

NC, VA, and SE Synods
September 14, 2020

Being Church in a Digital Age:

The Continued Case for
Prioritizing Digital Ministry

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GRACE AND GIGABYTES

.....
**BEING CHURCH
IN A
TECH-SHAPED
CULTURE**
.....

RYAN M. PANZER



September 14th:

The Case for
Prioritizing
Digital Ministry

September 21st:

What's Next for
Virtual Worship

September 28th:

Building Digital
Community

Webinar series

Learning goals

- Pause to reevaluate how you are doing church online
- Implement next-level tactics for doing church online
- Develop a long-term framework for online worship
- Discover the challenges in building virtual Christian community
- Develop a plan for community building in your context



My background

- Career in tech industry, including Google
- Author of *Grace and Gigabytes: Being Church in a Tech-Shaped Culture*, coming out this December from Fortress Press
- Researcher, speaker, and consultant on digital ministry, church leadership, and faith formation
- Based in Madison, WI



Today's Agenda

- Why Technology Matters
- The Internet as Mission Field
- 3 Commitments for Ministry in a Digital Age

Why Technology Matters

From Going Online to Living Online



how do i refinish a dining room table



All



Shopping



Videos



Images



News



More

Settings

Tools

About 13,500,000 results (0.64 seconds)

Steps:

1. Sand the entire **table** removing all stain from edges and legs. ...
2. Carefully remove all sanding dust with a tack cloth.
3. Apply stain with a brush, following the wood's natural grain. ...
4. Apply at least two coats of stain.

[More items...](#) • Aug 27, 2015



[www.hgtv.com](#) › ... › Make and Celebrate › Handmade ▾

[How to Refinish a Dining Room Table | HGTV - HGTV.com](#)

Cherry

Oak

Pine



About Featured Snippets



Feedback

People also ask

How much does it cost to refinish a dining room table? ▾

How long does it take to refinish a dining table? ▾

How do you strip and Restain a dining room table? ▾

[Feedback](#)



Google Trends

Explore



Church

Search term



Compare

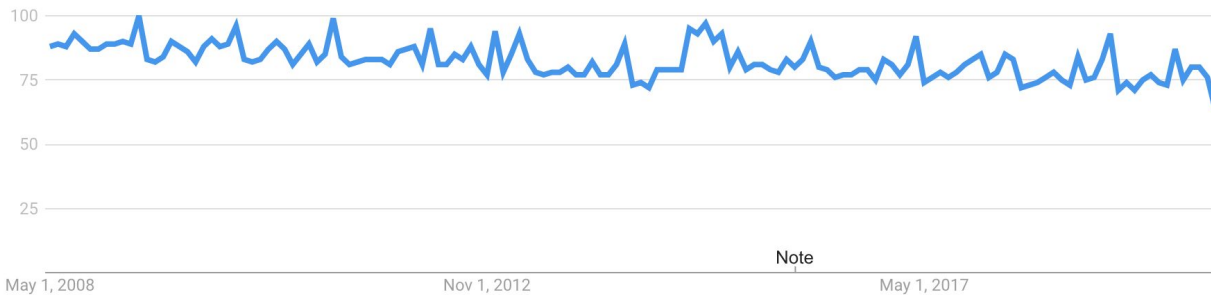
Worldwide ▼

5/1/08 - 5/15/20 ▼

All categories ▼

Web Search ▼

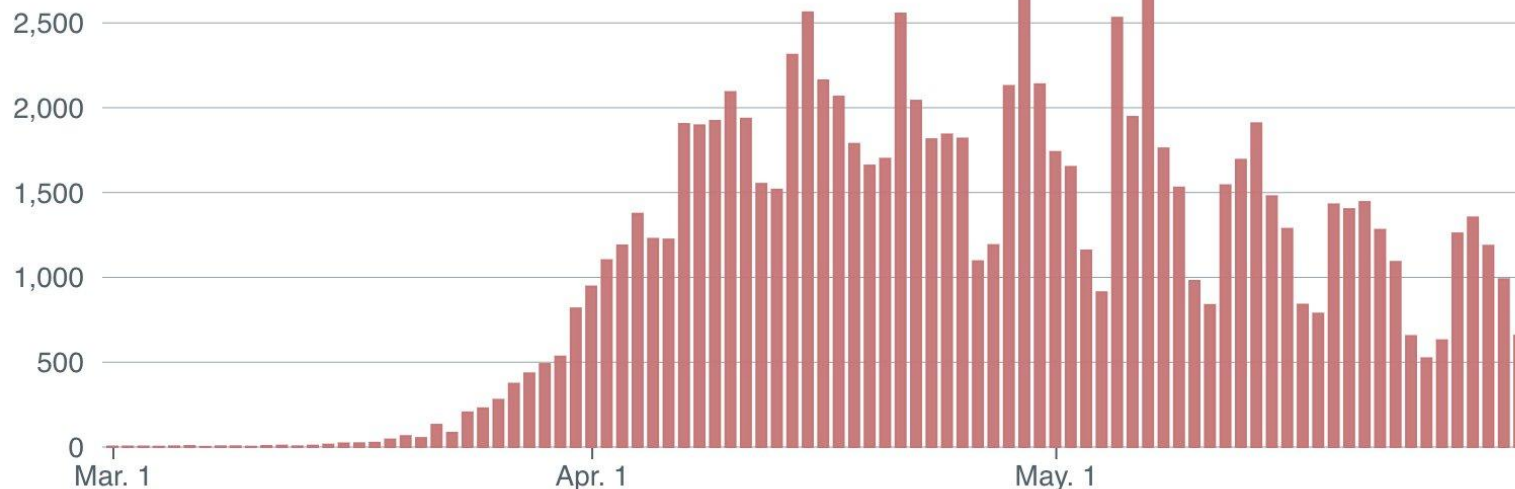
Interest over time ?





U.S. Daily COVID-19 Deaths

Numbers reported by state authorities as of May 31, 4pm ET



Note: Chart does not include 4,721 probable COVID-19 deaths reported by NYC but not New York State

Source: The COVID Tracking Project



The Internet as Mission Field

An Ecclesiology for Digital Ministry

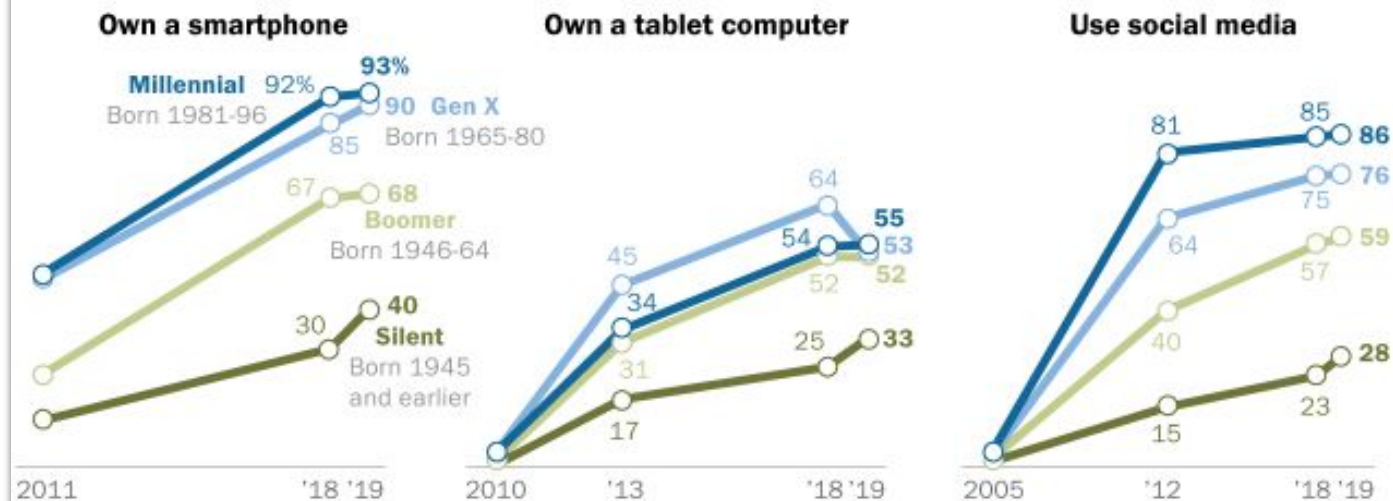
"The noblest and greatest work and the most important service we can perform for God on earth is bringing other people, and **especially those who are entrusted to us**, to the knowledge of God by the holy Gospel."

–Martin Luther

(WA, 53, 415)

Millennials lead on some technology adoption measures, but Boomers and Gen Xers are also heavy adopters

% of U.S. adults in each generation who say they ...



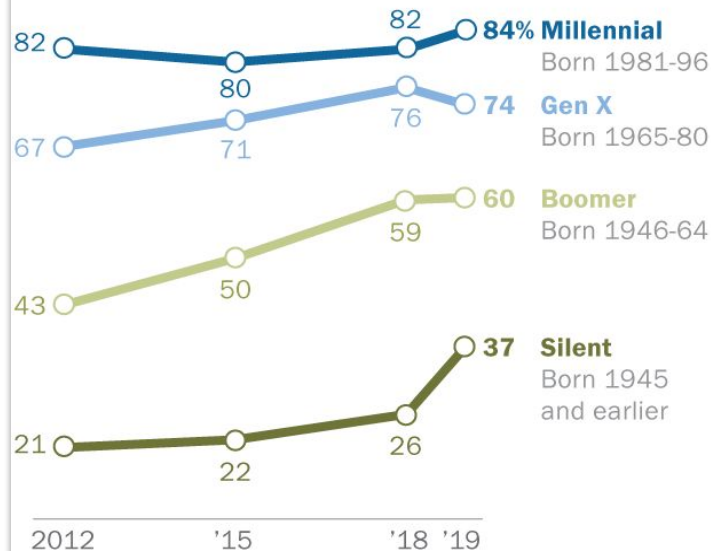
Note: Those who did not give an answer are not shown.

Source: Survey conducted Jan. 8 - Feb. 7, 2019.

PEW RESEARCH CENTER

Since 2012, use of Facebook has grown fastest among older generations

% of U.S. adults in each generation who say they use Facebook



Note: Those who did not give an answer are not shown.

Source: Survey conducted Jan. 8 - Feb. 7, 2019.

PEW RESEARCH CENTER

27%

Increase in Facebook
usage since March
2020. Currently used by
170M users/day.

16%

Increase in Netflix
usage since March
2020. Currently used by
22M users/day.

15%

Increase in YouTube
usage since March
2020. Currently used by
180M users/day.

"You're going to seminary online? **It's a shame you'll lose out on experiencing that community.**"

-A retired pastor at my church, days after I enrolled at Luther Seminary

55.7%

Churches with a
website prior to
COVID-19

Source: [Ourchurch.com](https://ourchurch.com)

68%

Churches with
WiFi-equipped
buildings prior to
COVID-19

Source: [Capterra Blog](https://capterra.com/blog)

51%

Churches using social
media prior to
COVID-19

Source: [Mashable](https://mashable.com)



March 6th



March 8th



eNews

March 12, 2020 Edition | [View Archive](#)

Worship Update from Pr. Chris Enstad

Thanks to everyone who is staying connected to Good Shepherd despite the changing nature of the COVID-19 outbreak. In light of recent public health developments and recommendations, we are making some changes to how Good Shepherd will observe worship this week.

As of now, we will be holding all our worship services on Sunday. Church School classes and nursery care *will* be available.

If You are Part of a Vulnerable Population, Please Stay Home

If you are sick, elderly or have medical conditions that put you at risk, please feel free to stay home this week. We don't want you to feel like you are putting yourself at risk to attend church. Please consider watching Good Shepherd worship services from the comfort of your home – or anywhere for that matter! Visit gslwi.com/live for details.

Communion Will Not Happen this Sunday

After much consideration, we have decided to not have communion this Sunday to reduce risk.



New Worship Update from Pastor Chris Enstad, Staff and Board

"God is our refuge and strength, an ever-present help in trouble." – Psalm 46:1

We will read Psalm 46 in church this Sunday. It reminds us that in times of trouble, God is with us, and is our rock in troubled times. Please keep that in mind as we make some changes to our worship plans this weekend due to the changing nature of the COVID-19 outbreak.

1. We will not hold services at either campus this weekend, but we will be holding worship Sunday online.

We will stream a 30-minute service from Verona at 10:30 a.m. Sunday on [YouTube](#), with a link to the service on [Facebook](#). You can also connect to our service through [our website](#). You can also use your smartphone and connect to the service through the [Good Shepherd App](#). All other programs at Good Shepherd Lutheran Church will be postponed through this Sunday.

March 12th

March 13th

Deanna A. Thompson

The Virtual Body of Christ

In a Suffering World

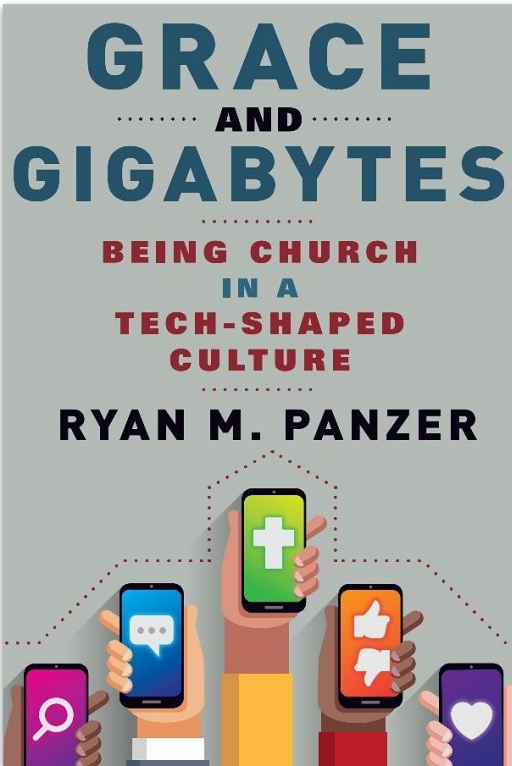


“Not many years ago, I had a dim view of the Internet’s ability to create networks of trust and support....

...Then I got sick. Really sick. To keep family and friends updated during the early days following the diagnosis, my brother proposed the creation of a CaringBridge site...

It was shocking to realize that through virtual connectedness via a website, I was surrounded by a cloud of witnesses greater than any I could have previously imagined.”

–Denna Thompson, “The Virtual Body of Christ in a Suffering World”



“Faith in the offline world was about relationality and connection. **It’s really no different in the digital age. It’s still about relationships, it’s still about connecting, and it’s still about starting conversations.**”

Saint Paul used letters to connect people, I use posts on Facebook to do the same. Creating connections across distances through text across wide geographic distances has always been part of our story. The way the text is created and read has changed. But connection is as important as ever.”

–Professor Heidi Campbell in “Grace and Gigabytes”

3 Mindsets

For Successful Digital Age Ministry

Mindset #1:
Culture over Tech

**Search
Engines** → **Search**
“Everything’s”

Tech → **Culture**

Mindset #2:

Engage Digital Values

Proclamation



Questions

Hierarchy



Collaboration

In-Person

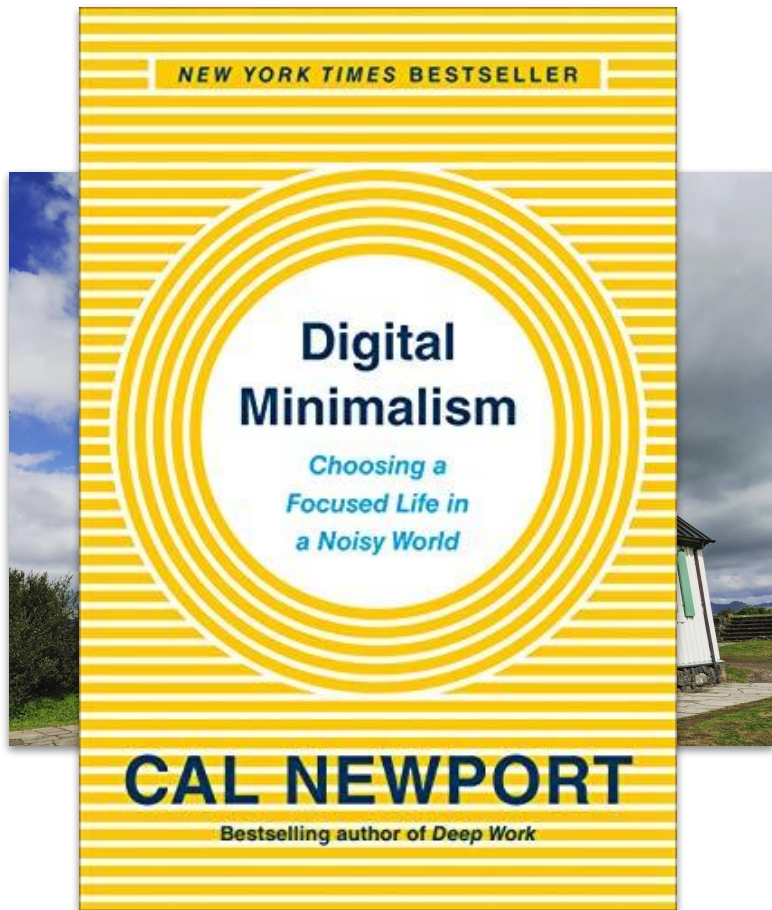


Hybrid Connection

Passivity



Creativity



Mindset #3:

Digital Minimalism:

If you think you can't keep up with the pace of technological change, you're probably right.

Start by considering your mission in the context of tech-shaped culture

Prioritize technologies that align with your vision and the broader culture of the digital age

Takeaways

The Continued Case for Prioritizing Digital Ministry

Permanence

The pandemic will end.
Digital ministry is only getting started.

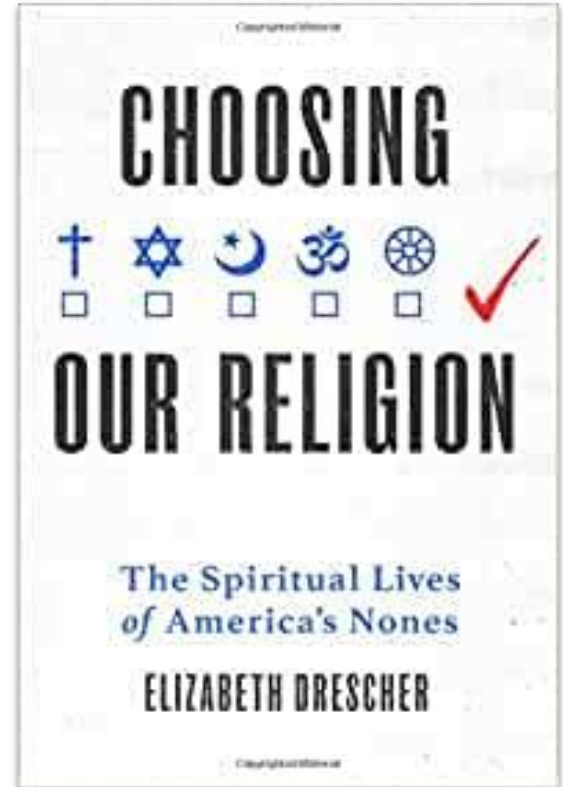
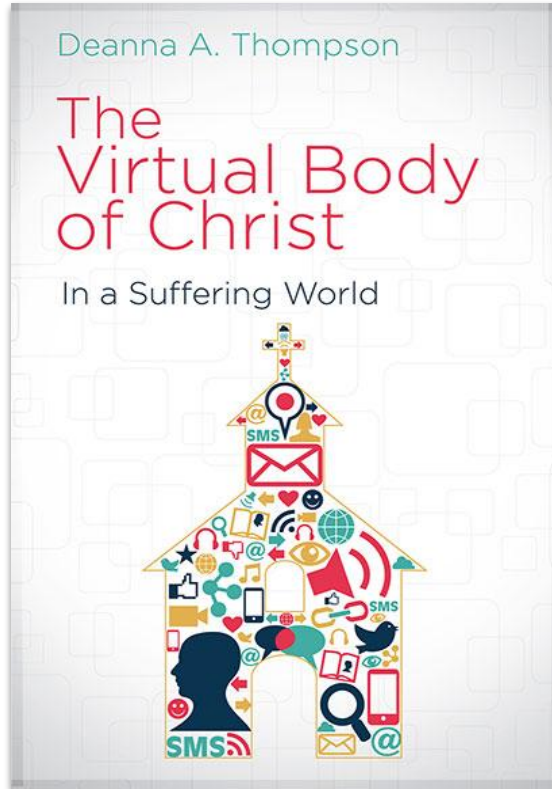
Planning

We moved online in a matter of days.
Let's be thoughtful and strategic
about where we go next.

Perseverance

This work will challenge us all.
Let's learn, with grace and patience.

The Digital Ministry Bookbag



The Digital Ministry Course List

eformation
LEARNING COMMUNITY

faith+lead

LUTHER SEMINARY

The Digital Ministry Playlist



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Ministry in a Digital Age
Weekly-ish Newsletter:

www.ryanpanzer.com

Free preview chapter from my book:

<https://bit.ly/2YqBSek>

Pre-order:

<https://amzn.to/2CLUKh2>

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**30% pre-order discount for anyone attending
a book launch webinar!**

Fortress Press Store:

<https://www.fortresspress.com/store/productgroup/1899/Grace-and-Gigabytes>

Code: PANZER30

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