

5 TIPS FOR A SUCCESSFUL VIRTUAL MINISTRY

Churches of every size and denomination are transitioning to virtual services as a result of COVID-19. Some have prior experience with livestreaming services, while others are offering it for the first time. Your church serves as a regular source of inspiration and guidance to your congregation, so it's crucial you continue to offer these services with your virtual ministry.

Vanco has been helping churches grow donations through eGiving for more than 20 years, so we know how to help churches connect with their community even when they can't meet in person. Try these tips to keep your congregation engaged with your virtual service offerings!

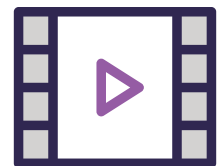
1 Make Your Virtual Services Engaging for Members and Visitors

Watching a livestreaming service is different than being in church, and some members will find it difficult to feel like they are participating. To soothe this, be sure to include your regular welcome and closing messages during the virtual service. Encourage members and visitors to vocally respond to greetings, responsive readings and singing – even though the rest of the congregation can't hear them. **Members and visitors will feel involved in the service by this active participation.**



2 Stay Connected with Your Congregation Through Video

Even though you can't gather in person, you can still regularly communicate with your congregation through video. Consider making short videos you can share weekly to give spiritual guidance, reflect on global events and offer words of encouragement. You can also promote organizations in the community that need assistance, including food shelves and shelters.



Post these videos on your website, social media accounts and in emails to your members. Include information about your church's eGiving options in these videos as well.

3 **Think Beyond Weekly Services**

Livestreaming and recording weekly services might be your top priority, but consider bringing your other ministries online, too. You can host Bible study classes, prayer groups and youth group meetings online using the same technology you would use for conference calls. **Allowing people to come together virtually for these ministries will help them feel connected to your mission despite the distance.**



4 **Regularly Promote eGiving**

You can't physically pass the plate during a virtual service, but you can still ask for your congregation's gifts during the offering. We have seen some churches overlay the link to their online eGiving page on the screen, while others display a QR code to their eGiving page. These are both great options for promoting your eGiving options and encouraging generosity. **Be sure to remind people that they can set up recurring giving to ensure their gifts continue uninterrupted.**



5 **Share the Link to Your Virtual Services – And Encourage Members to Do the Same**

You can't expect members and visitors to attend your virtual worship if they don't know how. Share the link to your livestream or recorded services everywhere: on your website, on your social media accounts and in direct messages to your congregation. We also recommend including a direct link to your eGiving page whenever possible to encourage people to participate in the offering remotely. And encourage your members to share the link, too! Their friends, neighbors and family members might join them at your next service or watch your recorded sermons.



We hope these tips help your church maintain giving and remain connected with your congregation through your virtual ministries.

*If you need assistance starting or improving your church's eGiving, visit vancopayments.com/egiving or call us at **800.675.7430**.*