

# ENGAGING NEW PEOPLE AND BEING WELCOMING DURING COVID-19/ONLINE WORSHIP

An all-digital ministry is the new normal, at least for the near future, but that doesn't mean we stop empowering our congregants to invite new people into our community.

*It DOES mean we will have to get creative by equipping our people with a few new ways to digitally invite someone to connect. Here are just a few things to keep in mind when building a culture of invitation in completely digital landscape:*

Take the time to say WHO you are and WHAT your church is all about during your online services, don't assume everyone knows. In other words, expect visitors.

Particularly if you have a younger congregation, don't be afraid to experiment with newer platforms like Houseparty, TikTok, or IGTV.

Have an easy, weekly online small group that you can always point visitors to. This group should have a simple, consistent format that doesn't leave newcomers feeling out of the loop.

*For instance, this could be a 30 minute ZOOM meeting that asks three check-in questions each week:*

*How are you caring for your mind? How are you caring for your body?  
How are you caring for your soul?*

Encourage your congregants to do the church a favor by commenting and liking your posts, Facebook live services, and other events. It creates a buzz and increases your church's visibility.

Create a hashtag and encourage people to use it when posting about opportunities.

*"Can't wait for open Small Group on Wednesday!"  
#ArrivingAtHope*

If you pre-record your Sunday service, arrange for a Facebook "watch party" on Sunday so people can communicate with one another during worship.

Share an informational picture/graphic on Facebook or Instagram and ask your congregants to tag three friends.

Host Zoom room dance parties or playdates for kids to see and interact with one another and close in prayer together.

Every week, ask:  
*"Who are you going to invite?"*

Organize Zoom room scavenger hunts for youth.

*During this time of social distancing, keep in mind that many people feel more comfortable inviting friends to Church via social media than they would in person, so if we offer our congregation the right tools, we can actually see an increase in visitors to our online experiences.*