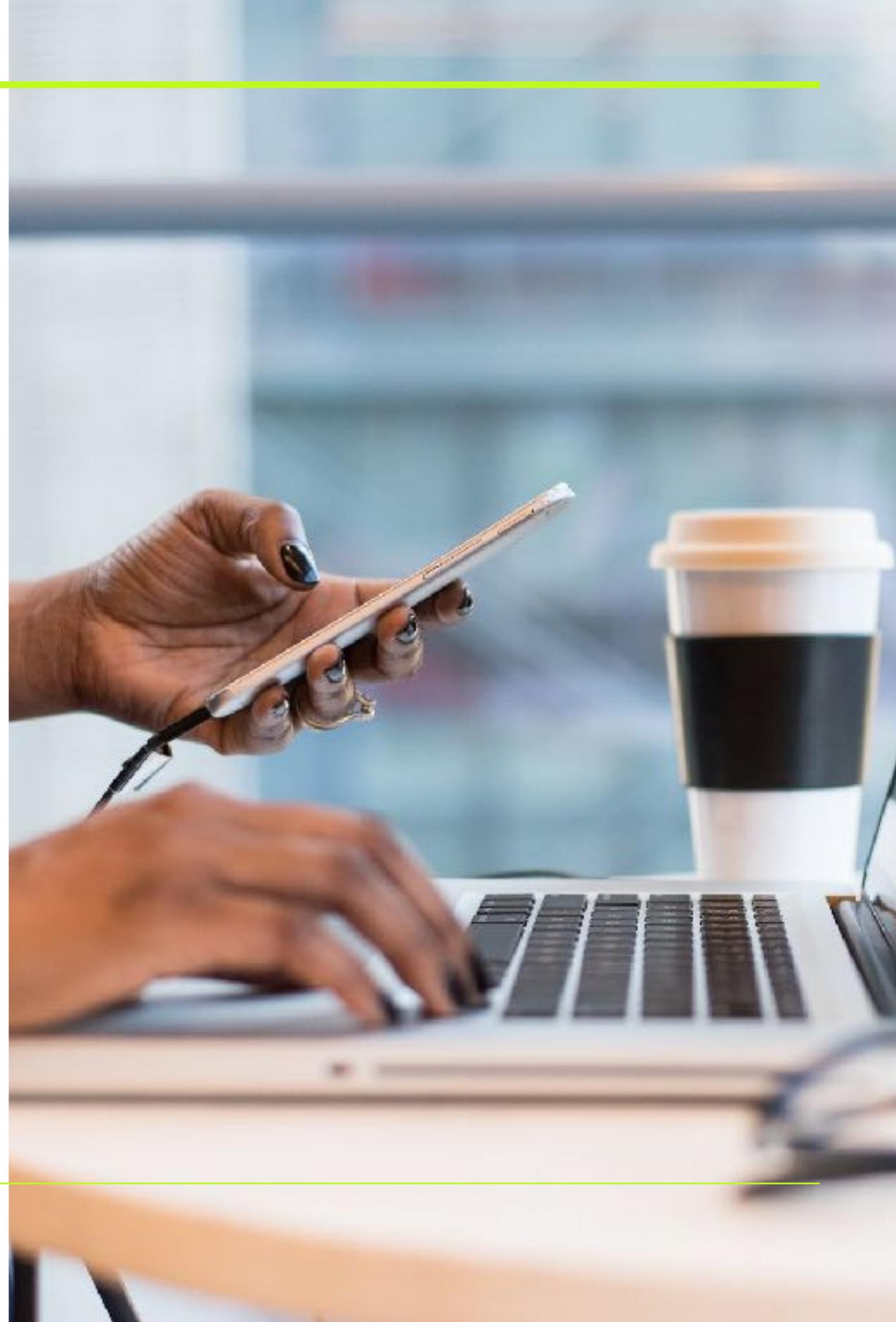


Adaptive Change: Dare to Lead

- Change in the digital age is fast and this can evoke stress, anxiety, and worries about relevance
- We need to build staff and church cultures that are resilient, honest, brave, and courageous, and normalize failing fast and iteration
- Highly recommend Dare to Lead by Brené Brown as a staff or leadership book group. There are great supplemental resources on Brown's site.

Case Study: Digital Comms Specialist

PHOTO: WOMEN IN TECH CHAT // WOCINTECHCHAT.COM



Job Responsibilities

- Collaborates with pastoral team to prepare **materials for worship services** such as PowerPoint presentations, announcements, and materials.
- Maintains, oversees, and frequently updates the **congregational website** (hosted on Squarespace) and the **cemetery and preschool websites** (hosted on Weebly).
- Creates content for and updates UDLC's **social media** sites (currently **Facebook, Instagram, and YouTube**).
- Manages **Microsoft Office 365, Teams, and SharePoint** technology, and supports the adoption of it by training staff and committees on using the technology.
- Maintains the membership information on our **cloud-based church database** (Breeze) by ensuring member records are up-to-date, using the group communication features such as the calendar and groups functions, and exploring other features that will support UDLC's mission.
- Creates **graphics** and other media for communications and publications using Canva.
- **Supports the ministry staff and committee leaders** in using technology such as Zoom, SharePoint, and other communication tools.
- Helps implement new technology in meeting spaces that allows for virtual participation.
- Prepares periodic congregational mailings for stewardship and other campaigns.
- **Advises the pastoral team** and staff on opportunities to improve and streamline communication processes.

20 HOURS A WEEK POSITION

Outfitting Spaces for Hybrid Gatherings

- Improve Wi-Fi
- Mevo Camera / Portable Speaker
- Designated Photographer or Live Streamer
- Install Video Conferencing Equipment for Meetings and Formation
- Post Materials Online

INSTITUTIONALIZING OUR PROGRESS



Goal: A Digital Church Campus

MANY WAYS TO CONNECT AND BELONG



White Rock UMC, Dallas Texas

Join us for In-person, outdoor worship! | [Reserve your spot now!](#)



[LENT](#) [ABOUT](#) [DISCIPLESHIP](#) [MINISTRIES](#) [EVENTS](#) [BLOG](#)

[ONLINE WORSHIP](#)

[GIVE](#)

WHITE ROCK UNITED METHODIST CHURCH

LIVE LOCAL
WORSHIP LOCAL
SERVE LOCAL



Waiting for images.squarespace-cdn.com...

WRUMC.ORG

Society of St. John the Evangelist, Cambridge, MA

Monastic Wisdom *reflections*

On topics central to our Christian faith, these longer reflections hope to deepen our understanding and experience of "the hope that is in us." Share one in your prayer group, or delve in on your own. Available to read and view online, or download as a PDF.



I Will Take You To Myself



Why Monks Matter



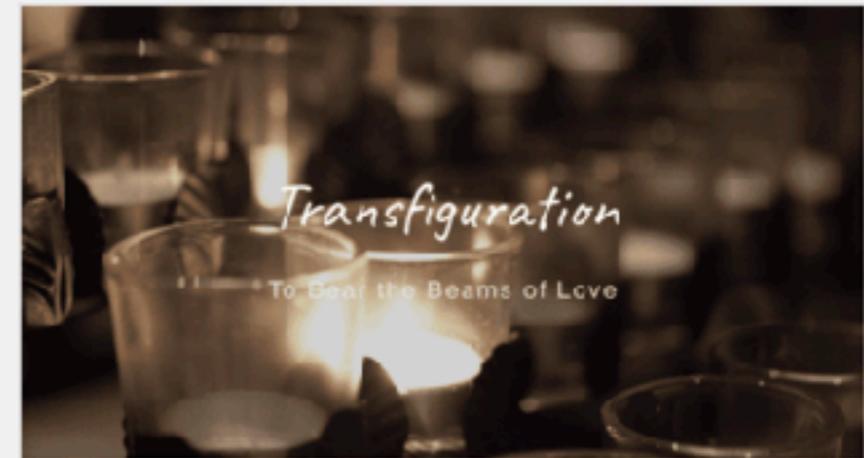
Angels in the Architecture



Reflection: Retreat



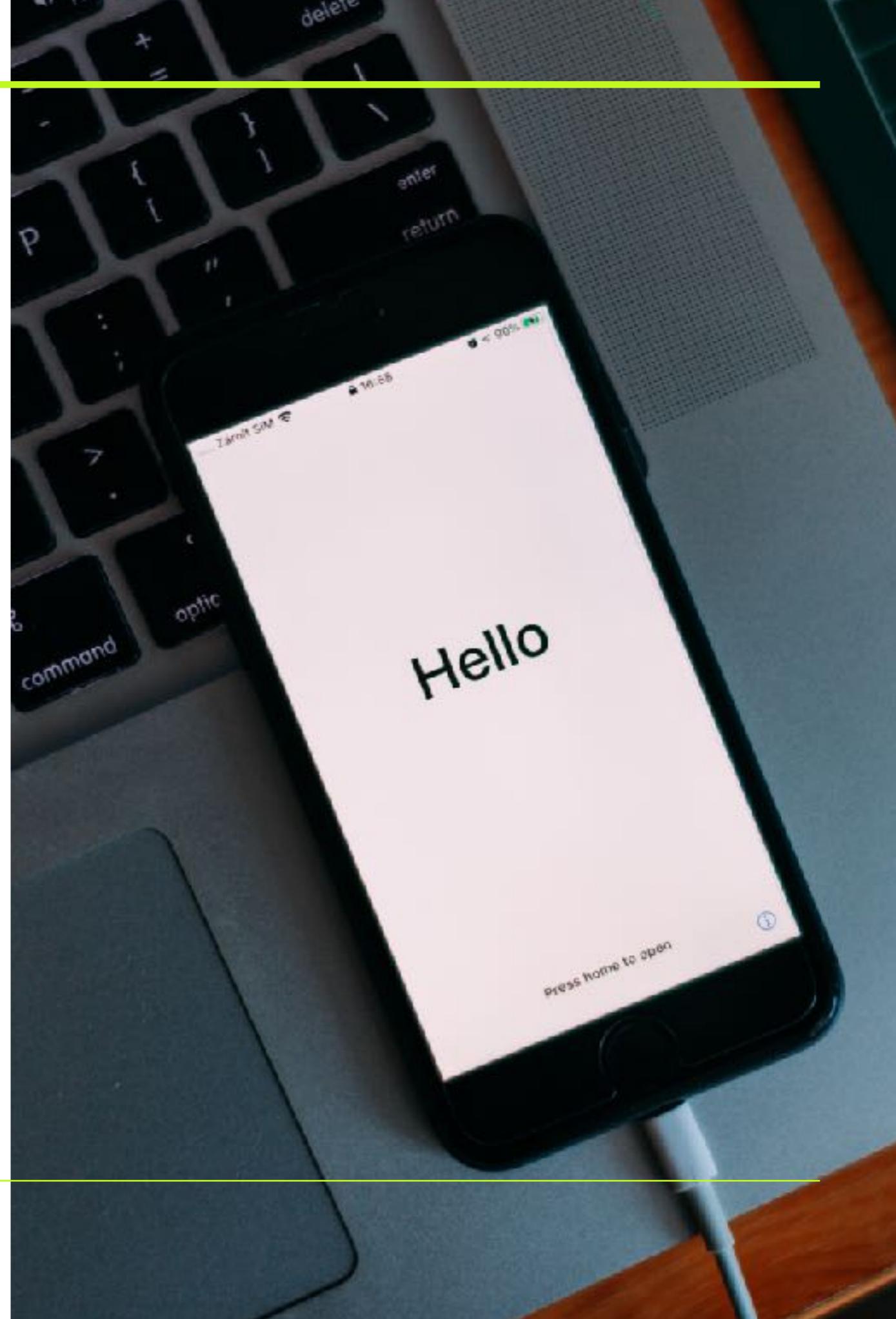
Reflection: Pilgrimage

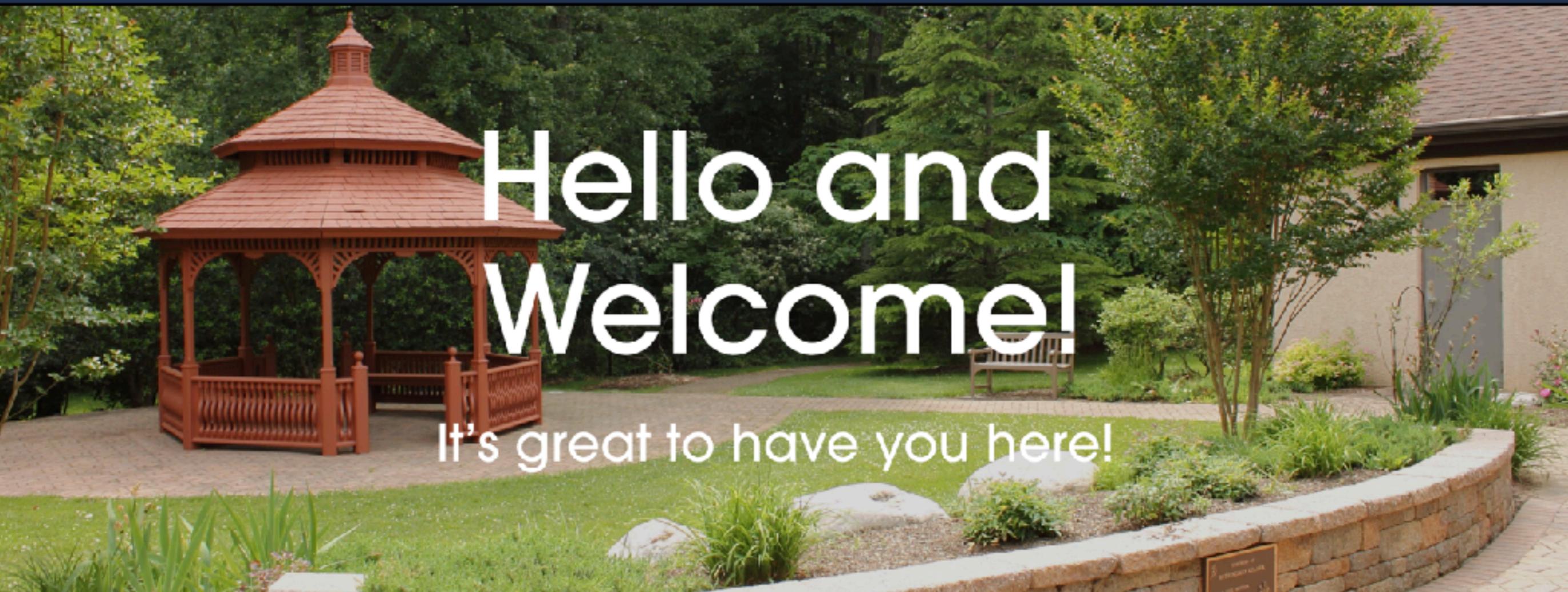


Monastic Wisdom: Transfiguration

Digital Welcome and Membership

MANY MODES OF BELONGING





Hello and Welcome!

It's great to have you here!

We're grateful to be connected.

We recognize that people relate to our church in many different ways, including online. Your presence really matters to us and we want to you know that you belong and we are excited to connect and support you in your faith journey. Whether or not we ever meet in person, we want you to know that you belong at UDLC.



Creating New Categories

Membership Cancel Save

Membership Status

- Full Member
- Baptized Member
- Non-Member

Participation

- Member-Active
- Member-Inactive
- Non-Member Attendee
- Non-Member Wishes to join
- Non-Member Prospect
- Non-Member Friend
- Non-Member Visitor
- Non-Member Livestream Attendee
- Non-Member Participant
- Deceased

The Gift Economy

“Although I’m in charge fundraising and communication, 95 percent of my job is figuring out how to give away the brothers’ wisdom. . . . How do we connect and give people wisdom that feeds them? If you understand you truly live in the gift economy and you’re truly giving away God’s gift for the sake of God’s love, then it flows back.”

- Jamie Coats, formerly at the Society of Saint John the Evangelist, Cambridge, MA

THE GIFT GOES AROUND

25th ANNIVERSARY EDITION

“No one who is invested in any kind of art can read *The Gift* and remain unchanged.”

—*David Foster Wallace*

The Gift



*Creativity and
the Artist in the
Modern World*

Lewis Hyde

“The best book I know of for talented but unacknowledged creators. A masterpiece.”

—*Margaret Atwood,*

LOS ANGELES TIMES BOOK REVIEW

Love Your Content

CONTENT STRATEGY



Two Minute Lutheran

What is a Lutheran? What do Lutherans believe? Pastor Keith breaks down the basics of the Lutheran tradition in a series of quick two-minute videos.

Introducing Two Minute Lutheran

Whether you are new to the Lutheran tradition, or just want to brush up on some of the building blocks of your faith, this series is for you. In this video, Pastor Keith introduces the series and lets you know what to expect.



Justified by Grace Through Faith

"Grace" is the most important word for Lutherans. It is how we understand God,



Faith in the Future

“Faith in the Future” is about equipping our church to understand and thrive in the 21st-century religious landscape by publishing ideas and hosting conversations with leading experts.

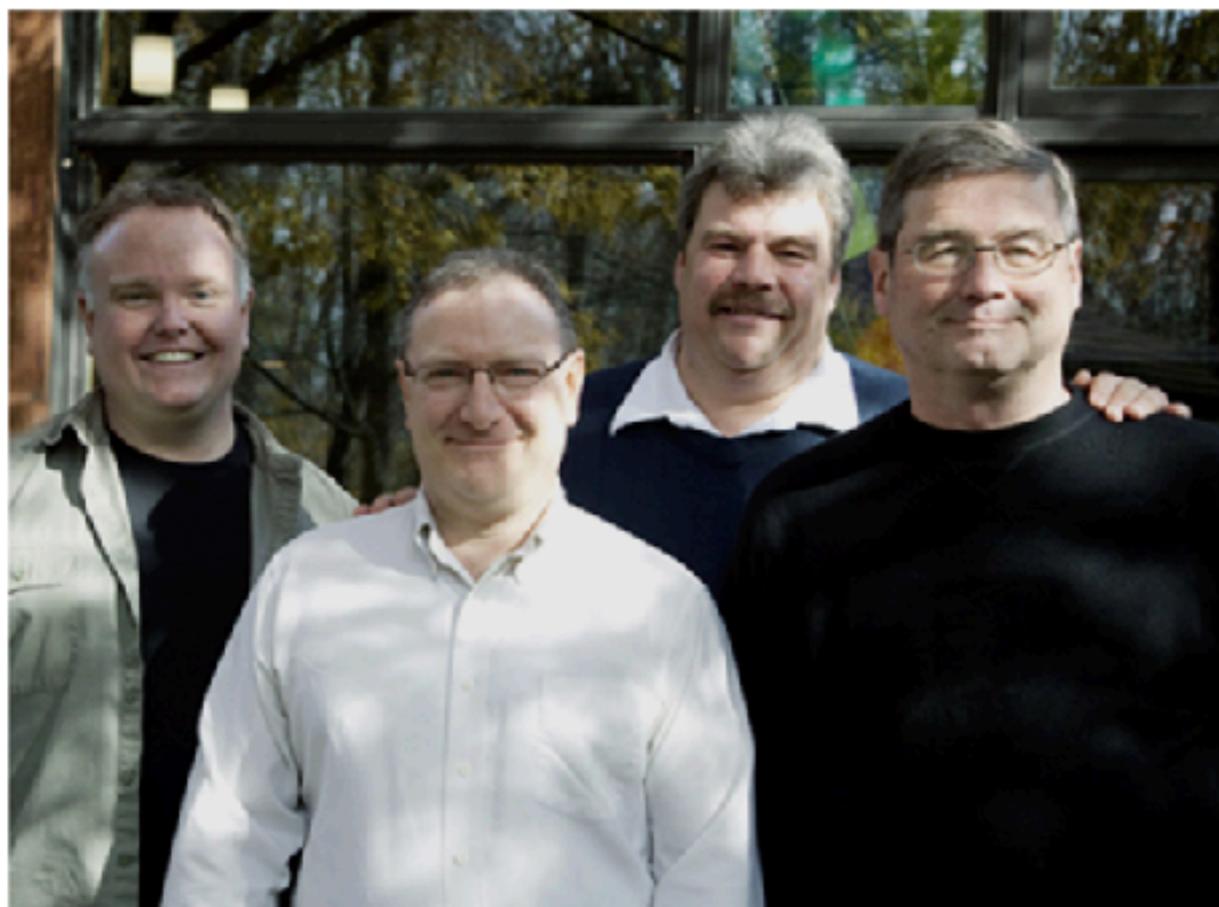
This title intentionally has a double meaning. We will be exploring what faith will look like in the future, and, at the same time, affirming our faith *in* the future—that is, in God's future and the opportunities that God has in store for our church and our ministry.

Faith in the Future • 3/22/21

Faith in the Future with Dr. Lisa Kimball and Rev. Tricia Lyons, Sunday, April 18th at 11AM

We will be joined by two of Pastor Keith's ministry heroes and favorite people, Dr. Lisa Kimball and The Rev. Dr. Tricia Lyons, who are among the most insightful, generous, and deeply caring leaders in the church today. They are both professors at Virginia Theological (Episcopal) Seminary. A married couple, they marry together the passion for faith formation (Lisa's





Our band, For the Spirit, has been leading worship at the 7:45AM and 9:00AM services for twenty-five years, playing popular contemporary Christian songs as well as their own original music. The band members are (from left to right): Andrew McMaster, Perry Wolfe, Doug Evans, and Gary Sprague.

Check out our selected music library below! You can find all your favorite For the Spirit songs on their [Youtube playlist](#).

FOR THE SPIRIT BAND

BLESSINGS

by Laura Story

Changed lives
change the World

UPPER DUBLIN LUTHERAN CHURCH

FOR THE SPIRIT BAND

ALL MY HOPE

by Crowder

Changed lives
change the World

UPPER DUBLIN LUTHERAN CHURCH

Faith With a Twist



What is Love?
We often associate love with being nice

Nice	Love
Stays on the surface	Goes deep
Reduces us to our lowest common denominator	A force multiplier
Can paralyze us	Is willing to wade into the mess
Papars over things	Reveals, holds and heals hard truths
Appearing mannered	Calls us to be brave and courageous and live the way of Jesus

"Jesus told the truth in love. He saw through to the heart of each person."

- PASTOR KEITH, SIXTH SUNDAY OF EASTER

Virtual Christmas Pageant



“
God is personal and deeply involved in the smallest details of our daily lives, and that God is the creator and shepherd of the vast, vast universe.

"Churches like ours, in this historical moment, and perhaps in every time, have a special call, a special obligation, to live in the way of Jesus, to grow in our understanding, widen our welcome, and to insist of respect, love, and justice."

— PASTOR KEITH
Fourth Sunday of Easter

JDL.C.ORG @UDLCAMBLER

4. Hone Your Practice of Digital Ministry

LIVING INTO OUR HYBRID REALITY



Arts of Digital Ministry

Offering Hospitality

Caring for God's People

Forming Disciples

Building Community

Making Public Witness



Repairing The Boat While We Are Sailing It

“This is a precarious and dangerous project, repairing and rebuilding the very boat which keeps us afloat. But of course it is even more dangerous simply to sit complacently in that boat as it sinks, or to oppose or otherwise obstruct those seeking to rebuild it. If it has gotten into waters which it cannot manage, something must be done.”

**This is just the
beginning.**

**START
HERE**