

THE PAST & FUTURE OF DIGITAL CHURCH

INNOVATION CYCLE

Reflect back to look forward. What was the last iteration of change to digital church that you experienced? What does that forecast for the next one?

SOCIAL MEDIA LIVE

With social media platforms adding simple Live Streaming functions, many churches quickly began to stream their services.

FACEBOOK > META

While the groundwork has been slowly being laid for over a decade, Facebook's name change to Meta propelled the world toward both the Metaverse & Web3

THE METAVERSE

VR was created in 1968, but the tech has recently become a truly immersive, user-friendly experience, pushing it beyond being simply a gamer's paradise. Now, you can attend church in Virtual Reality.

ONLINE CAMPUS

In 2006, Life.Church began an online campus and quickly began to lead the charge. After 5 successful years, they made their custom online campus platform available to all churches

PANDEMIC

When the pandemic hit, we all had to boost our online presence. It's changed the landscape of church today, setting all industries on a trajectory to innovate or run the risk of extinction.

WEB3

Web1 brought us worldwide information
Web2 brought us worldwide interactivity
Web3 brings us worldwide decentralization

ALTAR LIVE

Altar Live is a new type of online campus tool that came about as a result of the pandemic. It aims to bridge the gaps between video conferencing, online chats, and the physical experience in a casual & user-friendly way.

META: "MORE COMPREHENSIVE" OR "TRANSCENDING"

SHAPING THE FUTURE OF YOUR DIGITAL CHURCH

1 KNOW YOUR VISION

If we step out of the vision God's given us, we step out of obedience.

Distractions lead to destruction. Pray, and know what does & doesn't fall into the vision God's given your church. (Deuteronomy 5:33)

1

2 FOCUS ON THE WHO

Who are the right people to have on your team? You may need some technical people, but most likely you primarily need go-getters who are passionate about the vision.

2

3 HONE IN

With your team, determine where you want to enhance your ministry digitally. Whether social media, online campus services, zoom groups, digital outreach, or church in the Metaverse.

3

4 IMMERSE

Whether it's Virtual Reality, Social Media, or any other digital platform, your vision won't fully form until you've immersed yourself in it. The Metaverse may make sense cognitively, but you don't fully understand it until you're all the way in it.

4

5 STRATEGIZE

Create a targeted strategic plan with measurable weekly inputs, compelling scorecards, and weekly huddles for galvanizing, accountability, & progress updates.

5

6 EXECUTE

Technology is ever-changing. As soon as you have a minimum viable plan, move forward. You don't want to hesitate and look back in a year to find that your plan & vision are gradually becoming irrelevant. Follow agile principles- start soon, iterate often

6

7 REFLECT

Find others in the church digital space to learn from. And regularly celebrate your victories, correct your mistakes, and stay excited for all of the people you can reach through the ever-growing opportunities of digital.

7

8 BEYOND

What's next? If we reflect on the innovation cycle, how will the enhanced collaboration abilities of the Metaverse advance our world into new innovations? How will the church respond?

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