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### What's Your Online Strategy?

- Online?!?
- It's a Stopgap Measure ... We're doing the "best we can"
- It's a Convenience for Our Members ... For our members who cannot attend
- It's Our Second Campus ... A new church launch ... the opportunity of a lifetime

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- Only 12% of USAmericans attended church in-person during the past month
- 72% of former regular in-person attendees view online
- 19% of former regular in-person have stopped attending/viewing church altogether (32% Barna)
- 30% have watched both their church and other church services
- 29% have chosen to watch other churches exclusively
- 14% have "switched churches" completely during COVID (Barna)
- 17% of former not attending a church have viewed worship services online
- 2% of former regular in-person attendees plan on remaining online permanently

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### Growing a Virtual Church

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You must offer something worth viewing

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*Growing a Virtual Church*

1 You must offer something worth viewing	2 You must get guests to view it	3	4
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*Growing a Virtual Church*

1 You must offer something worth viewing	2 You must get guests to view it	3 You must retain the guests (both during the worship service and to return)	4
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*Growing a Virtual Church*

1 You must offer something worth viewing	2 You must get guests to view it	3 You must retain the guests (both during the worship service and to return)	4 You must transform the guest into a disciple of Jesus Christ
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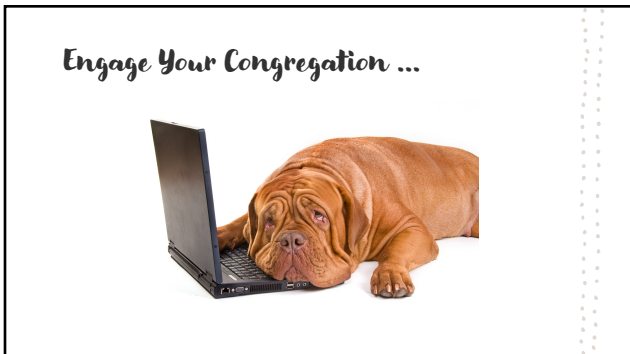
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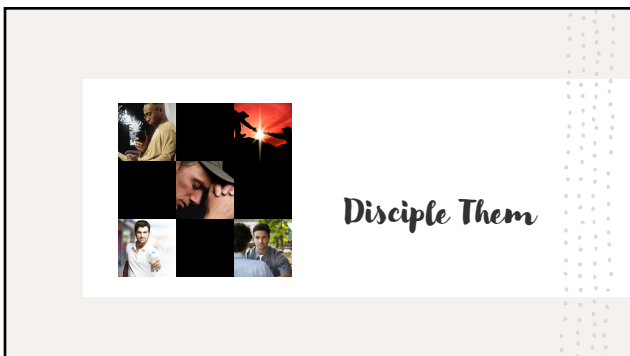
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