BOTH/AND

MAXIMIZING HYBRID WORSHIP EXPERIENCES FOR ONLINE AND IN-PERSON AUDIENCES

WITH JASON MOORE

PARTICIPANT HANDBOOK

#BothAndWorship
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 Ginghamsburg 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 recipies 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!**

Enter: webinar20 at www.marketsquarebooks.com
1 REIMAGINING WORSHIP

From book to film (our story must be translated from one medium to another)

CONSOLIDATE

worship space vs. living room

a “captive audience”

length of service depends on audience

“Keep it tight. Keep it Interesting. Keep it Engaging. And don’t go longer than 25-35 minutes [when doing online worship].”

- Nona Jones
  Director of Faith Based Partnerships Facebook

ADAPT

not business as usual
music - participation depends on audience

adapt song lyrics practices

liturgy and sacraments - don’t always translate

adapt practices for in-person and at home

giving - teach people how to give and WHY to give

“Money follows mission, Not church budgets”
- Rev. Dr. Michael Slaughter
  Passionate Churches, LLC

ITERATE AND INNOVATE

early online experimentation has devolved into templated worship

we must continue to innovate

try something new

The only difference between a rut and a groove is how long you’ve been in it.”
- Clay Mathile
  Founder of The Iams Company
“Too many church leaders will step right back into the past the moment they step back in their buildings.”
- Carey Nieuwhof
careynieuwhof.com

**PROPERLY PREPARE**

talk thru your plan
walk thru your plan
pray thru your plan

**NARRATIVE WORSHIP**

one big idea or theme vs. disconnected elements

from pageant approach to threaded worship

choppy worship challenges engagement

**4 KEY QUESTIONS TO ASK:**

1. What’s your driving scripture and what big idea does it present?
2. What felt need are people walking in with that relates to this scripture?
3. What’s your hook? What does it look like (metaphor, story)?
4. What’s the goal of your worship experience?

build bridges between audiences by building a narrative
narrative creativity is glue that makes the elements and message stick

narrative creativity creates BOTH/AND opportunites

2 \textbf{BOTH AND STRATEGIES}

\textbf{PRE-BOTH/AND WORSHIP}

Separate experiences. Online is for online exclusively, and in-person is for in-person audience exclusively. No streaming occurs for the in-person experience.

\textbf{UPSIDES:}

\textbf{DOWNSIDES:}

\textbf{PRE-BOTH/AND CONSIDERATIONS:}

1. Service length: In person (1hr or more) Online: Shorter (25-35)
2. Singing: In-person more songs Online: Less singing
3. Sermon length: More concise message (consider TED talks)
4. Call to action (Can you give them something to do?)

simultaneous or acynchronis

time and distance don't matter as much as they once did

“Evergreen” content - avoid time/day specific language

build relationships with dedicated worship hosts
WORSHIP HOST CHECKLIST:

1. Articulate – good at communicating
2. Comfortable on camera – shy isn’t great in this role
3. Understands technology – doesn’t have to be an expert, but can troubleshoot
4. Available to engage with chat - not just an on camera personality
5. In the know – understands the whole order/sermon etc

acts as ambassador of the experience - offer introduction, not just name on screen

contextualizes aspects of worship for the viewer

acts as a sort of pastor (prayer, announcements, intro (call to worship), outro (benediction) etc

move from monologue to dialogue

consider post worship zoom gathering

REAL TIME-BOTH/AND WORSHIP

Worship is designed in such a way that attention is given to both audiences simultaneously. This is happens live “in the moment”, and may include a combination of live and pre-recorded elements.

UPSIDES:

DOWNSIDES:

more planning required
think professional sporting events - in-person & at-home are different experiences

dealing with time

Option 1: compromise and meet in the middle

Option 2: staggered approach
in-person starts, then online comes in later, and possibly ends early

not every aspect of in-person translates

create “ALTERNATE MOMENTS”

foster engagement/participation between in-person and online audiences

• use chat
• submit questions and prayer requests
• send ahead kits
• polls and other interactivity
• use Zoom and project at home audience in-person on screen

4 AUDIENCES TO CONSIDER:

1. in person
2. at home and connected
3. at home first time guests
4. those who watch on delay

speak to the entire audience:

work the room and camera
notate sermon/worship script to look at camera
use your congregation in service (pre-film scripture, prayer, Zoom)

**POST-BOTH/AND WORSHIP**

Worship that is recorded live, with a future online audience in mind, but offered only to the in-person audience in real time. The worship is captured, edited and repurposed for an online audience on a delay.

**UPSIDES:**

**DOWNSIDES**

edit post worship to the proper length

refresh (edit worship for a mid-week refresh)

consider 1 week delay for post-edited online worship

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3 **GENERAL BOTH/AND EFFECTIVENESS TIPS**

• Speak to right now!

• Build an intentional chat strategy and a digital hospitality team

• Pay attention to social media and encourage hashtags, watch parties

• Create a plan to connect (Text in Church, Online Connect Card, etc)

• Get an outsider perspective
**BOTH/AND AUDIT:**

Assign advocates for both experiences

1. What is the purpose of this aspect of worship and does it translate to both audiences?
2. Does this moment belong in both experiences?
3. Is there a participatory/experiential way of doing this?
4. Is this too short or too long for either audience?
5. How does this translate on screen at home and do we need an alternate moment?
6. Does this need additional contextualization for either audience?
7. How will a first time viewer, or in-person guest receive this?

**EMBRACE THE MOMENT**

this isn’t just a season to get through, but a new way of doing ministry

**BOTH/AND must continue into the future, even when the pandemic ends**

“Right now pastors are using online to bring people to the building. In the future pastors will use the building to get people online.”

- Carey Nieuwhof
careynieuwhof.com
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 for both/and audiences. 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. What we have gained since going online will be lost if we do not continue to strive to tell the old story for both in-person audiences as well as those who gather in person.

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:


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 complaint. 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/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 your 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 your 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/
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/3dBIZHn

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 for discounts on this and other software.

Email Marketing:

MailChimp
Mailchimp.com

Constant Contact
Constant Contact.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 outsider’s 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.


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.

Aboundant.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.

Aboundant 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.

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

Impressions Unlimited

Having a positive first-time guest experience is absolutely critical for a church who wants to grow, thrive, and reach new people. Yet, it is difficult for the ones already gathered as a congregation to accurately evaluate the experience a first-time guest might have since the congregants already have established relationships, connected into ministry areas, and become comfortable with the church culture. It is not because churches don’t desire first-time guests to have great first-time experiences – they indeed do – but they do not know how exactly to provide one nor know what first-time guests are expecting.

If your church is looking to improve hospitality, connection, and guest retention through onsite worship or online worship, contact us using this special link. After sharing your desired goals and outcomes, Impressions Unlimited will customize a package and evaluations to best meet your needs and desired outcomes. As a bonus for Both/And participants only, you will receive a complimentary "Next Steps" report to improve guest impressions based on the mystery worshipers who attended your worship experience. Take advantage of this exclusive bonus offer to not only gain guest insights, but also receive a bonus action plan!

ImpressionsUnlimited.org/MidnightOil/

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