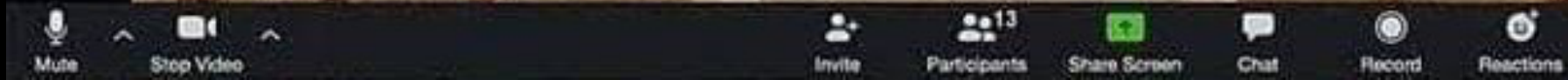
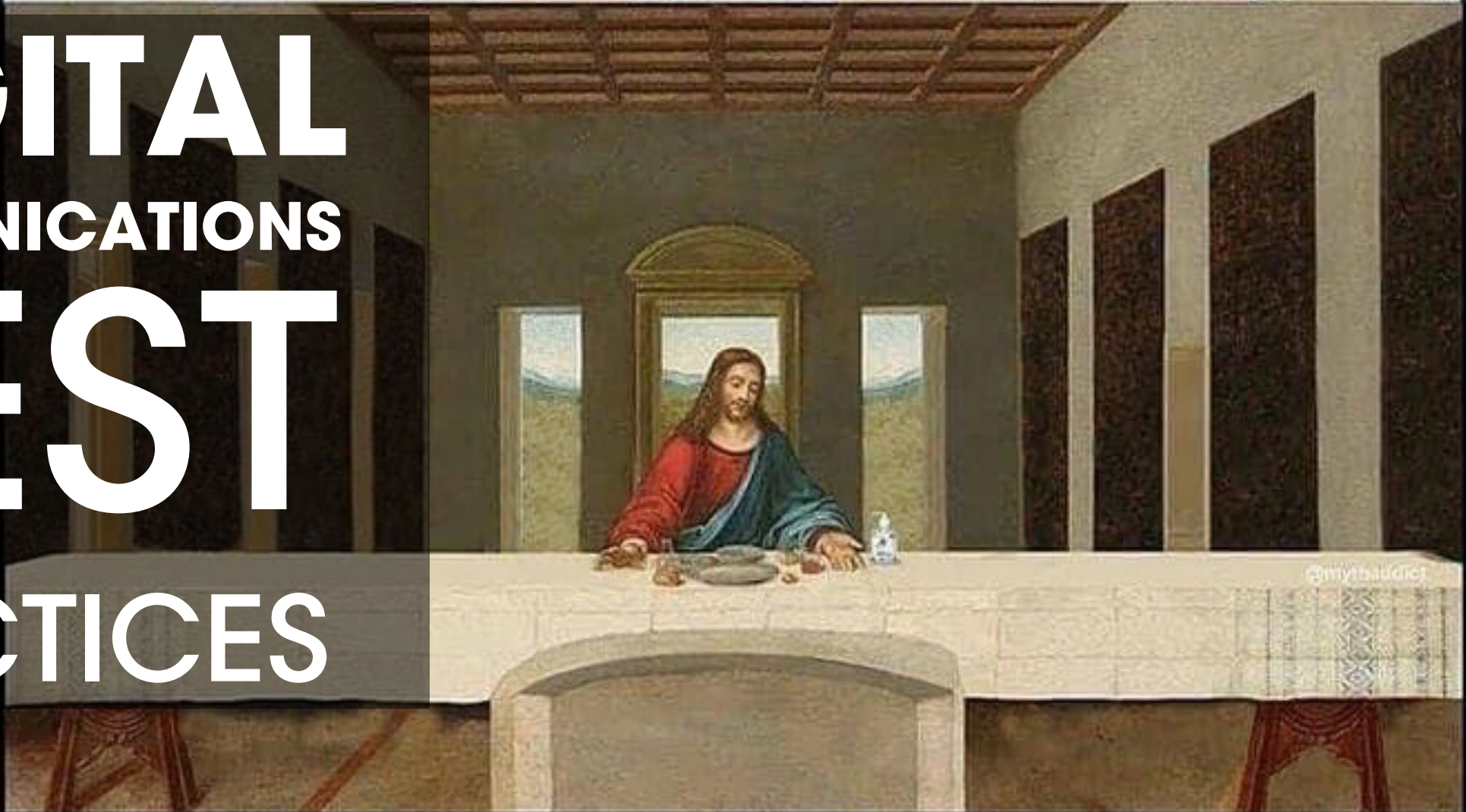



DIGITAL COMMUNICATIONS BEST PRACTICES



A stethoscope with a silver-colored metal chest piece and tubing, and a black rubber earpiece, is positioned diagonally across the left side of the frame. The background is a solid, light blue color. The text is overlaid on the right side of the image.

**COLLECTIVE EFFORT:
TOGETHER, AGAINST THE
CORONAVIRUS CRISIS**

GOALS

- ❖ Provide **digital communication channels** to help pastors take care of the minds, bodies and spirits of their members and community
- ❖ Provide tools to our pastors to help them offer **pastoral care** to members of their congregations and community
- ❖ Help their congregations remain **relevant** in their communities

A stethoscope with a silver-colored metal chest piece and a black rubber tubing is positioned on the left side of the image. The background is a solid light blue color. The text is centered on the right side of the image.

COLLECTIVE EFFORT: DIGITAL COMMUNICATION CHANNELS

ZOOM PRO ACCOUNTS

MNYS is providing ZOOM PRO licenses to all our deans, pastors, and congregations in need of one. These accounts will allow them to host meetings, events, and services.

ZOOM ACCOUNTS TO BE GRANTED

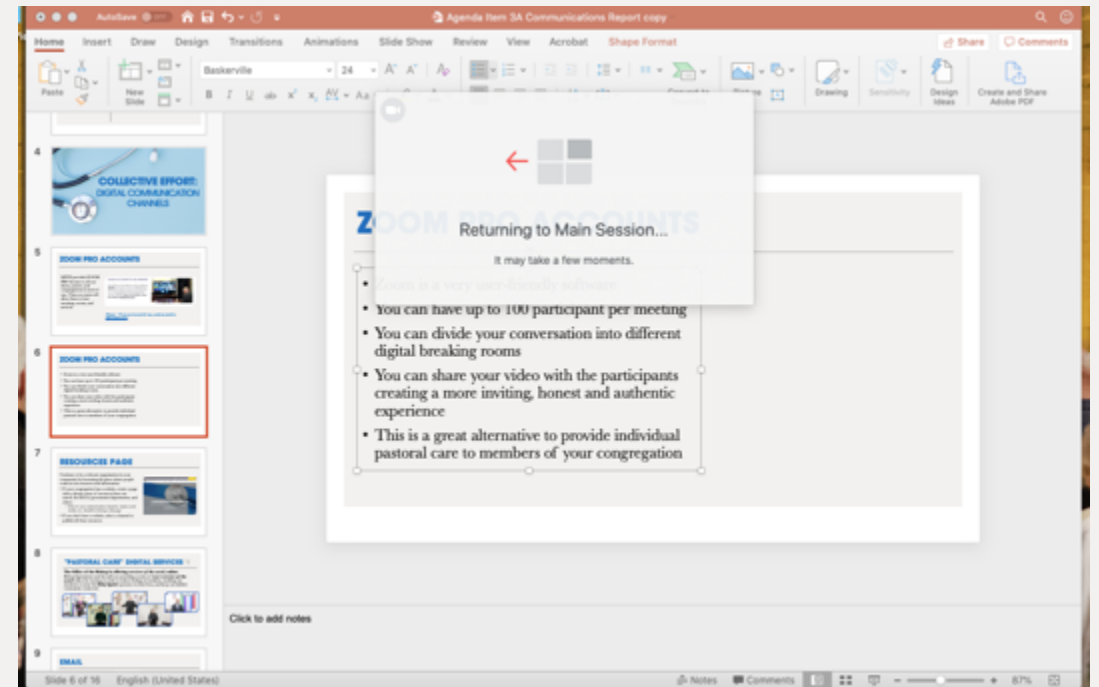
The Office of the Bishop will be offering **ZOOM** accounts to our congregations that are in need of one. If you are part of a congregation that requires this service, please **have your pastor send an email to info@mnys.org**.



(Pastor. – If you are in need of a ZOOM account, send an email to info@mnys.org).

ZOOM PRO ACCOUNTS

- ZOOM is a very **user-friendly** software
- You can have **up to 100 participants** per meeting
- You can divide your conversation into different **digital breaking rooms**
- You can **share** your video with the participants creating a more inviting, honest and authentic experience
- This is a great alternative to in-person meetings, in order to **provide individual pastoral care** to members of your congregation





COLLECTIVE EFFORT: DIGITAL SERVICES OF THE WORD

HOW TO: DIGITAL SERVICES VIA ZOOM



HOW TO: DIGITAL SERVICES BY ZOOM



WHAT DO I NEED?

- **A ZOOM account.** You should already have one, or will have been provided a licensed ZOOM PRO account, courtesy of the MNYS Office of the Bishop.
- **A camera and internet connection.** Anything from a smartphone, tablet or laptop with a built-in camera and internet service capability.
- **Good lighting.** While candlelight is a popular choice for in-person church services, “the more light the better” is a general rule of thumb when videoing. We want members to feel truly engaged, and for this to happen they will want to see your face.

HOW TO: DIGITAL SERVICES VIA ZOOM



THEN WHAT?

The easiest thing to do is just

- **DOWNLOAD** the ZOOM application
- **SIGN-IN** to your account,
- Start a **NEW MEETING**
- **INVITE** participants to join
 - Provide invitees with a **MEETING ID #**, and optional **PASSWORD**
- **MUTE the audience's devices during select parts of the service**, so as to reduce ambient sound, but also inform members that they have the ability to un-mute themselves if they would like to participate or share during the service
- Make sure the **ENTIRE SERVICE CAN BE SEEN IN THE FRAME**
- **PRAYERFULLY ENJOY THIS VIRTUALLY COMMUNAL EXPERIENCE!**

Additional livestreaming services are also available. Digitalizing your Services of the Word is a good first step, as this is what will allow all members of your community to be digitally present in common devotion. Some good FREE livestreaming services are Facebook Live, YouTube Live, YouNow, and Periscope.

HOW TO: DIGITAL SERVICES VIA ZOOM



HOW DO I SPREAD THE WORD?

Provide the **DATE**, **TIME** and **MEETING ID** and optional **PASSWORD** for your Digital Service via ZOOM using the following platforms:

- **Social media.** Broadcasting the upcoming service through channels such as Facebook, Twitter and Instagram are important, otherwise your audience may not know when and where to tune in.
- **Newsletter emails.** Especially for those who may not be connected through social media, your congregation's email campaign is an important place to communicate with your members.
- **Website.** Your website is now the digital front door of your church while we all try to keep each other healthy and out of harms way. Make sure that your website is up-to-date and providing members with resources for staying faithfully engaged, such as your ZOOMed worship services.

HOW TO: DIGITAL SERVICES VIA ZOOM



DONATIONS

- **Create an electronic donations page.** In this way members can still remain active and involved in church, through contributions to Mission Support. You can advertise this at the end of your Digital Service.
- The ELCA's preferred digital giving platform is Vanco. Congregations receive special discounted rates on eGiving services. To learn more about this platform, click [HERE](#). A helpful article about other donation platforms can be found, [HERE](#).

COPYRIGHT INFORMATION

- Please note that your services may contain music that is copyright protected. In order to avoid any potential issues, consider subscribing to [CCLI Church Copyright License](#), [OneLicense](#) (*OneLicense is offering FREE licenses until April 15 to assist churches that are live-streaming due to church closures and reduced attendance*), or [Ausborg Fortress](#) (*Ausborg Fortress is temporarily expanding licensing for streaming services from March 15 - May 21, 2020*).

HOW TO: CONTENT

- Build a **content calendar that is consistent** with your normally scheduled Worship Services, Bible Study Classes, etc. Therefore, members of your congregation can maintain a schedule and a sense of community.
- Make sure your content is being presented in the best way possible, we are lucky to be living in the digital age, so let's use our **digital tools** (phones, tablets and laptops) to their potential.
- **BE YOU!** Authenticity is key, especially in a time like this.
 - Create content that is true to your heart and to your style.
 - Draw from familiar sources to keep everyone engaged.
 - A shorter service is OK! Members may not stay connected for as long as they might in a physical space, but you have their attention and they are ready and eager to receive you.

HOW TO: COFFEE HOUR BY ZOOM

Accompany your digital service of the word with a coffee hour. This will strengthen congregational fellowship initiatives.

- **SCHEDULE** a meeting within the ZOOM application
- **INVITE** members of your faithful community to join
- **INVITE** members of your faithful community to share their gifts and talents
- Provide invitees with a **MEETING ID #**, and optional **PASSWORD**
- **ENJOY COFFEE HOUR!**



A stethoscope with a silver-colored metal chest piece and a black rubber tubing is positioned on the left side of the image. The tubing curves upwards and to the right, ending in a white, teardrop-shaped binaural. The background is a solid, light blue color.

COLLECTIVE EFFORT: RESOURCES

RESOURCES PAGE

Continue to be a relevant organization in your community by becoming the place where people can access resources and information.

- If your congregation has a website, create a page with a diverse array of resources from our synod, the ELCA, partner organizations, government departments, and others.
 - Most of your communication channels, (email, social media, etc.) should be driving to this main page
- If you don't have a website, select an alternate channel to publish all these resources



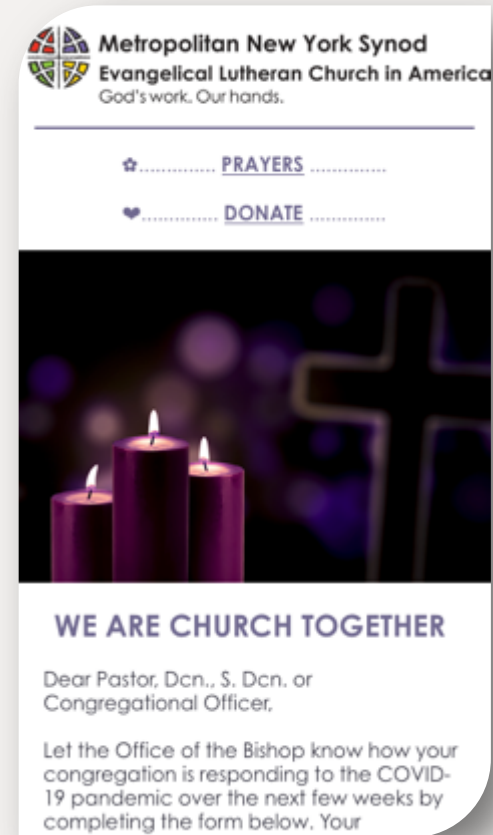
A medical stethoscope with a silver chest piece and black tubing is positioned on the left side of the frame. The background is a solid light blue. The text "COLLECTIVE EFFORT: STAY CONNECTED" is written in a bold, blue, sans-serif font, centered horizontally and partially overlapping the stethoscope's tubing.

**COLLECTIVE EFFORT:
STAY CONNECTED**

EMAIL & SOCIAL MEDIA

Make sure to **use all your channels** to share pastoral messages with your congregation and community members. Now more than ever they want to hear from you!

By **exploring the digital realm** during this crisis, you have opportunities to create **new connections with potential new members** for your congregation.



CONTENT FOR OUR CHILDREN

Create online activities or materials to stay engaged with the youngest members of your community.

- Music Classes
- Coloring PDF's
- Bible Story Readings



MNYS CHILDREN'S APP

[MNYS Children's App](#)

Recipient of the **2019 Associated Church Press Award of Excellence**: Best In Class | Digital Edition or Mobile Publication for the MNYS Children's App



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**COLLECTIVE EFFORT:
CREATING
NEW CONNECTIONS**

OPEN YOUR DIGITAL DOORS TO POTENTIAL NEW MEMBERS

Accessibility to the church has never been easier. Members can join a Service of the Word from their device at home even if they are busy, tired, or feeling under the weather.

By fully **exploring your digital capabilities** during this crisis, you are **giving EVERYONE the opportunity to feel the Holy Spirit.**

By offering your **pastoral care** through digital channels you are creating **new connections with potential new members** for your congregations.



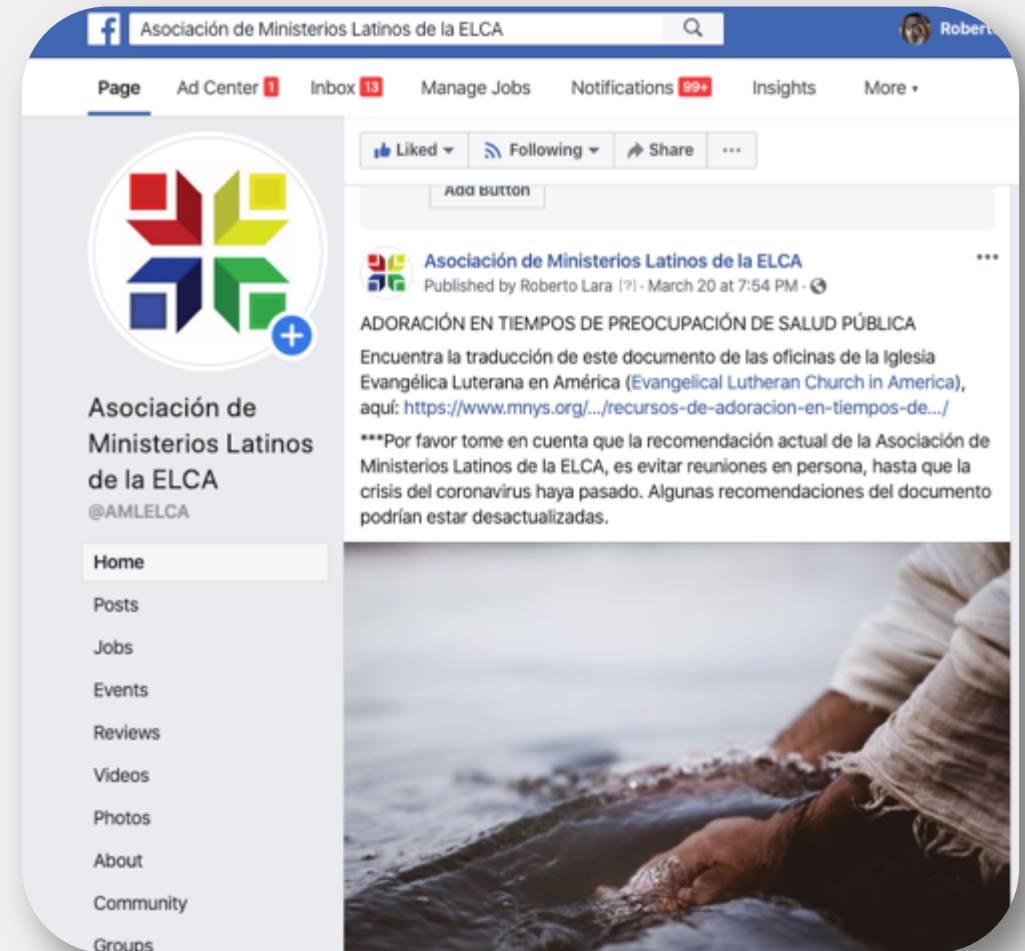


COLLECTIVE EFFORT: SPANISH RESOURCES

SPANISH RESOURCES

We will be translating materials from the ELCA and other partner organizations, and will make that available on our Facebook page, Facebook group and website.

Make sure to **LIKE** our page to stay connected with us and to remain informed of updated resources.





COLLECTIVE EFFORT: WELLNESS

TAKE CARE OF YOURSELF IN ORDER TO TAKE CARE OF OTHERS

We don't know how this crisis will evolve. Make sure to take care of yourself. In this way, you will then be able to serve your congregation and help others. Easy ways to do this could be...

- Meditation videos
- Exercise
- Eating healthfully
- Online therapy /spiritual guidance



THANK YOU!

