

LEADER CONVERSATION GUIDE

Re-Imagine Easter Gatherings

Episode 139

Programming Strategy for Engaging Online Easter Services

There's no doubt this Easter season is going to be different. We have a great opportunity to share the message of Jesus, but is there a risk to doing it the way we've always done it during this crisis? On this week's podcast, Tony and Amy share a conversation on how we need to reimagine Easter in our communication, planning and programming.

4 Questions to Make Online Services More Engaging

- 1. How can we increase personal connection with those watching?**
 - a. Limit camera shots to one straight-on angle—or two at most.
 - b. Make eye contact while you teach, and use a boom mic instead of wearing one.
 - c. Rethink your language: You're speaking to people in their living rooms. Rather than "Thanks for joining us online," instead use language like, "I'm glad we're together" or "Glad you're here."
- 2. How can we continuously engage people during the broadcast?**
 - a. Our favorite TV shows have an air time of 22 minutes. Keep your messaging to no longer than 20 minutes, and the overall to 45 minutes.
 - b. There's a fine line between engaging and unengaging music/singing. Remember you will need to engage the whole family. Choose songs with simple lyrics.
 - c. Use video to tell stories and bring in humor.
 - d. Pay attention to the beginning and the ending: Don't over announce. Don't bring a message after the message.
- 3. What can we do now that we aren't limited to an auditorium?**
 - a. Think beyond the typical constraints of a physical gathering. You can get creative.
 - b. Consider an outdoor shoot for a "sunrise service" feel, or consider shooting in a recognizable part of the community.
 - c. If you're able, show how you're engaged in loving your community right now.
- 4. How do we (really) make the Easter story relevant to those outside the church and outside the faith?**
 - a. Show people how the resurrection story connects to what they are going through right now.
 - b. Demonstrate how God resurrects things that look beyond repair.

Engaging First-Time Guests

1. Before the Service

Ask people to invite their friends. The most powerful invite is a personal one. And let's be honest—social media is saturated. Encourage them to call or text someone.

2. During the Service

Let first-time guests know what you'll be talking about in the weeks to come. Promote the next message series. Encourage them to set aside time to be encouraged, to replenish. Let them know your church provides opportunities like this every week.

3. After the Service

Invite them to join in again. Remind them what practical things you are going to be talking for the next several weeks. Use heartfelt, genuine words that communicate "We're in this with you." Be ready to address questions. How can you be accessible? How can you anticipate what new guests? Train your teams on how to respond.

Next Steps

- [30-Day Crisis Coaching](#) - Let us support and equip you to tackle the immediate challenges of the crisis, and look for opportunities to propel you forward after it's over.
- [Coronavirus Crisis Response Resources](#) - More free resources and tools being added daily. Find our Coronavirus Response webinar series, Text-in-Church's free PDF *Livestream Guest Follow-Up Plan*, Missional Marketing's *Sample Social Campaigns*, and more.

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