

Becoming a Hybrid Church
 On-the-ground and online ministry in
 the 21st Century

By Dave Daubert, DMin, PhD
www.Day8Strategies.com

1

Acts 1:6-8

Witness to
Jesus

⁶So when they had come together, they asked him, “Lord, is this the time when you will restore the kingdom to Israel?” ⁷He replied, “It is not for you to know the times or periods that the Father has set by his own authority. ⁸But you will receive power when the Holy Spirit has come upon you; and **you will be my witnesses** in Jerusalem, in all Judea and Samaria, and to the ends of the earth.”

2

Missional Focus

- Empowered by the Holy Spirit
- Sent by Jesus
- Witness to and carry on the work of Christ:
 - Witnessing – telling the story of Jesus
 - Healing – making people more whole
 - Good News (with a special place for the poor)
 - Forgiving sins
 - Reconciling

3

Every
Ministry Has
Only Two
Reasons to
Exist

- IN: Create a community where people love and are loved while deepening the faith and faith life of the people who participate.
 - Discipleship
 - Being the body of Christ
- OUT: Mobilize people to continue the ministry of Jesus in the world and witness and invite others to join in this work with us.
 - Sent
 - Be the feet, hands and voice of Christ

4

The Church is Still the Church
in Mission!

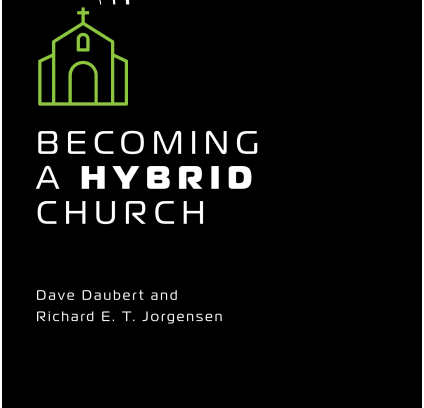
Where we do it doesn't change the calling – only the methods!

5

That's why we wrote this book – the world and its options have changed!

It will be coming out on Kindle this week.

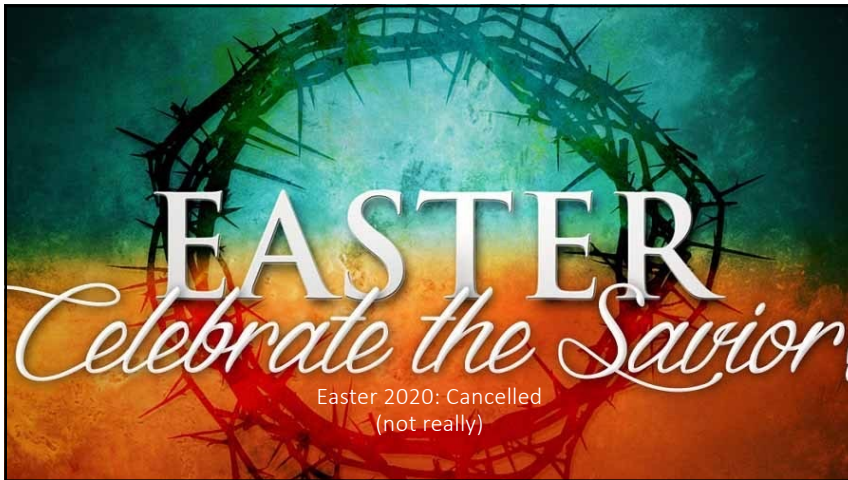
I will make it available for free to each of you by sending a link to Dale who can share it with all of you



**BECOMING
A HYBRID
CHURCH**

Dave Daubert and
Richard E. T. Jorgensen

6



EASTER
Celebrate the Savior!

Easter 2020: Cancelled
(not really)

7

**CHANGE
OR DIE**

DO WE REALLY
HAVE A CHOICE?

You know what they say
about necessity!

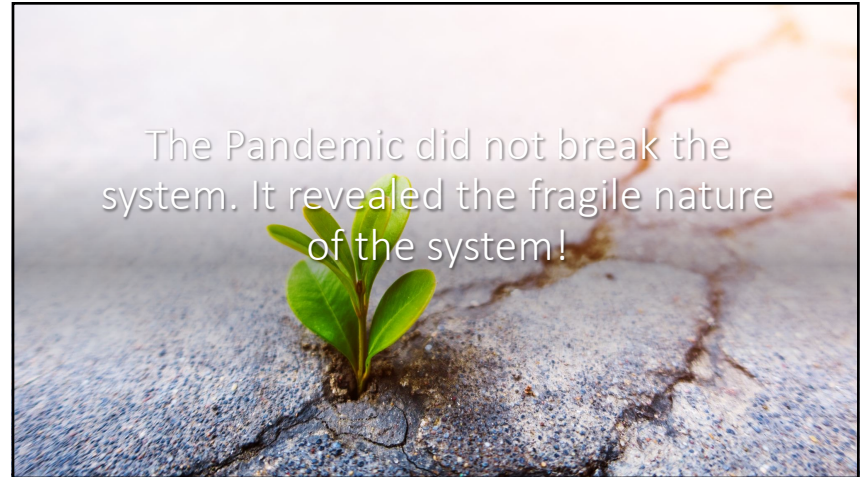
- It is easier to adapt when you have no choice except to do it. . . . But there is a significant difference between responding to a crisis, and it is quite another thing to live into a new reality."

8

The World is Changing (Fast)

- Changing role of church in society (pre-COVID)
- COVID pandemic (physical interruption in activity)
- Extended period of time without physical gathering
- Online presence for worship – used to fill the void

9



10

We Can Not Go Back – We Can Only Go Forward

11


We Can Not Go Back – We Can Only Go Forward

12

+ • **God is calling us to become a new kind of church: Ignore the online world to your peril!**


- Changing on-the-ground worship
- New potential for online ministry
- Online ministry is not “virtual”
- In our buildings or online, we have the same call to make disciples of Jesus.

13



But there will now be more and more on-the-ground things as well

If we aren't careful – two opportunities for ministry can seem to compete rather than expand options.



14

Hybrid Ministry Does NOT Mean That Worship is Online (although it MAY include it)

Hybrid ministry – takes on-the-ground work seriously.

- BOTH-AND not EITHER-OR

Often was thought to have started seriously with pandemic online worship

Was already happening in almost all congregations before the pandemic (just in less intense ways)

Will impact every aspect of congregational life in varying degrees depending on context

15

Future (predictions): Eventually we will be post-pandemic

- Physical gatherings will resume but be smaller
- Less people will physically attend
- Relationships will be keys to future vitality
 - within to form community and encourage growth
 - outside the church and public service/presence
- Incarnation still dictates that physical care and presence will matter
- Online ministry will have to move beyond filling the void to one major place for ministry
 - Worship
 - Small groups
 - Education

16



In a Hybrid Congregation,
the World is Your Audience

Carey Nieuwhof, "A lot of people use online to get people to come to the building. In the future, pastors will use the building to reach people online."


Whatever you do (Zoom, Facebook Live, YouTube, Vimeo, etc.) if NEW people can't find you easily, you're doing it wrong!

17



Because of Easter – Most of Us Started Here (Having a Facebook Page Doesn't Count)

18



On-the-ground worship is not designed for online viewing!

19

Engagement is more important than presentation

- Adequate worship from the inside is often bad TV from the outside
- Live music leadership can be bad Karaoke online
- Community is a key – how do people not just watch but connect?
- Use of questions, chat/comment sections, polls, inviting stories, prayer requests, etc.

20

Engagement Impacts WHAT We Do Too


- **Liturgy has to adjust** (i.e - good song participation leadership on-the-ground may be weak performance online, Responsive readings usually fall flat, etc.
- **Preaching has to adjust** (interaction has to be reimagined and happen in new ways)
- Because we assume (sometimes to our detriment) that liturgy shaped the involvement of the people on-the-ground, we were often lax in intentionality
- Online **REQUIRES us to rethink** and be intentional (and that may be a blessing)



21

The Importance of Engaging People .

- Early in the pandemic- many of us were glad just to be able to go online.
- As we live into this season, it is no longer enough: We need to practice engaging people at a deeper level.



22

Keys to Engagement

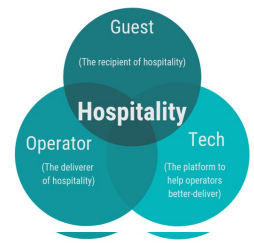
- Use a platform that allows for interaction – for example Facebook Live has a comment option
- Be pro-active and initiate
- Ask questions
- Use polls
- Invite involvement




23

The Importance of a Host(s)

- Someone should take the lead as host
- Can be subtle in the stream
- Should be clear in role and proactive about it



24




DEVELOP YOUR SKILLS

Training People to Engage

- Teach regular attendees who you know to post
 - Greeting (good morning!)
 - Prayer requests
 - Comment on Sermons
 - Ask questions and updates
 - Post news
 - Comment on other people – ask them questions to start a conversation


25



Attendance – Who is out there?

- Depending on who you listen to it could be one of many numbers
- In your setting, over time, the average number of people per screen will average out.
- Count screens and see what direction movement is happening – up, down, steady?

26



WHAT SHOULD I DO?

Capacity is an issue

- **On-site worship** requires work and planning
- **Online worship** requires work and planning
- Usually they are both done best when the context is taken seriously – that means TWO different experiences
- BUT in some places that is too much to do well
- In some places live streaming on-site worship may be an option. In others recording worship may be better.

27

Our story

- Online quickly – March 15th on-site was also online
- Started with laptop camera and external microphone
- Bought new soundboard and Mevo camera
- Went from livestream to recording in the Fall (lots of editing work added)
- Coming back on-site and revamping worship in two places
- Stress and workload

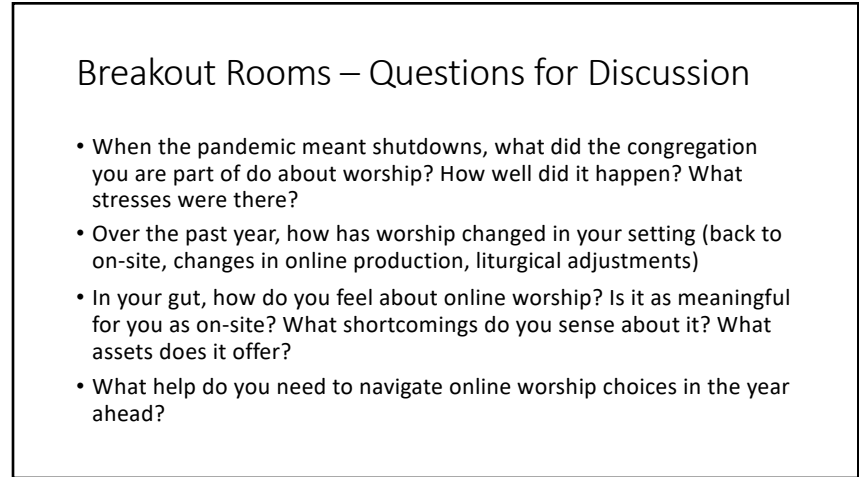


TELLING our STORY

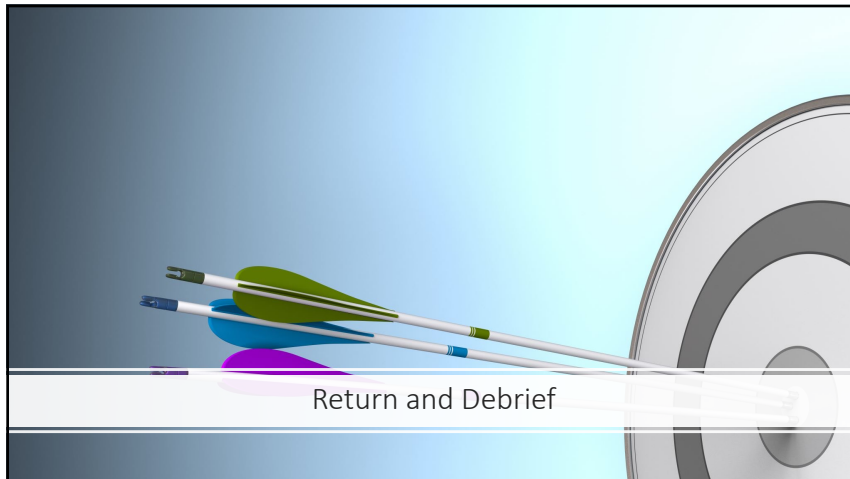
28



29



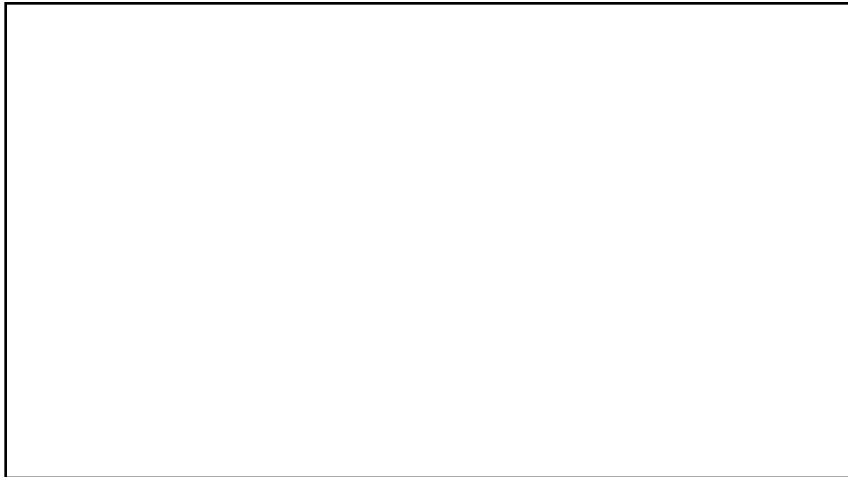
30



31



32



33

Two Stories – The Same Motivation but Different Outcomes

- Grew up unchurched but Charles Frisina made space for me to explore spiritual life
- Working on PhD – Eamonn Conway was very helpful and influential
- Told neither at the time (likely had no idea until later)

Finding an old friend
IS LIKE FINDING a
lost
treasure



34



Creating an
“On Ramp”
for
Participation

35

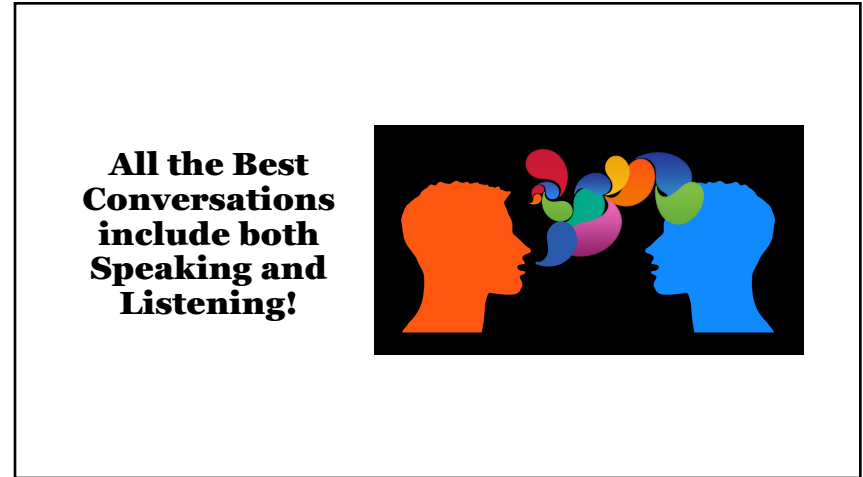


Richard Jorgensen
Director for Evangelical Mission
Lower Susquehanna Synod,

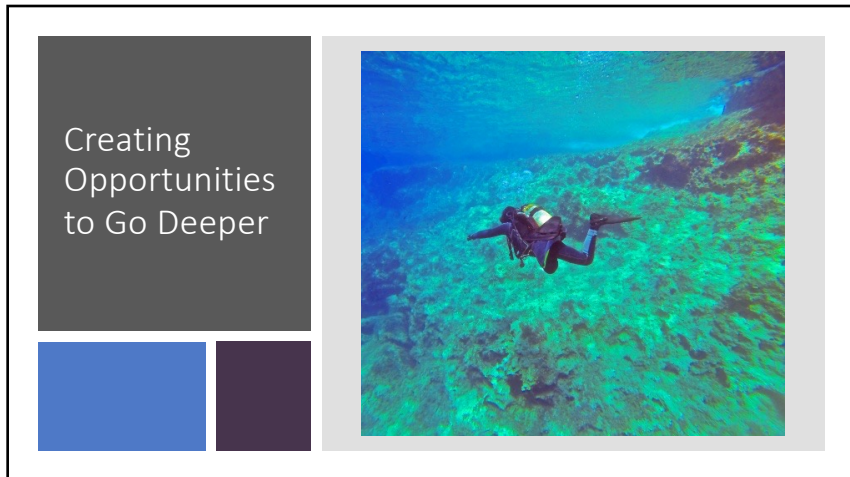
36



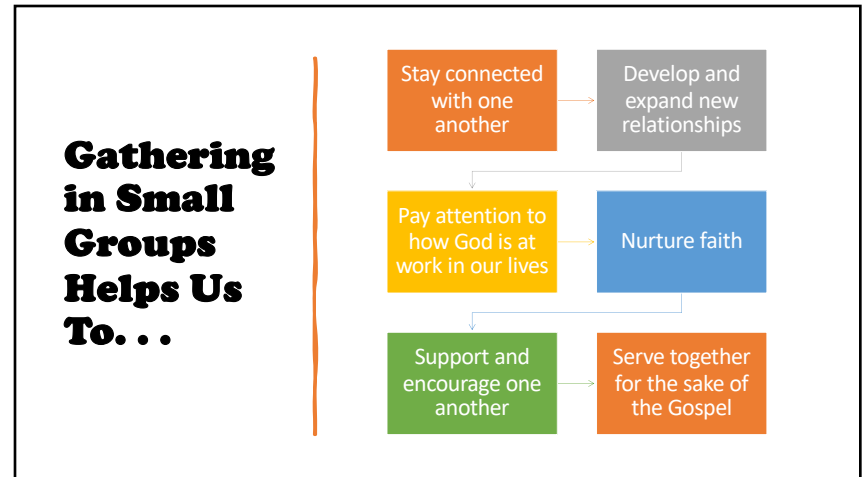
37



38



39



40



41

But Online Ministry is Very Much a real Force

- Meeting platforms
- Small groups and education
- Caregiving – one to one without commute times
- Interchurch cooperation – it has never been easier to plan something without feeling like someone has “home field” advantage.

42

Most Smaller Congregations do NOT Have the Resources to Do Big Things Alone

- Limited resources
- Aging in many cases
- Smaller numbers of volunteers
- Simple math about percentages (time, musical skills, etc.)

43



44

What Was...

- Before the pandemic 4 congregations shared some overlap in mission field but didn't cooperate much. Each did its own thing.
 - 4 on-the-ground worship services
 - 4 Lenten and 4 Advent worship series (poorly attended at all 4 sites)
 - On-the-ground small groups based on history (women's circles, etc.)
 - Adult Sunday School in 2 of them
 - 1 weekday Bible study each



45

A New Picture for a New Day

- What the pandemic provides ahead:
 - 4 on-the-ground worship services each week
 - 1 online worship service each week
 - Adult Sunday School in 2 of them
 - 1 Lenten and Advent series – all online with better attendance
 - An on-site Lenten lunch in 2 sites
 - Joint special services on-site
 - 4 weekly offerings for education and discipleship
 - Expanded small groups



46

Keep These In Mind As You Work

- Mission
- In and Out Functions of the Church
- Use the BEST of both old ways of functioning and new ways of functioning
- Be imaginative
- Remember – we are deciding NOTHING today. Just lifting up ideas (so be imaginative!)

47

Breakout Rooms – Questions for Discussion

- What experience did you have with online meetings prior to the COVID pandemic? How did your experience of online interactions change in the last year? Are you better at these? More open or less open to these?
- Assessing church life:
 - What things that were on the ground prior to the pandemic functioned effectively online?
 - What things were lost by being primarily online and not being on-site?
- Looking Forward:
 - What have you not done in the last year that you should keep “not doing?”
 - What have you started online in the last year that you should “keep doing?”

48

The Pandemic:
Everything (almost) is different!

Five Reasons Why 2021 Should Be a New Base Year for Your Church

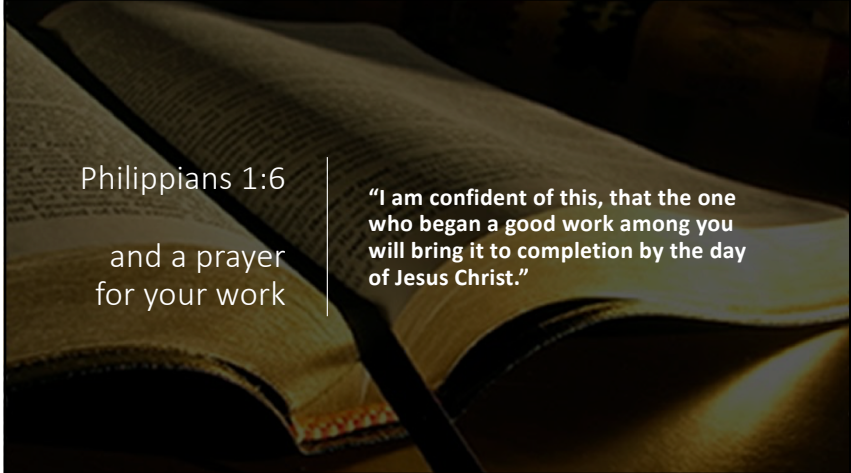
Thom S. Rainer | October 12, 2020



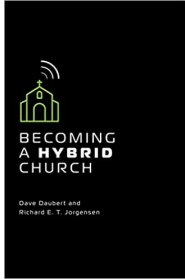
49

Philippians 1:6
and a prayer
for your work

"I am confident of this, that the one who began a good work among you will bring it to completion by the day of Jesus Christ."



50



Follow Up at Ddaubert@Day8Strategies.com

51



Questions

52