

LEADER CONVERSATION GUIDE

Redeeming This Crisis Moment

Episode 138

After the Initial Crisis Response, How Do We Find Opportunities and Act on Them?

With the changes that coronavirus has brought to our daily lives, churches across North America have found themselves changing their ministry strategy almost overnight. With those changes comes a great opportunity to redeem this moment for the better—better clarity, better strategy, and better direction. In this episode, Tony and Amy discuss how your church can use this unique opportunity to thrive in the next ministry season.

Opportunities for Immediate Response

1. **Be FOR your community: How can you mobilize your church to serve others?**
 - a. Lean into local charities. There's no reason to reinvent the wheel.
 - b. The Nextdoor app can be used to help your congregation find opportunities to serve neighbors.
 - c. The American Red Cross has stated that there's a blood shortage and they are hoping to partner with churches.
2. **Improve your strategy to stream services.**
 - a. Move beyond "MacGyver-ed" solutions that got you started; bring your best.
 - b. Commit for the long haul; in what other resources do you need to invest? Check out theunstuckgroup.com/coronavirus for some free tools to help you make decisions.
3. **Re-Imagine Easter gatherings.**
 - a. Go ahead and plan on hosting online Easter services.
 - b. We're hosting a free webinar on Thursday, March 26 at 1pm EST to help you think through what this could look like.
4. **Edit your website.**
 - a. Make it easy for people to engage with the way you do church right now. They're not looking for locations or events right now.
 - b. Point people to online services, ways to help the community, ways to connect with pastoral care, ways to connect in an online group, etc.

Opportunities for the Near-Term

1. **Clarify your mission, vision and strategy to move beyond just “doing” church.**
 - a. Remote work will force you to engage with your team in new ways: Align individual goals to overall ministry goals. Align action to priority initiatives.
 - b. Implement new platforms for collaboration and project/task management.
2. **Shift how you think about your content strategy.**
 - a. Content is no longer just for people who show up at the church. Everything needs to be delivered through your digital platform: family resources, discipleship resources, leadership development, etc.
 - b. Develop content for the church AND content for the community you’re trying to reach. Shifting to a strategy that does that may require you to add new and different people to your staff team.

Longer-Term Opportunities

1. **Simplify your ministry strategy.**
 - a. Complexity leads to getting stuck. Move from being a church of “programs” to a church that helps people walk down an intentional discipleship path.
 - b. If you were offering multiple styles of worship, leverage this opportunity to unify around one.
2. **Right-size your staff and empower volunteers.**
 - a. Target no more than 45 to 55% of your budget to be allocated for staff.
 - b. We’ve found in our data that declining churches have more staff than growing churches—35% more. Does more ministry complexity lead to more staff, or does more staff lead to more ministry complexity? We think it’s the latter.
3. **Becoming a church for the next generation.**
 - a. Become a multi-generational church reaching the next generation for Jesus. Lee Kricher’s book [For a New Generation](#) is an excellent resource.
 - b. If necessary, consider merging with a church that’s already doing it.

Next Steps

Join us for the **Re-Imagine Easter Gatherings** webinar on March 26 at 1pm EST. You can register at our [Coronavirus Crisis Response Resources](#) page, as well as access dozens of other helpful articles, tools and resources.

Listen to the episode on iTunes or at theunstuckgroup.com/episode138.