

STRENGTHEN AND GROW YOUR MINISTRY

LCEF MINISTRY MOMENTS VIDEO SERIES

Fall Communication Prep #3 – Video Rev. Eric Kennaugh LCEF Vice President Ministry Solutions

Summer is a great time to plan your fall ministry and how you communicate with your congregation.

How to continue to reach people through video?

1. Upgrades

- Consider upgrades to your systems.
- Improve engagement with the message by removing distractions like bad quality audio or video.

2. Website Welcome

- Consider including video as a welcome to your website.
- People like to “meet” the pastor – seeing him and hearing him speak ahead of time can make them more comfortable when they come visit in person.

3. Archive Welcome

- Include a welcome and introduction video in places where you archive services and other content (e.g. YouTube).
- A welcome from the pastor or a key leader can help provide a good introduction to the church and the message to come.

4. Announcements

- Use video to announce upcoming programming.
- Video is much more engaging and exciting than a bulletin announcement.