

Digital Ministry Strategy

a strategic guide for engagement and connection

WELCOME

Hello Leader,

With the increasing restrictions due to COVID-19, we want to equip you to win in the digital space and continue your community conversations. We are praying that this resource can help you and your team with just that! Our hope is this digital ministry strategy will give insight and inspiration on how to approach digital church, provide handles to executing new ways of ministry and inspire you and your team to think outside of the box to engage and encourage your community around you.

We are praying for every Network church during this time and would love to be in touch with you and your team! Please don't hesitate to reach out to network@rivervalley.org with any questions or prayer requests. What a time to be part of the capital "C" Church!

Together, the best is ahead!
River Valley Network Team

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CARE + CONNECTION STRATEGY

Care Landing Page

We have added a Care page to our church website which includes an online form for needing assistance or volunteering, text-in information for urgent requests or prayer, information on giving, ideas on how to love your neighbor and a compiled list of local resources during this crisis.

Click link to view our Care page: www.rivervalley.org/care

Text-in Care

Using a text-in service called Clearstream will allow us to cater specific requests directly to the appropriate campus and meet the requested needs.

Digital Pastors

All of our campus staff are going to increase their daily connects to virtual connects and digital touch points such as phone calls, video meetings and text messages. We want to optimize any avenue of person to person connection. Our hope is to create an intentional opportunity for dialogue, not just a monologue.

Call Campaign

We have constructed a call campaign to contact and check-in on every family that's part of River Valley Church. Contacts are categorized per campus and distributed among those leading at each campus. The call campaign includes a google sheet call log to track who has been reached out too and a google form to walk you through your phone call and gather information for intentional followup.

Click below to view a 3 step tutorial to set-up a call campaign for your church:

[Video 1: Who to call and the calling log](#)

[Video 2: How to create and use a Google Form](#)

[Video 3: How to call an Attender](#)

DIGITAL ENGAGEMENT STRATEGY

INTENTIONAL DIGITAL CONTENT INCLUDES:

Conversations

Conversations is a YouTube show with Pastor Rob Ketterling, Clynt Reddy (Ministry Strategist), Portia Allen (Mother of young children, former Elementary Principal), and Mandy Richards (Healthcare Executive) focused on unpacking the current event(s) as it relates to our families, church and communities. (Planned for 2x weekly delivery)

Click link to view "Conversations":

https://www.youtube.com/playlist?list=PL8_3V6tetS_mImbd9W3o7lQpV0dL4WMyyv

SOAP

SOAP Is our daily bible reading plan and personal devotional process. SOAP is an acronym: Scripture, Observation, Application, Prayer. We will continue on going promotion of our church bible reading plan found at mydailysoap.org or on YouVersion bible plan.

Click link for today's SOAP: <http://mydailysoap.org/>

Modified Weekend Services

With our services going digital, we will be hosting Church Online (Sat-Sun) via our website, YouTube, River Valley App, and Facebook Live.

Weekend services have been planned for less than an hour. This trim allows us to add more service times and give more opportunities for engagement. Saturday will stream every hour from 4p-7p. Sunday we will stream every hour on the hour from 7a-7p with an assigned pastor to each service as an online host. Looking at engagement week over week and what times people start to drop off has also informed our content flow within the service. Current weekend flow includes:

5 min - State of the Church (House wide encouragement from Lead Pastor's Rob and Becca)

5 min - House Announcements (Service MC, high level care related announcements)

5 min - Giving Moment

15 min - Message

20 min - Worship

Click link below to watch Church Online:

www.rivervalley.org

Or

[River Valley Church Youtube](#)

Increased Facebook Strategy

All of our campuses have individualized Campus Facebook pages. These pages will be for specific campus communication and encouragement. Campus Pastors will post daily with thoughts on SOAP, prayers, and encouragement.

VIRTUAL GROUPS

Small groups and Classes

To prioritize the care of our congregation, we have moved all groups online! We have developed a training guide for how to facilitate these groups virtually.

How to Host a digital Lifegroup

This quick-start guide (posted below) will walk you through the steps of starting, inviting and closing a digital space for your community.

Preferred curriculums for hosting Lifegroup this season.

- Soap discussion groups - Have a conversation about your daily SOAP reading - <https://www.rivervalley.org/next-steps/soap/>
- RightNow Media - We have a channel on Right Now Media with recommended resources from our team.
- Sermon Discussion guides - We have a one page recap of the sermon as well as some questions to keep the conversation going - <https://www.rivervalley.org/watch/>
- Lastly, If you currently have a Lifegroup curriculum feel empowered to complete it digitally.

Digital Lifegroup quick start guide

<https://static1.squarespace.com/static/546e6fe5e4b032f111f151a6/t/5e6fec9062198577e6c9c750/1584393361275/How+to+start+a+digital+meeting.pdf>

NEXT GENERATION STRATEGY

Kids Ministry

With many families experiencing a massive change in schedule and potential uncertainty, Go Kids aim is to provide fun, engaging content for families to experience together! Our hope is this content offers a time of deeper conversation, higher engagement and extreme unity.

Download Kids ministry strategy guide here:

<https://drive.google.com/open?id=1E1tB42y4Ryc0jPxTdjHCiJVYITBP7CxC>

Youth Ministry

Students are digital natives, which means they already live in the world of social media and technology. These avenues bring so many different voices into their lives. Our goal is to be a voice in students lives and help them encounter community, love, and the presence of God through all online platforms.

Download Youth ministry strategy guide here:

https://drive.google.com/open?id=19eEzu5ZNzSIV7hH_shfZBgMYR27OTCej

SOCIAL MEDIA POLICY + REMINDERS

Social Media Policy Reminders

Social media is not about building our platforms but about pointing people to a unified strategy for our church that points people to Jesus. Here is some reminders our Communications department and Department Leadership team have encouraged the River Valley team to follow:

- Stay positive
- Lean in to the technology - use it to invite people across all platforms.
- Don't be a spokesperson for the church. Just be a spokesperson for Jesus.
- Always talk about Jesus.
- Make it personal.
- No click bait.
- Don't try and be too clever. Just be authentic.
- Don't post anything that makes it look like you're afraid or that you have COVID-19 if you don't have COVID-19
- Also, if you contract COVID-19, HR should know before social knows.
- Pray before you post
- Specific opportunities to build ONE River Valley online voice...
- Stream the services this weekend and engage in the chat one Facebook and Church Online: <https://rivervalley.online.church>
- Repost River Valley content
- Share FB Live feed

Access our Social Media Policy here: <https://open.life.church/items/188256-social-media-guidelines-doc>