



Dunham+Company[®]
Cause+Effect



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SIX SUREFIRE STEPS TO AN EFFECTIVE ONLINE EASTER SERVICE

We're in a unique moment in the history of the church in America where, for the first time, most Americans will not be able to attend an Easter service in person. We all know that this is the Super Bowl for churches, as it draws the largest attendance of the year.

Thanks to the internet, the good news is that you don't have to cancel your Easter services. In fact, we believe you can actually double your Easter attendance this year in comparison to last year. Anyone anywhere can attend your services with ease as they are only a click away.

Over the years, we've had the opportunity to help many churches move their services online and celebrate their successes. As Easter approaches, we want to give you a turnkey step-by-step plan to holding church online so that you can continue to minister effectively during this special time:

1 STEP ONE

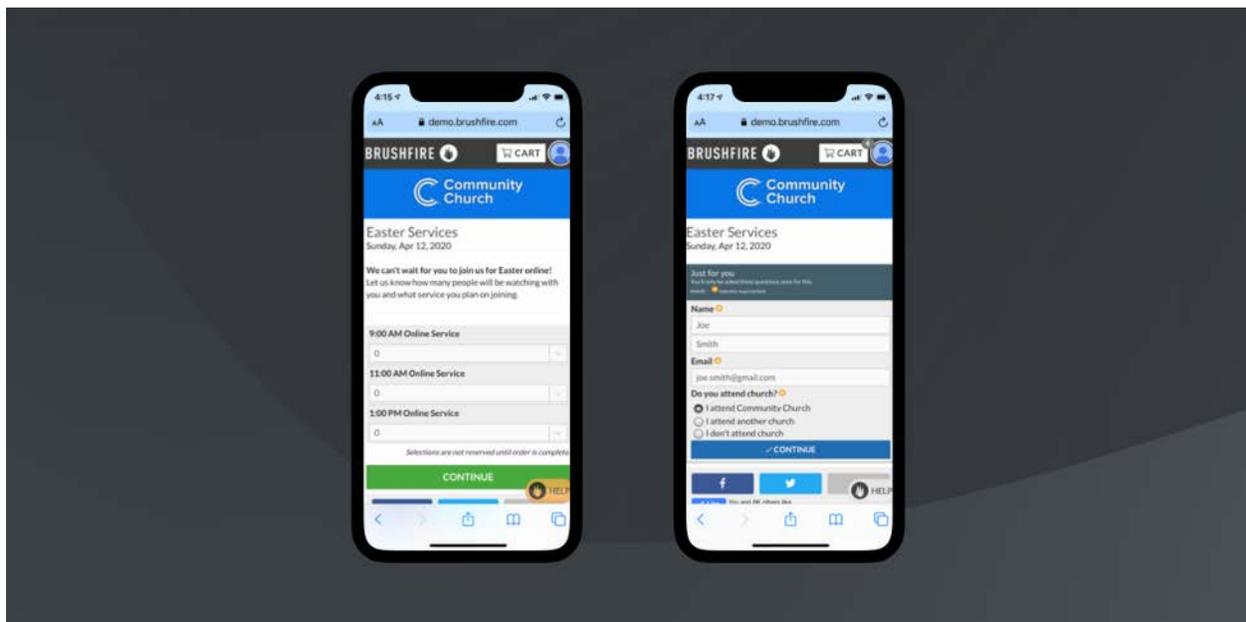
CREATE A LANDING PAGE

Leading up to your Easter services, you need a place for potential attendees to find more information. The landing page should be simple, attractive, clear, and compelling. If you're able to include a teaser video on the page, even better. Don't wait to launch until it's perfect though. Your goal is for website visitors to submit their email address for access to your church's online Easter service.

From a technology perspective, we recommend **Brushfire**. It is a free registration and communication platform that makes it easy to create a landing page and begin capturing registrations for your online service.

If you're able to utilize an easy-to-communicate domain for the landing page—like the initials of your church's names + easter.com (e.g. fbceaster.com)—you will find it especially easy to communicate across different mediums. The page doesn't have to live on this domain, but you can use it to forward to the landing page.

Here's a simple landing page built through Brushfire:



2 STEP TWO

DRIVE TRAFFIC TO YOUR LANDING PAGE

Start with your database. Send an invitation to your church members and encourage them to share the site with their friends and family so they can sign up to attend an Easter service. Then promote it on your personal and church social media channels to spread the word as far as you possibly can.

Once you have exhausted all communication outlets, lean into advertising opportunities. Utilize a combination of Facebook Ads (includes Instagram) and Google Adwords (includes YouTube) along with television and radio driving as much traffic as possible to that landing page.

If you need help with driving traffic, we at Dunham+Company would love to offer you support! Simply visit DunhamandCompany.com/Easter and we can partner with you to make the most of this important time.

3 STEP THREE

CHOOSE A LOCATION FOR YOUR ONLINE EXPERIENCE

While you might choose to stream your Easter services on multiple platforms, like YouTube or Facebook, we would recommend selecting a primary location for your online experience. Doing so allows you more control over calls to action that focus on new believers, giving, and so on. If you're looking for a good example of an online experience home page, visit [LiveLifeChurch](https://LiveLifeChurch.com).

Beyond the streaming video player, some of the key elements to include in your online church platform are a live chat, buttons for giving, links to resources, sermon notes, and forms for next steps.

When it comes to platforms you can use, here are three options:

1. Brushfire
2. [Church Online Platform](#)
3. Your Church Website (embed a video into a page on your website)

Our primary recommendation is to stick with Brushfire, which will minimize multiple technology options and keep everything in one place from a user experience standpoint. Their platform is powerful, easy to use, and affordable (just \$79/month). You can also utilize Brushfire’s registration tool without using their online church platform and vice versa. Take a look at the sample online church platform created with Brushfire below:



4 STEP FOUR

CREATE AN EMAIL COMMUNICATION SERIES

Once someone submits their email through your landing page to attend one of your online Easter services, it needs to trigger two immediate responses:

1. A thank-you page that includes opportunities for them to share their plans on social media and invite a friend to join them
2. A confirmation email that includes basic details about your online service with a link to your platform, an encouragement to invite a friend, and even a countdown clock, if you wish

As your Easter service approaches, make sure to send strategic email reminders:

1. Preparation Email (one week out): Include all of the details needed to login to the worship experience as well as instructions on how test a computer or smartphone to ensure proper streaming capabilities.
2. Join Us Tomorrow (day before): Send a reminder with the link to the worship experience login as well as an encouragement to invite a friend.
3. We're About to Go Live (30 minutes before): Keep it simple with a link to your online experience platform and an announcement that you're live.

5 STEP FIVE

CREATE AND STREAM YOUR ONLINE SERVICE

Here's where you need to focus the majority of your energy. Think beyond simply recording something on stage. Consider how you can create the best possible experience for the family sitting on their couch watching together. Worship can be difficult to capture and is often challenging to engage with through a screen, even when it's well produced. So put some thought into how both your music and message will connect with those watching from home. Shortening your worship set and adding other creative elements like spoken word or dramatic video could help with creating a more engaging experience. During your message, make sure to speak directly to the camera. Remember, you can preach from anywhere or even multiple places if it helps with communicating your sermon.



If you're looking for a great online experience, click the thumbnail for a recent service from Saddleback Church that is intentionally created and produced.

One additional encouragement—while we do believe you should stream the experience for simultaneous viewing, we recommend pre-recording the whole service. You can use tools

like [LivePigeon](#) or [Restream](#) to host your pre-recorded service live. If you choose instead to livestream, [Vimeo](#) and [Stream Monkey](#) are a couple of good options.

6 STEP SIX

FOLLOW UP

Once the service has ended, ministry has just begun. Since you already have email addresses for those who signed up, you should immediately send out a follow-up message inviting them to take next steps, such as joining a small group, giving online, connecting with the church on social media, and attending a service in person. Be sure someone on your staff or volunteer team follows up personally with those who make a decision of faith during the service.

As we head into this unprecedented time of life, the church has a unique opportunity to adapt, lean in, and maximize the moment for the sake of the gospel. Our world is filled with people who are anxious, overwhelmed, exhausted, isolated, and bored. And all of them need the good news of Jesus. Let's harness the power of the internet to bring it to them with an Easter service like they have never experienced before!

WE'RE HERE TO HELP



"I'm thrilled that God has assembled some of the brightest, most experienced and most forward-thinking talent here at D+C to serve the local church. It is our passion to take the best tools available and use them to reach communities and make disciples through your church ministry."

+ Rick Dunham, *Founder / CEO*



Trent Dunham, *President*

Trent began as a youth pastor, but for over 15 years he has been a recognized expert in integrated marketing, fundraising, online media, broadcast ministry and communications. As President of Dunham+Company, he provides trusted counsel to some of the world's most prominent Christian leaders and their organizations, helping to bring current best practice strategy to their Great Commission vision.



Nils Smith, *Chief Strategist, Social Media + Innovation*

While on staff at one of the largest and fastest growing churches in the country, Nils built an online church platform that now reaches over 12,000 people in 400 cities each week. He is the author of *The Social Media Guide for Ministry* and is an itinerant speaker around the nation on the topic.



Dan Sumpter, *Chief Creative Officer*

Dan began as a worship pastor and would go on to spend nearly 15 years serving in various leadership and executive roles at churches of 3,000 – 13,000 people. Dan has worked as a communications and creative directors, serving local churches, church planting organizations, broadcast ministries and conferences.



Randal Taylor, *Chief Strategist, Radio + Television*

With his background in local church ministry, Randal has provided strategic leadership and practical insight to churches and ministries who use broadcast media. Because of his extensive resume in the industry and network of relationships, he is able to grow their reach, maximize their budget and multiply their impact.



Casey Helmick, *Chief Strategist*

Casey started as the marketing manager for Samaritan's Purse. He also helmed the digital brand development for one of the largest Christian broadcast ministries in the country. He is also deeply invested in podcasts – owning a podcast production company focused on reaching the next generation.



Danielle Rice, *Director of Data + Analytics*

Danielle started her career by strategizing point-of-sale concept-creation marketing projects in the for-profit sector. She is passionate about the data behind human interaction and continually stays informed of for-profit trends and best practices to deliver results. She has also served as communications director in her local church and continues to volunteer in that area.



Bethany Cranfield, *Director of Strategic Relationships*

Bethany is responsible for driving new business efforts and building relationships with like-minded organizations. She is an account manager for a portfolio of clients with whom she maintains strong relationships to ensure the accurate and timely execution of strategy. Her husband was a pastor for many years and she is a frequent worship leader at her local church.

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