



**CHURCH
Streaming**

THE **ULTIMATE GUIDE** TO CHURCH LIVE STREAMING

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TECHNOLOGY FOR TODAY'S CHURCH



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"WE'VE ACTUALLY SEEN MORE PEOPLE THAT VIEW OUR SERVICES ONLINE THAN ATTEND. WE DON'T SEE THIS AS A NEGATIVE. WE SEE IT AS A POSITIVE BECAUSE WE ARE ABLE TO GET THE MESSAGE OUT TO MORE PEOPLE AND TOUCH MORE LIVES."

Did you know that the goal of live streaming should be to keep people connected? Sure, it sounds powerful to connect with missionaries overseas and to spread the Gospel to the nations from behind your desk, but that shouldn't always be the main focus. We often hear stories of churches seeing an impact in their local community from their live streaming efforts.

Karyn Sloas, the Communications Director at Grace Baptist Church in Knoxville, Tennessee said, "We've actually seen more people that view our services online than attend. We don't see this as a negative. We see it as a positive because we are able to get the message out to more people and touch more lives. When people go on vacation, stay home with a sick child, or are shut in they don't miss a service because of ChurchStreaming. My 90-year-old grandmother watches the services from her phone, so if she can do it, anyone can do it."

To take it a step further, a study done by the [New York Post](#) discovered that Americans check their phones on average once every 12 minutes. If your grandma is using some of that time to live stream, chances are other members of your congregation are as well.

Simply providing an opportunity for people to attend your church without walking through your front doors opens the possibilities of who can hear the Gospel in your community. However, the reasons for live streaming don't stop here. Take a look at what our experts have found to be the most strategic reasons your church needs live streaming and imagine the impact you can have on the people around you right now.

WHY LIVE STREAM?



The Gospel encourages people to go out and make disciples (Matthew 28:19-20). The heart of this Gospel message is what propels churches to spread the good news across the street and across the globe. Take a look at how live streaming can be a tool that furthers this mission.

Increase Engagement

By live streaming your weekly sermon, you are providing people the opportunity to engage with the content you are providing them. Imagine someone has a question as they watch the sermon. If that person is sitting in the audience, they will shy away from blurting out their question for the entire church to hear, but if they have the opportunity to post a question during the live stream, you can have a team ready to answer their question as soon as they post it. This creates a unique dynamic for people to wrestle with the hard topics of scripture or simply ask clarifying questions to ensure they understand the sermon's message.

Encourage Outreach

If you are just in the beginning stages of learning about Christianity, it may seem overwhelming to head to the nearest church and join a small group, especially when you have no idea what to expect. However, if you are able to watch a few church live streaming services online before you go, you can get a handle on what they do and how they do it. Imagine that simple act giving you the confidence to actually enter those church doors and attend a service or two. Watching

that church live streaming video could be the first thing that led you to fully believe in Jesus Christ. With people who might be interested in Christianity, but are too nervous to jump in head first, live streaming is a great opportunity for them to join anxiety-free.

Welcome New Members

Church live streaming is a great way for new churchgoers in the area to learn about your church and what all you offer. If a new family moves to town and desires to learn more about a church before going, a livestream video is a perfect place to start! It helps ensure they agree with the messages being spoken and encourages them that their family will be in good hands when they do attend.

Equip the Church Body

Church live streaming can also equip people in your own community. If there is a mom who is at home with a sick child or an elderly couple who cannot commute, live streaming provides a great opportunity for them to stay connected and get involved from the comfort of their own home.

Streaming is many times thought of as beyond the walls, but it also can be within. We've spoken with many churches who are looking for a way to transmit from one part of their church to another without having to run cables and wire. Some churches have multiple buildings on a campus and found that streaming is more cost effective to get video/audio from one building to another. Also, many of our churches use it for multi-campus streaming, during which the preaching pastor is in one location and they have a whole other congregation in another location who will watch.

Connect With People Beyond Sunday Morning

When you think of church live streaming, don't limit yourself to thinking solely of live streaming sermons. What if you could live stream women's and men's Bible studies, key small group classes, church events, and even business meetings? Live streaming more than just your Sunday sermons can create an intentional community growing in knowledge together for the sake of the

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Gospel. These options go beyond the mentality of tuning in to a worship service and allow people to actually engage with the life of your church.

Encourage Those Around You

If you have ever stepped back and listened while people worship together on a Sunday morning, you can hear the power of a group of people proclaiming Jesus' name. That type of encouragement in worshipping our Savior can be felt through church live streaming too. Someone stuck at home may feel as if they are the only Christian around, but joining a group of people who are worshipping Jesus can bring great encouragement.



WHY PAY INSTEAD OF USING A FREE LIVE STREAMING SERVICE?

It's nice to get things for free, right? As a church leader, everything within you is probably screaming "Yes!" at the top of your lungs. However, free software and services are not all as appealing as you think they might be. Consider the following:

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7-DAYS A WEEK INCLUDING
FROM 8 A.M. TO 8 P.M.
EASTERN STANDARD TIME
ON SUNDAYS.*

Ad-Free

All free live streaming services have someone paying for it. Most of the time those paying for this "free" service are companies who wish to advertise their products while consumers live stream different events. This can be dangerous territory when it comes to live streaming your church services or Bible studies because you can't guarantee what companies will pop up as your guests watch your live stream. Rather, a paid service, such as ChurchStreaming provides an **ad-free** opportunity for churches to keep their message simple and clean.

Tech Support

Another reason to look into live streaming services, such as ChurchStreaming is the support these companies provide you. If you look at Facebook or YouTube's policies, they say their average rate of response for inquiries is roughly a week. To a church that puts out weekly content, that's a long time to wait for someone to help you with your problem.

ChurchStreaming has live U.S. based support, 7-days a week including from 8 A.M. to 8 P.M. Eastern Standard Time on Sundays. Sundays are the days when most questions pop up, so why not choose a company that can help you right then rather than wait?

THEY HAVE SEEN CHURCH MEMBERS WHO THINK THEY KNOW EVERYTHING ABOUT LIVE STREAMING ONLY TO FIND OUT THEY ONLY READ ONE ARTICLE FIVE YEARS AGO.

Encouragement

The amount of power you have when you live stream your Church events is important to keep in mind when choosing between free vs. paid services. ChurchStreaming also has accountable support as they have worked with churches and different mission organizations since the very beginning. They understand what it is like to be a pastor who is not technically savvy trying to get everything up and running right before the service starts. They have seen church members who think they know everything about live streaming only to find out they only read one article five years ago. Our team gets it and we want you to know we're here for you. We exist because our people have walked in your shoes and know what you need.

HOW TO GET STARTED

Obtain Church Support

Obtaining support may seem like a crazy idea if you are reading this article, but truly take a step back and make sure your church is on board for Church live streaming. You don't want your church members to be in the dark and push back if they have concerns. After all, you may need their financial support to make it all happen.

If you want to know whether your members will support this endeavor, try holding an informational meeting and gather their thoughts. Be sure to start this meeting off with the top reasons why your church should be live streaming so they can get a picture of how it will work and why you want it to work. Let them see your heart behind live streaming, and be sure to point out all of the positive benefits to your church. After you have the church's support, things will begin to move a bit more smoothly.

Get Creative

Don't limit yourself to just live streaming your Sunday services. Brainstorm new and fun ways to utilize this new feature of connecting your church body. Get inspired by the above six reasons you should be livestreaming. Think outside the box so you can meet your goals and continue running in the right direction.

Set Goals and Measure Results

After your church is on board and you've thought of all the ways you can use church live streaming, the next step is to set your goals and expectations. Setting goals early will help make sure you are on the right track as you begin this process. Here are a few goals to get you thinking in the direction:

- Increase those who watch by 100 views a month (this includes both those in attendance in person and online)
- Partner with 5 missionaries to help equip them in their field
- Live stream at least one new event or class every other month
- Increase online giving by 10 percent

After you have your goals and expectations set, it is important to consistently look at your analytics to make sure you are running in the right direction. If you see one of your goals isn't becoming a reality as quickly as you would like, try tweaking it. Goals don't have to be set in stone. They can ebb and flow just like other goals you probably have at your church. As long as you are pushing your church to be better and more intentional with your church live streaming, you can't go wrong.

YOU DON'T HAVE TO BE FANCY TO GET STARTED IN CHURCH LIVE STREAMING. AS LONG AS YOUR VIEWERS CAN GRAB THE INFORMATION YOU ARE WANTING TO HIGHLIGHT, ANY CAMERA WILL WORK!

Choose Your Equipment

After you have the support you need and your goals set, the next step is to find the right equipment you need to get the job done. If finances are a big concern for you, try asking your church members for financial donations or even digital donations to help get the job done. This not only helps people feel a part of your church, but it can also help you get the equipment you need. The first piece of equipment you need to look into is the camera. This is the most important piece you'll need to purchase because this is what grabs the quality video for you to live stream.

Here are the top camera options whether you are a novice or expert in this digital field:

Novice Option

[Sony HDR-CX455](#)

This is a great choice for quality and price. It's a low-budget, yet very powerful camera and is easy to simply turn on and start recording. It records in 1080p at 60fps, which will provide a great experience for your viewers.

Price: Less than \$500

Pro Tip: We recommend checking out this [remote control tripod](#), which allows you to control your camera from the handle of the tripod.

Intermediate Option

[Canon Vixia HF G21](#)

This camera is a great option for anyone just starting out in the church live streaming world. It is easy to use and is capable of providing quality live streaming videos.

Price: \$799

Expert Option

[Canon XA25](#)

For a more advanced camera, [Canon XA25](#) is where it is at! If you know a thing or two about video cameras, you may want to pick this up. It records at 1920x1080 with ranging frame rates from 59.94p to 24p for a more cinematic feel. This "run-and-gun" camera is not only great for live streaming, but it's versatility makes it great for producing other videos for your ministry.

Price: Less than \$2,000

Pro Tip: Looking for a tripod? We suggest a fluid head tripod, which allows you to control the movement of your camera, so there are no sudden or jarring movements during the stream.

As always, there is a lot to consider, and you don't have to figure it out on your own. Feel free to reach out, and we will be more than happy to walk you through the entire process. We partner with churches daily and our advice is based on the goals we've helped them achieve.



*OUR TEAM IS ALSO
STANDING BY TO HELP
GUIDE YOU THROUGH THIS
PROCESS, SO IF YOU ARE
LOST AND DESIRE MORE
DIRECTION, REACH OUT!*

After you have chosen your camera, you'll need other accessories to go with your camera/camcorder such as:

- Tripod
- Microphone for your pastor if your camera allows it
- HDMI cable and HDMI extender (optional)
- Video switcher (if you plan to use multiple cameras or video feeds)
- A video capture card for their computer (necessary if using RTMP software to run video feed from external camera to computer)
- Any sound equipment you might need, such as microphones or soundboards

You can find each of these items sold online that meets the needs of whatever your budget may be. Our team is also standing by to help guide you through this process, so if you are lost and desire more direction, reach out! We'd love to help you.

Try It Out

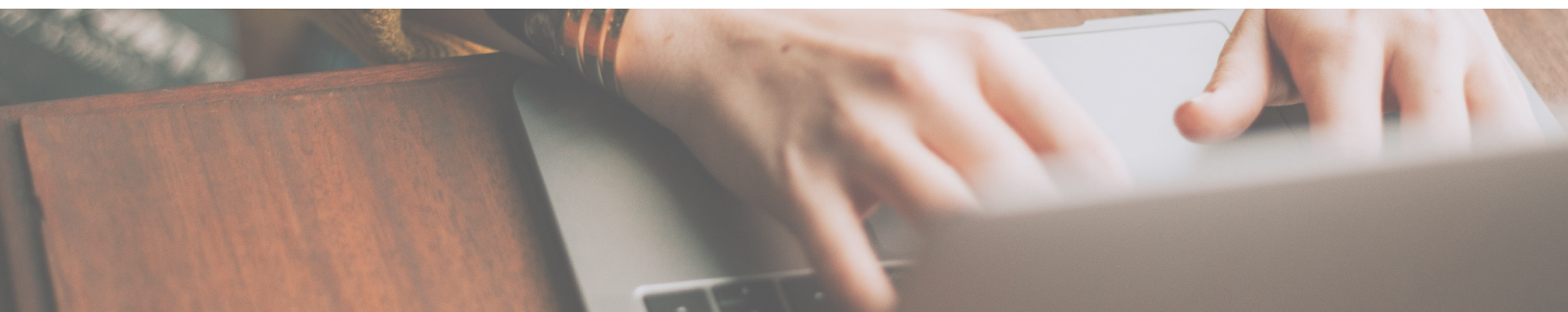
Trying out your new equipment and live streaming your first event has never been easier.

Step one: Set up your equipment

Step two: Log on

Step three: Start streaming

Does that sound like it's a little too easy? Well, believe it because our team understands not everyone knows everything about live streaming. That's why we're here for you seven days a week. To expand on these steps, we've created an easy checklist for you to follow so you have everything you need to get up and running as quickly as possible.



Live Streaming Checklist

Print out this checklist and have it on display near your main computer so it's easy to reference each time you live stream an event.

- ☐ Check computer
 - ☐ Power on (restore from sleep mode)
 - ☐ Log in to <https://yourstreamlive.com>
 - ☐ Perform speed test
 - ☐ Check for any event notes
- ☐ Check camera(s)
 - ☐ Power on
 - ☐ Take lens cap(s) off
- ☐ Check streaming device
 - ☐ Check all plug-ins
 - ☐ Power on
- ☐ Check audio (if applicable)
 - ☐ Turn on sound equipment
 - ☐ Perform soundcheck
- ☐ Perform streaming test
 - ☐ Start stream
 - ☐ Visit all platforms to check if the stream is on
 - ☐ Check video and audio quality

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Tell the Masses

Now comes the fun part. Let your church know what's going on. Show them how to access your new live stream from home. Encourage them to tell their friends, family, and neighbors so more people have access to the Gospel truths. If you have the ability, you can even print cards containing your live stream information. Encourage your members to keep one for themselves and to give one away. The more people you tell, the more people you can reach with your message.

Here are a few other ways to promote your church live stream:

- Social Media
- Church Website
- Bulletin
- Email
- Text message

Don't forget to get creative with your church management system. Your ChMS should make contacting people in your church simple, so don't overthink it. Simply send out the information each time a new live stream is ready to view.

Next Steps

[ChurchStreaming](#) provides an easy-to-use platform that our users love. Knowing that there are churches who need certain live streaming aspects, but not others, we've created a new tiered pricing option. It's now more affordable than ever to get started. We offer a reliable, affordable live streaming service that helps your church connect with people in your community and around the world.

Let us help you get started so you can continue to make disciples in your church and spread the Gospel of Jesus Christ. ■