

Notes: 33 Multimedia Ideas For Your Church

Use today's media for evangelism, training, fellowship and promotion. Ideas using a variety of media; resources for training and information (many free); techniques to help you get started even on a tight budget; handouts provided.

Intro

Ourselves

Only time to give you ideas and resources

Why Use Technology

Great Commission tells us to make disciples of all nations

“Therefore go and make disciples of all nations, baptizing them in the name of the Father and of the Son and of the Holy Spirit, and teaching them to obey everything I have commanded you. And surely I am with you always, to the very end of the age.” NIV Matt 28:19

Paul used “all possible means” to accomplish this commission

“I have become all things to all people so that by all possible means I might save some.”

NIV 1 Corinthians 9:22b

We must present Gospel using language of the culture and relevant tools.

We just got back from Ireland. St. Patrick was busy, clear back in the 5th century, using the culturally relevant shamrocks to explain the trinity.

Technology continues to change our culture, the church must be prepared.

There are “tribes” of people that are technologically oriented; the church needs to adapted to reach them

Nearly three-quarters of American teens are online. Pew Internet Project

For most N-Geners, the Internet is the communications medium of choice...prefer sending instant messages than talking on the telephone.

They want interactivity. **How can we reach them?** provide interactive experiences — discussion forums, chat rooms, weblog

[I saw an ad for the olympics telling of all hours of the video coverage that will be available, that you can watch on TV computer, cell phone. The ads theme was that you could create your own olympic experience.](#)

more likely to trust firsthand reports from peers or "underground" information channels.

it's evident that the church must be a very real presence in cyberspace.

Writing for the Net Generation

Andrew Careaga <http://www.writetoinspire.com/article1017.html>

An article in Christian Computing Magazine by Walt Wilson describes how cell phone novels have become popular in Japan.

These are short novels using the short form of words written to be read over a cell phone.

They have become so popular that these stories, republished in book form using complete words dominated the book market in 2007.

The affordability of cellphones is intersecting with a younger generation across the world that is using phones to communicate and to socialize and has been doing so since junior high school. [\(We have seen this all over on our mission trips.\)](#)

The Internet generation wants the guts of the story brief, simple and easy-to-understand.

Can we present the Gospel in an understandable way under the new rules?

It is not just youth that are adapting technology

I teach a computer class over the Internet. Many of my students are grandparents who want to keep up with the grandkids.

Change is not new to the Church, many things we consider normal were once new to the church: Mark Driscoll of Mars Hill Church

People stood in for first 1000 years, benches first introduced in 1200s

They still stand in the Eastern Orthodox church

About 1361 first pipe organ was brought into church They adapted popular bar tunes by adding Christian lyrics

1463 printing press allowed mass production of Bible prior only the rich could afford expensive hand-written copies

Late 1800's Edison's company invented the film projector. Edison was a devote Christian, he tried to give patent to film project to his church and they turned him down.

1902 first movie theater today there are more movie screens in churches than in theaters in US

1958 modern version of box loud speakers

(The list above is from the video *Videology* by Pastor Mark Driscoll of Mars Hill Church; one of the innovative churches listed in References.)

Trolley in Pentecostal Azusa Street

Technology Works

Listeners normally retain 10% of what is discussed. But when you add visuals, that number goes up to 50% . Wharton Research Center

Definitions (from Wikipedia)

Blogs (web log)

A Web site, usually maintained by an individual, with regular entries of commentary, descriptions of events, or other material such as graphics or video. Entries are commonly displayed in reverse chronological order. "Blog" can also be used as a verb, meaning to maintain or add content to a blog.

Podcast

A series of digital-media files which are distributed over the Internet using syndication feeds for playback on portable media players and computers

Text Message/Texting

Term for the sending of "short" (160 characters or fewer) text messages from mobile phones using the Short Message Service (SMS).

Wiki

Collection of web pages designed to enable anyone who accesses it to contribute or modify content, using a simplified markup language.

Wikipedia

A free, multilingual, open content encyclopedia project... Wikipedia's articles have been written collaboratively by volunteers around the world, and nearly all of its articles can be edited by anyone with access to the Internet... Critics of Wikipedia target its systematic bias and inconsistencies and its policy of favoring consensus over credentials in its editorial process... Wikipedia's reliability and accuracy are also an issue. Other criticisms are centered on its susceptibility to vandalism and the addition of spurious or unverified information.

Web 2.0

Trend in the use of World Wide Web technology and web design that aims to facilitate creativity, information sharing, and, most notably, collaboration among users. These concepts have led to the development and evolution of web-based communities and hosted services, such as social-networking sites, wikis, blogs, and folksonomies... Some technology experts, notably Tim Berners-Lee, have questioned whether one can use the term in a meaningful way, since many of the technology components of "Web 2.0" have existed since the early days of the Web.

Ideas

Intro

Hopefully most of these will either be new ideas, new technology or new way of using the technology.

You are probably already distributing information with newsletters or flyers. Technology gives you new ways to distribute this information.

Most, if not all, of these ideas can be used church-wide: children ,youth, WMs and other special ministries.

For some of these ideas the basic information would remain the same but you may need to recreate for different format (video DVD or audio CD) depending on the level of the technology you are using.

But for other ideas you can save the final product in several formats then us it on a DVD, Web, or Podcast.

Adopt these ideas as you are able, you do not have to do it all at once. Once you have basic equipment the possible uses expand. If you are not ready to produce your own video there are videos you can buy that could be used with some of these ideas.

With many of these ideas you will be making broad distributions, so be careful about copyright issues. Also be careful publishing faces, especially children's faces. Check with your attorney.

Chart explained

Left column are the ideas

Next Column list the general categories where these might be used (sermon, evangelism, etc.)

The remaining columns are the technologies: DVD, CD, Web, E-mail, Audio Podcast, Video Podcast, Live Video, Powerpoint, Blog, and Texting

DVD

It has been the fastest growing consumer electronic segment in history.

Some of the visuals and data could be put on a CD instead of a DVD, but there may be more computer compatibility problems.

Even with a DVD there may be compatibility problems when the DVD is played on a computer. But the DVDs should play properly on a DVD player.

Web

Almost 75% of Americans use the Internet. Every 10 minutes 460 new people use the internet for the very first time! AG Web Services

AG Web Services offers free Web sites for churches

E-mail

Individual or group. Save postage

Powerpoint

Several companies produce software that allow you to easily incorporate Powerpoint, DVDs, music and video loops into your services.

Blogging

Dimonds

Texting

Dimonds

1. Door Hanger

Instead (or along with literature) pass out DVDs or CD

2. Visitor Packet/Visitor rack

Instead (or along with literature) pass out DVDs or CD

This could be part of an information booth or literature rack

The Resources list includes the 25 Most Innovative Church of 2008. each has a Web site and as I looked at their Web sites I saw that many had a Visitor's section on their Web site (schedules, maps, what to wear, what they offered, etc.). So their Web site was another form of their visitors packet.

3. Highlight Ministries

Photos, articles, testimonies telling about a ministry in your church, the type of information you already have in your newsletters. With equipment that you probably already have you can put it on a CD and hand it out.

Or put it on the Web, send it out as an e-mail newsletter, post it on a Blog or in condensed form send it as a Text message.

Videotape the testimonies or events; then depending on how you save it you can distribute the information via DVD, Web, Podcast, Blog.

4. Promo Event Before

Use these same tools to promote events (from Christmas play, to VBS, to special speaker or sermon series).

Report Event After (Or report about events as they happen)

Reports to the congregation to encourage their involvement; to encourage their use of the Internet. The reports are also a promotional tool to your community.

6. Cell Group

A. Distribute information to cell groups. All of the cell groups can be on the same topic. They can all get the same teaching from the pastor. The information is distributed one of these many ways. Group leaders can pick up a DVD or CD at church. Or they download text, powerpoint or PDF files from your Web site. (again with CDs and Powerpoint there may be some compatibility issues.)

B. Even those not in cell groups (sick,elderly, travelers, overseas military, anyone with an Internet connection) can use the information as a Bible study.

C. The members of a cel group could have group blog.

7. New Member

A church we visited in Idaho videotaped new members as they introduced themselves then played it for the whole congregation. this was an easy way for everyone to meet the new members.

Another advantage is that you edit the comments down to control the length. Let them know in advance that you will edit. This also helps the shy person relax knowing that that editing will only show them at their best.

If you do not use DVD you can still use a live video as they introduce themselves live. This lets the congregation see them up close.

8. Testimonies

Use for special longer testimonies so you can edit to useable length. Or have multiple lengths; one for Sunday morning another for small groups.

Again, DVD to control length and help the shy.

You can still use a live video regular testimonies within a service to let the congregation see them up close.

9. Baptismal

Use a live video to bring the congregation up close (keep it out of the water).

Record testimonies before hand to help control length. By having it on DVD you can give copies to the families.

10. Baby Dedication

Live video but record it, the family would love a copy.

11. Year in Review

The same Idaho church had a staff member that videotaped events all year. Then the first service after New Years Eve they showed the past year's highlights. That was usually their best attended service all year. (People like to see themselves, their friends and family.)

This is also an example of repurposing. All year the videos can be used to promo and highlight church activities and ministries. Then reedited for a Year in Review video.

Members of your congregation will love a copy.

For ideas 7 to 11 I would get permission from the participants if you are going to distribute copies (either as DVDs or over the Internet). Again, check with your attorney.

12. Sermon

Use a DVD as part of a visitors packet, for the sick or elderly. Use one of the methods to share it over the Internet both for your congregation and as an evangelistic tool.

13. TV/Movie Clip

Use as sermon introductions or illustrations within the sermon. The Resource list has some Web sites that offer Christian oriented short videos, some for free. Check copyright

14. Sermon Illustrations

Create your own sermon illustrations.

Staged or actual man on the street interviews.

15. Object Lesson CU

CU stand for Close-Up. By using live video or a DVD you can use a wide range of objects that would normally be too small to work as an object lesson in a church service.

16. Skit

Using a live camera gives the whole congregation a better view of the Skit.

Edited DVD allows you to present better quality skits, they can also be videotaped at a variety of locations.

17. Plays

Again, using a live camera gives the whole congregation a better view of the Play, either the whole production or specific scenes.

You could have multiple sets on campus and cut to different scenes. (“On location” reporting).

Having some scenes on DVD expands possibilities for location, times, actor. You could have guest appearances by someone who could not normally participate.

Recording the play provides another opportunity to use copies of the DVD to highlight ministries, distribute as an evangelistic tool or share with your expanded church family.

Highlights of the video would be small enough to share over the Internet.

18. Special Songs

Live close ups, and/or a variety of angles

DVD provides more than background audio, it also has images to enhance the words and music.

19. Countdowns

DVD that countdown to Service either with countdowns, announcements, skits, music, etc. Souls dying not knowing Jesus count-down.

20. Background Loops Resources

Buy or make them to personalize/customize for your church

These might be good projects for learning the technology

21. Web Feed

Project Web sites live to your congregation. You can find a site for almost any topic you need to illustrate.

Due to connection speeds and the changing nature of the Internet, it may be safer to use capture Web images for later use, if the information does not have to be live for your sermon illustration.

Web cameras provide the possibility of live reports from your missionary in Colombia or the Sunday morning service at the Men's Retreat. (Provide you can get the proper connection.)

If the connection is too slow for video you could show stills and hear audio from the remote location.

22. Thought for Day

Use one of these technologies to send out a daily devotional.

23. Prayer

Use one of these technologies to send out a daily prayer to your congregation and beyond.

Make it easier for your prayer team to stay current, use these technologies instead of a prayer tree.

Strengthen the connectivity of cell groups through regular sharing of needs

Help your prayer warriors expand their ministry and/or improve their personal connection with those they pray for with e-mail, blogs and texting.

The members of a cell group could have group blog.

A Blog would allow prayer requests to be submitted. Or a prayer e-mail account where requests could be sent.

24. Plan of Salvation

Part of your Internet presence

25. Question & Answers

Part of your Internet presence, the younger users want to be involved and have the interaction.

26. Surveys

Part of your Internet presence, the younger users want to be involved and have the interaction.

27. Schedule

Part of your Internet presence, helps your congregation and is more seeker friendly.

28. Games and Quizzes

Part of your Internet presence, additional reasons to come back to your Web page or Blog

29. Announcements

Powerpoint announcements do not stand out. Some video mixed in will help.

30. Worship

Live close ups, and/or a variety of angles

DVD provides more than background audio, it also has images to enhance the words and music.

31. Resources

Make your Web site or Blog a resource. Have a resource section on your Web site or a separate blog for specific topics: Ministry leaders or group leaders, Missions, Evangelism, etc. Use newsfeed software to collection information on a specific topic to your Blog.

32. Cable/Public Access

A DVD of your service could be broadcast weekly or DVDs of special events could be broadcast shortly after they happen. (Discuss staffing)

33. Notes & Messages

E-mail, Blogs and Texting provide regular person contact. Blogs are more general but e-mail or Text messages can be distributed to a group or to the individual.

Have a personal or a teaching blog.

34. Document Camera

Use live camera for business meetings and training as a document camera, like an overhead projector

Tips/Demo

1. Document Camera

Do not need to scan into computer to project image go directly from liver camera

2. Coaxial Cable

Cables makes it a portable camera that is still sending a signal back to the control booth

Not too expensive at Radio shack or Home Depot

Use this to send live signal from around your church campus.

3. Holder

At Home Depot, made to hold screws and nails, works great

Adaptors

At Radio shack, relatively cheap allows you to adapt and combine cables

4. Old camera for live shots

Still OK for live even if not digital

5. Old camera

Even though it is not digital, I can record to analog tape then transfer to digital.

This is not as good as it would be if it was all digital, but this is all you can afford, it works

7. Sound Booth

Foam helps protect things as we travel and gives us a portable sound booth

8. Light Box/Green Wall

There are many less expensive solutions that you can make. Videomaker magazine (in References) has many ideas

9. Home Depot Work lights

We usually use natural lighting.

If you need to use lighting then work light are a less expensive way to get started

Bounce light, 3 Point lighting

10. DVD Labels/Epson \$99 printer

Our is a few years old so there are newer models. But we send almost as much on ink as we did for the printer.

11. DVD burner for less than \$300

12. Workers

You probably have people in church that want to do this. Many will already have the computer and some will even have the camera. The basic editing software comes with the Macintosh, I think there is similar basic software for Microsoft Windows.

Involve kids

If you are worried about giving students a \$2000 camera, let them learn on the older ones.

Closing (assorted comments, notes)

Use the Web there is lots of info learn how to access it

Search skills

It is amazing how much information is available, learn how to search

Truncation

It depends on the database but if you look for “parent” you should also get parenting, parents and parental.

But if you look for “parenting” you might not get parent, parents or parental.

Use the Help within your favorite search engine to learn more

Podcast for training

Lots of training is available on podcast, both video and audio. You can watch these on your computer, you do not need an iPod.

Christian Computing Magazine

Some of the topics in March issue

Optimizing...Your Web Browser for Fun

What Are You Doing With Technology & Ministry?

Spotlight on Worship Graphics

How To Implement Sermon Podcasts

Blog Sites & More

Videomaker Magazine

Videomaker magazine has many tips and ideas for all levels and all price ranges

Plan

Web sites, blogs, e-mail keep getting easier to use. But to be effective you must plan. You also need to realize these are ongoing projects. You can set it up and leave it but you will not be as effective. A successful Internet ministry needs planning.

ADDIE

Analyze, Design, Develop, Implement, Evaluate
Repeat

Web site

Some commercial sites let you have a free or cheap Web site within them. But people who visit their sites may have to watch lots of advertisements. Some ads may not be appropriate.

Edit

If you are posting pictures on your Web site do not upload everything, use just the best, crop and clean them up

E-Mail

Multiple e-mail address can help direct messages but mean there are more place to check.

Blogs

Hard to keep current

You must monitor if you allow others to input or you could have inappropriate information.

Innovative churches

Some things I saw when I visited the Web sites of the Innovative churches that are listed in References.

Most/many of these churches had:

Podcasts

Video podcast

Multi-campus with various worship styles but live feed of message

Internet church

Sermon notes available as PDF