

TECHNOLOGY EMPOWERING MINISTRY

MinistryTech

by CHURCHLEADERS

SUMMER 2019

ELEVATE YOUR WORSHIP
PRESENTATION TECH THAT INVOLVES EVERYONE

- >> SETTING THE STAGE FOR WORSHIP
- >> THE 10 COMMANDMENTS OF WORSHIP SLIDES
- >> HOW TO CHOOSE CHURCH STAGE LIGHTING

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Publisher
Chris Yount Jones

Managing Editor
Ray Hollenbach

Art Directors
Troy Irvin, Henny Vallee

Contributing Editors
Caleb Neff, Nick Nicholaou,
Yvon Prehn, Jonathan Smith,
Steven Sundermeier

Copy Editor
Laura Severn

ADVERTISING
VP Advertising Sales
Jared Bryant

Marketing & Digital Product
Manager
Bethany Payne

National Media Consultants
Malari Foster, Joseph Landry,
Seth Rankin, Ryan Yoder

Account Associates
Lara Whelan

Publisher

OUTREACH®
PUBLISHING

Outreach Inc.
5550 Tech Center Dr.
Colorado Springs, CO 80919
(800) 991-6011

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A WORD FROM THE EDITOR Ray Hollenbach



TECHNOLOGY IS SPELLED “C-H-A-N-G-E”

It should come as no surprise that the world of tech is an environment filled with change—and MinistryTech Magazine will always be knee-deep in change. The very word ‘magazine’ is a bit of a throw-back, but our PDF formatting made it possible to distribute a magazine with nearly zero production costs. Yet, the idea of a static, once-a-month publication is an idea whose time has come—and gone. So we are thrilled to announce changes here at MinistryTech, changes that will open up great content to even more users.

The MinistryTech website is moving into a new neighborhood: Outreach’s ChurchLeaders suite of content. ChurchLeaders.com provides instruction and encouragement for all manner of church leaders: pastors, worship leaders, youth ministry, outreach, children’s ministry, small group leaders, and now the “[Tech Leaders](http://ChurchLeaders.com)” page at ChurchLeaders.com. All the encouragement you’ve received from MinistryTech.com over the years will now be a part of this awesome suite of leadership articles located at the leading source for church leadership content.

And our PDF offering? It’s being **re-purposed into a quarterly publication** driven by tech themes every church needs: ChMS guides and human-interest stories; the Worship Experience (Sunday mornings); the Weekend Experience (Children’s ministries and all things community)—all with an eye to best practices, best software and best ministry: each July, October, January and April.

Our regular columns (Pastor, Security, Communication and Worship Techs) will continue, along with compelling content in the place where ministry and technology intersect. We will continue to report on how technology empowers ministry.

What started as Christian Computing Magazine years ago, covering the world of desktop computing, has moved to all-things-tech: empowering ministry through more tools than we could have ever imagined. Who knows what lies ahead? Surely the God we serve does!

Ray Hollenbach is the Editor of MinistryTech Magazine. He is also the editor of MinistryTech.com and ChurchPlants.com. You can reach him at rhollenbach@outreach.com.

TECH CHECK 07.19

We're not making this up: [Sony makes a projector](#) that retails for \$24,998. It features "Infinite dynamic contrast for stunning realism." Who knew you could experience the "infinite" for only \$25K? And who knows—maybe there are a few churches out there able to afford this fine piece of equipment. But for the rest of us there are plenty of projector options out here for a more, um, reasonable price.

**\$24,998
RETAIL**



Here are two excellent mounted projectors:

**BUDGET
FRIENDLY**



[InFocus 3144](#) is a budget-priced, sleek, remotely controlled projector with lotsa lumens (5,000) that can work on nearly any space regardless of lighting, for under \$800.

**TOP
QUALITY**



[Epson's PowerLite Pro G6550WU](#) is the other end of the scale: crystal clear, uber-quiet and solid enough to survive Armageddon. If you're investing for the long term its \$2521 price tag makes sense.

But these days ministry often goes mobile, and you won't believe the projectors available that can fit in your pocket and serve small groups, retreats or youth meetings in just about any setting. **Consider two of our favorites:**

**TINY!
ONLY \$90**



The folks at Texas Instruments DLP make a tiny projector, just \$90, with a built-in rechargeable battery that goes anywhere. The [Miroir Micro Projector M55](#) is so small and so cool that it may steal the show from whatever you're trying to project! And the \$90 price point means you can buy several—just in case someone loses it!

**SMART
& PORTABLE**



But the real winner in the micro category is ZOPRO's home theater in your hand. At \$248 it casts a 10-foot display and uses a super-cool touchpad interface. Check out [Mini Smart Video Projector](#) with 120" Display, Portable Pocket Size Movie Projector with Touchpad Support Wi-Fi/1080P/HDMI/TF Card/USB, compatible with iPhone and Android.

From the smallest breakout room to the largest auditorium, projectors can bring your message alive. Check out these four examples, or—if money is no object—jump right to the Sony projector that costs more than a Kia Soul. ■

EDITOR'S NOTE: Who can possibly keep up with all the tech options available these days? TECH CHECK highlights tech news and new gadgets that save you time, energy, money—and keep you from re-inventing the wheel. Have a hot tech tip or news item? Email rhollenbach@outreach.com.

SUMMER VACATION—FROM GOD?

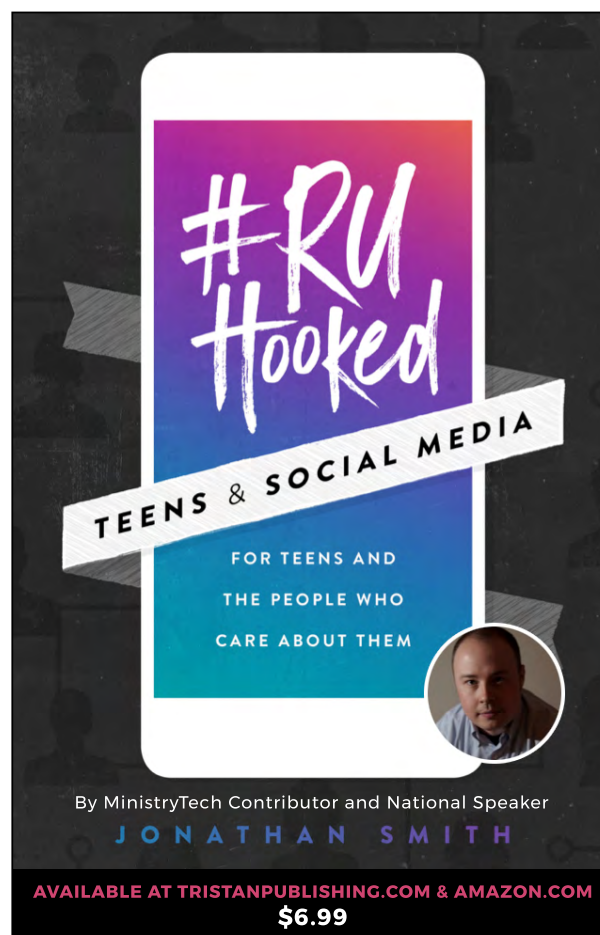
Summer vacation used to be a well-defined period of time. Depending on where you live in the country, school would get out at the end of May or beginning of June and start back in late August or early September. Now with balanced school calendars and year-round education, “summer vacation” isn’t quite so clear. What is clear is that summer is not a time to step away from God or ministry.

Summer is a great time to make some ministry hay. While it is good to rest and take a vacation (even God took a day off when creating the universe) the entire summer is not one big vacation from church and ministry. Many times the summer season affords us new ministry opportunities for which we have to not be on vacation to take advantage. Ministries like Bible clubs, Vacation Bible School, summer childcare, camps, family activities, mission trips and more are all available because of the change in schedule (and weather) during June, July and August.

[Church attendance](#) typical dips during the summer months and unfortunately many folks take the summer off from God and church completely. Staffing core church operations, like Sunday morning, becomes a challenge as volunteers disappear for weeks at a time. Again, rest is good, but not rest to the exclusion of loving Him who died for you.

As our culture becomes less and less about church and the gathering of the saints, it is imperative we ask if we are doing all we can to encourage engagement and help summer not to be the low point of the ministry calendar. Technology is one of the tools we can use to build relationships, foster community and ensure Christianity isn’t only a commitment nine months a year.

Creative videos are a great way to encourage summer involvement while also highlighting summer ministry opportunities. Special videos and creative technology in worship can help communicate a summer emphasis on ministry. Many



churches have themes over the summer, but fail to use all the technology at their disposal to connect the theme with those around them.

These videos can also be shared on [social media](#). Short, well-produced videos can communicate a lot and help draw folks into ministry and living for Jesus all year long. These videos can also help encourage social media sharing. Do you use the content created by your church to share the good news on social media or is that just for pictures of your cat?

I hope you enjoy summer and all it offers. I also hope summer isn’t a vacation from ministry and serving the King.

Jonathan Smith is the Director of Technology at Faith Ministries in Lafayette, IN, an author and frequent conference speaker. You can reach Jonathan at jsmith@faithlafayette.org and follow him on Twitter @JonathanESmith.



HOW TO RUN MEDIA SOFTWARE LIKE A SERVANT

This month I'd like to share what I've learned from a [worship leader's](#) perspective about what a media team member can do to serve everyone in the room. Let's start by recognizing that these song lyrics and scripture texts you display are the most audacious elements in the room: You display the most precise, explicit disciple-making pronouncements of the day. These lyrics bring resurrection pronouncements! So: Thank you for serving. Thank you for being part of one of the most important teams in the church. You are valued!

Not only is your role important, it's also true that you live in obscurity—unless something goes wrong! Here are three things you can think about the next time you sit down to run slides or other media for the worship experience:

1. As you begin, tell yourself: **This task is for their comfort, not mine.** I can't count the number of times that a media team member has rushed me at the stage to demand that I play the music exactly as written, or the number of times someone demands that I *don't* repeat a chorus, or that I *don't* improvise in worship. Oftentimes it's like the media person wants me to serve them instead of us serving the congregation together. We must serve the preacher and the musicians and be flexible (within reason). Serve them and even allow for their mistakes: Miles Davis, the jazz trumpeter, would often hear the mistakes of his other players and he would build their mistakes into his playing so it sounded like it was all actually intentional. In other words, serve your leaders, and serve those who are in those high-pressure places by being flexible and working for their comfort, not your own.

2. Keep in mind: **You're bored, but we're bombarded.**

Because the media center is your home you can often get bored with the repetitive task of displaying the same words, in the same fonts, and the same images over and over again. Often we might feel compelled to do too much on the screen, to use too much movement or too much creativity in this space because this is the one place we're at—and we get bored! But don't give in to temptation to constantly mix things up. Don't make things "busy" just for the sake of busy-ness, but serve others through consistency. It can be very helpful.

3. **Practice panic and cool-keeping:** Sometimes the preacher will have last-minute ideas or need a web search. So in your mind (when things are calm) you should practice what the panic might be like and be ready for last-minute word changes, or songs that you that you don't have, or how to find scriptures in other versions. Have the mind of somebody who's always ready for change: for example, EMS or fire personnel. You can be ready for any emergency. Become the cool and non-anxious presence to those you're serving—even when they're panicking. You'll be able say, "Okay let's work this out." Or, "I can get this for you."

Finally, here are a few last tips: [Test the audio](#) to the end of *everything* you do and test video *to the end*. It will avoid surprises! Again: Thanks for how you serve, and I hope that things go so well you'll never be noticed!

Mike O'Brien holds a B.A. in Music from Kennesaw State University and a Master of Worship Studies from the Robert E. Webber Institute for Worship Studies. He has worked as a producer, engineer and mixer at Lucko Sound Studio, and with a collective of 25+ musicians called Poured Out Like Wine. Together, they produced seven albums with over 15 published songs with Vineyard Worship USA. He lives in Atlanta, GA, with his wife, Susan, and son, Ezekiel. You can reach Mike at vineband@hotmail.com



TEXT OR TALK? WE NEED TO LEARN EACH OTHER'S STYLE

There is a silent war going on in churches today. Not many of us talk about it and many in the church are not even aware it is going on. It's the war of [communication](#) expectations between talking on the phone, email and texting.

Situation #1: A Boomer congregation member places a phone call to a Millennial Youth Pastor and leaves a message. No response. Boomer tries email. No response. Sunday comes around and Boomer confronts Millennial—Millennial responds, “I’m really sorry. I didn’t get any of your messages.”

Situation #2: Millennial Youth Pastor texts the Boomer age people in the church who have said they want to be part of the prayer team for youth and sends them a series of Instagram links to images showing the kids they will be praying for at an upcoming strategy session at Starbucks. Only one person out of the 15 she sent multiple text messages to shows up. On Sunday, she gets a combination of blank stares and replies of “You never contacted me” in response.

In both groups, the person sending the message felt they were doing all they could to communicate. However, just sending a message is not the same as communicating a message.

Many Millennials rarely talk on their phones—they don't answer them or listen to messages. Nor do they read email—they rarely sit down at a computer because they do everything with their phones. Except talk on them. They text. A lot. They constantly scan and send social media on their phones. These are the communication channels they use. The result is that if someone calls them or leaves a voice message or sends an email, chances are they won't hear it or see it.

Boomers talk on their phones. They listen to and leave messages. Many have no idea how to text, how to receive one or how to send one. Many of their phones don't have the texting app enabled or it may

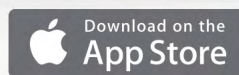
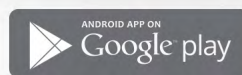
not be available. For many Boomers, their preferred method of technological communication is email.

Before practical solutions, as is always the case, let's look at the spiritual solutions first. For all age groups in the church, we do well to remember that we serve a Lord who “did not come to be served, but to serve and to give his life as a ransom (Matt. 20:28).” How then can we act with humility and a heart of service in our intergenerational communications? Here are some suggestions:

1. Be honest in your print and online church communication listings. Many problems arise when a church lists staff email addresses, but the staff members do not answer their emails. If an email address is given, staff **MUST** commit to checking and responding to email.
2. If staff won't do this and prefer to text, don't list their email. List a number they can be reached at and specifically state, “Pastor Jeff prefers to communicate via text.”
3. In the church, if you are on a committee or volunteer for a ministry or work with volunteers, be sure to ask, “What is your preferred communication method? Text, email, phone call?”
4. If you don't know how to text, consider learning how to do it. (If typing with one finger or your thumbs seems impossible, most phones today make it possible to send a text by dictating it into your phone.)
5. If you hate to respond to email—get an app on your phone and do it anyway.
6. For Boomers, learn the latest social media tools from your kids or grandkids. For Millennials, answer your phone. We are all servants of the Lord Jesus. Boomers have no right to feel superior because they've always done things a certain way and it still works for them; Millennials have no right to feel superior because they've conquered a new technology.

Yvon Prehn's ministry to church communicators has two parts: effectivechurchcom.com, a site of **FREE** templates, strategy and resources, and churchcomtraining.com, a Church Communicators Online Training School.





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EMOTET: A NASTY SUMMER BUG

It must be Summer—the bugs are out!

In just one 24-hour snapshot, let's review the bug interactions I have encountered (I wonder if you can relate): I had the perimeter of my house sprayed for black ants while also taking preventative measures on the white flies that are multiplying and gearing up to feast on our vegetable plants. Later, I was also forced into hasty action against angry wasps swarming my kids (triggering all-out chaos) during a sit-down family dinner on the front porch. And finally, I spent the evening swatting pesky mosquitos during my daughter's soccer game.

On the cyber security "bug" front, the recent persistent threats have been equally challenging and annoying. According to our ThreatLab statistics, Thirtyseven4 recorded over 28 million malware detections during the first quarter of 2019. The final week of the quarter, March 24th logged the most detections with over 4.6 million detections! On average 13,000 malwares were detected every 60 minutes. That's a lot of bugs! And based on my initial research, I'm anticipating the results from the second quarter to be even more mind-boggling.

Like their insect counterparts, there are many malware classifications, and those classifications can be broken down further into malware families. The leading form of malware over the first quarter was the Trojan family, and it accounted for 46 percent of all new malware detections. (A Trojan is a type of malware that disguises itself as legitimate software.)

The top detection within the Trojan family was "Trojan.Emotet" (Emotet). Emotet first reared its ugly head in 2014 as a modular banking trojan. It's

often referred to as "The Banking Trojan." Since its inception, Emotet has continually evolved and morphed, making it one of the nastiest threats today. The US-CERT published Alert (TA18-201A) noted that instances of Emotet-infected networks can cost up to 1 million dollars to clean-up. Much of Emotet's "success" can be traced to its mass distribution network (used for initial seeding), highly aggressive and numerous network replication functionalities, and its polymorphic nature (the ability to constantly change its identity to evade detection).

In addition to practicing key safe-security practices (maintaining regular Operating System and software updates, configuring and rotating complex passwords, avoiding clicking on links within email or posted social network sites [Emotet feeds on phishing mails] and installing strong Endpoint Security software) Thirtyseven4 has also discovered a weak spot within its logic in order to proactively prevent a system from getting infected by present and future variations of the menace. While it would be unwise to disclose the specifics of the weakness and our counter measures, think of it in terms of being protected from summer mosquitos with a permanent bug spray.

Bugs are everywhere, and in most cases unwanted. Education and preventive measures can go a long way in keeping them from you or from harming your systems. There is a happy (and safe) medium where we can enjoy our [technology](#) and the outdoors without getting eaten up. I hope you can make the most of your summer in both areas!

Steven Sundermeier is the owner of [Thirtyseven4, LLC](#), a leading provider of antivirus/security software. With 17 years of experience in the cybersecurity field, he is one of the nation's leading experts in virus, malware and other threats. Before founding Thirtyseven4 in 2009, Steven worked in a number of roles in the antivirus industry dating back to 1999.



CAN YOU SEE ME NOW?

How to Choose Church Stage Lighting

by Duke Taber

What equipment do you need for quality church stage lighting? You need the basic light fixtures, rigging and a lighting console. The basic light fixtures include wash lights, beam lights and spotlights. The rigging depends on the number of lights and the size of the church: in small churches, you may use a few stands to mount your lighting; in larger areas, you may require complex arrangements involving various metal trusses and a fly tower.

Determine the Amount of Light You Need

If you do not have enough lights, or if the lights are not powerful enough, your stage lighting may make it more difficult to see the stage and performers. The goal of [good stage lighting](#) is to illuminate the stage, highlight the performers, and add atmosphere. Without the assistance of professional lighting technicians, you need to estimate the amount of lighting that you require. There are three main questions to ask yourself when determining your lighting needs:

- What is the size of the area that needs lighting?
- How far away are the light fixtures from the stage?
- Do the light fixtures need to be controlled during the event?

If the area that you are lighting is small and the lights are closely positioned, you may require a series of low-powered lights. 300W to 500W lights should provide adequate power. For larger venues, you may need light fixtures that reach the stage from a great distance. In these situations, you need powerful lights with narrow beams. The narrow beams spread as they reach the stage. Powerful lights may have 2000W of power.



IT'S EASY TO GET
CARRIED AWAY WITH
LIGHTING AND INSTALL
MORE LIGHTS THAN
YOU REQUIRE.

It's easy to get carried away with lighting and install more lights than you require. In a small church, you may only require one of each type of light. A single Fresnel light can wash the stage. You can use a strip of beam lights

on each side for adding color and atmosphere, and one or two spotlights to highlight performers. In a larger space, you should still start small and build your way up. Use the same setup described above and determine how much more lighting you require. For example, you may find that you need a couple of extra wash lights to wash the stage from a distance. You may also add extra spotlights to profile more performers. Larger spaces also allow you to include additional series of beam lights. You can add strips of beam lights at different distances to create complex lighting arrangements.

Before purchasing your light fixtures, you need to choose between LED and conventional lamps. Conventional lamps burn out and need replacement. They are often more expensive and have traditionally provided brighter output. However, LED lights have come a long way. With few exceptions, you can now purchase LED lights that are just as bright and powerful as any conventional lamp available. (NOTE: Par Cans do not typically use LED bulbs. You may also need conventional lamps when using a very powerful beam from a great distance, as the amount of LED lighting needed to create the same effect may not be economical.)

Purchase Rigging to Support Your Light Fixtures

Lighting trusses are often used for mounting a series of lamps from a fly tower. The fly tower is a series of wires or ropes mounted above the stage area.

Lighting trusses may also be used anywhere that you need to temporarily mount lightings, such as the side lighting or beam lights.

If you do not want to set up massive metal trusses, you can use various stands and towers to set up your lighting. With a stand or tower, you may need a lamp bar to house a series of lights. For example, when placing a row of Par Cans to the side of the stage on a light stand, you can use a lamp bar to keep them uniform.

Chains, safety cables, pulleys and other gear may be needed to properly support your lights. If the lights are positioned above people's heads, you need to use extra precaution to ensure that the lights are correctly secured to

the rigging. (You may also need to install hoist motors or electronic controls if you want to move the lighting remotely.)

Choose a Lighting Console



Along with the light fixtures, you may need a lighting console to control the lighting. Lighting consoles are convenient, but they are not always required. In a small venue, you may only need a few lights, which can easily be adjusted with using a console.

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The first detail to consider is the number of channels that the console can control. Each channel is used to control one light fixture. You may also want to find a lighting console that includes a specific number of faders. The faders allow you to adjust the dimmer setting on a group of light fixtures.

There are also many special features to consider. If you want to

pre-program your lighting scheme, you need a lighting console that allows you to set scenes. These scenes can be stored, making it easier to create the same effects for multiple performances.

Conclusion

In the end, choosing the equipment for your stage lighting requires planning. You need to

determine the type and amount of lighting that you require. In a small church, you may only need a couple of wash lights, some sidelights and a couple of spotlights. For larger churches, start small and add lighting as needed.

You may also want a combination of LED and conventional lights. While you can find powerful LED lights, you may need conventional lights for bright beam lighting.

The lights also need to be positioned, which requires the use of rigging. Various trusses, ladders and stands are used to secure the lights and keep them from crashing to the ground.

The final component for your [stage lighting](#) is the lighting console. The console allows you to adjust the intensity of the lights without manually adjusting dimmer switches. Using a lighting console is a lot like using an audio mixer. You can group lights together and control them with faders.

If you need assistance setting up your stage lighting, you should also consider working with a professional lighting technician. They can assess your needs and help you find the right equipment. **MT**

Duke Taber has been a Senior Pastor of various churches since 1988. Prior to that, he was involved in the Christian rock scene opening for such notables as Larry Norman, Randy Stonehill, Rez Band, and once played briefly with Darrel Mansfield. Today he is the owner and managing editor of three successful Christian websites that support missionaries around the world. Currently he is serving as a Technology Consultant for Living Waters Fellowship In Mesquite, NV.



SETTING THE STAGE FOR WORSHIP

Staging Concepts Has Helped for Decades

by Staging Concepts

Staging equipment can be found in most worship venues. Equipment can be as simple as a rectangular stage with skirting, 24" above the floor to elevate speakers or musicians. Or it could be an expanded, multi-tiered choral riser to house the performance choir. Another option could be a stage extension. Stage extensions are a preferred choice for venues that already have a stage but are looking for more space. These extensions are portable stages, designed to perfectly match the size and shape of the existing stage to create an appearance that looks and feels permanent.

As a leading designer and manufacturer for performing art centers, theaters and worship facilities, Staging Concepts continues to impress the nation with top-of-the-line staging solutions. For nearly 30 years, they have excelled at designing unique solutions that enhance the experience for both the audience and those on stage, and each solution is bound to make an impact. No matter the size of the venue or the size of the congregation, Staging Concepts delivers superior staging and riser solutions to suit any worship facility.

STAGING PLATFORMS

Multiple products make worship staging solutions possible. For instance, the leading SC90® Platform is well known throughout the performing art and worship industries. These durable stages are designed to be portable, affordable, easy to use, and easy to transport. Each SC90® Platform is made with the finest quality, requiring no tools, making setup and tear down efficient. To create larger staging solutions, simply lock the platforms together using the included T-handle. The load capacity for a standard 4' x 8' platform is 150 lbs. per square foot. If additional support is needed, more support beams can be installed to increase the load rating.

In addition to the SC90® Platform, the SC Choral



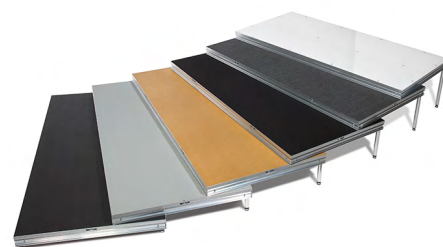


Riser is another preferred choice to heighten the performance experience for worship halls. The SC Choral Riser is versatile, demountable and ideal for holding choir or band members. It is both compact and durable, making it ideal for worship performances of any size. To accommodate various settings or events, the riser system can be easily transformed into several configurations, such as an arced or straight layout. The mobile casters make moving the SC Choral Riser easy and can be done by just one person. This feature is ideal for worship facilities that have a limited number of staff available for setup and tear down between performances. Equally important, when not in use, the SC Choral Riser can be folded up and stored using minimal space, all without using any tools.



Aside from the SC Choral Riser, another option is Staging Concepts' new Riser Platform. The Riser Platform was designed with worship and small

theater spaces in mind. It is similar in design to the SC90® Platform but is lighter and offers a 100 lb. per square foot load



rating. Like the SC90® Platform, the Riser Platform is available in multiple sizes, both standard and custom, and multiple finishes. Finishes for both platforms include polyvinyl (black or gray), plyon, carpet (black or gray), and acrylic (opaque or clear).

To accompany any of these products, a variety of accessories can be sold as part of the solution. Multiple guardrail options are available to provide safety to the patrons and comply with various building codes. Standard options include the IBC Guardrail and 2-Line Guardrail, and ornamental railing options include the Invisirail, Tensiline and Gridguard guardrails. All styles can easily attach to any platform.

Additionally, chair stops and closure panels can be added to any platform solution. Chair stops prevent chairs from falling off or slipping between various levels of riser systems. Closure panels also act as a chair stop and create a finished appearance for the overall staging layout.

For any potentially dimly lit performances, aisle lighting is a great addition to seating risers. Aisle lights help guide patrons up and down the aisles, primarily in dark settings.

CREATE A CUSTOM SOLUTION

Performance facilities of all sizes rely on multiple components to make a groundbreaking performance. Often, this is accomplished with a one-of-a-kind custom solution. Because no two worship venues are identical in appearance, functionality and adaptability, custom staging and riser solutions are a great way to make a lasting impression.

Designing and providing customized staging solutions is Staging Concepts' specialty. They are known throughout the entertainment industry for their ability to develop and bring to life creative solutions to suit any venue or architect's needs. The team has more than 50 engineers in-house, and a vast group of sales representatives and project managers to carefully and appropriately handle all staging requests—both standard and custom. Custom staging solutions can maximize the functionality of any space, while providing a durable, long-lasting system that complements the venue.

Venues with limited space for their performers, speakers or congregation are a great candidate for a custom Staging Concepts solution. In these cases, Staging Concepts' experienced team will design a solution to precisely meet the required specifications for the limited setting, and still provide an overall pleasing atmosphere. Time and time again, Staging Concepts has proven that their team can and will design a superior staging solution that will shine during each performance.

Visit www.stagingconcepts.com for more details on Staging Concepts. **MT**



**STAGING
CONCEPTS**

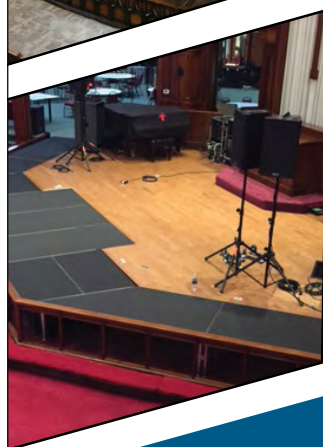
Staging Concepts is the industry leader in portable staging equipment. Since 1990, they've provided superior staging product solutions for facilities and venues with custom needs. Their company and team of devoted engineers strive to ensure that they produce the most superior and advanced modular, lightweight custom staging systems in the industry.



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THE TEN COMMANDMENTS OF WORSHIP SLIDES

Help Your Tech Crew With Aesthetics

by Carl Barnhill

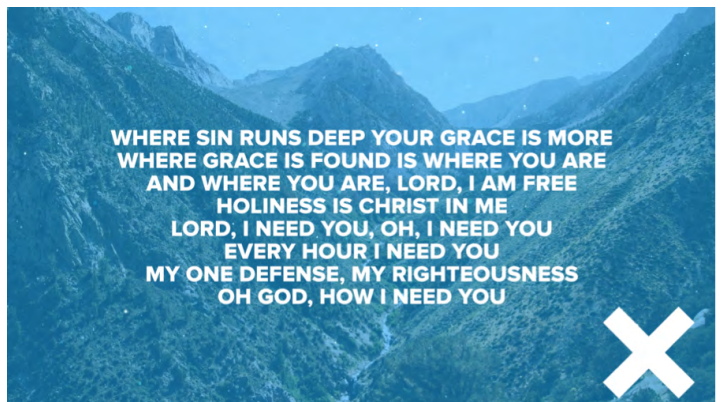
I travel at least once or twice a month to another church, and I can usually tell right away where a church is in their design quality with a quick glance at their worship slides. I can tell whether the church has an in-house designer or a volunteer with no experience in graphic design is designing worship slides.

Don't hear the wrong thing here, I'm grateful for volunteers willing to step up and get things done that need to get done for your congregation to worship. Your screen content is one of the most visible venues for everyone in your church. It's worth the effort and time to make your worship slides and screen content impactful.

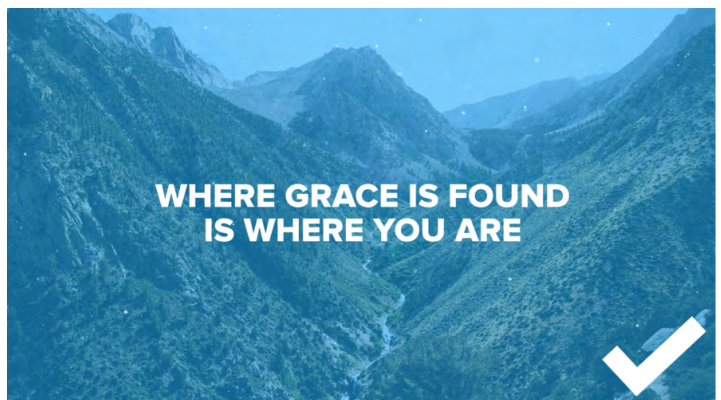
Allow me to give you a few quick tips for [Preparing and Executing your Worship Slides](#):

1. Limit your lines of lyrics to 3-4 lines of text. Never go more than this.

No big explanation here other than it just looks better and cleaner. We're not using overhead projectors anymore—slides need to be clean and simple and not contain huge bulks of text that is hard to read.



WHERE SIN RUNS DEEP YOUR GRACE IS MORE
WHERE GRACE IS FOUND IS WHERE YOU ARE
AND WHERE YOU ARE, LORD, I AM FREE
HOLINESS IS CHRIST IN ME
LORD, I NEED YOU, OH, I NEED YOU
EVERY HOUR I NEED YOU
MY ONE DEFENSE, MY RIGHTEOUSNESS
OH GOD, HOW I NEED YOU



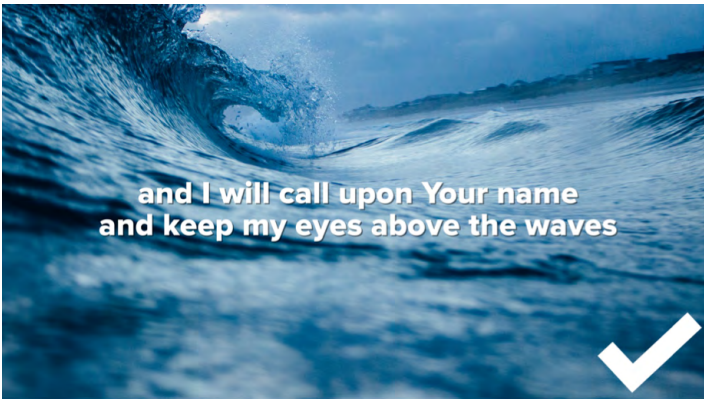
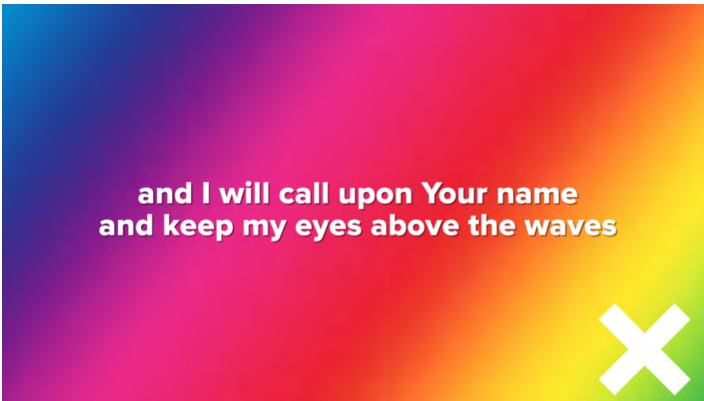
WHERE GRACE IS FOUND
IS WHERE YOU ARE

2. Be consistent with your fonts and font size.

Choose one font for all your lyrics for the whole day. Choose a font size that is readable but doesn't overwhelm your screen. (Check out my article [5 Go-To Worship Fonts](#) for more on this topic.)

3. Choose non-cheesy motion backgrounds.

Cheesy clip art or rainbow backgrounds are not only just poor design, it distracts your congregation from worshiping.



4. Lead lyrics!

I can't stress this enough. Nothing is worse than being late on lyrics. It halts the worship of your people. We've all been there—you're singing along and you're two lines into the next slide before the operator advances to the next slide of lyrics. A good rule of thumb for leading lyrics is to advance to the next slide when your worship leader sings the next to last word on the slide.

5. Never let your audience see what's going on "behind the scenes."

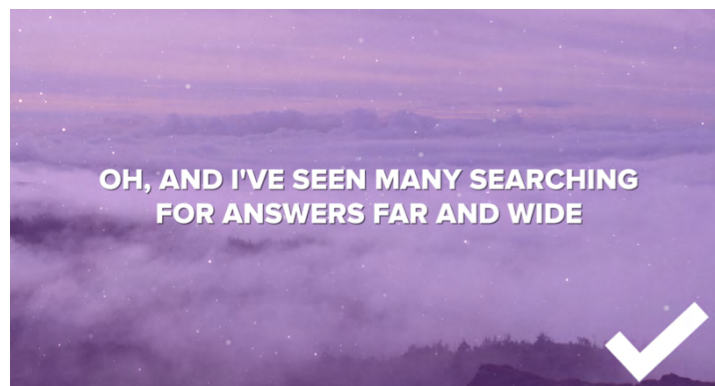
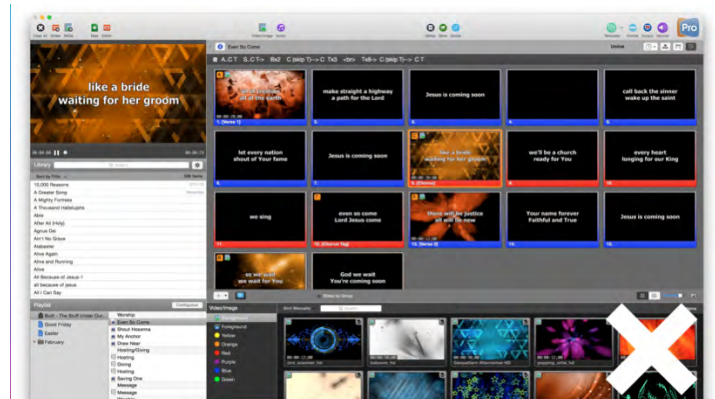
You never want to see a cursor, a desktop background, another program or anything else on your screens besides media content from your presentation software.



MIKE O'BRIEN
WORSHIP TEAM
DEVELOPMENT & TRAINING

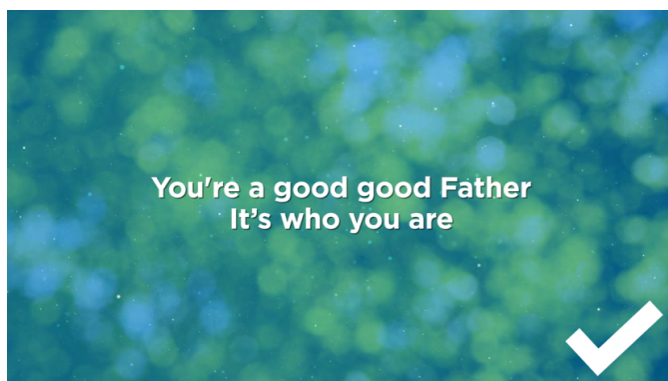
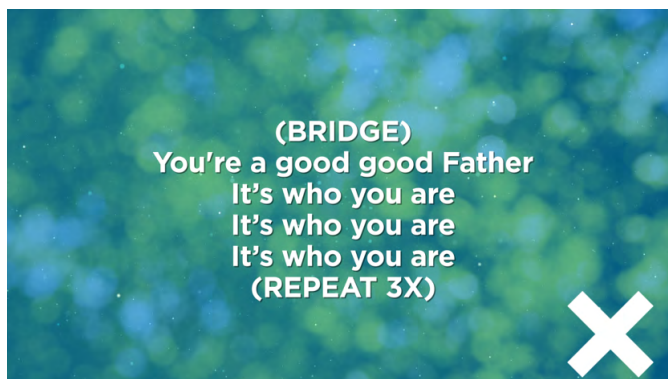
Mike's ability to break down complex ideas into memorable phrases and move-forward practices is second-to-none. I wholeheartedly recommend that you have Mike in to work with you, your musicians, and your techs. You won't regret it; he carries the heart of worship deep within him — and it spills out everywhere."
— Dan Wilt

www.themikeo.com



6. Avoid repeated lines or “hymnal directions.”

If you sing one line repeatedly, it should be on one slide and the slide should be duplicated in your presentation software. Don't use directional statements on screen—remove all words and phrases like “REPEAT 2X,” “MEN ONLY,” “BRIDGE.”

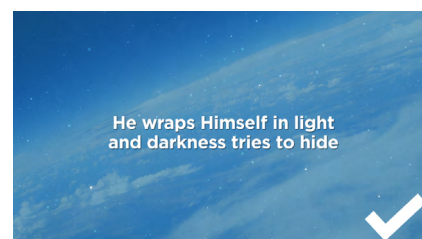
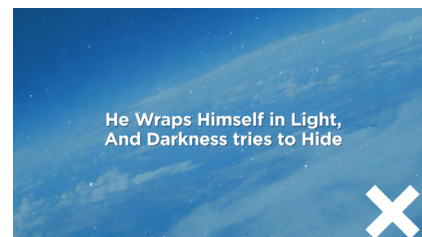


7. Set up your presentation software in the order of the service.

You should primarily be using the spacebar to advance your way through your media content. You should only use your cursor to catch a worship leader on a rogue lyric or to fire a video element.

8. Set up consistent capitalization and punctuation rules.

There are some varying views on this, but I'll tell you what I usually land on: My rule of thumb is to only capitalize names of God and pronouns like “I.” Another good practice is to only capitalize the first word of every sentence. I also never use commas, periods or punctuation marks—you're not winning grammar awards here—you're making slides nice and clean for people to worship. Another acceptable option is to use all capital letters for lyrics.



USE CHURCH PRESENTATION SOFTWARE WELL—BUILD “FLOW” IN WORSHIP

Building church presentations is a vital part of excellent worship events. In this post, I will share a few key items to implement as you build your presentation. These tips can apply to any presentation software you use. (I recommend using [ProPresenter](#), [MediaShout](#) or [EasyWorship](#).)

The first thing to do when building your presentation is to create a file (*document/part*) for each element of your service. The temptation, at times, can be to just create items for big events in your service (*songs, videos and sermons*). I make placeholders for every part of my service including prayers, pre/post service slides, bumper videos, offerings, closing announcements and more. The reason for this is

that I find that if you have prepared a document for each part of the service in Planning Center, you will be able to easily and quickly add to these areas if last minute changes occur.

By planning ahead with the needed documents for everything listed in Planning Center, you will be best prepared to adapt and change as special requests occur.

Second, I mentioned the software [Planning Center](#). If your church isn't using this program, then I would highly recommend that as the first step your church takes.

Planning Center is a tool that allows administrators (*you, your pastor and worship pastor*) to schedule teams and plan and track services live. Planning Center allows the church

where I serve to put everything together in one place. Then, when I am building my presentation, I build off the plan and changes made in Planning Center. If you aren't using this program, then I would encourage you to approach your team and suggest its importance.

Planning Center allows many people to review and plan services so that when you begin these worship experiences, everyone involved has an idea of the plan of action.

Third, review the scheduled music in Planning Center. Check for notes about the song form from your worship pastor or band. Review these notes and make the edits to the arrangement in your presentation software (like the ones listed above). You want to try to ensure early on that you get the song form correct so that you are prepared for rehearsals and discussions regarding the service

A fourth tip that I utilize is to import content into your presentation software. **PLEASE DO NOT** just play media off of a device or desktop. Instead, load it into the software so that you can pull the videos from within the presentation file archives.

As you import content, check it. Don't just import and assume that someone else has checked the file. Take ownership of what the service looks like.

A fifth tip for building your presentation is to format your presentation for a Sunday service so it looks similar to Planning Center. List every item in the way it is listed on Planning Center. This will help you or your volunteer to follow along with the flow of the service and be prepared for what is to follow.

All these tips for building your presentation really have one thing in common: **PREPARATION IS KEY!**

A goal I strive for in everything I do related to church presentation software is this: "Prepare as much as you can beforehand so that you are ready for the arrival of the moment for which you have been planning."

Steve Dirks has spent over 10 years serving in different churches doing lyrics, audio, and graphics and content creation. He has a passion for helping use tech to help further and advance the Kingdom and the good news of the gospel. Steve is married to his amazing wife, Rebekah, and works at a church in Columbia, SC. This article originally appeared at [\[Twelve:Thirty\]Media](#).

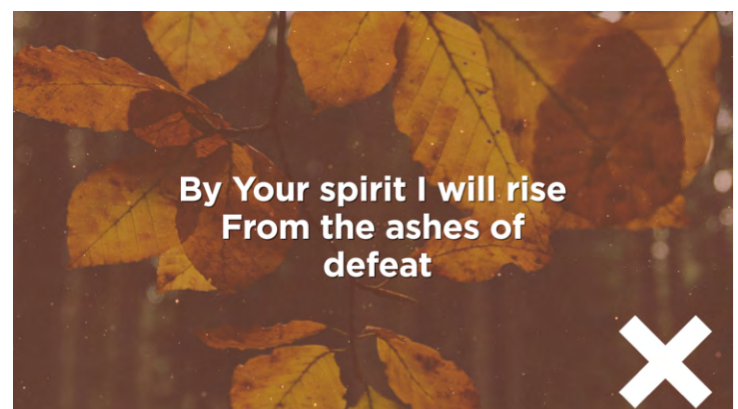
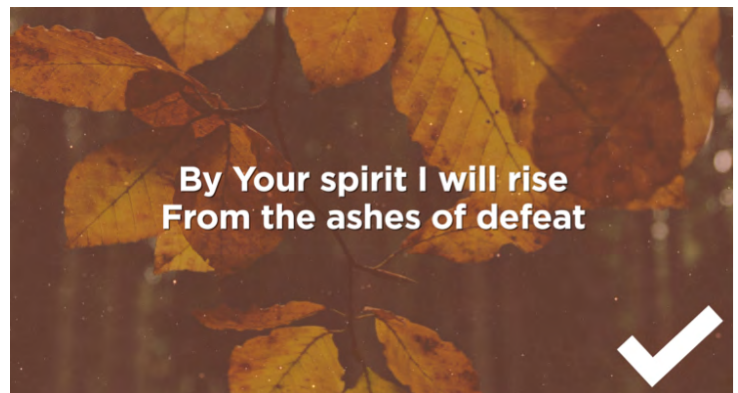
9. Care for the "orphans and widows."

Don't leave one or two small words hanging on one line. Break lyrics up where they make sense when reading them and produce your slide where the words are roughly the same length on each line.

10. Gently encourage your leaders to not make any last minute changes.

In my experience, very last minute changes affect the concentration of the team and can throw your execution game off. Train your leaders that your service starts when the counter drops and set guidelines to when is too late to add content to your presentation. **MT**

Carl Barnhill has served on staff at some of the largest churches and organizations in the country. He served as Media Director at Precept Ministries International, directing the television and radio program *Precepts for Life* with Kay Arthur, broadcasted to over 98 million homes around the world. He served as Video Production Director at Pinelake Church in Brandon, MS. He most recently served as Video Coordinator for Newspring Church in South Carolina. He currently serves as Creative Director and Owner of [\[twelve:thirty\]media](#), serving churches and ministries all over the world through motion graphics content and church media coaching.





4 TOOLS TO HELP UNDERSTAND YOUR CHURCH DATA

How “Big Data” Can Engage Your People and Grow Your Church



by Matt Engel

According to the [Barna](#) organization only 35 percent of Americans [attend church](#) weekly. In the article *Christian America is in Decline*, authors Anthony B. Pinn and Tom Krattenmaker explain, “One reason so many are opting out of religion, or never opting in to begin with, is that churches are addressing the wrong questions.” In short, members leave because they feel their church doesn’t provide enough spiritual engagement. Some want more opportunities to serve, while others look for ways to solve frustrations or doubts. Many even feel church is irrelevant, and list the struggle to connect as the primary reason they leave—or never get involved at all. It’s time to rethink the decline in church attendance, learn about data, and discover how you can use it to reach your communities and retain congregants.



CHURCHES THAT ADOPT NEW WAYS TO CONNECT ARE THRIVING

Not all churches are declining. Some churches are thriving as they discover new ways to meet the spiritual and communal needs of those in their congregations and communities. [One of the newest ways churches can determine these needs is with data.](#)

Carl Kuhl, lead pastor of Mosaic Church, writes in [Outreach Magazine](#), “[The typical church is not good at tracking data.](#) We keep track of how big the offering is. We keep good track of attendance. But we honestly don’t use data well.” It’s understandable why many church leaders are skeptical about data. Measuring success in a spiritual environment can be tricky—especially when you’re working with various demographics and opinions. “However,” Kuhl shares, “what has happened is we have gone so far into the

‘numbers don’t matter’ realm that we don’t have enough helpful data.” This proves a need for a healthy balance and understanding of data usage in churches.

Patricia Lotich of Smart Church Management writes in her article *7 Keys to Church Growth*, “Church members are one of the key customer groups in a church. Understanding their unique needs and ensuring their needs are met—within the scope of the vision—is critical to church growth.”

Using data is an accurate and efficient way to gain insights about your people and make confident decisions, but before we jump into the ways you can use data in your church, let’s take a minute to discuss how data became *big data*.

HOW DATA BECAME BIG DATA

Google defines data as “facts and statistics collected together for reference or analysis.” Similarly, Google defines big data as “extremely large data sets that may be analyzed to reveal patterns, trends and associations, especially relating to human behavior and interactions.”

Though the terms are relatively new, the idea of using data to guide decisions is not. In fact, data-informed decision-making dates back to ancient cultures. Ancient tribespeople tracked data by carving notches in bones or sticks, calculating trade activities, and determining how long their supplies would last.

In the 1660s, John Graunt collected mortality data and analyzed it to determine the frequency of various causes of death. He used that same data to refute the idea that the bubonic plague spreads by contagion. He even



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theorized an early warning system for the plague. Though mortality information had been collected for years, Graunt was the first to use the information to make connections to disease and population. The key here is that he used the data.

Today, analysts use data to predict heart disease or the spread of malaria and, of course, to track buying habits and encourage new purchases. But, just as John Graunt used data to draw conclusions to certain illnesses and disease, the data collected today does little good if it doesn't drive action.

DATA ONLY OFFERS SOLUTIONS WHEN IT DRIVES ACTION

We consciously, or subconsciously, match our reactions to the information we have available. Another way to think of this is through the idea of “know and match.” The more we know, the better we're able to match our responses. For example, when you connect to your weather app you know the forecast and can match your clothing or activities accordingly. You act on the information provided.

Doctors predict disease based on genetics and family history, which allows them to act by providing preventative care. As a pastor, when you see data indicating your members are at risk of divorce, you can act on that data by planning sermons that focus on building stronger relationships or promoting marriage support groups.

ACCESS AND USE DATA FOR YOUR CHURCH TODAY

There are many ways you can collect data to understand the needs of your congregation and community. Here are a few tools you can use today.

1. Social media analytics.

There are many ways to collect and analyze data from social media. Facebook has Insights, and Twitter has Analytics. Additional tools are available through LinkedIn, Instagram and other social media channels—and there are other resources with advice about how to understand what these tools surface, and to help you with the heavy lifting of interpreting the data.

2. Surveys and assessments.

Many churches use surveys to assess the needs of their members through first-party information. These can be done through software like [SurveyMonkey](#) or [SurveyGizmo](#) to assess the spiritual and temporal needs of your congregants.

Some churches find it helpful to collect data through formal assessments, but data can also be collected in meetings, private interviews or detailed reports from church leaders.

3. Demographic reports.

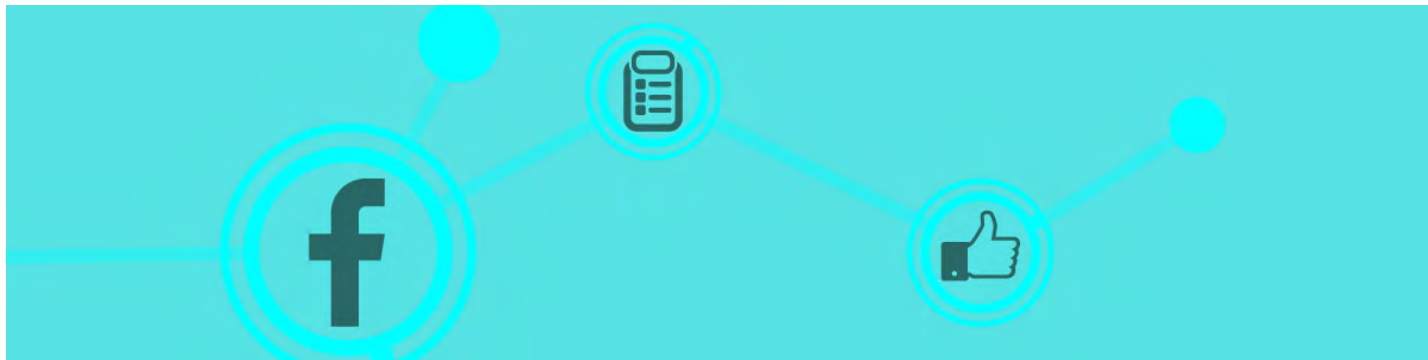
Demographics can provide a lot of insight into your community. Through these reports, you can often access religious affiliation, marital status, household income and the ages of residents.

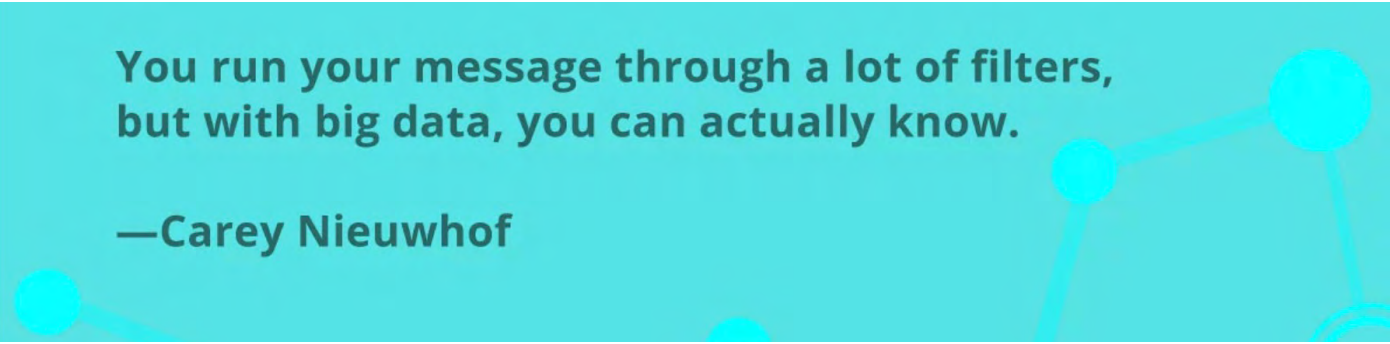
4. Third-party data vendors.

While some data can be collected from individual sources, there are services that gather, sort and provide data for their clients on a much larger scale—searching millions in their databases and producing thousands of data points per person for analysis. This information creates predictive models of behavior.

In other words, you'll be able to know things like a specific person's likelihood to get divorced or your congregation's need of financial support.

If you decide to use a data analytics platform





**You run your message through a lot of filters,
but with big data, you can actually know.**

—Carey Nieuwhof

make sure you select one that corresponds with the data you need to reach your local community and congregants. Also, be sure it provides a high degree of privacy—more about that next. *If you are wondering how data can turbocharge your ministry: [Take your next steps toward an effective digital strategy by watching this free 90-minute webinar](#). You'll learn from a handful of experts in the church marketing and tech industries who show you how data can strengthen the people you serve.*

A NOTE ABOUT PRIVACY

When using data and analytics, it's important to keep the details private. When working with a trusted data analytics platform, all identifying information is kept private. The data is processed, scrubbed of any personal details, and then returned to you with only relevant information.

At Gloo, [we're passionate about data integrity and privacy](#). Data is increasingly important in the world we live in, and we believe using the power of data for good is essential and a moral imperative.

KNOW YOUR PEOPLE TO MATCH THEM TO THE RIGHT RESOURCES AND PROVIDE OPPORTUNITIES FOR GROWTH

It's important to remember that data is predictive, not prescriptive. It should gather known ideas, habits, demographics and activities—allowing you to organize the information to represent the whole and act on it. Churches that use the power of data in this way are able to predict struggles and pain points—and they generally know more about their congregants and community. When they use that

information to tailor their message, they see long-term engagement that leads to personal growth.

As Carey Nieuwhof explains,

"I'm trying to read the minds of the people in the audience, in the congregation, every week and I'm trying to think through the minds of a church person, of a non-church person, someone on the verge of divorce, someone who's single . . . You run your message through a lot of filters, but with data, you can actually know."

Using data in your church is about understanding your congregation's needs and then matching those needs with relevant solutions. As you learn more, you can match more accurately and take a proactive approach to ministry. The outcome is personal growth for your people. **MT**

[Learn how you can identify your audience and create marketing campaigns that leverage data to create personalized experiences with our Church Outreach Kit.](#)

GET THE GUIDE TO DATA AND THE CHURCH
[DOWNLOAD THE E-BOOK AND LEARN HOW TO ACTIVATE THE POWER OF BIG DATA TO GROW YOUR CHURCH.](#)

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HOW **EASYWORSHIP** CAN FIT INTO YOUR PRODUCTION WORKFLOW

NDI Integration Makes the Difference

by EasyWorship

Whether you have already added broadcast capabilities to your church service workflow and are looking to raise the bar, or you are just starting to think about broadcasting, there are a number of variables to consider. From the equipment, to the hardware and software, as well as the volunteers and staff, it's important to think through all the dynamics involved before moving forward. One critical aspect of this intricate broadcasting puzzle that is worth investigating is: Which church presentation software will be the best for your church?

EasyWorship is a great option that not only assists with broadcasting but helps you build your entire church service—song lyrics, Scriptures, announcements, videos and sermon notes—all in one place, quickly and efficiently. This software is designed to meet the needs of churches, big and small, around the world.

The most important point to note is that EasyWorship was primarily designed for ease of use. A second point to note is EasyWorship was also designed to be dependable. There are many times when volunteers call in at the last minute and customers are able to quickly and easily train new volunteers on the spot. Also, with every feature

THIS SOFTWARE IS DESIGNED TO MEET
THE NEEDS OF CHURCHES, BIG AND
SMALL, AROUND THE WORLD.

EasyWorship continues to look for ways to make the software as user-friendly as possible. After all, why make something complicated when it doesn't need to be?

NDI Integration

One big innovation in broadcasting which simplifies your workflow is NDI. If you're not familiar with NDI, we'll give you a brief overview. NDI was pioneered by NewTek and takes your audio and video source, like a camera, and sends it over your local area network (LAN) as a broadcast. Any device or software on the same LAN that can receive an NDI feed can pick up the feed from another NDI device and rebroadcast it, or it can mix it with other content for rebroadcasting.

But how does this simplify your workflow?

The greatest benefit is that with NDI you no longer need to run SDI cables from every video source into a hardware video mixer. Adding a new camera to your video monitor is as simple as plugging a camera into your LAN and setting the mixer to receive a video signal from that camera. Another benefit of NDI is that it's a free API, which any software or hardware vendor can access. This makes it much easier for NDI to be ubiquitous and allows for more hardware and software vendors to add support for NDI as we have already seen.

How does EasyWorship 7 fit in?

The developers at EasyWorship made it possible for EasyWorship 7 to integrate with NDI as an input or an output. You can bring in a camera feed through NDI, and also send worship lyrics, scriptures, alpha channel video (which EasyWorship 7 also supports), or sermon notes out via NDI. All of this comes included in EasyWorship 7. Just adjust your output or add a video feed and you'll be ready to integrate EasyWorship and NDI into your production workflow.

Remote App

There's nothing more frustrating than being tied down to your media computer when you're needed in other areas. With a Remote App for your church presentation software, you can free yourself to keep the service moving forward while attending



Powerful, yet simple worship presentation software



- NDI integration (input and output)
- Remote App
- Midi Integration
- Alpha Channel Video
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to things like checking the batteries on a mic for the guest speaker.

With EasyWorship 7, you'll get the Remote App feature for iOS and Android that simply allows you to control the flow of the slides on your screen. It can control the simple plain-text-over-background slide, the text-over-an-NDI-camera-feed slide, or it can control an Alpha-Channel-video-over-an-NDI-camera-feed slide. Either way, this App is easy to understand and navigate, so anyone from the guest speaker to the newest tech team member will feel cool and confident on or off the stage.

Another way the Remote App can help you is with Viewer mode. This allows the speaker to use it as a Confidence Monitor to allow him/her to follow along with the service using an iPad or Android Tablet. Or place it in your green room, giving your guests the opportunity to follow along with your service as well.

Midi Integration

Midi Integration allows you to control your whole worship experience from lighting to song lyrics and song tracks. With Midi Integration, you can connect your EasyWorship with software that supports midi out, such as Ableton Live. If your church does a more intensive production, it's more than likely that Ableton is already a part of your workflow.

Another benefit of using a midi software like Ableton Live is that you can control multiple computers, so that

your live streaming and in-house broadcasting line up. For example, let's say you have one computer with EasyWorship managing the lyrics along with the camera NDI input for in-house. Then you have another computer with EasyWorship managing the camera NDI output, with an Alpha Channel video of your church's logo, along with the lyrics for your live streaming service. Your favorite software that supports midi out keeps these two, or even more, computers running in-sync. The intricacies of the workflow are up to you, but with the midi integration feature in EasyWorship, you'll have more options available to you.

It All Works Together

The [worship experience](#) for your congregation should be simple. At least, it should always seem simple. With EasyWorship, you get a trusted software that is used around the world in a variety of churches with varying congregation sizes and media configurations. If you would like to try out EasyWorship, you can download a demo version at easyworship.com/software.

More information...

If you'd like more information on what EasyWorship 7 software can do for you, visit the website: easyworship.com/software. Or take advantage of 25% off your first year of subscription at easyworship.com/promo by entering the code: (THANKS25). **MT**



MOBILE GEAR

YOUR CHURCH CAN'T DO WITHOUT

Small, Flexible, Agile Churches Rock!

by Ray Hollenbach

So, your [church is portable](#): Every single week you set up and take down all the equipment needed for your worship service. How's that working for you?

A mobile church can really tax its human resources, but it can also mean that you are highly flexible and able to turn on a dime when it comes to connecting with your community. These are two sides of one coin. Let's look at ways to leverage the good side, and minimize the not-so-good side.

The most important thing to remember about gearing up for mobile church is to focus on the ministry of the church. I've seen churches grow and thrive in rented, non-exclusive locations: Some churches have met for years in public school auditoriums, movie theaters and libraries—there's no rule that says you have to secure your own dedicated space. Remember, even though the saying is old, it's still true: *The church is not the building, it's the people*. Consider these four important elements when it comes to mobile church, and the gear you need.

Four Elements Every Portable Church Needs

1. Storage of your gear matters. Either negotiate to keep your stuff on the site you use (that's the best), or invest in an all-in-one trailer to store your gear safely (that'll do). But whatever you do, keep your gear in one central location, and packed efficiently. Too many churches have their stuff scattered all over town, causing them to depend on multiple people to bring their gear and set it up. If you're going to be a mobile church for the foreseeable future, buy a trailer—and trick it out to hold your gear in an organized and easily accessible way. Craftsmen have known this for years: An organized trailer makes life easier. Check out companies like [Portable Church Industries](#) (and others) for ideas and help.



2. Differentiate between what you need and what you want for your church set-up. You might be surprised: If your average Sunday attendance is [below 100 people](#), who says you need to amplify your sound? Not every church needs to sound and look like a Taylor Swift concert. In fact, a laid-back, acoustic approach might actually provide an authentic vibe that many seekers would find attractive. Most musicians or preachers can cover a medium sized room without a sound system. And consider: If you opt for an unplugged approach to church, you've cut your set-up and takedown time dramatically.

I once attended a church of 45 people who met in a room that was less than 900 square feet, yet they insisted on a full band and sound system. The preacher held a microphone, even though everyone could hear him just fine without it! The total effect was, "We wanna be big-time, but we're not there yet!" (Perhaps you want to archive or podcast your messages: fair enough. But one portable microphone and one reliable iPhone will do the job for many small churches.)

3. Gear up for what matters: and that means children's church.

Every church, big or small, must provide a safe, clean and fun environment for children. And if you're meeting in a public space like a theater or library, you need to supplement with children's church gear. This "gear" might be surprisingly low-tech: baby gates for doorways, lots of plush toys for children, portable coolers for refreshments and clear up.

This is a sacred trust ([take care of the little ones](#)) and it's a good church growth strategy. First-time visitors to any church—mobile or established—will always care about how children are treated. So here's where to invest in gear: safety, security, digital check-in software (and printers) for children's ministry, and first aid kits that are up-to-date and easily accessible. Start by visiting sites like [KidCheck](#), and also consider throwing a children's ministry "shower" to equip your children's area.



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AND HE WILL

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4. Signage matters to mobile churches. I

know: You're thinking, this isn't high tech. But it is the kind of tech that will make your church a welcoming place capable of sharing the Good News. Good signage is important outside and inside your church.

Outside: Think through the gear you need to flag people down and bring them in. Even when families use Google Maps to find your location, they need confirmation they've arrived. This is one area where you don't want to say, "A good church is hard to find."

Inside: If you're using a school building or library (or even a nightclub!) to host your Sunday worship experience, help people find their way through the building. Companies like Outreach, Inc. (parent company to MinistryTech) excel at helping churches with colorful, contemporary signs.

Two Final Questions

Finally, for mobile churches the most important thing to consider is sustainability and effectiveness. Sustainability should lead you to ask, "How can we set up and take down our gear quickly, week after week, in a way that doesn't burn us out?" Effectiveness should lead you to ask, "What are the most basic needs, and how can we cover those needs with excellence and care?" **MT**

Transform Your Kids Ministry Area!

We get that not every church has an interior designer. And that you love your Kids Ministry and want your children's areas to look as cool as the kids that come to your church - without breaking the bank! Outreach wants to help you put some "wow" on your walls with easy-to-install wall graphics and banners that will make your church the cool place to hang out.

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