NOW WHAT: INNOVATIVE SOLUTIONS

Developing the Phygital Church

JOHN D. YOUNG, M.DIV., DIRECTOR OF INNOVATION

SIXTH EPISCOPAL DISTRICT

What Next!

- Egypt Really was that Bad.
  - Hard Truth: Church attendance has been down for over a decade.
  - It's a little bit like the Israelites wandering around the desert before they could get to the Promised Land: *"Why don't we go back to Egypt? Pharaoh really wasn't that bad. Who cares if we were being killed, or confined in slavery? At least we got three square meals a day!"*
- **Church, Romanizing the past won't help us in the future.**

Pursuing the Right Mission

- What are we, the Church, called to?

- To go and make disciples of all nations, baptizing them in the name of the Father, Son, and Spirit, and teaching them to obey Jesus' words.

- Matthew 28's Great Commission applies to all followers of Jesus!

- For most of us, in this new mid/post-COVID world, it's going to take both physical and digital tools to be effective in living out Christ's final command to His Church.

DEFINING THE PHYGITAL CHURCH

- ► Church, if there's one lesson, we need to learn from this COVID season, it is that to be effective in going, making, baptizing, and teaching, we need to be PHYGITAL.

- ► We need to utilize the strengths of physical church and the strengths of digital church.

- ► We have to find ways to get these two models of church to work together.

- ► Essentially, Bishop Jackson has tasked me with helping churches learn how to thrive, grow, and multiply - both physically and digitally.

- ► But how do these two models work together?

- ► Phygitally.

The Phygital Standard: Online to Offline

But can we really disciple people online? Many churches have struggled with the idea of doing online discipleship, as they view digital as a platform not capable of creating true disciples. Some would go even farther and say that digital is only capable of creating consumers. Is it worth doing digital church if we can only create consumers through that effort?

JESUS DID IT – YOU CAN TOO!

Don't just be hearers of the Word [online] and so deceive yourselves.
Do what it says [n the real world]. – James 1:22

- ► **REACH:** John 6:2 // Jesus achieves reach through the "great crowd".

- ► **FOLLOWING:** John 6:11 // The crowd expresses physical needs, and Jesus meets physical needs, adding to the crowd's number.

- ► **ENGAGEMENT:** John 6:26 // The crowd looks to Jesus to meet more physical needs, and Jesus engages.

- ► **DISCIPLING:** John 6:66 // Jesus' engagement scares people away.
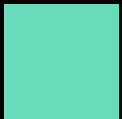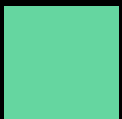
Branding as an Evangelism Tool

Vital Website Design & Organization

Social Media Must Haves and Best Practices

Four Steps to Designing a Simple Follow-Up System

Administrative Systems and Structure

"Don't be a church that's perfectly equipped to reach a worder that no longer exists."
- Carey Nieuwhof

BRANDING AS AN EVANGELISM TOOL

- Five Essential Components of Brand Identity
  - **WORDS**
    - One of the most powerful ways to digitally communicate to those looking to find a church or that are curious about Jesus is the way you tell your story. The words you use, the tone of the message, the posture you take and the stories you tell all contribute to how your church is perceived and understood. It is worth putting the time and effort to ensure you are clearly communicating.
    - **WHO YOU ARE | WHO YOU ARE FOR | WHAT YOU DO BEST | WHAT YOUR VISION FOR THE FUTURE IS**
    - Lastly, How people can join and get connected to your church?
  - **COLORS**
    - Choose 1-2 colors that represent your church and be sure those colors are reflected accurately across all your digital platforms.
  - **FONTS**
    - Does your church have brand fonts? Choose 1-2 typefaces that you use consistently across all digital platforms and printed materials. Set rules for the size, spacing and weight of your fonts.
  - **PHOTOGRAPHY**
    - People want to see people that look like them! My advice is to avoid stock photography and use photos across your digital presence that reflect the people and the activity of your church.
  - **GRAPHICS**
    - The last key element to building a brand is the use of graphic elements. You might want to consider a graphic designer, or I will provide low-cost resources to ensure good quality.

Vital Website Design & Organization

- THE 3:30:3 RULE
  - Vital Website design and organization begins with the 3:30:3 Rules.
  - This is how you earn your audience's interest, and it goes like this:
    - It takes **3 SECONDS** to grab a reader's attention
    - **30 SECONDS** to engage them
    - **3 MINUTES** or more to gain their trust and get them to take the next steps.
  - WAIT!
    - **Who's your audience?**

Let's Break Down the 3:30:3 Rule:

- **3 SECONDS – WHAT PEOPLE SEE IN THE FIRST 3 SECONDS:**
  - Headline: The name of your organization and who you are
  - Visuals: Colors, photos, fonts, graphics that comprise the top portion of your homepage.
  - Title and Subtitle: a little longer description of who you are, maybe your mission statement
  - Overall presentation: the complete look and feel of your website.
- **30 Seconds – If they like what they see in the next 30 seconds, you can now show them**
  - Title: The next Sunday Service – or the most important gathering you want them to come to
  - Description
  - Key Details: Time, location, a map link
  - A call to Action Button, Giving, Sign-up, Register, etc.
- **3 Minutes – If they aren't convinced, but still curious…**
  - About Us | Media | Stories & Testimonies | Upcoming Events | Prayer & Urgent Needs | Contact Us
- **CATCH ALL or JUNK DRAWER**
  - Contact Us | Church's Address | Social Media | Newsletter

Sample Website(s)

- The Embassy Church – Fleming, GA
- Saint Peter AME Church – Fort Gaines, Georgia
- Saint Philip Monumental AME Church – Savannah, Georgia
- BluPrint Connections, LLC

Social Media Must-Haves & Best Practices

▶ **CONSISTENCY**

   ▶ Be sure your description information is up-to-date with the latest information and that it's consistent across all the platforms including bio image, descriptions, links and contact information.

▶ **CLEAR PURPOSE**

   ▶ If social media is just a bulletin board of announcements, it likely won't get much of a following or engagement. Clearly defining how you want to use the platform to reach people will be an important conversation. A good measure is 80% of post should be to add value to people's lives, helping them live out your mission, while only 20% should be announcements of current events.

▶ **THOUGHTFUL DESIGN**

   ▶ When creating graphics is where you want to be sure to extend your church branding.

▶ **ENGAGING CONVERSATION**

   ▶ Writing copy for social media isn't always easy but some folks just have the knack for creating timely and engaging content. The writing should be appropriate to the platform, reflect your voice and always deliver value to the reader. **Pastor's it's important to create a 'cheat sheet' of answers to the most asked questions to copy and past as needed.**

Four Steps to Designing a Simple Follow-Up System

▶ **HOW CAN PEOPLE CONNECT?**

  ▶ Church Website | Social Media | Google | Ads | Physical & Digital Connection Cards | Mailers

▶ **WHERE DOES IT TAKE THEM?**

  ▶ Now that a visitor has reached out, what happens next? You'll want to make sure all the methods to connect with your church leads to the right place, right person and with the right message.

▶ **WHO'S FOLLOWING UP WITH THEM?**

  ▶ It's important to assign a person to manage those inboxes, accounts, lists and forms so that no inquiry gets missed.

▶ **WHAT DO YOU SAY?**

  ▶ Having the right words helps in the long.

Preparing Your Digital Welcome Packet

1. A Warm and Engaging "Virtual Hello" via Email or Video

2. Precise and Defined Service Times

3. Specific Church Information

4. Advertise EVERYTHING!

5. Keep it personal & authentic.

6. Keep it brief.

7. Be a personal guide.
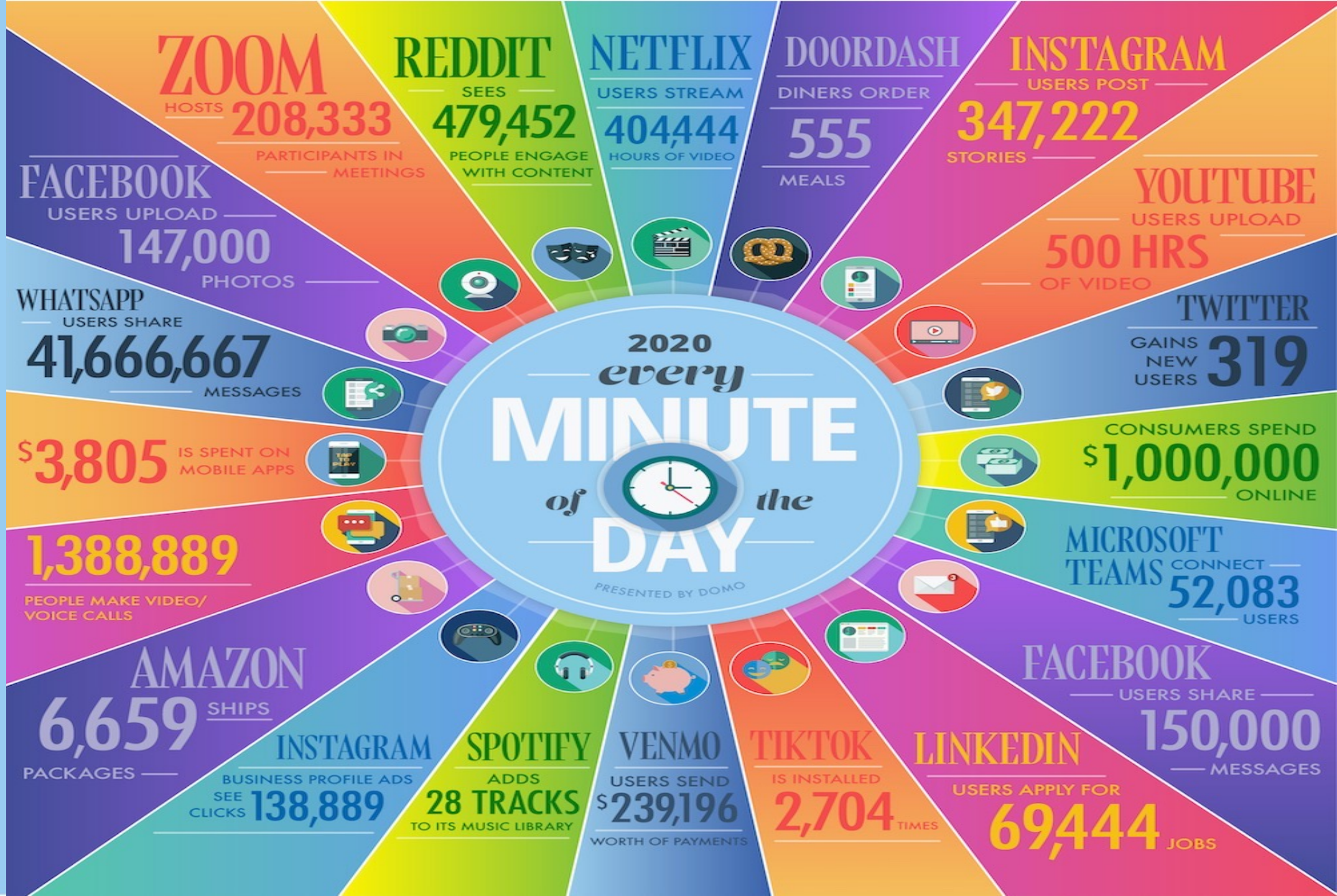
8. Respond promptly & with care.

The Value of Content

▶ Our church services (whether physical or digital) are losing their effectiveness in turning consumers into disciples.

▶ The reason is that we as the church need to understand the idea of content - and more specifically that in 2022, the value of content is non-existent.

▶ Think of these content giants:

  ▶ Netflix is $12.99/mo.

  ▶ Hulu is $5.99/mo.

  ▶ Disney+ is $6.99/mo.

  ▶ Prime Video is free if you are an Amazon Prime member.

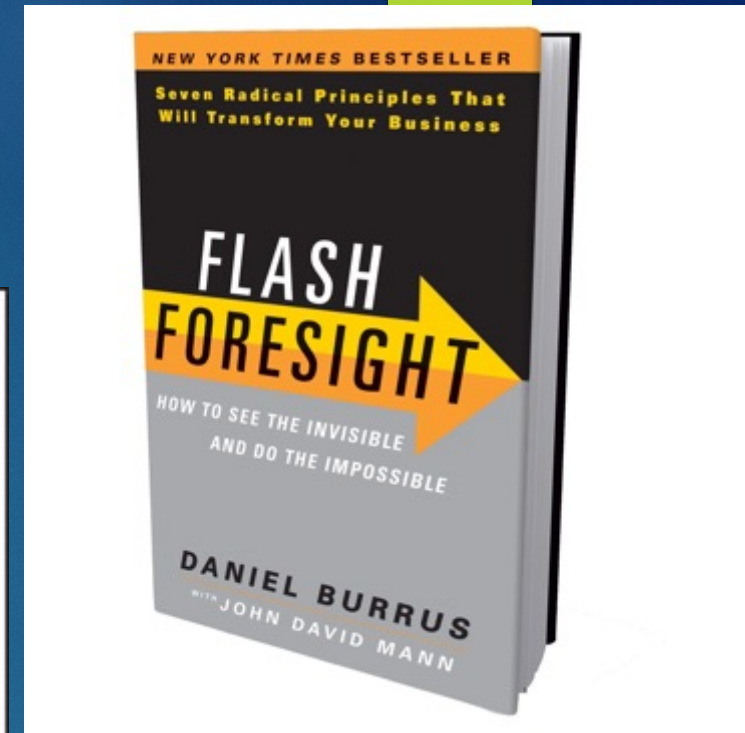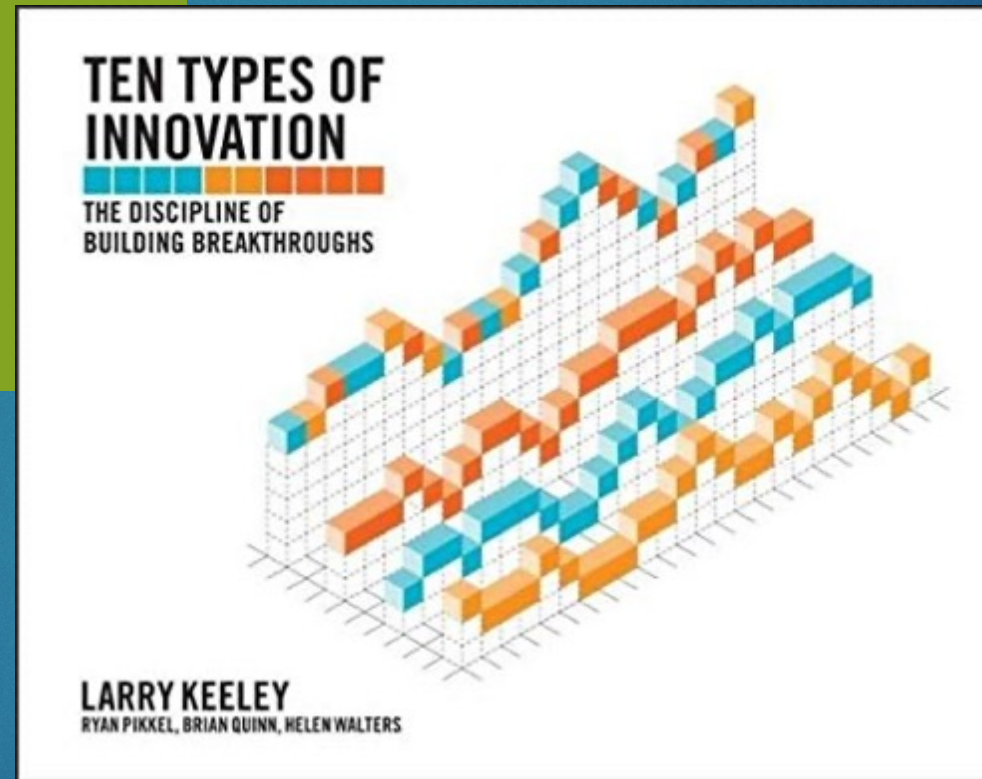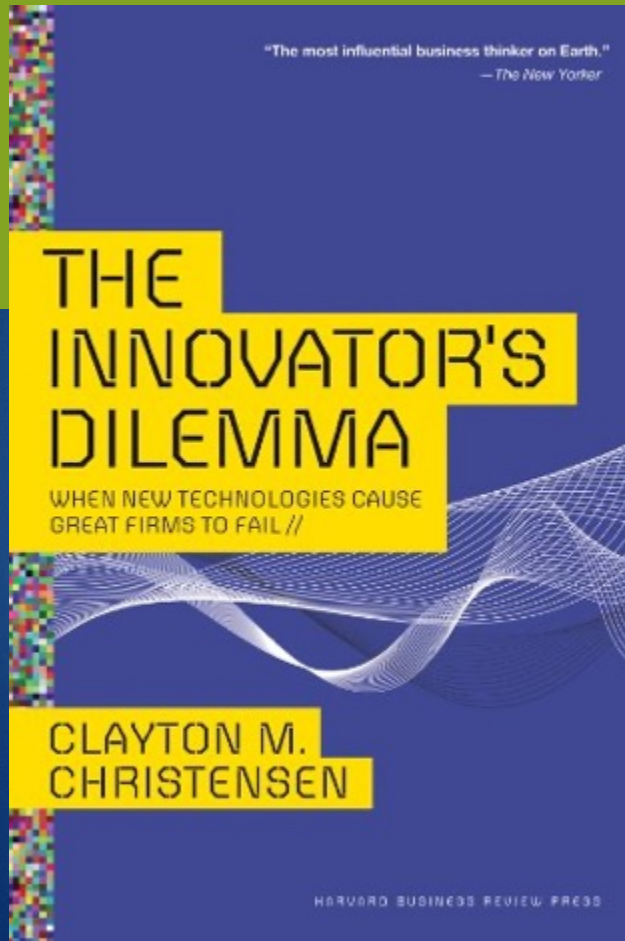▶ **Content: Losing the Battle, but Winning the War**

DATA NEVER SLEEPS 8.0

How much data is generated *every minute?*

In 2020, the world changed fundamentally—and so did the data that makes the world go round. As COVID-19 swept the globe, nearly every aspect of life—from work to working out—moved online, and people depended more and more on apps and the Internet to socialize, educate and entertain ourselves. Before quarantine, just 15% of Americans worked from home. Now over half do. And that's not the only big shift. In our 8th edition of Data Never Sleeps, we bring you the latest stats on how much data is being created in every digital minute—a trend that shows no sign of stopping.

DOMO

2020 every MINUTE of the DAY
PRESENTED BY DOMO

ZOOM HOSTS **208,333** PARTICIPANTS IN MEETINGS

REDDIT SEES **479,452** PEOPLE ENGAGE WITH CONTENT

NETFLIX USERS STREAM **404,444** HOURS OF VIDEO

DOORDASH DINERS ORDER **555** MEALS

INSTAGRAM USERS POST **347,222** STORIES

FACEBOOK USERS UPLOAD **147,000** PHOTOS

YOUTUBE USERS UPLOAD **500 HRS** OF VIDEO

WHATSAPP USERS SHARE **41,666,667** MESSAGES

TWITTER GAINS NEW USERS **319**

$3,805 IS SPENT ON MOBILE APPS

CONSUMERS SPEND $1,000,000 ONLINE

1,388,889 PEOPLE MAKE VIDEO/VOICE CALLS

MICROSOFT TEAMS CONNECT **52,083** USERS

AMAZON SHIPS **6,659** PACKAGES

FACEBOOK USERS SHARE **150,000** MESSAGES

INSTAGRAM BUSINESS PROFILE ADS SEE CLICKS **138,889**

SPOTIFY ADDS **28 TRACKS** TO ITS MUSIC LIBRARY

VENMO USERS SEND **$239,196** WORTH OF PAYMENTS

TIKTOK IS INSTALLED **2,704** TIMES

LINKEDIN USERS APPLY FOR **69,444** JOBS

Innovate or Die

STARTING A PHYGITAL MOVEMENT STARTS WITH YOU!

Thank you!

John D. Young, Mdiv.
jderrell@comcast.net
(678) 744-7354
BLUPRINT CONNECTION, LLC.