



2020 EASTER ESSENTIALS

The Ultimate Church Live Streaming Guide

BROUGHT TO YOU BY:

CHURCHSTREAMING .TV

WHY YOU SHOULD LIVE STREAM YOUR EASTER SERVICE

Easter is arguably the biggest time of the year for Western churches around the globe. In 2018 in America, [an estimated 84% of Americans celebrated Easter and 51% visited church.](#)

With only [22% of Americans attending church regularly in 2018,](#) that's a 231% increase!

However, there are always cases where even regular attendees might not be able to make it to their church's Easter service. That's where efforts and resources for digital outreach have become so valuable to churches of all sizes. And more recent digital services like live streaming continue to grow in effectiveness and importance for spreading the Gospel and engaging with those who won't or even can't make it to your physical church campus.

YOUR CHURCH COMMUNITY ON DISPLAY

Your live stream has the opportunity to bolster your Easter service attendance and outreach this year. According to a [Pew Research article,](#) 83% of church attendees feel the quality of sermons plays an important part in their decision to join a church. Think about that in your outreach strategy. How do people experience your church if they've never been there, currently? Is it just a building with a parking lot they drive by on their commute? Live streaming helps you

share your community with others remotely. Now, all of a sudden, your church is more than a building or a sign out front with some corny joke, like:

WHAT IS MISSING FROM CH__CH? U R (actually that one's pretty decent).

And don't stop there! What about the other aspects of your community? After all, your church is a body with several parts and people. For example, you might be planning on streaming your Easter service, but what about your Easter Egg hunt? Are you hosting an event outreach or taking in donations for a special cause? Those are great things to include in your stream and show the world more of what truly sets your church apart.

INVITE YOUR VIEWERS TO ENGAGE IN COMMUNITY

Of course, the thing that sets live streaming apart from every other form of digital communication is that fact that it's *live*. Video does a great job communicating the look and feel of things at church, but live streaming offers so much more in terms of engagement opportunities. Online viewers can have a discussion area where they can chat, ask questions, pray for each other, get links to other resources, tithe, and more.

You can't always be available to take calls or chats, but your live streams allow immediate engagement to questions and conversation. This is also why

it's important to acknowledge your online visitors when you're speaking to the congregation, meaning your pastor or person in charge of greetings and announcements ought to look at the cameras and thank them for tuning in and being a part of the service. Likewise, have a pastor or staff member on hand to moderate your streams and handle any incoming chats or questions, ensure online visitors are taken care of, and communicate to your production team if issues with the stream or equipment occur. Just like all the people at the physical church campus, online viewers can learn and grow, talk with others who are doing the same, and even give online and register for upcoming events held by the church.

Online communities and campuses are rapidly growing in popularity. A great example of this is Connection Point Church in Jackson, MO. Their Online Pastor Darren DeLoach shared how valuable live streaming has become as part of their ministry,

"It's a means to talk of Jesus in another capacity. And it has become our largest campus. We average around 1,000 at our main campus on Sundays and 1,800 online. We have had [an] online family give their life to Christ, request Baptism, receive prayer, even had the opportunity to talk a viewer out of suicide in one case and an abortion in another. It's a powerful tool."

So, which one should you try first?

When asked about their approach to doing ministry this way, Pastor Darren said, "I'm the online pastor and we literally treat the online campus as part of the physical campus. We are building new facilities that will be completed soon. Once that happens, we will and have already designed content directed toward the online worship experience. During the services now, I interact by greeting everyone that I can directly. We encourage the individual online family members to greet and pray for one another. Our mission is to Connect. Grow. Go. And that mission is present in our online ministry. My goal is to help anyone viewing online [to feel] just as part of our CPC family as those that are here physically."

WHERE SHOULD YOU CAST YOUR NET?

In the case of broadcasting "channels," the more channels, the merrier. One of the best things about live streaming is the ability to cast your net (or in this case, broadcast) across a wide range of platforms and channels. Don't just embed the feed on your website and call it good. Connect with other streaming sites like Facebook Live, YouTube Live, Vimeo, and others. So which one should you try first? Facebook Live and YouTube Live are both free to work with. That's a nice perk, but be aware that one of the major setbacks is the fact that those channels are only visible through their respective websites or mobile apps. YouTube Live will allow you to embed the feed on your site, at least and archive the video in your YouTube channel.

One of the immediate drawbacks with Facebook and YouTube are potential copyright license issues if you plan to broadcast parts of your worship service or any feeds that feature copyrighted music or video. First off, you'll need to purchase the appropriate licenses to stream copyrighted content, just like you do for performing or featuring content at your church. Without that, your stream can be cut off without warning and accounts can even be locked if you violate the rules. There are ways to submit your licenses to Facebook and YouTube to avoid this issue, but it can be a big process.

Most streaming services allow you to simultaneously stream on your church website and social media at the same time, making it easier for you to get your message in front of more people every week. Ultimately, you can determine where your efforts make the most sense in terms of reaching others.

EXPANDING YOUR OPERATIONS

Don't stop there! Live streaming opens up new possibilities, including how you have your equipment set up. One camera is fine, but request in your budget to get multiple cameras and switching hardware or software to allow for multiple angles. In the end, these kinds of upgrades can be reasonable on just about any budget, and this makes the production feel much more professional and lets those interested in eventually attending in-person get a better idea what it would be like.

LIVE STREAM INTO OVERFLOW VENUES

Your live stream also has the potential to help even those who are physically attending your services. Your Easter service tends to get packed and some people may not be able to find a seat in your sanctuary. Most churches overcome this with overflow rooms where a tv can be set up with seating so that visitors can still see and hear everything going on. This is also great for mothers with nursing children to have their own area where they can have some privacy but still watch the service. Nursery workers and volunteers also have the opportunity to watch and hear the service while they're taking care of the little ones so they don't feel like they might be missing out each week.

AVOIDING EMBARRASSMENT ON EASTER

Just like every other part of church production, you want to make sure to test things out before service kicks off. Print out the "Pre-Stream Checklist" page for your production team to follow along with before they broadcast your next service or event. There's a blank line on one of the steps where you can write in the login URL for your church's live streaming account.

It's important to run through the steps and document any issues you think you or your crew might run into. The last thing you want is to find yourself unprepared for things like a bad cable or a spotty internet connection in the heat of the moment.

HERE ARE SOME TIPS WHEN YOU'RE FIRST STARTING OUT:

- **FIRST:** Don't let Easter be your first attempt at a public live stream. Seriously, don't. Do some practice runs throughout the week to make sure your equipment and connection are all in check. Also, make sure to do a private stream during one of your regular services to have your team monitor the live feed and make sure you don't run into problems with your stream quality once you have a full church with a lot more people all connecting to wifi.
- **SECOND:** Give your live stream a dedicated internet connection. In light of the last tip, it's always best to have a dedicated connection for your live stream. That way, you have less to worry about with everyone's smartphones and tablets potentially hogging up all the bandwidth and faster speeds to keep your streaming quality as consistent as possible.

LIGHTS! CAMERA! ... WHAT'S MY NEXT ACTION?

Depending on where you're at in the process, you should research and get your equipment together first and determine how you want to set it up to show your church to the world. Next, many churches do some initial runs with free services like Facebook Live or YouTube Live before they're ready to move

onto a premium service for better stream quality, stability, and more control and options to broadcast through. If you're looking for a good place to start, we recommend working with a streaming service that caters specifically to ministries, like [ChurchStreaming.tv](#), where you can work with your equipment of choice and have the freedom to expand your streaming capabilities. Don't forget the [Pre-Stream Checklist](#) to help your production crew keep from forgetting anything before you're on the air.

We pray this eBook has given you some great insight and ideas for your Easter live streaming ministry. We're excited to see more and more churches using resources like this to spread the Gospel and share the love and hope of Christ with the world this Easter season.

START A LIVE STREAMING FREE TRIAL