



BEST PRACTICES FOR WORSHIPING ONLINE & BEYOND
IN A PHYSICALLY DISTANCED WORLD

WITH **JASON MOORE**

PARTICIPANT HANDBOOK

#OldStoryNewTime

THE PRESENTER

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JASON MOORE

Author, speaker, and worship coach Jason Moore is passionate about helping the church reach the culture we live in. He is known for his pioneering work in collaborative worship design, media production and secret worshiper consultations.

His books include *Digital Storytellers: The Art of Communicating the Gospel in Worship* (Abingdon Press, 2002), *Design Matters: Creating Powerful Imagery for Worship* (Abingdon Press 2006), *Taking Flight With Creativity: Worship Design Teams that Work* (Abingdon Press, 2009) and his brand new release, *From Franchise to Local Dive: Multiplying Your Ministry by Discovering Your Contextual Flavor* co-written by Rosario Picardo (Market Square, 2020). Jason was also

the lead designer for the CD-ROM of the best selling book *The Wired Church: Making Media Ministry* and has completed projects for such organizations as The Fuller Institute, numerous United Methodist Annual and General conferences and Abingdon Press.

Known for his pioneering work in worship design and guest readiness, Jason Moore has devoted the last two plus decades to resource development, training, and coaching & consulting that works for local churches of all sizes, styles and means.

The author of 10 books, Jason has designed worship alongside such leaders as Adam Hamilton, Michael Slaughter, Tony Campolo, Brian McClaren and Leonard Sweet. He has also led hundreds of seminars and keynote addresses across North America - teaching in 47 states across the USA.

Jason began his ministry in the late 90s at Ginghamburg United Methodist Church in Tipp City, Ohio when the church grew to over 3,000 in attendance and later went on to co-found Midnight Oil Productions. In addition to Midnight Oil, Jason has worked with numerous denominations as a creativity consultant, media producer and trainer.

In the secular world, Jason has collaborated with several Hollywood producers in film and television, and has produced numerous book trailers for New York Times best selling authors such as Ariana Huffington, Seth Godin, Robert Greene, Ryan Holiday and Mark Ecko.

A former adjunct professor for North West Nazarene University, Jason has been featured in many articles for publication including The Ooze, Homiletics, Next Wave, Technologies for Worship, Church Production, Wired, Worship Matters, Church and Worship Technology, Worship Leader Magazine and various newspapers around North America. His books are required reading at nearly a dozen seminaries.

JASON'S NEWEST BOOK

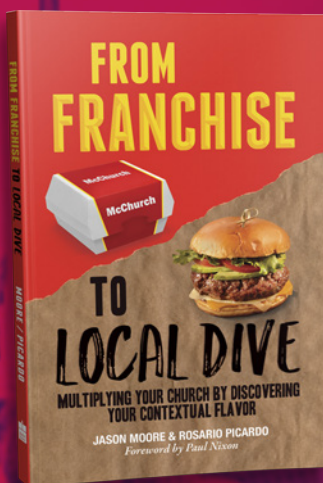
From Franchise to Local Dive: Multiplying Your Ministry by Discovering Your Contextual Flavor co-written with Rosario Picardo is a resource designed to help churches form new recipes for worship, community, discipleship systems and beyond.

Whether you're looking to start something new (like online worship), revitalize something old, start a multi-site ministry, or even merge multiple congregations, this book will guide you through the process.

The book presents numerous case studies, shares time-tested principles and offers numerous reflection questions that will help you form your own new recipe.

Exclusive webinar discount!

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TELLING THE OLD STORY IN A NEW TIME

Not business as usual.

BOOK -----> FILM

1 CONSOLIDATE

Length issues

Shorter/broader - From “Sunday to Sunday” to “Sunday to Monday”

Story issues

Audience issues

REFLECT:

What could be consolidated in this new format?

How can I use Sunday to launch into Monday and beyond?

How will I communicate the story to an audience who may not be familiar with it?

2 ADAPT

From Monologue to Dialogue - Picture who is on the other side of the camera

Authenticity matters more than being slick - BE YOU!

Encourage participation

- Room host
- Polls - [mentimeter.com](https://www.mentimeter.com)
- Prayer
- Call out
- Interactive

Giving practices

Song lyrics and text

Sacraments - Check with your conference leadership

REFLECT:

What can you do to remind yourself of your audience when preaching?

What's your sweet spot, and how can you bring that? Be you!

What can you do to encourage participation?

How are you handling giving and sacraments?

3 RE-IMAGINE

Get Closer! Get Closer! Get Closer! - Follow the Mister Rogers Model

Hook them up front! - Give the audience a clear ROI

“Mustard seed moment” - Use what’s in front of them

RE-IMAGININGS - 4 TYPES

DRIVE-IN CHURCH

FM transmitter/Sound system/bullhorn/LED screens etc.

Hospitality & other considerations

Weigh risks/rewards

Check with authorities and conference leaders

STREAMING WORSHIP

• Live • Pre-Recorded • Hybrid

Platforms and software

Dedicated link (embed your link on your site)

Archive and rebroadcast

Reminders (text, email, FB Live)

Connect Card/Offering

Digital Bulletin

TELEPHONIC WORSHIP

Text streaming link

Broadcast through phone call

Phone a friend

Providers:

freeconferencecall.com (free) zoom.com

streammonster.com phonelivestreaming.com UberConference.com

ANALOG WORSHIP

Print bulletins - mail, deliver or pickup (with protocols)

CDs/DVDs (or thumbdrives)

REFLECT:

Is the camera close enough to read your expressions, emotions and passion?

What can you do to engage people right away?

What images can you use to keep the message alive when the stream has ended?

4 EMBRACE LIMITS

Be more consistent with your imagery - you don't have the room to unify the experience

Try something new - Dream Big

Take the lead - practice social/physical distancing on camera

Embrace the moment! This isn't something to get through, but an opportunity for new ministry

REFLECT:

How many different images, fonts, colors, looks, etc are you using?

What's something you've always wanted to try but couldn't?

Are you modeling social distancing on your feed?

How can you lean into these opportunities, rather than endure them?

5 BUILD COMMUNITY

Use Sunday to launch into Monday

Consider three audiences:

- 1.) Those already committed and with you**
- 2.) Those members who have disconnected**
- 3.) Those curious and seeking in this present time**

IDEAS WORTH STEALING:

- Story-time with kids
- Youth group in-house scavenger hunt - church orders pizza for winner
- Hand-written notes (mailed)
- Shared podcast from congregants - recorded from their phones.
- Busy bags for kids and seniors
- Coffee with the pastor via Zoom
- Hymn a day
- Virtual costume party
- Drive-by Easter egg hunt (eggs in windows)

REFLECT:

What are some creative ways you can connect when the stream has ended?

How can you incorporate action steps into your message to drive ministry throughout the week?

6 GUEST READINESS

Hospitality still matters even without a space

Website updates (this is your only door):

- 1.) When and where are you meeting - update from physical to online
- 2.) Introduce yourself and your team - who are we?
- 3.) Accurate and up to date
- 4.) Social media focused

Introduce yourself - every leader

Welcome visitors/Guests

Offer orientation, explanation, and avoid insider language

4 Things to do each week:

- | | | | |
|-----|-----|-----|-----|
| 1.) | 2.) | 3.) | 4.) |
|-----|-----|-----|-----|

Leverage Facebook

**Website resources listed in resource section*

REFLECT:

What can you do to create an experience for those who are brand new?

How can your website better reflect the times we're living in now?

Are you setting aside enough time to prepare?

7 TECHNOLOGY TIPS

Avoid streaming anything else while broadcasting - no Netflix/Disney+/streaming

You need more lighting than you think

Good audio is more important than good video

Know where the camera is - Precision of words vs. Essence of them

Iterate! Get started - It doesn't have to be perfect

REFLECT:

Are you doing enough practicing with your setup?

Have you either internalized your script or placed it where it looks like you're still "addressing the camera"?

8 COPYRIGHT AND LICENSING

This is not the wild west - you still have to follow the rules

Are you covered?

Three Licenses:

CVLI/CCLI One License Christian Copyright Solutions

REFLECT:

Have you checked to see if you have any licenses?

Have you read it over lately to make sure you're covered?

RESOURCES

Introduction

In this resource guide, it is my hope to give you some tools to explore and create a one stop place for some of the things you might need to tell the old story in a new way. Is this everything? Absolutely not! One of the beautiful parts about technology is that it will always change, and even as I am writing this, we all have to acknowledge that the tools listed here might be old in the coming months.

Use this as a jumping off point and begin to wrestle with the questions to serve your community in the best context possible.

One other important note: I love people. Nothing will ever replace the gathering of God's people in one place. We serve a God who came to Earth in the flesh to meet us, and we are called to do the same. I am in no way suggesting that technology will ever replace the gathering of the church in person. However, I do believe this is the BEST way to encourage more people to see the fullness of the Kingdom of God.

Paul says it so well in Hebrews 10:24-25, “²⁴ And let us consider how we may spur one another on toward love and good deeds, ²⁵ not giving up meeting together, as some are in the habit of doing, but encouraging one another—and all the more as you see the Day approaching.”

Think of this resource guide as a way to encourage, empower, and spur one another on towards love.

Also, the listing of any company is not a personal endorsement, merely what I've gathered from talking to practitioners in the field in my years of working with churches. Major portions of this resource section were compiled by my friend Pastor Tony Miltenberger - twmilt.com

WHAT LICENSE DO I NEED?

A copyright license is nothing new to the church, however, how you use your license is critically important to keeping your church out of hot water with media companies. Just because we're living in unusual times, does not mean that the laws don't apply.

I am not a lawyer, nor am I an expert on these matters, but wanted to include some guidelines for further research.

There are several ways to navigate the license dilemma, but it ultimately breaks down to the usage your church will do with its media. What you're allowed to do in your building is different than what you can do on a streaming broadcast.

If you are simply playing worship songs in the building you need a license to project and reproduce lyrics, if you are playing film clips you need a license, and if you are streaming online you need a license.

Sound overwhelming? Yes, it can be, which is why there is a market for companies to sell licenses to churches and ministries to simplify the process.

There are 3 companies that cover the majority of the songs you may use -

CCLI, OneLicense, and Christian Copyright Solutions.

CCLI

us.ccli.com

OneLicense

Onelicense.net

Christian Copyright Solutions

christiancopyrightsolutions.com/services/worshipcast/

Each offers different kinds of licenses depending on how and where you're using the lyrics and/or music, so you first want to make sure you have the correct license for your needs.

In addition, each company covers different publishers, so to cover all of your hymnals or songs you use, you will likely need to get licenses from two or three of them.

That can get incredibly expensive, so if your budget is tight then pick one company and plan out your songs accordingly. By the way, be aware that licenses generally have an annual reporting requirement, so you'll save yourself time and headaches if you keep a constant record of your usage each week.

Right now, the United Methodist Publishing House has granted special permission for additional uses for the Hymnal and Book of worship.

Read about them here:

<https://bit.ly/2ygVXtX>

Remember that when you violate copyright, you not only run the risk of getting into legal trouble, you also hurt artists who are paid through residuals, royalties and fees.

Finally, as your usage changes it is worthwhile consulting the company where you got your license to confirm you are still compliant. While it is easy to complain about the time loss let me assure you: Copyright violations are extremely expensive. Save money on the front end and check with your license company!

Copyright information here is provided by my friend Tim Gossett who runs Aboundant.com. Tim has done extensive work and workshops around this topic and is ready to assist as needed. You can contact him at: tim@aboundant.com

Here are two articles from the team at Aboundant have written that can help through these difficult times:

<https://aboundant.com/coronavirus-and-your-digital-ministries/>
<https://aboundant.com/darkwood-lessons/>

HOW DO I DO ONLINE GIVING?

If you aren't doing online giving already you are probably missing out on a significant amount of income for your church. Carrying cash is no longer something done by young adults in this present time, and checkbooks are about as familiar as a record player for most people.

Creating consistent language in your worship service for online giving will help people understand that even online giving can be an act of worship. A simple script is helpful to make this transition seamless:

“We are going to continue our time in worship by the giving and receiving of our offering. In just a moment our ushers will be around to facilitate this time of worship

We want to remind you that you are more than welcome to give online at churchname.com or by texting 12345 and following the prompts. Now, let’s give back to a God who so generously and abundantly gives to us.”

Having a simple and informative graphic up at the same time makes this transition even easier. Or you might consider making a tutorial video that demonstrates how to give at you’re church.

If you are streaming online or on Facebook this is a great time to have your online worship facilitator drop the link to give in the comments. You might even include the link to you giving platform and a digital connection card as well.

People will click on it! One church I talked to has seen an increase in giving units simply because people are giving who will never step foot in their building!

When choosing a giving platform there are several questions to consider. Here are my top three:

How easy is this to use?

What are the fees?

How will it fit into my current donor administration software?

If your church can’t answer these three questions do not go forward. It is imperative to understand that there are lots of options, but having your team clear about what they are getting into is the most important thing when it comes to online giving.

Here are some of the more popular giving options:

Planning Center Online
<https://www.planningcenter.com/>

Vanco
<https://www.vancopayments.com/>

Givelify
<https://www.givelify.com/>

PushPay
<https://pushpay.com/>

Clover Give
www.clovergive.com/

NucleusChurch
<https://www.nucleus.church/>

Rebel Give
<https://www.rebelgive.com/>

Title.ly
<https://get.tithe.ly>

Again, I am not endorsing any particular product, just putting out some of the most popular companies field practitioners are using. Please do your research on ease of use, fees, and donor administration!

WHAT DO I NEED TO STREAM?

Okay, you've got your license, you've set up your online giving, and now you are ready to stream.

When it comes to streaming you will quickly learn that this is a story where the ending can change at any time. What I mean is that you can always upgrade, and you can always spend more time in production.

You can always start with simple equipment and upgrade from there.

So, please hear me when I say this:

Something is better than nothing. Get started and begin to work out the details as you go. Iterate!

Authentically showing your worship community will go a long way in reaching people. If you don't have any real gear or production people, just show what you have. You've heard me talk about the reframing of this mentality, and that is the key to streaming.

In my experience here are the three things (in order) that are most important when streaming: Good audio for the sermon (most people connect with the sermon more than any other part of our worship service), good lighting (we don't want the video to look like you are in a cave), and lastly a good picture.

All of that assumes that you have good internet. Having a dedicated internet service for the stream is nice. In worse case scenarios you can stream from your cell phone, and that is always a good place to start.

Estimates are that Facebook as over 2.5 BILLION active users. If you aren't sure where to start streaming, start there.

As of fourth quarter 2019 Instagram had over 100 million active users. Again, another great place to start.

YouTube was created for this, and is pulling 1.8 BILLION users.

In other words, there are so many free options, none of them are a bad place to start. Once you get started the question will quickly become: How do I hit all of them at once? And that is where streaming services come into play.

Streaming services are everywhere, and they come with a myriad of different options. Find out what is best for you, and what you can afford. Also, be sure to check out the production options like adding your own graphics or overlays.

Add overlays, videos and more:

OBS Studio (cross platform - It's Free!)
<https://obsproject.com>

Ecamm Live (Mac only - what I'm using for this webinar):
<https://www.ecamm.com/>

Wirecast (cross platform)
<https://www.telestream.net/wirecast/>

Platforms:

LiveStream
<https://livestream.com/>

Church Online Platform from Lifechurch.TV
<https://churchonlineplatform.com>

YouTube
<https://www.youtube.com/>

The Church Co
<https://thechurchco.com/church-online/>

Facebook Live
<https://www.facebook.com/>

FreeOnline Church powered by Outreach Digital
<https://freeonlinechurch.com>

Periscope
<http://www.periscope.com/>

Here's a great streaming guide from my friends at Twelve:Thirty Media

<https://bit.ly/3bwjR2Q>

Remember; good audio for the sermon (worry about the sound of the music later), good lighting, and a good picture (a tripod is key for a good picture!).

Here's a kit I often recommend to pastors for getting started (assuming you already have a smartphone):

4 light kit with backdrops:

<https://amzn.to/39u3na9>

Microphone (biggest concern here is that the cable is short. You have to be close to the phone):

<https://amzn.to/2wPQ6eT>

If you're on a Mac: (You can plug any wired XLR mic into this and send to your iphone)

<https://amzn.to/2UJW9tf>

A wired mic that can plug into the device above:

<https://amzn.to/2WQWBZu>

Filmic Video App - lets you lock your settings and take full advantage of your device's camera):

<https://www.filmicpro.com>

HOW DO I CREATE COMMUNITY?

If you've been to any of my seminars, you know that I am most passionate about what happens after the sermon on Monday. How do we take mustard seed moments and turn them into sacred movements throughout the week? Fortunately, we live in a time where this is easier than ever before.

Creating online community is not just a benefit of online worship, it's practically a responsibility of online worship.

In the same way people may go to a film, but never buy the book, there will be those who watch online who will never come in to your physical church building. These same people might very likely come to an online gathering.

So, with that in mind I am going to give you some resources to creating online community.

Community happens when people meet over time with intentionality. So, the resources that I am going to share with you are just a couple of tools to help the people in your church be consistent in community.

YouVersion Bible App

This app is free, and has an option where people can read Scripture together (called reading plans), and after the reading people can comment. Offering a reading plan at the end of the sermon is a great way to continue the conversation. I'm sure we all acknowledge that being in the Word daily is a huge catalyst for change. Deep discipleship doesn't happen worship, but we can use it to propel people into their faith development through community.

Zoom

If you aren't familiar with Zoom, you've probably been on a desert island in recent weeks. Seriously though, if you don't know about it, you're missing out.

Zoom has virtual rooms to gather people together. As the host you can mute, unmute, and share screens. Many of the churches I'm talking to are using Zoom for online Bible studies, prayer meetings, and leadership meetings.

Zoom has a limited free option that, as of this writing, allows for 100 people to gather for 40 minutes.

There is some cost associated with Zoom for longer gatherings, and more people, and it is well worth the cost. Check out [Techsoup.com](https://techsoup.com) for discounts on this and other software.

Email Marketing:

MailChimp
[Mailchimp.com](https://mailchimp.com)

Constant Contact
[Constant Contact.com](https://constantcontact.com)

and many more.

Don't underestimate the value of a good email list. If you aren't gathering emails, now is the time to start. Every email you send out is a shareable invitation to connect with the community. Be intentional in your communication, but always take the time to communicate. Daily devotionals, updates, and a calming word goes a long way in building trust levels for people who you see every week or may never see in person at all.

THE NEXT CHAPTER - GOING FORWARD

This list is not exhaustive, and because technology is always changing it never will be. The way we are sharing information is changing, but the mission of why we share the information never will. Matthew 28 reminds us, "Go and make disciples of all nations." All nations have never been more in reach than they are right now.

I truly believe if we embrace this present time and all that has come because of it, we will see amazing fruit in our ministries. Yes, it looks different than everything that has come before, but we just made some seismic shifts in just a few weeks.

This could be our "rise from the ashes moment". So rather than seeing this time as a time to get through, let's embrace it and use this opportunity to reach people we've never reached before.

Your voice in this next chapter of the story matters. I know this is scary for many of us. we feel like fish out of water, but we will not lose sight of the "why" - to make disciples of Jesus Christ!

I pray that God will do a new thing in all of our churches, and that when this is over we won't go backward, but forward into all of the world.

Thank you for the opportunity to speak into your mission:

Jason Moore
Midnight Oil Productions

COACHING OPPORTUNITIES AND ADDITIONAL HELP

For about the last 10 years, I've offered on-site "Secret Worshiper Consultations" to give churches and outsiders' point of view of their Sunday morning experience.

One week prior to the development of this seminar, a church that had invited me out in August of 2019 asked if I'd secret worship their online experience and I offered a series of reflections in my report. I felt those principles applied to many churches, so I wrote the following article.

<https://bit.ly/39spiyr>

A day or so later, I was asked by a conference leader if I could teach a workshop on the article, and with a lot of further development, this webinar came forth. Not long after a second conference leader made the same request, and when word got out, it snowballed into 14 Annual Conferences signing on.

In a Zoom call with leaders I was asked if I would consider putting together some offerings to help churches who need additional help. So here's what I came up with.

Online Secret Worshiper Consultation \$250:

Includes:

- website audit
- 1 Hour - 90 Minute Zoom verbal report
- written report
- 2 scheduled 30 minute Zoom follow up calls (for implementation)
- & additional help as needed

Creative Worship/Collaborative Worship Design/ Guest Readiness/Online Experience \$150 (per month)

1 hr per month + additional support via email as needed

Short term Coaching package \$750 (limit 15 churches)

- Online Secret Worshiper Consultation
- 5 months of coaching calls

From Franchise to Local Dive: Multiplying Your Ministry by Discovering Your Contextual Flavor

My new book is almost like a coach you can carry with you. It asks important questions about how to reformulate your recipe for a new time. See the presenter page for a discount.

If interested in any of these offerings, email me at:
jason@midnightoilproductions.com

WEBINAR EXCLUSIVES AND DEALS

I have reached out to a number of friends in the digital media world and asked for deals on products and services to pass on to participants here today. Take advantage of them if you'd like, or ignore them totally. I don't get anything if you do or you don't.

Abundant.com

This is the company who provides hosting, and support for Midnight Oil Production.com, which is still in beta because I'm too busy. They prod me from time to time to finish it.

Abundant is run by a United Methodist Deacon and a former communications director at a UMC. I love recommending them because they understand our church so well.

Get your first 3 months free plus an extra 10 percent off your first year or any custom plan when you use promo code: MIDNIGHT.

The Church Co

The Church Co has a brand new offering for churches that gets you up and running in 7 days with online worship. The stream includes a place to take notes, offering prayer requests and more.

Here's a dedicated link for 20% off
<https://bit.ly/3atAg8l>

Church Tech U

My friend Paul Clifford has been training churches in all things tech for many years. I've known him almost 20 years. He's especially knowledgeable for being a ProPresenter guru, but he can teach you about how to use social media, how to podcast and more.

He set up a link for 25% off of his services here:
<https://bit.ly/3bEkIV0>

Textinchurch.com

This one isn't an exclusive for the webinar, but I had to share it. My friend is the co-founder of Text in Church, a company that helps people stay connected through digital means in ways that make so much sense for today. Right now they're offering a free 60 day trial to use their service. This is a great resource that I've been hearing more and more about in my travels.

<https://bit.ly/3bAwav5>

Launchr.dev

Phil Graves is a pastor, graphic artist and web developer that I've known and worked with for many years. He is the lead pastor at First Baptist Church of Brunswick. Launchr creates affordable marketing solutions for businesses and churches alike.

You can get 10% off with phil by emailing: OldStory20 to: phil@launchr.dev

Twelve:Thirty Media

If you're looking to spice up the visuals for your online worship and beyond, my friend Carl Barnhill, who runs Twelve:Thirty Media, is offering a deal for webinar participants too.

Get 50% off their entire library of Ready-Made Media, by using the code:

OLDSTORYNEWTIME

www.twelvethirty.media

This brings their subscription to \$25/mo with a 12 month commitment.

Carl and his team also offer mindblowing custom media options too, so if you want custom bumpers, lower thirds, graphics and more, I recommend them for that as well.

You can also receive 10% off custom media production while the country is under federally mandated COVID-19 restrictions.