

# Doing Church in Unusual Times

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COGOP Northeast Region (USA) & Bermuda Leadership Conference  
October 8-9, 2021



# What We'll Cover

- 1. COVID-19 Pandemic: Interruption or Catalyst for Change?**
- 2. Digitization changing church culture**
- 3. How to execute mission by making meaningful connections digitally**



# Session Objectives

- Help leaders realize the opportunity for broadening their capacity to achieve their mission
- Help leaders evaluate how their digital media use and strategies can enhance the church's mission
- Help leaders understand what people in digital spaces are searching for



# COVID-19 PANDEMIC

INTERRUPTION?

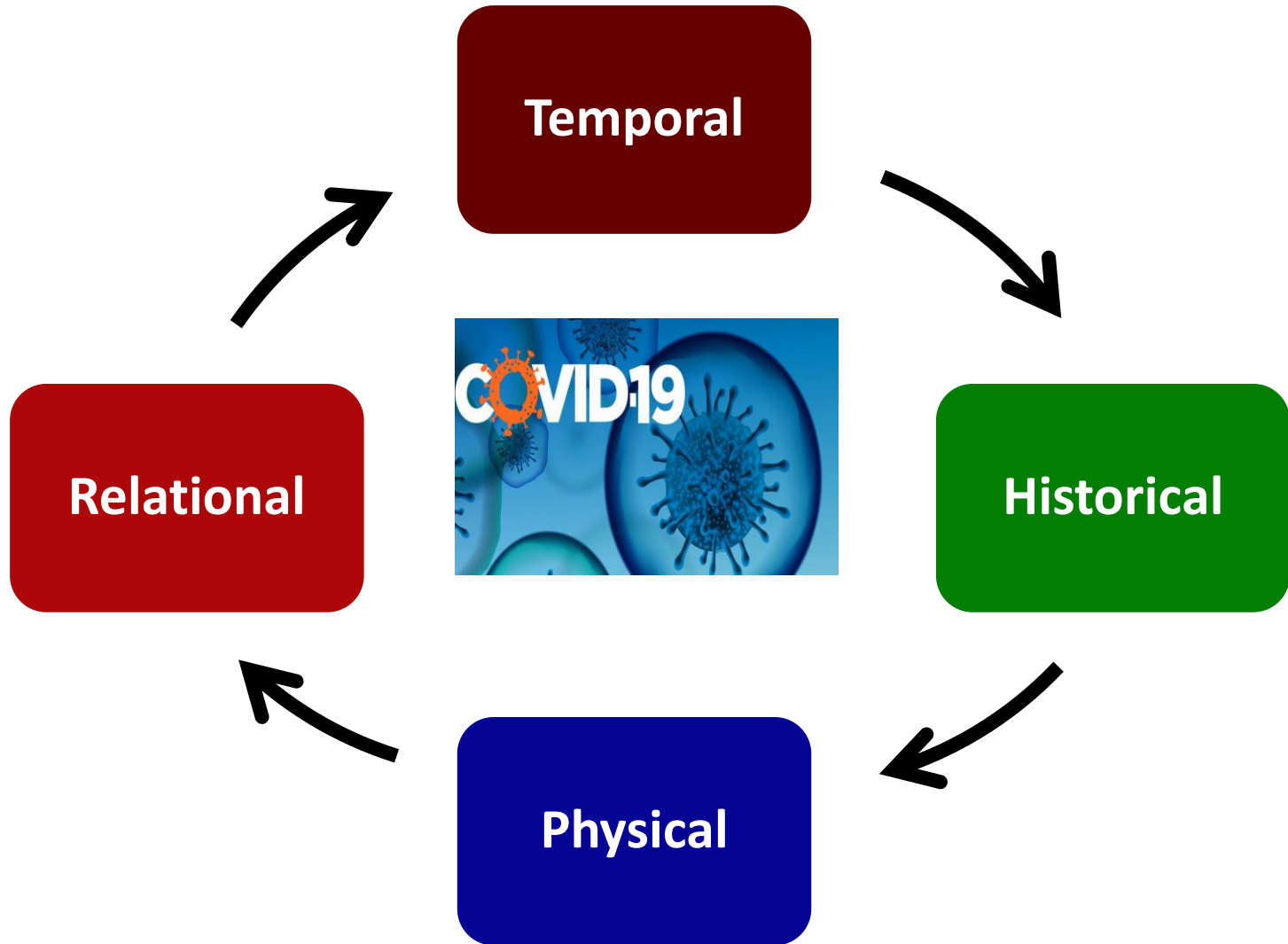
DISRUPTION?



OR



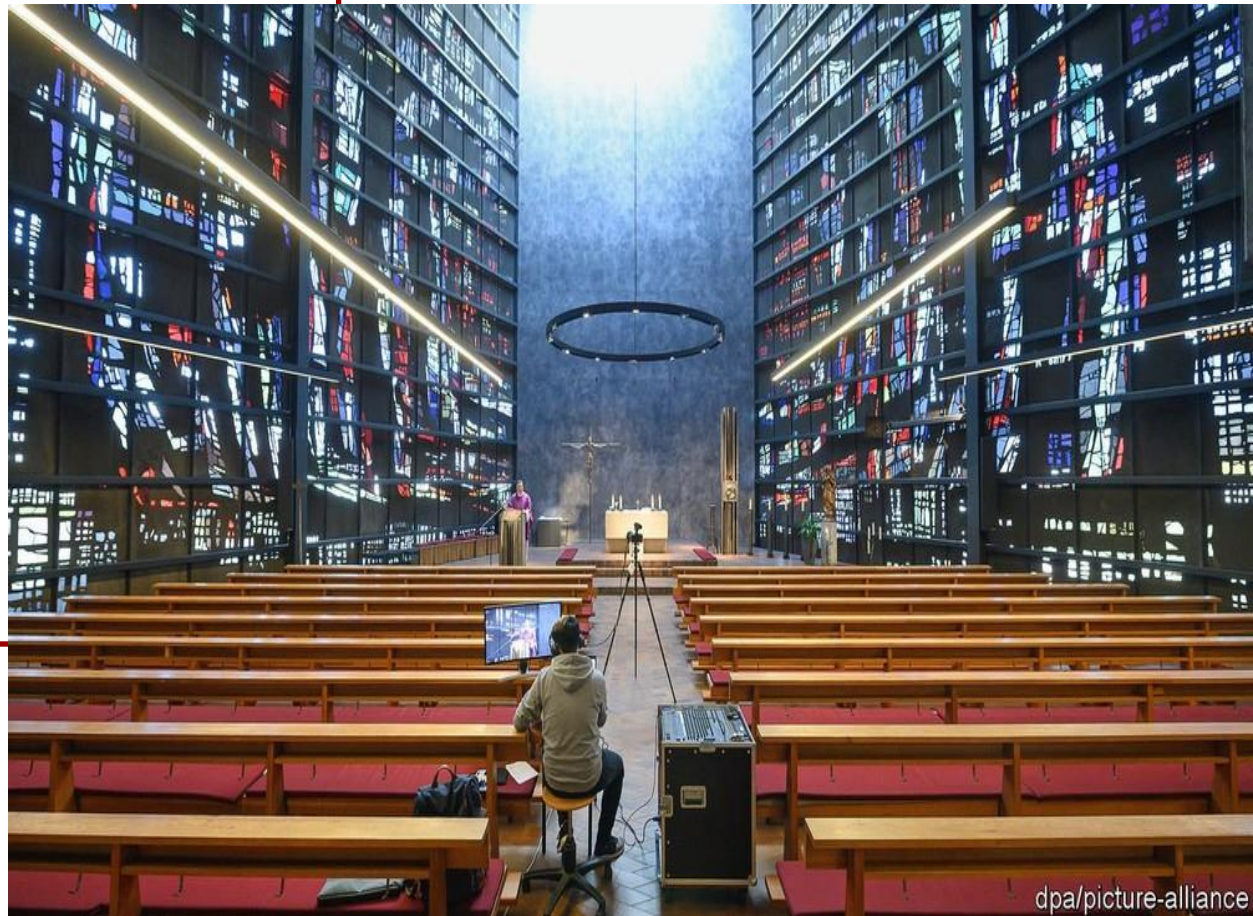
# COVID-19 Pandemic Disruptive Consequences





# Digital Technology

- Why?
- Who?
- What?
- How?



# Churches Response to Pandemic

**Technology resistant**

Lack of perception about change; denial

**Transferring**

Moved standard offline services to online

**Translation**


Moderated online content for greater interpretation by onlookers

# Impact of Digital Culture on Church

- ✓ Provides more choices
- ✓ Enables spread of Gospel on a broader scale
- ✓ Affords greater understanding of Christian mission
- ✓ Makes the church more accessible
- ✓ Raises question of what it means to be the church without going to church
- ✓ Expands use of facilities





The image shows the interior of a church with a high, vaulted wooden ceiling and rows of wooden pews. The text is centered over the image. At the top is a white cross symbol. Below it are two horizontal white lines. The text "THE CHURCH HAS LEFT THE BUILDING" is written in large, white, bold, sans-serif capital letters. At the bottom of the text block are two more horizontal white lines.

+

THE  
CHURCH  
HAS LEFT  
THE BUILDING

# Churches Response to Pandemic

**Technology resistant**

Lack of perception; denial

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**Transforming**

Reflective approach to technology enabled forms of gathering

# CHURCH ONLINE TRENDS

Online Strategy	Opportunity	Challenge	Tech Requirement
<b>TRANSFER</b>	Practical & Familiar	Broadcast Model	Platform knowledge (Facebook/YouTube)
<b>TRANSLATE</b>	Adapt to Tech & Relate	Create True Connection	Understanding Interactivity (Zoom, Google Meet)
<b>TRANSFORM</b>	Rethink worship & Re-imagine Community	Church Re-presented	Digital Storytelling (Multi-Platforms)

# Dimensions of Church Online



# Key Questions to help stay on mission

How is church online making disciples?

How is our church online making connections with people? Who's missing?

What have we done that truly met human needs?

How are we building community through church online?

**Great Commission**  
**Matt. 28:19-20**





# Dimensions of Church Online



**THE CHURCH ISN'T EMPTY,**

**THE CHURCH HAS BEEN  
DEPLOYED!**

