

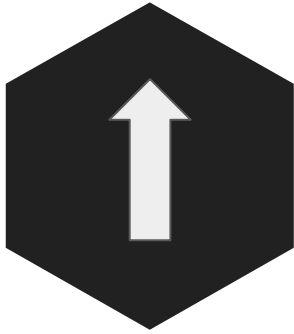
The Grand Canyon Synod
October 19th, 2021

Defining the Purpose:

Discerning the Why of Hybrid Ministry

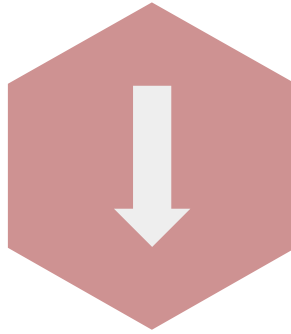
Grand Canyon Synod Fall Gathering

Three Sessions



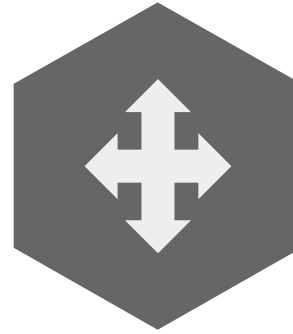
Session 1

Discern the purpose
9:15-10:45 AM



Session 2

Imagine possibilities
11:00 AM-12:30 PM



Session 3

Map out the change
1:30-3:00 PM



Instructor background

- Researcher and writer on intersection of tech and church
- Author of:
 - *Grace and Gigabytes: Being Church in a Tech-Shaped Culture*, available now from Fortress Press
 - *Crosswired: Navigating the Digital Reformation*, available Spring 2021

Session 1 Agenda (9:15–10:45 AM)

- **Defining hybrid ministry**
- **Focusing on feasibility**
- **Transition management insight: Liturgy and commemoration**
- **Hybrid ministry in the news**
- **GC Synod Example: Beautiful Savior Lutheran**
- **Independent reflection time**



Breakout #1

- In your breakout, introduce yourself and describe your ministry context.
- In the last 19 months, what have you discovered about ministry and technology that you had not previously imagined?
- Share your level of “Tech Savvy”:
 - No tech
 - Low tech
 - High tech

Defining hybrid ministry

The ministry practice of convening, uplifting, and sustaining faith communities that **integrate online and offline** with *few* discernible differences

27%

Increase in Facebook usage since March 2020. Currently used by 170M users/day.

16%

Increase in Netflix usage since March 2020. Currently used by 22M users/day.

15%

Increase in YouTube usage since March 2020. Currently used by 180M users/day.

55.7%

Churches with a
website prior to
COVID-19

Source: [Ourchurch.com](https://ourchurch.com)

68%

Churches with
WiFi-equipped
buildings prior to
COVID-19

Source: [Capterra Blog](https://capterra.com/blog)

51%

Churches using social
media prior to
COVID-19

Source: [Mashable](https://mashable.com)

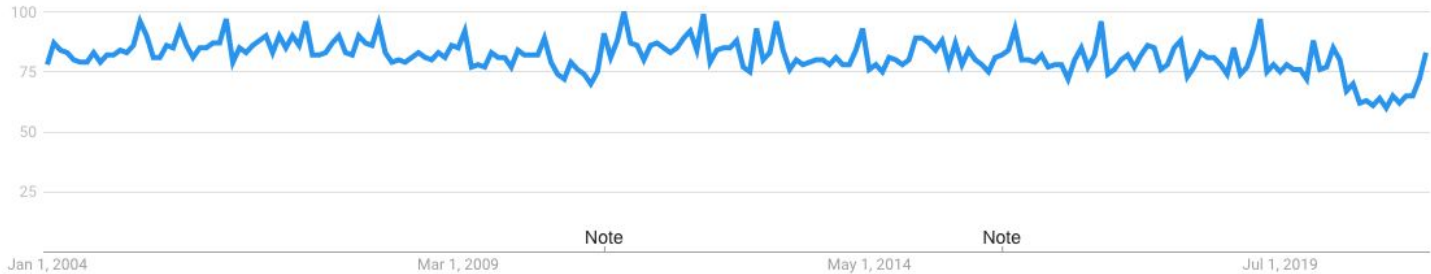
● church
Search term

+ Compare

United States ▼ 2004 - present ▼ All categories ▼ Web Search ▼

Interest over time ?

Download Expand Share





● church online
Search term

+ Compare

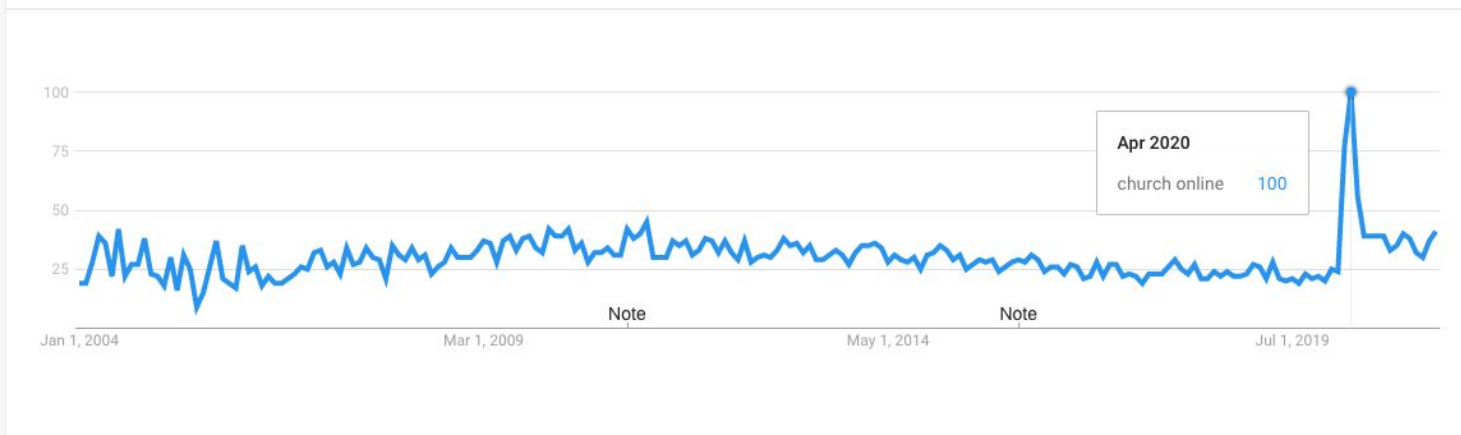
United States ▾

2004 - present ▾

All categories ▾

Web Search ▾

Interest over time ?



96%

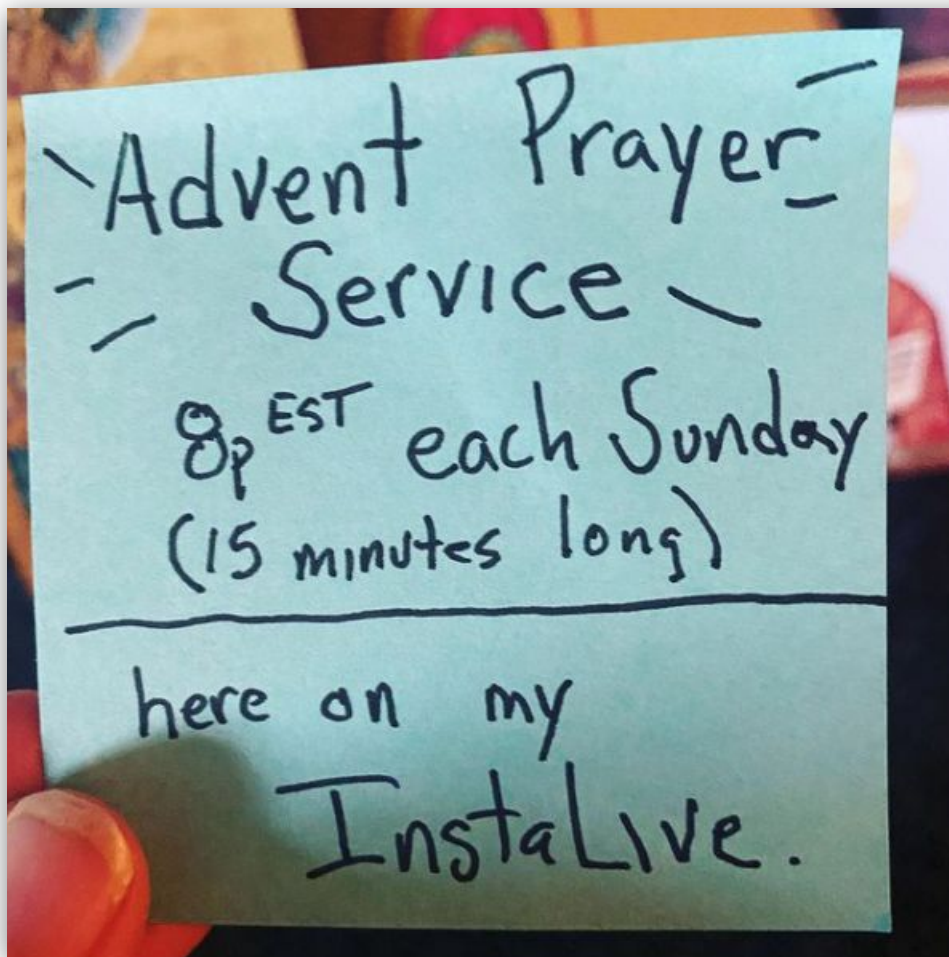
Pastors who streamed
worship services during
COVID-19

50%

Churches that
experienced an
increase in worship
attendance in Spring
2020

11%

Religious “Nones” who
felt their faith
strengthened during
Spring 2020



sarcasticlutheran • Following ...



sarcasticlutheran Each Sunday in Advent join me on InstaLive for a 15 min long prayer service at my dining room table. A prayer, a poem, a mini-sermon and 2 verses of O Come, Emmanuel with @iamrachelkurtz while I light a candle on the Advent wreath. All are welcome. No need to believe the same things I do. #advent

23w



skorlaw_lawyersteve 🙏❤️🙏

22w Reply



Liked by lahumph and 6,314 others

NOVEMBER 25, 2020



Add a comment...

Post

Church! 15-minute service
6pm CST 3/22
Instagram Live
@brenebrown



brenebrown • Following ...



brenebrown Church is back!

Join us tonight on Instagram Live for a short church service.

* Unofficial - I'm not a priest/pastor

* Unplugged - It's just me and my phone from my study

* Unapologetic - In the Episcopal tradition we are taught that we do NOT go to church. We are taught that WE ARE CHURCH. We can be church together.

* Unnecessary - if you don't believe in God or church or gathering or me or Instagram or whatever - that's ok. We can share many other things together. No need to leave a mean comment.



36,047 likes

MARCH 22, 2020



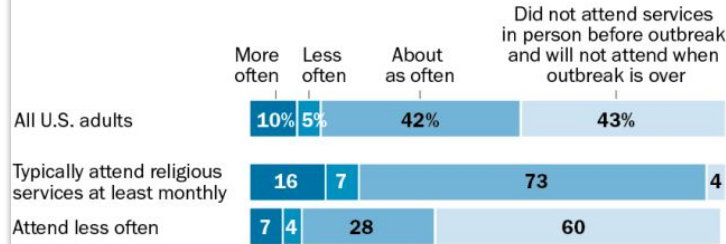
Add a comment...

Post

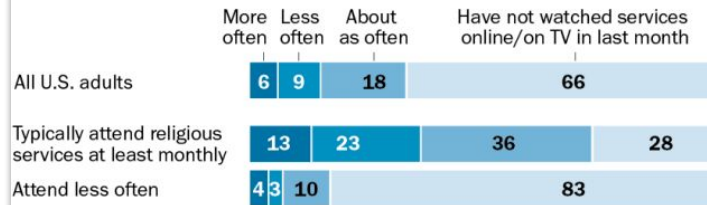
- Worship planning with the music team
- Write the sermon
- Create an event on YouTube
- Schedule a volunteer to record the service
- Post an invite to online worship to social media
- Link to online worship in the email newsletter
- Confirm that the video volunteer showed up!
- Confirm that they know what they are doing!
- Start the service
- Greet those gathered offline and online
- Preach the sermon
- Count the number of online “viewers”
- Review the video and audio quality
- Hold a “training session” with the video volunteer
- Find out they aren’t available next Sunday
- Find another volunteer for next Sunday
- Repeat, but only for every Sunday the rest of your career!

Few expect pandemic to permanently alter their religious worship routines

% of U.S. adults who say that when the coronavirus outbreak is over, they will attend religious services in person ___ than before the outbreak



% of U.S. adults who say that when the coronavirus outbreak is over, they will watch religious services online or on TV ___ than before the outbreak



Note: Those who did not answer are not shown.

Source: Survey conducted July 13-19, 2020, among U.S. adults.

"Americans Oppose Religious Exemptions From Coronavirus-Related Restrictions"

PEW RESEARCH CENTER

The conventional formula:

$$\begin{array}{r} + \text{ Online} \\ \text{Offline} \\ \hline \text{Hybrid} \\ \text{Ministry} \end{array}$$

The sustainable formula:

+ Equip
Invite

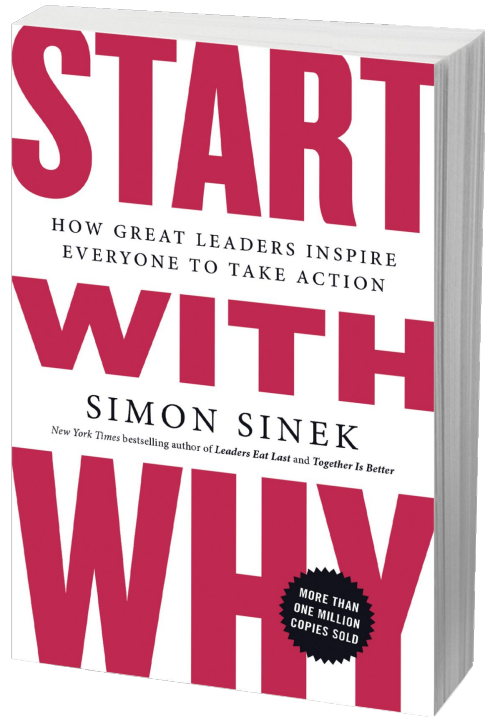
A Hybrid
Church
Community



In the chat:

- In your ministry context, what do you see as the greatest challenge of integrating online and in-person ministry?
- What opportunities do you see?

“Start with Why”

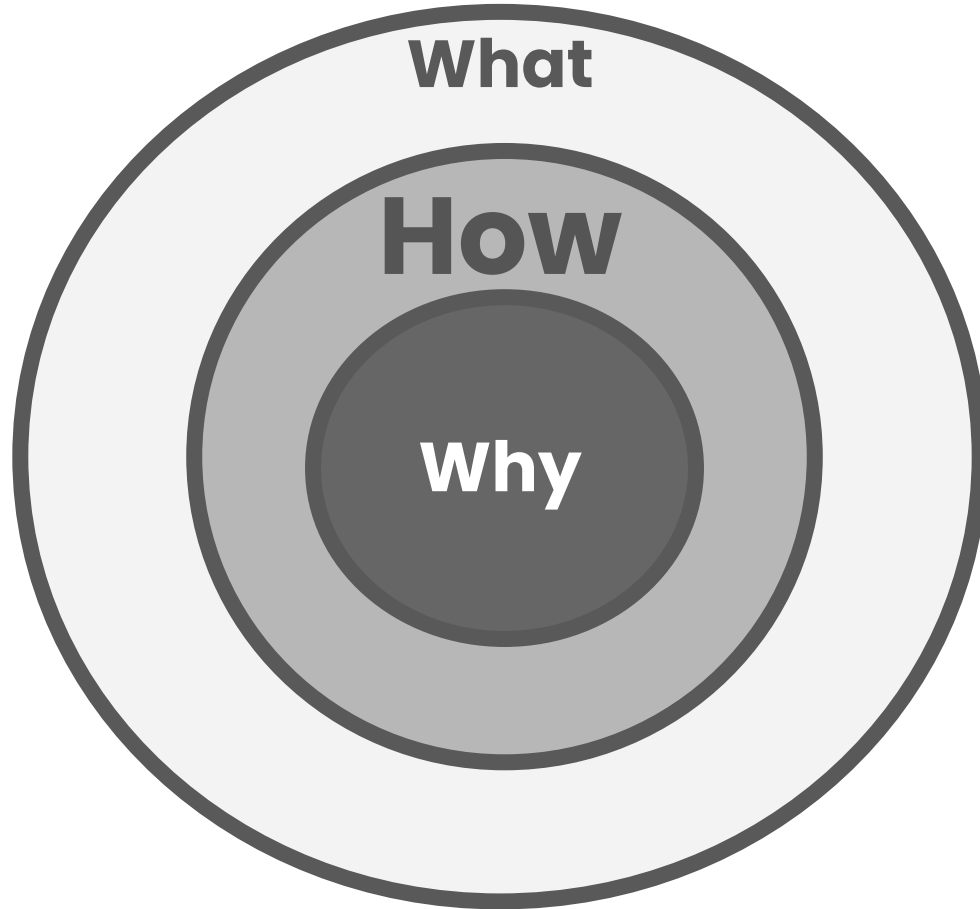


“People don’t buy what you do; they buy why you do it. **And what you do simply proves what you believe.**”

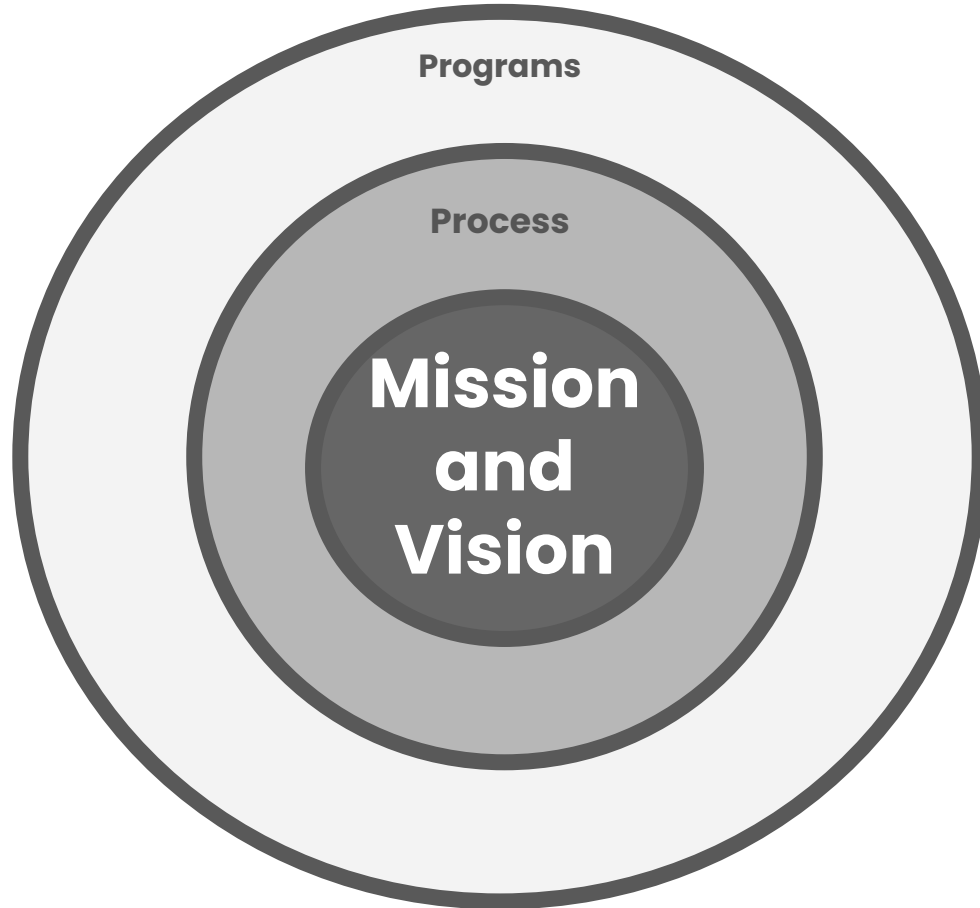
“Leadership requires two things: **a Vision of the world that does not yet exist and the ability to Communicate it.**”

-Simon Sinek

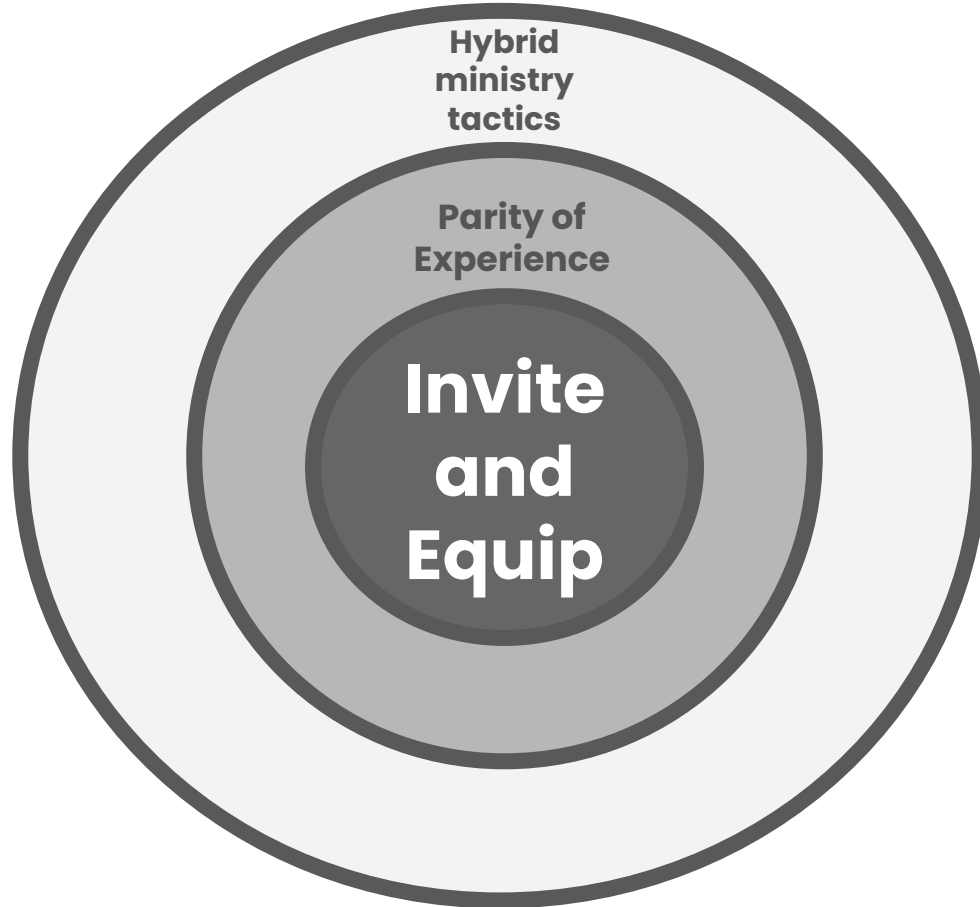
Sinek's Golden Circle



Why, How, and What of *Ministry*



Why, How, and What of *Hybrid* Ministry





Breakout #2

- What do you imagine to be the “Why” of hybrid ministry in your location?
- How might you communicate the “Why” to your community?

Focusing on feasibility

Will hybrid ministry make us more missional and collaborative?

Or will this merely make us busier?

“The congregation seeking change through innovation risks opening our social lives to a moral horizon that may ***deliver a false sense of fullness, a warped conception of humanity, and a flat notion of the yearning of the human spirit.*** . . . For church leaders to adopt innovation as the frame for birthing the congregation’s future, using innovative practices to update the church to meet the accelerating speed of modernity, **is to (knowingly or not) shift the shape of our social lives onto a constant accelerating path.**”

-Andy Root, *The Congregation in a Secular Age*

“When we got to the company a year ago, there were a lot of products. There were 15 product platforms and a zillion variants of each one. I couldn’t even figure this out myself. After about three weeks. I said, **“how are we gonna explain this to others, when we don’t even know which products to recommend to our friends?”**”

-Steve Jobs, while reducing Apple’s product offerings from 19 to 4.

Feasibility through automation



[Pan-Tilt Zoom Camera \(PTZ\)](#): A
“one-touch” streaming solution

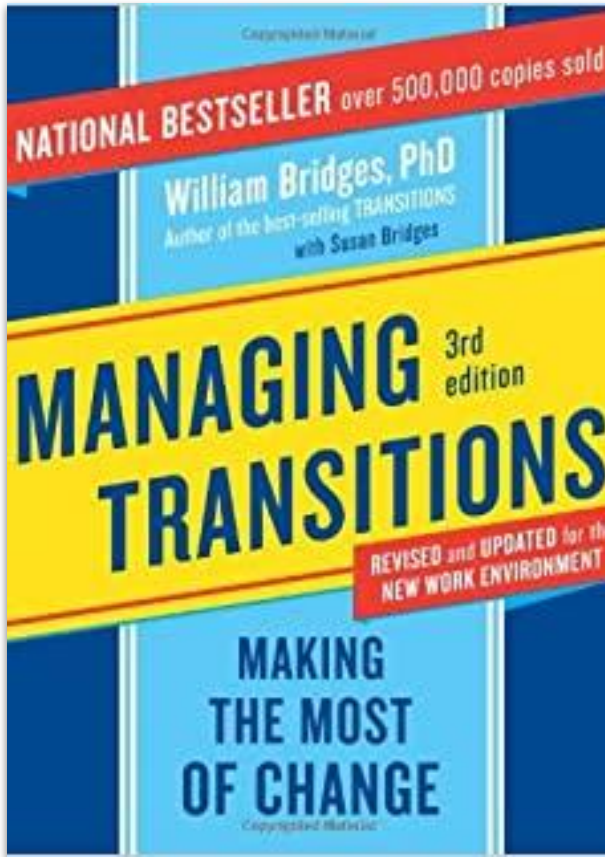


Breakout #3

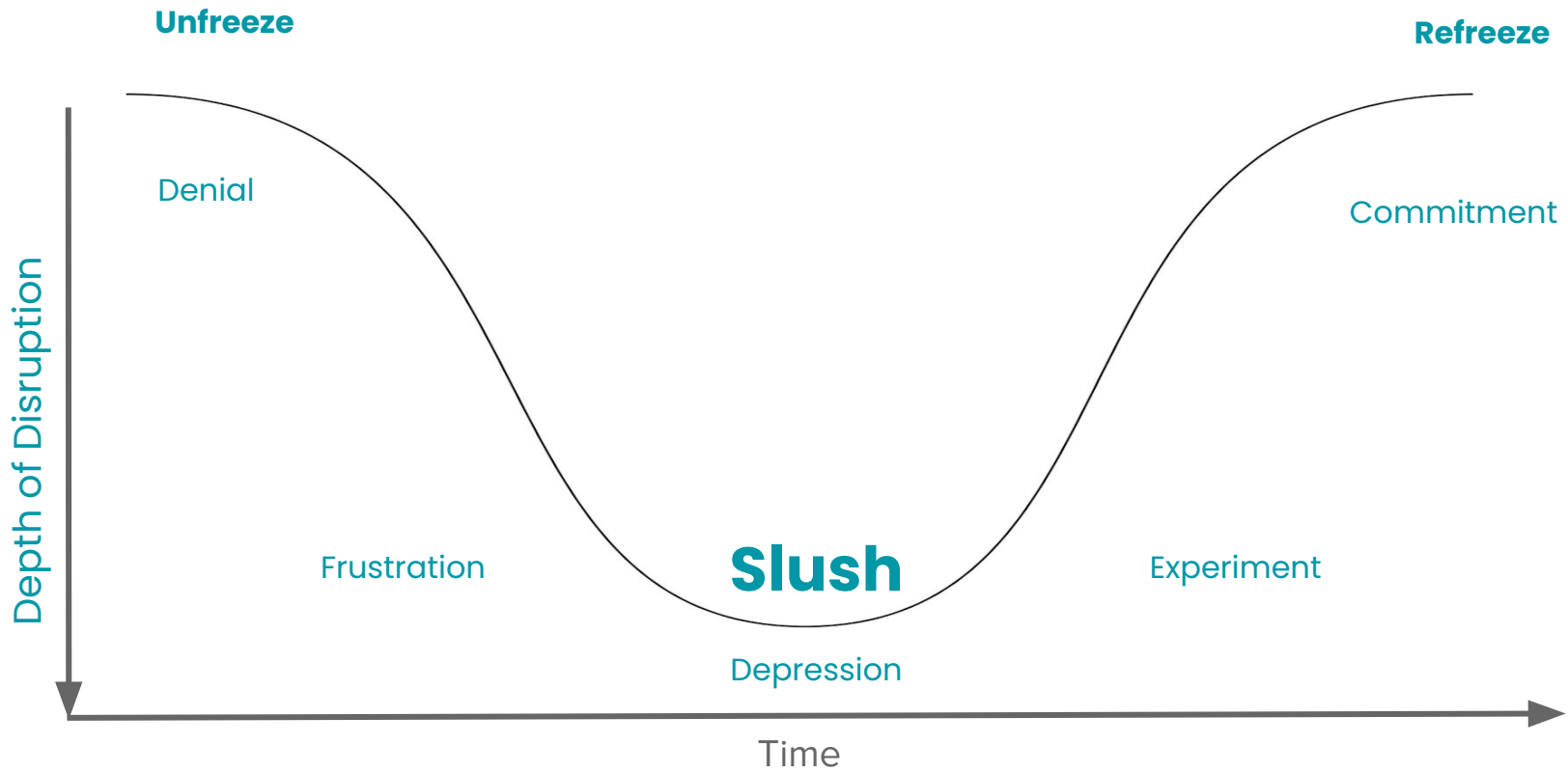
- What necessary changes do you anticipate in order to create space for hybrid ministry?
- To what extent have you already begun this work?
- Where can technology and automation reduce administrative burden?

Transition management insight

Liturgy and commemoration



- Stage one of managing transitions: “Ending what is”
- Examples:
 - Plant closings in manufacturing
 - Corporate downsizing
 - The 1998 Chicago Bulls’ “Last Dance”





Breakout #4

- What about church has “ended” in the past 17 months?
- How have you marked the challenges of the past 17 months through liturgy?
- How might you thoughtfully construct a liturgy to send the church into a hybrid future that equips and invites?

Hybrid ministry in the news

FACEBOOK for Faith

Facebook for Faith Resource Hub

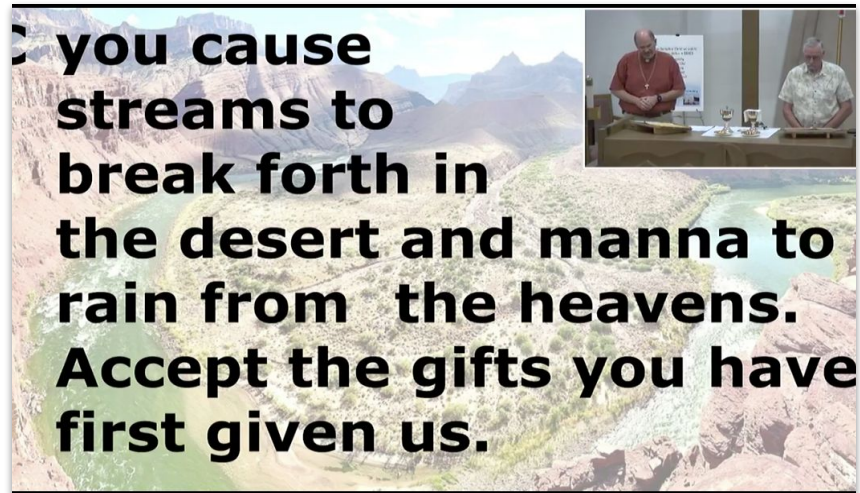
Resources to help your faith
community connect with and serve
your members through Facebook.

[faith.facebook.com](https://www.nytimes.com/2021/07/25/us/facebook-church.html)

<https://www.nytimes.com/2021/07/25/us/facebook-church.html>

<https://www.ryanpanzer.com/post/facebook-for-faith-is-here-will-it-forever-change-church-community>

Digital ministry in the GC Synod



David Pavesic, Beautiful Savior Lutheran

“Expanding our *onlineness* to beyond a couple of Bible Studies and worship.”

Individual reflection time



Reflection #1

- To what extent have conversation on purpose already started in my context?
- Who should be involved in conversations on the purpose or “why”?
- In what settings/formats can we gather to reflect on purpose *and* sustainability?