STATE OF THE

ONLINE

CHURCH

CONTENTS

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For digital giving solutions, **contact Pushpay**.

For online church resources and training, **contact Jay Kranda**.

PREFACE

The future. There are two points of view on this divisive topic: first, you think things will get worse; second, you think things will get better. Technically, there is a third option that things will never change – but who wants to live in that reality?

Of course, theology influences this discussion since Revelation has spoiled the ending, but I'm not talking about the future as in the *end*, but, rather, the immediate future: the future we all will experience as we interact with the world in new ways; the future in which our kids will grow up, and the future in which we will most likely die. **What will that future be like?**

The best way to gauge that future is first by speculating on growth rates of current technology; and second, considering data that suggests where things might be heading. Data provides a helpful starting place, but it's only helpful in context. It's even more valuable when the data is authentic, when it's accompanied by the perspective of a human who interacts with the emotional, physical, and spiritual journey of real humans who call an online church their church community.

That's where I come in – as a pastor, as someone who loves data, and as someone who deeply loves the church and its people.

With the dawn of the internet, online community has become an area of focus within ministry. Two things have occurred to bring this about: first, we use the internet more and more each day to live our lives; second, more online ministries are embracing online-to-offline strategies.

The church has learned that just because a conversation starts online doesn't mean it's limited to online. Churches are using their online ministry to plug people into their local church, help grow partner churches in other states, and start home gatherings (think mini-microsites) in cities far from their locations. I think the "aha" moment for many pastors was seeing how online tools can enhance existing relationships and advance existing ministry strategy while not cannibalizing the local congregation, which you will see evidenced in this study.

When I was first exposed to online ministry, it was tough to find information about it. It wasn't something covered in my undergrad Bible classes or in my graduate courses. I asked some of my seminary professors at the time about church online, and all I got was a scoff. To a deep thinking and traditional theologian, it was my idealistic whim and fault for putting a powerful theological word like "church" and "online" near each other.

Then, when I got started as an Online Pastor, my leadership connected me to a few other ministries experimenting with online ministry. They mentored me as I made many mistakes. There were zero guidelines and no data at the time of what churches were doing online. It was a bit like the Wild West, which can be a good or a bad thing depending on your survival skills in an untamed frontier. I came to learn many had their own opinions of what online ministry was all about. Many believed streaming services online would hurt local attendance. I never understood this mindset – I only saw the potential this tool could bring to grow God's Kingdom.

That is why this study is so important. We now have authentic data to support the efforts of online ministry. Let the data speak for itself. Vanderbloemen has conducted the largest survey of online ministries to date. These findings provide insight based on real data about the work God has been doing online to expand the Kingdom. My prayer is this study will be used to encourage churches all around the

world to change their point of view on online ministry and see church online as something that can positively impact the local church.

These results excite me. I'm seeing church leaders willing to embrace change wisely and endorse online-to-offline strategies to better disciple God's people. We still have a great deal to learn, including myself, but I'm optimistic that both church online and the local church will become stronger and more integrated in the coming years. Enjoy digging into the data for yourself!

Jay Kranda graduated with a B.A. in Christian Education from Biola University and a Masters in Theology from Talbot School of Theology. Since 2009, he's been leading online-to-offline strategies at his church as an Online Pastor. Jay's an avid fan of the Los Angeles Lakers, enjoys running, and sipping cold brew coffee. He lives in Southern California with his wife Jody and their three young kids. To explore more about online ministry, visit Jay's blog at **www.jaykranda.com***.*

WHY WE WROTE THIS GUIDE

We wrote this guide as a resource and guidebook for creating and implementing an online church strategy. We've included questions and answers to help you identify the value of the online church and the Online Pastor's role on your church staff. This guide will go over how to do this from a personnel and technological standpoint.

This study utilizes data from a 2018 survey Vanderbloemen and Jay Kranda administered to the largest network of online and digital church leaders. 176 participated, making it the most extensive online church study to date.

Every Kingdom breakthrough has come on the heels of a communication breakthrough. When the Roman Roads were built, the Gospel was able to spread to new regions. When Gutenberg invented the printing press, the Bible was able to be distributed far and wide. Now with the dawn of the digital age, we're able to reach more people with the Gospel than ever before.

Now with the dawn of the digital age, we're able to reach more people with the Gospel than ever before. 🐦

But the dilemma for adopting new ways of doing ministry in the digital age, like church online, is the word *change*. As humans, we resist change, which means the Church does, too. We use words like dogma and doctrine. We're taught early on

that God never changes (which is true). Church history is full of people who were shamed and even killed for trying to make changes in the church.

This culture of reluctance to change is fantastic for preserving the faith but can hinder innovation. We need a discerning, balanced approach for introducing new ideas into the church. By no means are we suggesting that everything in culture should be embraced. Just because something is new doesn't mean it's helpful. However, we should be paying attention to how communication is changing in the world around around us and how we can seize opportunities that new technologies present as we share the love of Jesus with the world.

We began this study wanting to know, "Does the online church help accomplish Kingdom goals? Does this new technology help grow the Church?"

We learned that it does.

One of the most valuable aspects of the online church is its ability to foster community. This contradicts the opinions of many who feel that the church only truly exists in person. In her New York Times article, "**Internet Church Isn't Really Church**," Laura Turner writes:

> *"Live-streaming church services is nothing new, and churches have been making and selling recordings of their sermons ever since the advent of cassette tapes. The intention behind live-streaming services — to make church, and its attendant benefits of community, prayer and worship, available to everyone with a smartphone — is a good one. But it presumes that God is primarily present to us one on one, as individuals, rather than as a community of believers."*

This study reveals the opposite is true. We learned that the online church is creating and fostering communities of believers. Community often starts online using digital assets and then develops into offline community within a local church, fostered by the role of an Online Pastor.

In the coming pages, you'll read about the following:

- How to measure online church attendance and how to know who is attending.
- That the online church can actually help your church grow, not hinder its growth.
- How churches can drive giving through the online church.
- How to identify the right person to lead your online ministry to position your church for growth both online and in person.

We hope this resource challenges and inspires you as you think about the future of your church and the Church as a whole.

Your partners in moving the Church forward,

VANDERBLOEMEN	JAY KRANDA
VANDERBLOEMEN	JAY·KRANDA

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PUSHPAY
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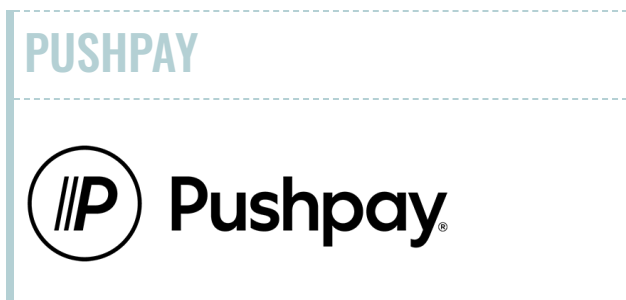
THE ONLINE CHURCH DEFINED

S o how do most currently define the "Online Church?" For many, it's an online campus or ministry, but others call it something unique. This indicates a special value that online church brings to church campuses. These names include "Church Anywhere," "i.Church," or "Live Stream." Many churches use a variety of ways to identify their online ministry. 36% refer to it as "Online Campus" and 28% as "Church Online." Naming something is the first step to making an initiative more than just a temporary solution to a problem or an alternative, but a real part of a community of believers.

TERM TO DESCRIBE MINISTRY ONLINE
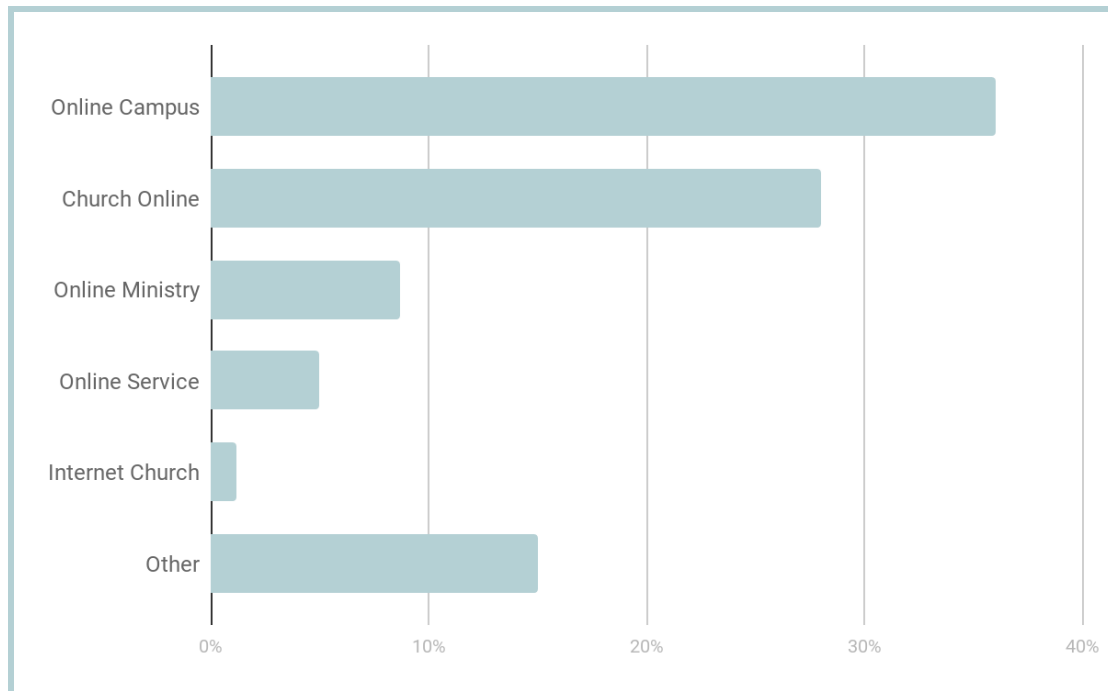
JAY'S THOUGHTS

It's hard to classify something when you don't understand how it fits into the broader strategy. I've seesawed on how online ministry is positioned and named over the years, but I've most recently enjoyed the murkiness. It's okay if it doesn't make sense, but you need to let it grow. What I mean is, name it something now and be open to changing it in the coming years. The majority of churches should position their online ministry as a First Impressions Pastor reaching those within an hour radius of your church. Your online services are the new front door of your church. A few churches with large platforms can, will, and already are using their online ministry to launch endeavors online-to-offline in far off places. My encouragement is to not let a name stop a movement.

THE ONLINE PASTOR DEFINED

The Online Pastor is so much more than an IT worker or a Sunday School teacher. The Online Pastor guides, nurtures, and spiritually shepherds people within the digital age.

Online Pastors humanize a digital experience. They add a personal element to an experience that might otherwise be just a screen and a message. They may do the work of reaching out after a service to greet or connect with those that have attended, but their corporate worship connection efforts also open a door for one-on-one discipleship - a key to reaching people and helping them grow in their faith.

Online Pastors humanize a digital experience. 🐦

They also have the responsibility of educating newcomers about who the physical church is: theologically, historically, and what's to come in the future, **without making the denominational aspect more important** than the Christian faith itself. This is the important work of any pastor, but especially one that is interacting with people who may not have come to the actual church building.

Important highlights of this section of data:

- Church titles of Online Pastors varied greatly. New things are hard to classify.
- The average experience of an Online Pastor was 2.5 years.
- Technical skills were not more dominant among existing Online Pastors. Online ministry is about people pastoring people. Technical skills are helpful but not required.
- 16% of the churches have an Online Pastor full-time, and 46% of them have other responsibilities.
- 58% of Online Pastors are without a team.

ROLE DESCRIPTION
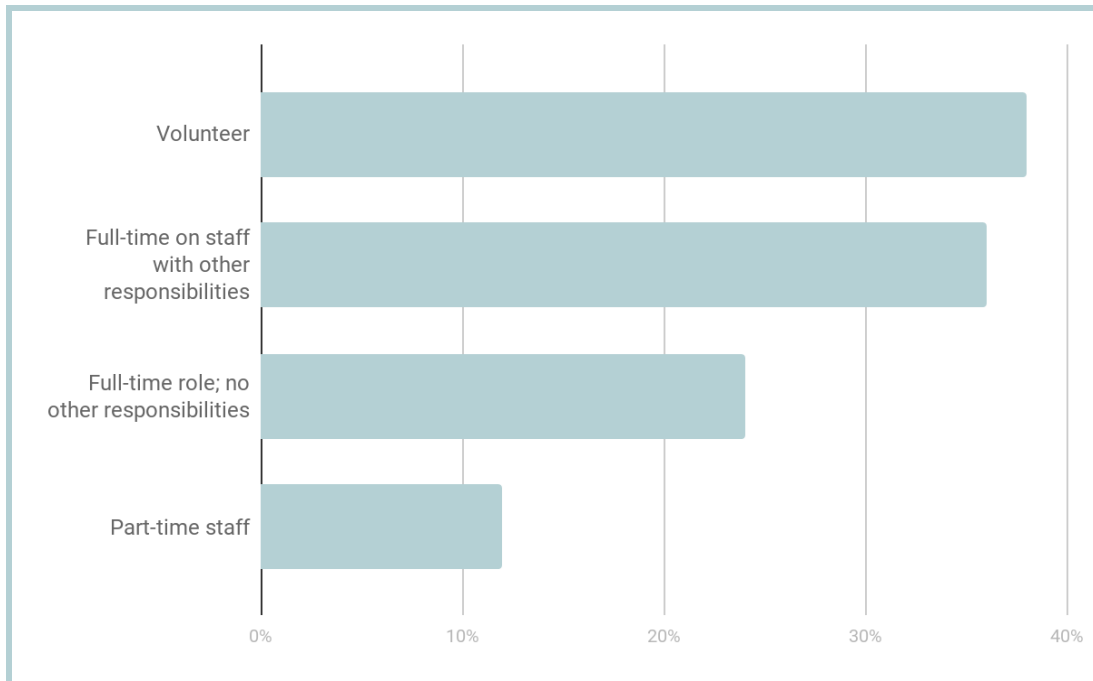
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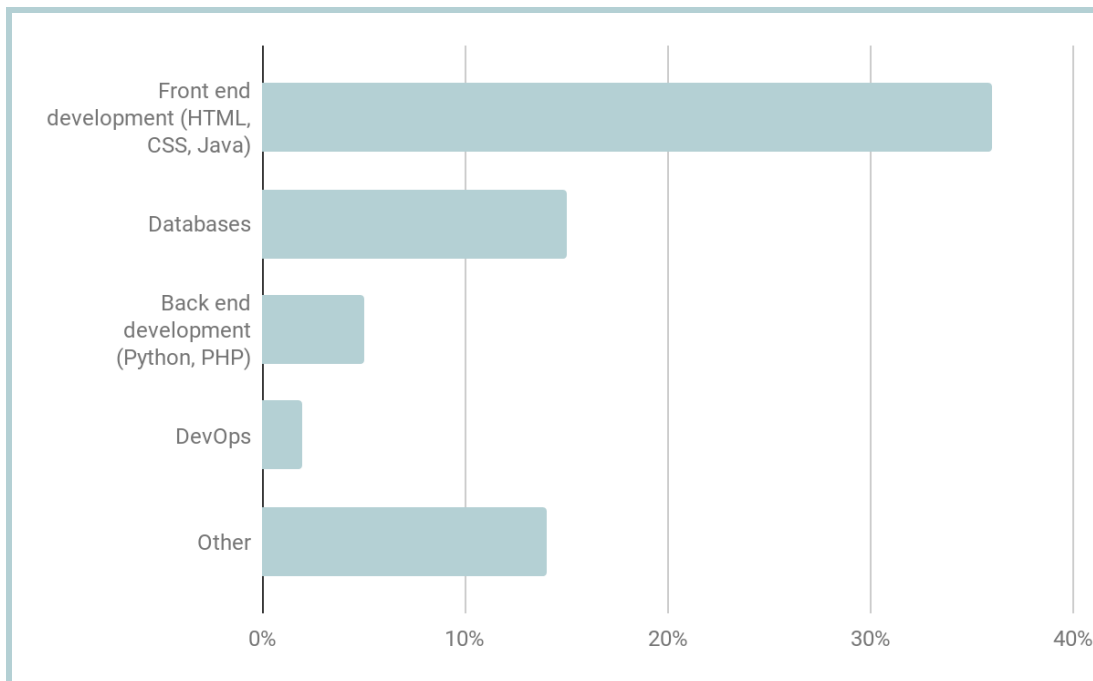
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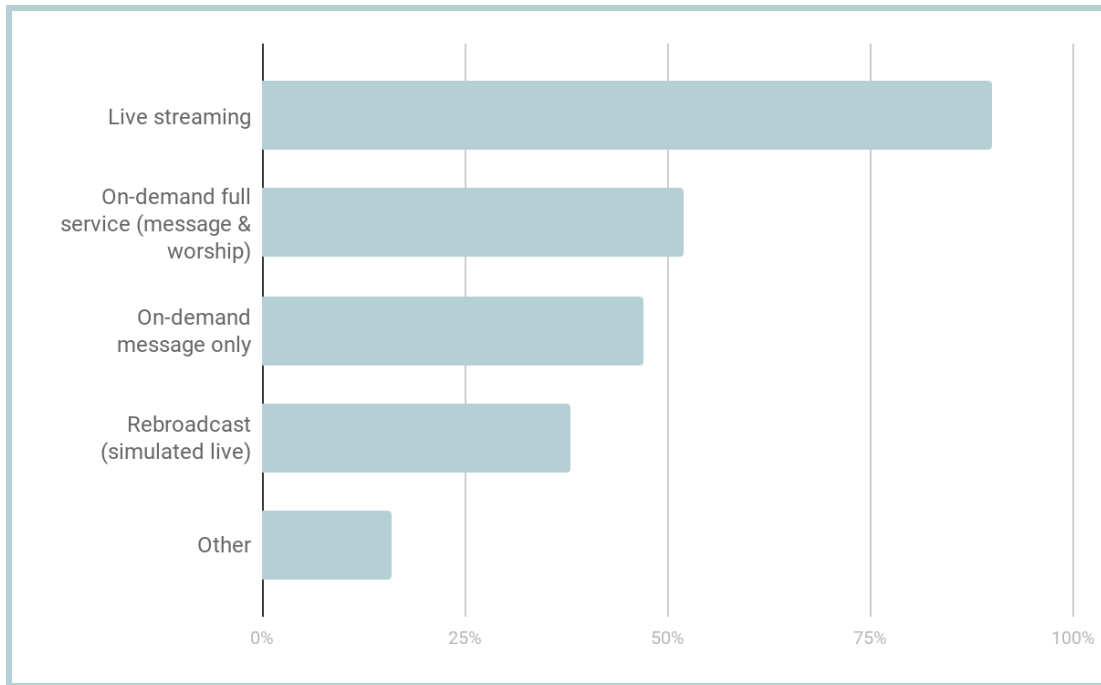
TOP BROADCAST PLATFORMS
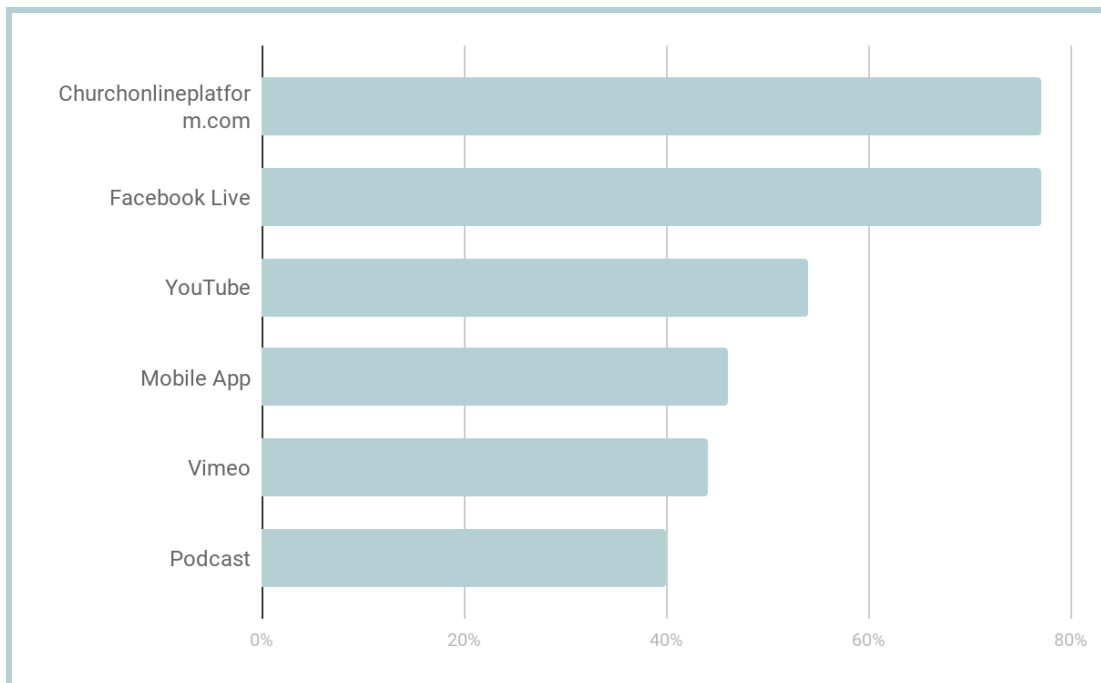
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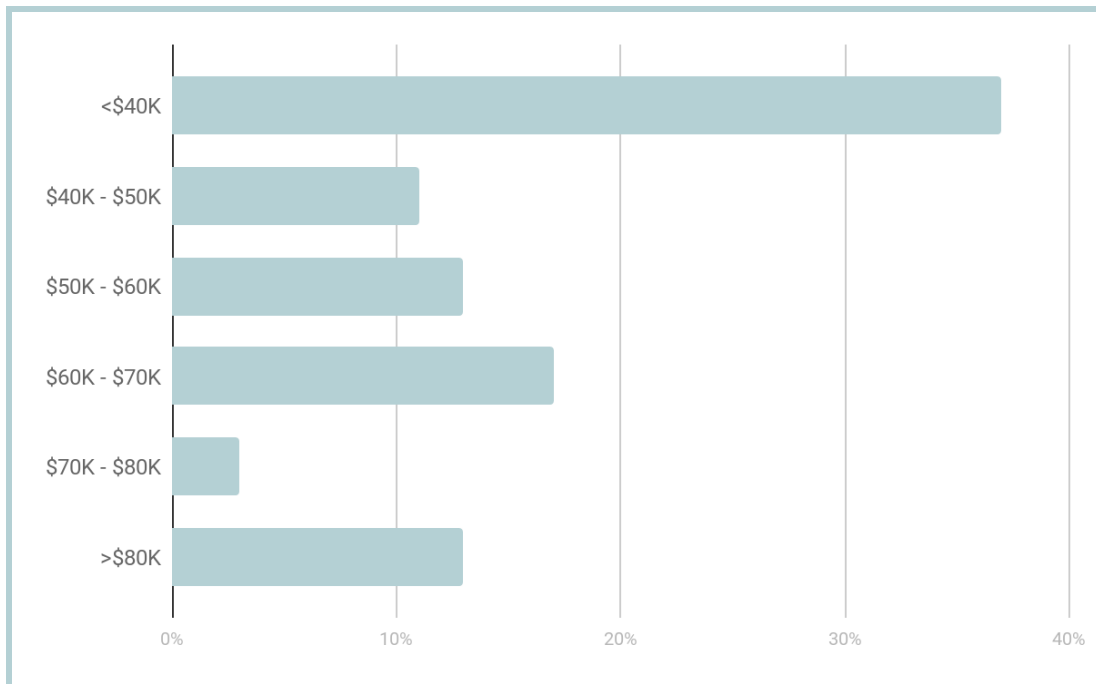
An Online Pastor needs to align with your local church pastor's qualifications. The Online Pastor role is a hybrid of advocating for your local church or campuses and pastoring those far from your church. It takes a highly strategic, pastoral, and emotionally intelligent person to be successful in this role.

One interesting part of this data is looking at the length of time in online ministry compared to the number of years in vocational ministry.

YEARS IN VOCATIONAL MINISTRY VS. ONLINE MINISTRY
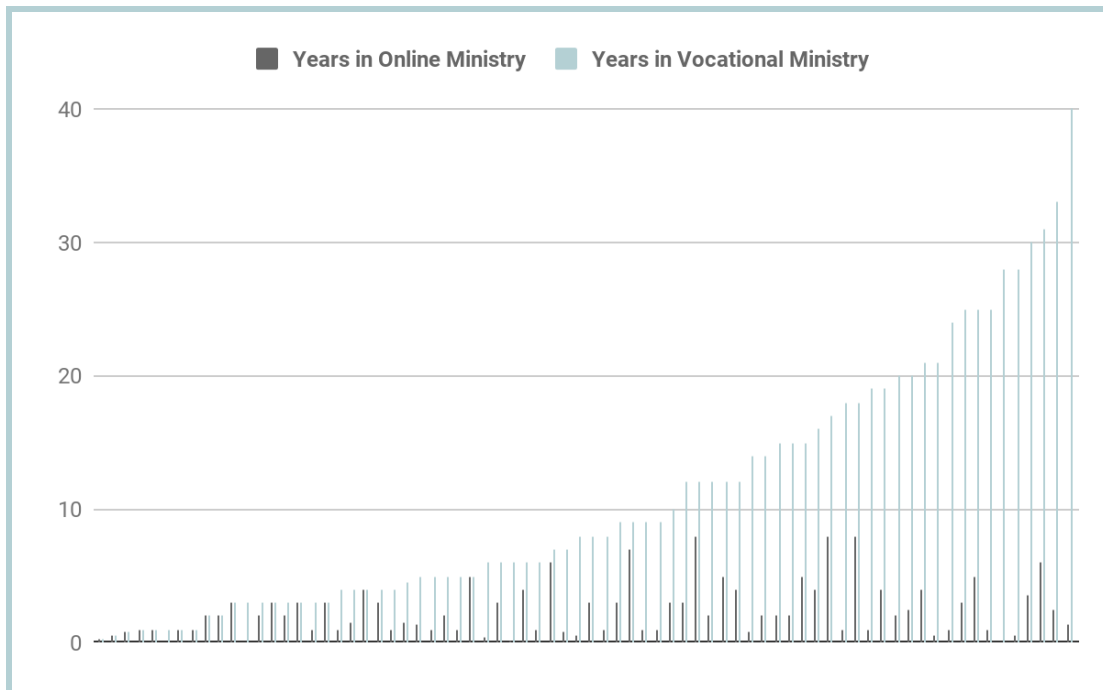
The numbers demonstrate that the impact and influence of online ministry isn't just limited to a younger generation. The average number of years of experience in online ministry suggests it's still a new idea – for some pastors, their entire career in ministry has been online; for others, it's been a portion of their ministry, but they have embraced new technologies and the potential of the online church. The reality is there is much more growth to come in recognizing an Online Pastor as an established and independent role on a church staff.

HOW TO MEASURE ONLINE CHURCH ATTENDANCE

The first place to start when thinking about the online church and its impact is to understand how big it is and where it fits within the ministries of your church. This section of data shows how churches measure attendance, how many people are watching, where they are watching from, and how to bring measurable data to your own discussions of the value and impact of the online church.

Who is attending church online?

- 42% of churches saw their online attendance consisting of people living in a reasonable driving distance of their church
- 28% saw online attendance evenly mixed of local and non-local
- 17% saw attendance of people who live 1 hour away from their church

This is a huge local outreach opportunity. As the presence of an online church grows and people continue to build community, an online church can transition to another physical campus, or continue to exist as an accessible and relational option for anyone who is curious about church. It's also a great way for the heart of a physical church to extend further into the community. An online church community group serving together in a ministry close to the heart of the physical church is one example of what the physical church is all about. It's a great picture of the gospel that non believers will notice.

How are churches measuring online attendance?

- 72% of churches report online attendance weekly and separate from their physical attendance.
- When asked how they measure online church attendance, 26% of respondents said "concurrent streamers at a given time," which was the highest response to that individual question.
- 21% of respondents said "other" when asked how they measure online attendance, which was the second highest response to that individual question.

MEASURING ONLINE VISITORS
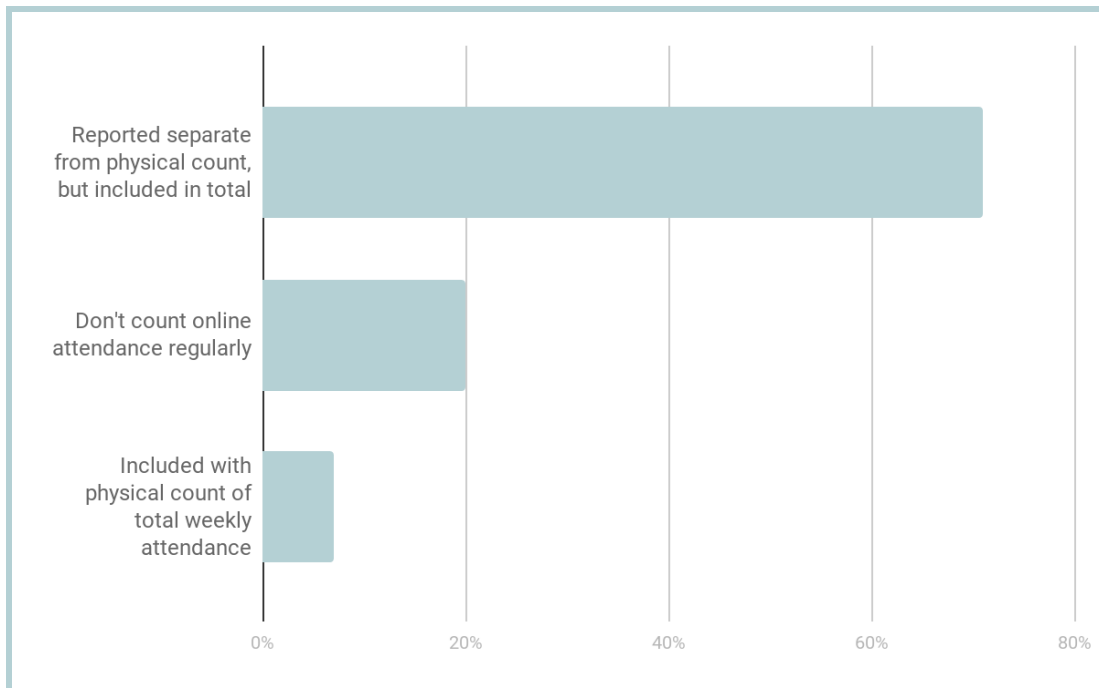
There was little consistency in how churches track online attendance. Remember this when someone tells you how large their online attendance is. It's important to ask how they are measuring it and why.

Keep in mind that in measuring attendance, you don't just want to know how many people are attending, you also want to know *who* is attending. Knowing who is watching online services will help you tailor an experience for watchers that will help retain them, as well as reach people no one else is.

LOCATION OF ONLINE ATTENDEES
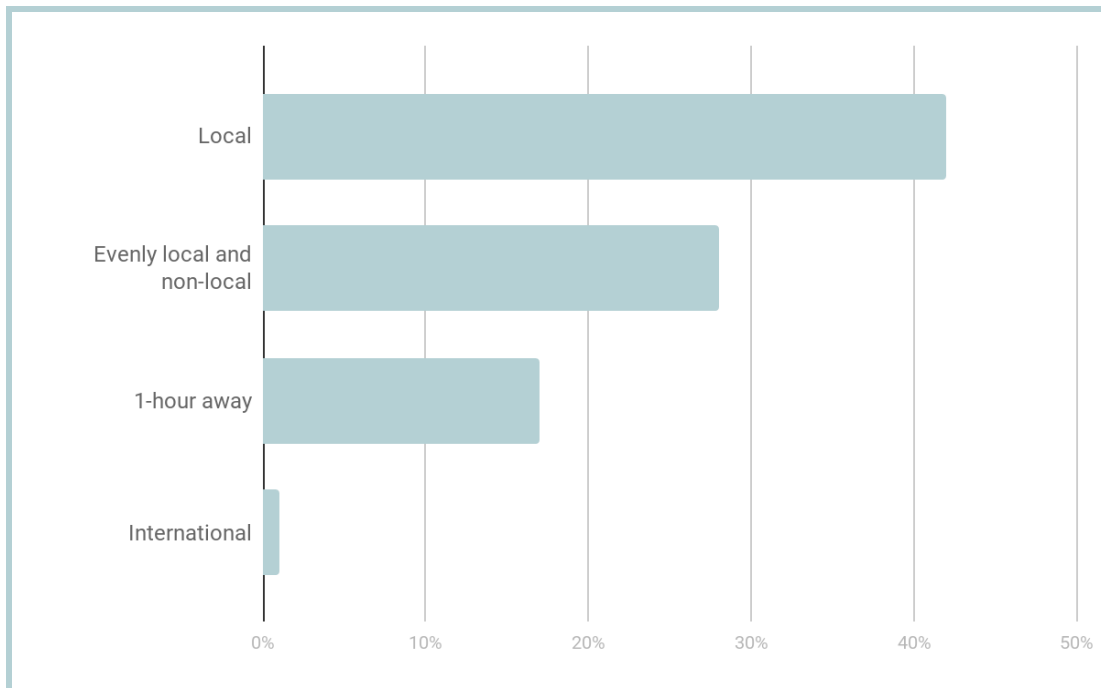
The anonymity of an online service...could open the doors for the questioning, the doubting, the unsure, and the curious to hear the Gospel.

In 2015, the **Pew Research Center reported** that under the Protestant umbrella, nearly 42% of Americans are in a religious identity different from the one in which they were raised. In a changing religious landscape in America today, stepping foot

inside the doors of a physical church may be intimidating, painful, or awkward for some. But the anonymity of an online service – or even the support of an online community where there is as much or as little involvement and face-to-face interaction as desired – could open doors for the questioning, the doubting, the unsure, and the curious to hear the Gospel.

JAY'S THOUGHTS

Members of my online ministry consist of many types of people with different stories: for example, people being reconnected to the church after being exiled for a mental health issue or others who are introduced to the church for the first time on our website or Facebook and YouTube channels. I've helped people start online small groups with family members across different states using video conferencing software like Zoom and Skype. I've empowered entrepreneurial people to launch in-home small groups far from our church's physical location. I've traveled places to baptize people in bathtubs and have trained online members from different continents to baptize fellow believers. God is doing amazing things through different technologies, and online ministry is at the forefront of this decentralizing learning curve.

HOW ONLINE CHURCH CAN GROW YOUR PHYSICAL CHURCH

One thing you may be wondering, discussing, or even worrying about is: does an online church actually grow the physical church? The exciting conclusion from this data: yes! The online church is actually growing the physical church exponentially, according to these survey results.

This concept is called online-to-offline. It's a concept that takes an interested person through a process and eventually moves them from an online church member to an in-person member. Through community and fellowship, resources, content, preaching, and interaction, people come to understand the Gospel and engage in person. Church leadership may be worried or concerned that support for online ministry will result in a diminishing presence in in-person ministry, but the truth is, online church ministry reaches a different demographic that collaborates with the in-person ministry.

At the top of this structure - like a funnel - social media, ebooks, podcast sermons, curriculum available online, and virtual community groups play important roles in online ministry. Then, as people become connected, they watch sermons online, and may engage in a community group that meets nearby. Finally, as they become committed members of the church, the discipleship process continues to grow and thrive as they live and work out their faith.

The question is not, will online ministry compete with physical ministry? The question instead is: how can digital media and ministry reach people that wouldn't otherwise be reached? How can an online ministry collaborate with and support the local church in moving the hope of the Gospel farther and faster out into the world?

How are churches taking attendance from online to offline?
- 51% of the churches are considering using online ministry to launch future churches and multisite locations. 17% are already embracing this strategy.
- 58% of the churches said "100% agree online ministry is helpful to their church."
- 35% of the churches said "75% helpful, but still unsure how it's helpful."

- 59% of the churches have seen physical growth since launching their online ministry.
- 75% have reported people attend online first, then show up in person.

Online streaming will not stop the need for local churches all around the world.

The local church isn't going anywhere. Online streaming will not stop the need for local churches all around the world. Facebook, Apple, Amazon, Netflix, Google or any future addition to the digital monopolies cannot detour God's Bride. Online ministry is an amazing first impression ministry for your local church. Technology, boosted by the decentralized nature of the internet, can enlarge your church and the global church.

DRIVING GROWTH OF THE LOCAL CHURCH
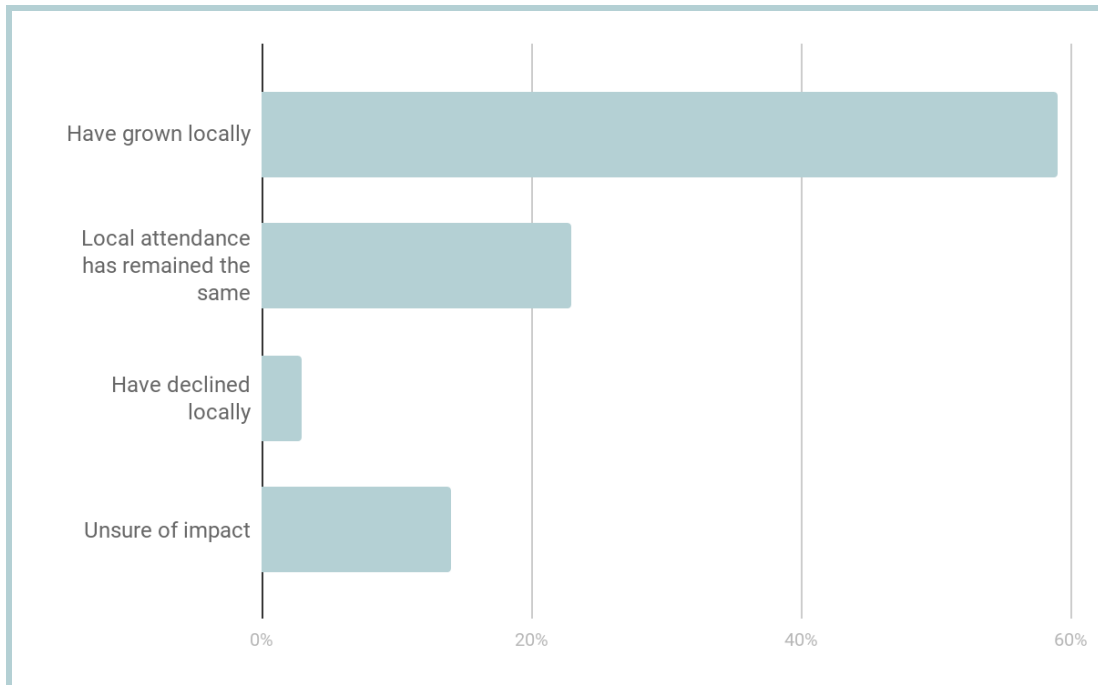
Steve Jobs, founder of Apple, provides some powerful insight about how a personal computer in the hands of every person could positively disrupt the future.

> *"I remember reading an article when I was twelve years old. I think it might have been in Scientific American. They measured the efficiency of locomotion for all these species on planet Earth, how many kilocalories did they expend to get from point A to point B. The Condor won, came in at the top of the list, surpassed everything else, and humans came in about a third of the way down the list, which was not such a great showing for the crown of creation. But somebody there had the imagination to test the efficiency of a human riding a bicycle.*
>
> *Human riding a bicycle blew away the Condor all the way off the top of the list, and it made a really big impression on me that we humans are tool builders and that we can fashion tools that amplify these inherent abilities that we have to spectacular magnitudes. So for me a computer has always been a bicycle of the mind something that takes us far beyond our inherent abilities. I think we're just at the early stages of this tool. Very early stages and we've come only a very short*

distance and it's still in its formation but already we've seen enormous changes. I think that's nothing compared to what's coming in the next hundred years."

The personal computer wasn't created to replace humans. The device from the beginning could – and would – expand humans' potential. Jobs saw this future. In the same way, the online church can expand the potential of churches to spread the Gospel. It's not a replacement for the local church; rather, it can have a positive future impact on the Kingdom.

JAY'S THOUGHTS

I've experienced this expanding with my kids. My five and eight year old boys no longer ask me how to spell something but say "Hey Google" to our Google Home device. Learning for them is becoming more and more instant. That ability to pick up a device or audibly request something has exponentially grown us. The same thing is true with church online. In practice, online ministry amplifies the local church's God-given vision. Instead of taking away attendance or members, it adds value and depth to the work the physical church is already doing. I've seen it happen in my online ministry experience for almost a decade now, along with talking with hundreds of churches about their results.

# HOW DOES THE ONLINE CHURCH INFLUENCE MULTISITE AND CHURCH MULTIPLICATION?

Everything hinges on leadership support, especially in the case of multisite churches. An online church – and an Online Pastor leading it – can be an excellent method of expanding to a multisite church. However, the church must see the Online Pastor as a genuine leader of the church in order to effectively connect and dialogue with the rest of the leadership, not just volunteers or those attending online.

- More than 60 percent of churches have already launched or are talking about launching a church location from online ministry.
- 89 percent of churches believe that online ministry will play an important role in the growth of the future of the church overall.
- Nearly half of the churches surveyed said they noticed that a first time visitor tried their online church option before visiting the physical church.

Few have explored leveraging online ministry for future church plants. Combining the efforts of online ministry and church planting can help drive future growth by having members of your church on the ground before spending any money on your launch.

CHURCH AGE

Age	Percentage
0-9	13%
10-19	14%
20-29	21%
30-39	19%
40-49	6%
50+	28%
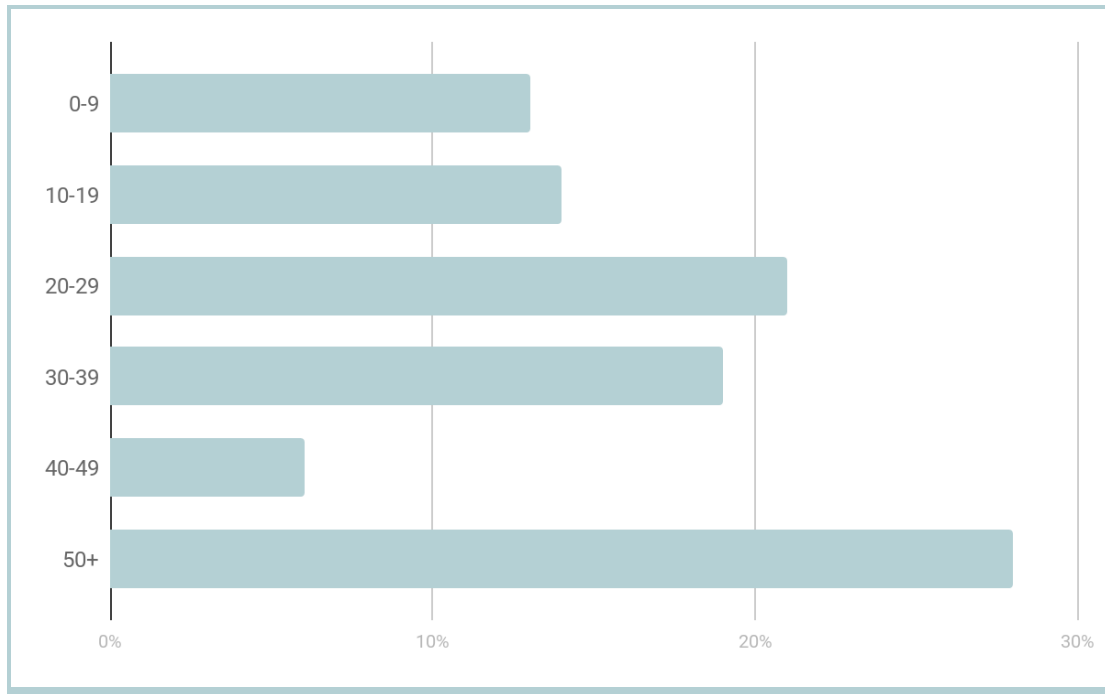
Traditionally, a church selects a market because of target research based on market data. For example, is your church more likely to attract people from Walmart or Target? Depending on your answer, you find an area with a Walmart or a Target.

Online ministry allows you to offer membership, small groups, volunteer opportunities, giving, and more before there are any boots on the ground in prospect markets. For example, you could run reports in possible areas of how many online viewers are members, tithing regularly, volunteering, or in groups. Additionally, if a city looks like it's on the edge of justifying a church plant, send your online ministry team to host a local meetup to find out more about the viewers in the area.

CHURCH LEADERSHIP & SUPPORT FOR THE ONLINE CHURCH

Having the support of church leadership is incredibly important to the growth and health of your online church. It used to be that an Online Pastor was an IT person and pastor combination, serving in an unofficial capacity. That made it hard to know how to equip an Online Pastor for success with the right leadership, strategy, resources, and space to talk through issues and find solutions.

Having the support of the leaders of the church helps define the role of an Online Pastor as a permanent, important part of the church body with a specific role to pastor and guide a specific demographic of people being reached online. Without the support of church leadership, an online church is reduced to being seen as an alternative to attending church in person or another branch of ministry. This data indicates that those in an Online Pastor leadership position view their online church as a community and a part of a larger church body, not just a ministry. This necessitates different resources and leadership for success.

Important highlights of this section of data:

- 89% of respondents agree online ministry is a big part of the future of their church.

What limitations do Online Pastors experience from lack of senior leadership support?

- Money = 41%
- Leadership vision = 40%
- Lack of understanding = 37%

- Fear of hurting local attendance = 22% I'm glad to see how low the local attendance fear is. Five years ago it would have been much higher.

Most senior leaders are asking, how does this online ministry lead back to our local church? As an Online Pastor, it's important to focus on building trust. As you lead your online ministry, reinforce the importance of your online community ideas with success stories.

Here are two effective tactics to help build credibility with your leadership:

1. Start promoting on the front and backend of the live stream. You can film a pastor saying hello and welcoming online attendees and encouraging them to complete a digital response card. Also, highlight that if they plan on attending your church in-person, a pastor would love to meet them. Use your online stream to funnel people to your local church.
2. Add a section to your response card asking, "How did you find us?" Include online streaming as an option. Review these submissions monthly and report the findings back to your senior leadership.

HOW THE ONLINE CHURCH IS STRUCTURED

There's no right or wrong answer about how to structure your online church. Different churches will look different, and because the concept of online church is still relatively new, it's natural to still have some figuring out - or tweaking if needed - to do. Think beyond just on-demand content like sermon videos or

podcasts. How can you leverage your on-demand content in combination with your online church strategy? Some churches do a small group or house church model where an Online Pastor facilitates discussion virtually through questions, live streaming, or content. The fellowship is then left up to the hosts in homes, coffee shops, or other central locations. Other churches simply live stream entire services or the message on demand, then have an Online Pastor check in and connect with newcomers and online members in person over coffee. There are many ways the online church can be structured, and that's okay.

What does the online church look like?

- 90% of churches are streaming live services
- 52% are offering the entire service on-demand
- 47% are offering only the message on-demand.

What technology platforms are churches using for online ministry?

- Facebook = 77%
- ChurchOnlinePlatform.com = 76%
- YouTube = 54%
- Podcasts = 41%

What pastoral care and ministry programming are offered online?

Technology offers great opportunities to share the gospel. Small groups, online churches, and accountability groups all benefit from having a central discussion place for sharing, processing, and learning. There are tons of great resources that the online church could use to maximize the benefit of online church discipleship: there are Bible studies, ebooks, Facebook live chats, or even apps like SheReadsTruth or HeReadsTruth that utilize online community.

Just because you don't meet in person doesn't mean discipleship has to decrease - it just may look different. Creative solutions are key to the health of an online church as it presents unique challenges. Don't get discouraged as you find ways to connect with members and to build a vibrant online community of believers.

> Just because you don't meet in person doesn't mean discipleship has to decrease – it just may look different.

Here are the most common ministries offered online:

Prayer online = 81%

Giving opportunities = 72%

Pastoral care = 58%

Communion = 41%

Serving opportunities = 54%

Online groups = 52%

Facebook Group = 38%

Baptism = 28%

Membership class = 25%

Home small groups 25%

Events during the week = 22%

Benevolence = 10%

Weddings = 5%

Funerals = 7%

Long-term counseling = 4%

JAY'S THOUGHTS

Recently, my boys have been playing Fortnite with their cousin across the country (California to Tennessee). They text each other about playing at a certain time, FaceTime each other while they're playing, and strategize about where to land on the map.

20 years ago, their friendship would have meant plane rides and phone calls. Add another 10 years, and they probably would have only been pen pals. I've seen firsthand how relationships in my own family and church can expand with the power of the internet.

The future is uncertain, that's true. Having questions about how something might change the future sometimes leads to assuming things that aren't always true, and sometimes those assumptions are based in fear about how things will play out. This is particularly relevant in discussing the online church. Online church often gets the short end of the stick: many people - although not everyone - will see the potential negatives of online ministry instead of the greater potential advantages.

Even though Jesus reminds us it's impossible to really know the future, the trouble with thinking about the future is expecting things to grow at a steady rate. Technology and nature don't change at a constant speed.

You might be thinking: what if we allow people to watch online? Will people stop coming to church? The untrue fear is that people will be less connected online than they would be if they were attending in person. No one wants people to stop coming to church. No one wants people to stop valuing in person relationships, so often the idea of online church gets shut down quickly.

But things slow down or speed up eventually. Just like nature goes through heat waves and ice ages, technology goes through both dormant and exciting periods. Even though a fear of the unknown, the future, and where technology might take churches is real, I challenge you to try to redeem things like the internet for God's agenda. It's easy to be afraid, but there's good reason to have a hopeful perspective about online ministry.

W hen it comes to the online church and financial generosity, there can be a natural fear that giving will decrease. However, this fear is largely unjustified. Our study showed that 38% of the churches saw a *giving increase* since launching their online ministry.

The rest of the church must understand the importance of the online church. It needs to be clear what value the online church is bringing to the growth of the rest of the church and how it fits into the strategy of the entire church. This is tied to financial generosity: if the major donors don't understand the value of the the online church, then they might not give to it - something the online church needs in addition to leadership support. It may be out of not understanding or it may be a fear of scarcity - they may be asking, "if we give to this and it grows, will they take the whole church with them?"

ONLINE CHURCH IMPACT ON GIVING
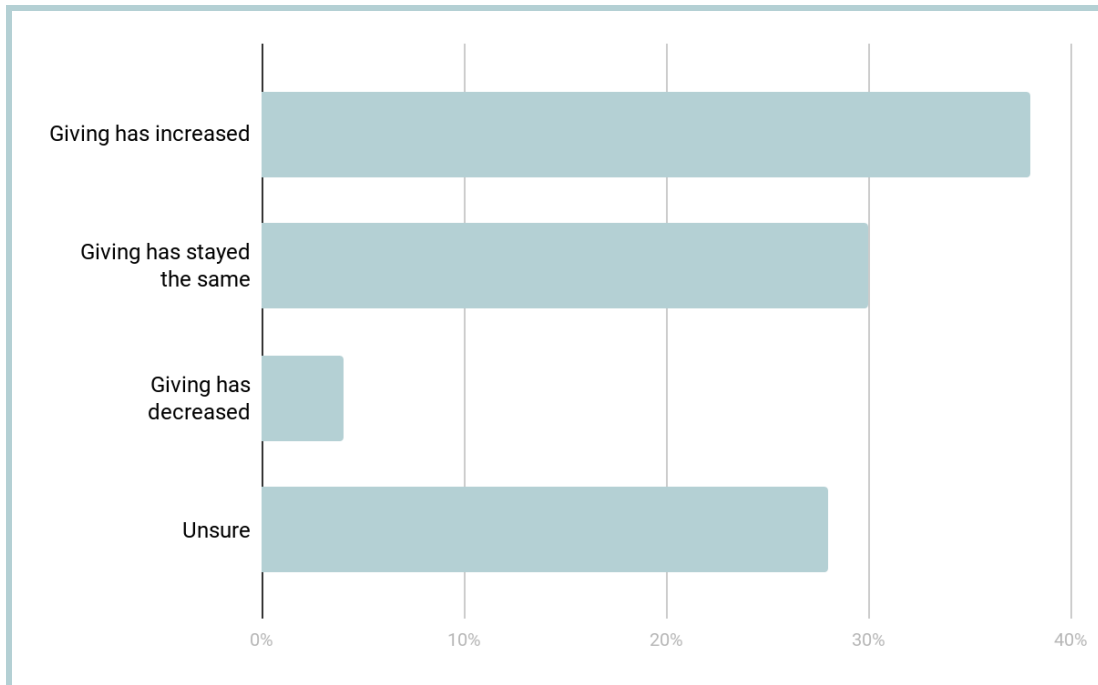
However, 67% percent of respondents said their giving either *increased* or stayed the same. The online church is doing important and unique missional work, and that should be recognized by the entire church body.

Since the fear of decreased giving is one of the major concerns of a church when starting online ministry for the first time, we asked church giving experts at Pushpay to weigh in.

PUSHPAY'S THOUGHTS

The fact that 4 out of 10 churches with online campuses are actually seeing an *increase* in giving shouldn't come as a surprise. In fact, it's consistent with the other data we've seen around digital giving in general. **In a study published last year**, Pushpay discovered that the average digital giver gives 33% more each month than the average non-digital giver. The "digital divide" is even more pronounced when we look specifically at mobile giving where the average mobile giver gives $17 for every $10 given via non-mobile methods. An increase of 70%!

In the same way that churches with online campuses are actually seeing increases in attendance at their physical campuses, churches who invest in digital channels for generosity, and who connect those digital channels to their hubs of digital ministry (like an online campus) are actually seeing an *increase* in overall generosity. The fear that new technologies will cannibalize or otherwise undermine our existing communities is common, but as more and more data is surfaced, we're discovering that the opposite is true.

How can churches drive giving through online church?

As the online community is pastored, spiritual discipline will develop. One of those disciplines is tithing. Most ministries are solely streaming content online, which isn't an effective way to produce well-rounded followers of Christ. **Add a pastor to your team** who is overseeing the online ministry, online small groups, and online classes, and you'll see the number of giving and followers of Jesus increase.

CONCLUSION: WHERE IS THE ONLINE CHURCH TAKING CHURCHES?

Through this data and in our work with thousands of churches, we've seen a trend emerge that indicates the online church brings tangible value to the growth of churches. As churches grow, become multisite, or attract top leadership, an online option is attractive to church leaders in retaining and nurturing a specific audience of church members. It's an accessible, approachable, and low-investment option for those exploring church for the first time. It allows individuals to stay connected even when they can't be there in person or to continue their spiritual education as they move through difference seasons of life.

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Until recently, an Online Pastor may have been a part-time role. The job description might have been cobbled together, combining key responsibilities of someone who is a gifted teacher and preacher, and some technical aspects to ensure that the livestream or podcast works for those listening. But now, the popularity of online

church necessitates that the Online Pastor has a persona and a repeatable and scalable job description. The online church isn't just existing in the world of churches, it is transforming it and growing rapidly.

With the right coaching and resources, the online church has the potential to bring a dynamic and valuable perspective to church leadership and growth. We're honored to partner with you as you navigate the way your church is changing and growing, and committed to staying in the conversation about how to build, improve, and grow online churches and develop their leaders as vital staff members.
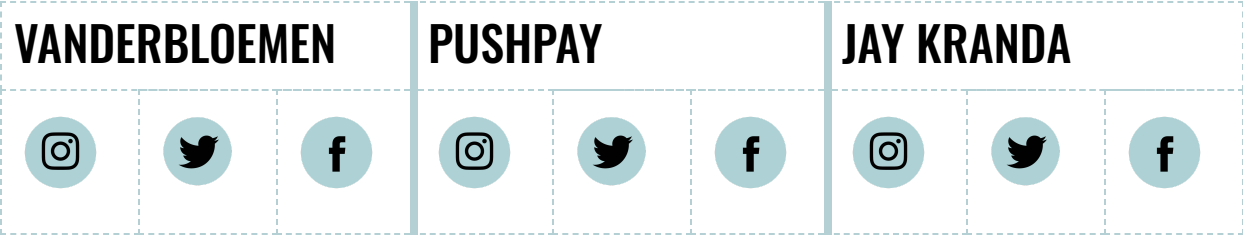
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