



BOTH//AND

TO BE CONTINUED

WITH **JASON MOORE**

PARTICIPANT HANDBOOK

#BothAndWorship

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.

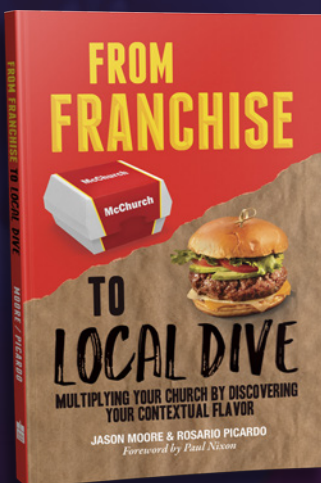
Known for his pioneering work in worship design and guest readiness, Jason Moore has devoted the last two plus decades to resource development, training, and coaching & consulting that works for local churches of all sizes, styles and means.

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.

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BOTH/AND: TO BE CONTINUED

“Go therefore and make disciples of all nations...”

Matthew 28:19

1 KNOW YOUR WHY!

Can we stop this now?

“When you know your why, your what becomes more impactful because you’re walking towards or in your purpose.”

- Michael Jr.
Comedian



13 REASONS BOTH/AND MUST CONTINUE

1.) Some of the people who have turned away have come back

Three groups:

2.) Those who were or felt shunned have returned

3.) Shut-ins have had the most incredible year plus of worship

4.) Vacationers, business travelers and busy families can worship with us whenever from wherever

5.) Worship now has a life beyond Sunday

Develop EVERGREEN language

6.) Visitors can try you out in a less vulnerable way



7.) Geography no longer matters

8.) Special needs families can worship without fear of judgment

9.) Dialogue is now possible

10.) Evangelism/sharing faith has never been so easy

11.) Introverts and those with social anxiety can take a rest from the stress of in-person gatherings

12.) Those with visual and hearing impairments can better see and hear worship

13.) It ain't over til' it's over

Which best describes who you're focusing on for hybrid worship?

- A. Our priority is on the people in the room. We stream, but our focus is really on creating an experience for people in the room.
- B. We intentionally create an experience for people both in the room and online. We've adapted our practices in worship so people at home and in person feel like they're an equal priority.
- C. Our online audience is our priority. We're happy to have people gather in person, but we've streamlined everything so that people at home are fully engage.
- D. We're doing an all-digital service. We don't have anyone in the room when we stream. We're 100% focused on those participating online.

2 BOTH/AND THINK TANK

FORMING THE TEAM

- Advocates for both experiences
- People willing to support any potential outcome (even if they don't like it)
- Those who can put their ego aside
- Leaders who can remain unmarried to their ideas
- Out of the box thinkers
- A combo of church veterans and newcomers
- People who have worshiped online exclusively (if applicable)
- An unbiased facilitator or scribe

DOING THE WORK

1.) Start with the why:

2.) Build relationships in the team:

3.) Have fun:

4.) Have a process:

5.) Covenant together:

Rule 1:

Rule 2:

6.) Bring Mutual Respect:

7.) Keep it flowing:

8.) Determine a goal

3 FIVE "TO BE CONTINUED" PRIORITIES

1. CREATE AN INTIMATE EXPERIENCE

Get close enough to see facial features / waist to head

Reframe the technology

Buy a small dry erase board

2. ASSIGN ONLINE / IN-PERSON ADVOCATES

- 1.) What about this experience is working/not working online?
- 2.) Does it feel like they're talking to me (eye contact)?
- 3.) Are they using language that includes me in the experience?
- 4.) Can I hear and see everyone?
- 5.) Do I feel like a valued member of the congregation?
- 6.) Is the chat feature being used effectively?
- 7.) Am I invited to take next steps?

3. CONTINUE TO ITERATE & INNOVATE

Monday morning quarterbacking - review your worship

Worship as a guest in another service

"Too many church leaders will step right back into the past the moment they step back in their buildings."

- Carey Nieuwhof
careynieuwhof.com



4. FOCUS ON ENGAGEMENT & RELATIONSHIP BUILDING

The key to longterm sustainability for BOTH/AND worship is relationship building

- **Monologue to Dialogue - Allowing people to shape the content**
- **Alternative Moments - Engaging different audiences in different ways**
- **Direct Communication - Break the 4th wall and talk directly to them**
- **Bring Dignity and Respect - Develop your BOTH/AND language**
- **Build a Chat strategy:**

Chat hosts:

Offer welcome:

Take questions:

Reinforce everything:

Post links:

Foster reflection:

Invite follow-up:

**You can get a free 60-day trial of Text in Church pro membership here:
<http://bit.ly/TextInChurchFreeOffer>**

One congregation, four audiences:

In-person

Online but connected

Online guests

On Delay

5. KEEP CASTING VISION

Keep revisiting the why!

Review the 13 reasons with your team

Meet with your BOTH/AND Think Tank

Develop new rites and rituals

BOTH/AND AUDIT:

- 1. What is the purpose of this aspect of worship and does it translate to all audiences?**
- 2. Does this moment belong in all experiences?**
- 3. Is there a participatory/experiential way of doing this?**
- 4. Is this too short or too long for each 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?**

COACHING OPPORTUNITIES AND ADDITIONAL HELP

If you're looking for additional help, feel free to reach out with questions you might have.

I offer both in-person and online secret worshiper consultations, longterm and short term coaching packages and more.

Thanks for attending and I hope you found the workshop to be helpful!

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