



# DATA DRIVES RESULTS

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# WHY NUMBERS/DATA MATTER

- INTROSPECTION
- IMPACT
- INADEQUACIES



# HOW EFFECTIVE IS MY ONLINE MINISTRY BY THE NUMBERS:

IN 2020, THE BARNNA GROUP  
CONDUCTED A STUDY ABOUT THE  
STATE OF THE CHURCH... HERE IS  
HOW WE'RE DOING AS A CHURCH  
IN THE DIGITAL AGE

# THE TRUTH ABOUT ONLINE MINISTRY

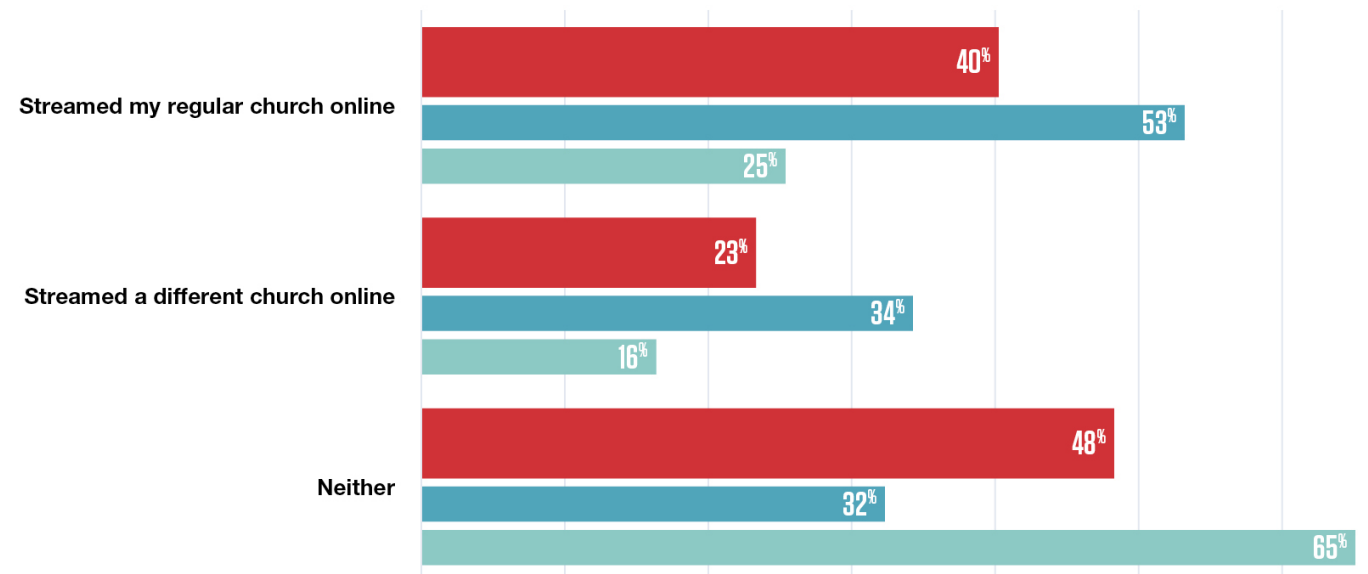
- 48% OF CHURCHED ADULTS EXPRESSED THAT THEY DID NOT WATCH A CHURCH SERVICE IN THE LAST MONTH.
- 32% OF PRACTICED CHRISTIANS (THOSE WHO WOULD ATTEND AT LEAST ONE SERVICE A MONTH IN PERSON) HAVE NOT WATCHED AN ONLINE SERVICE
- 40% OF PASTORS REPORTED AN INCREASE IN WORSHIP SERVICES
- **TAKAWAY - WE AS A CHURCH ARE FAILING IN EVANGELISM. WE ARE PREACHING TO THE SAVED, AND PEOPLE ARE CHURCH HOPPING VIRTUALLY.**

## ARE CHURCHED ADULTS ATTENDING ONLINE SERVICES?

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IN THE PAST FOUR WEEKS, I HAVE...

● Churched adults ● Practicing Christians ● All other churched adults



# THE TRUTH ABOUT ONLINE MINISTRY

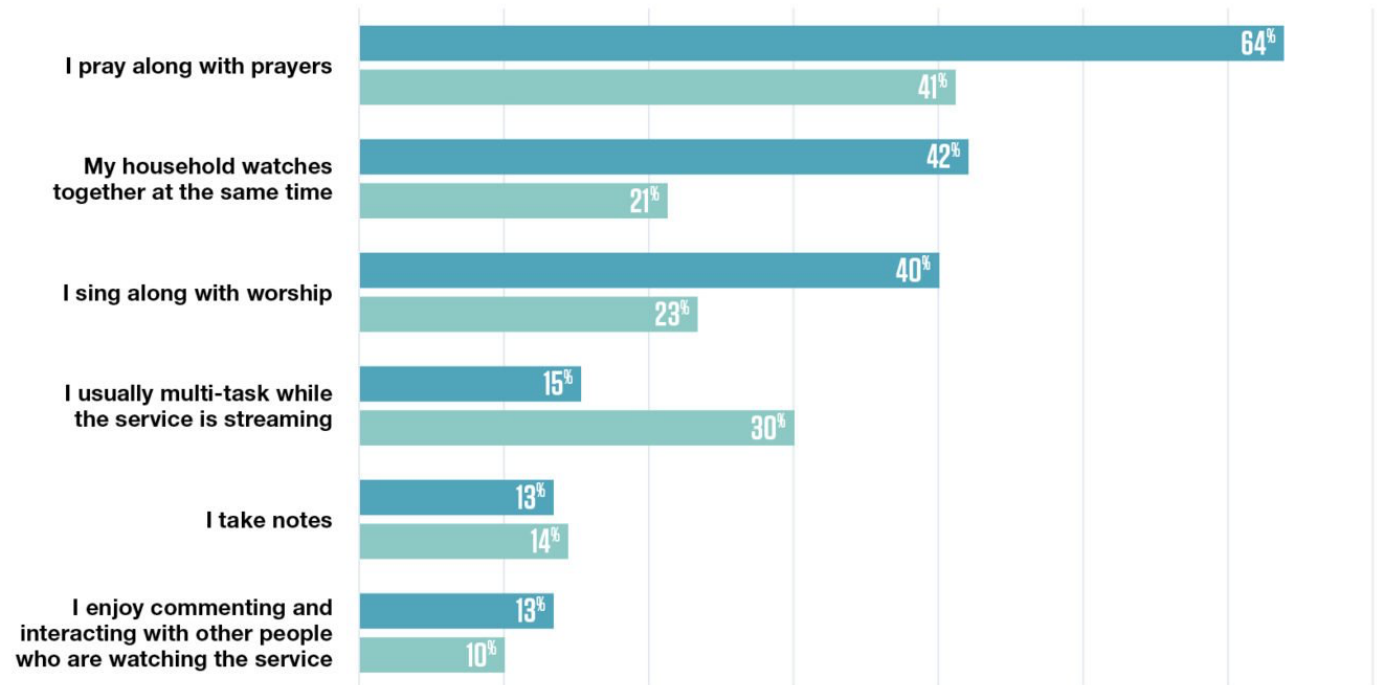
- \*\*\*29 PERCENT OF PRACTICING CHRISTIANS AND 20 PERCENT OF NON-PRACTICING CHRISTIAN SAY THEY TAKE ADVANTAGE OF CHURCH'S ON DEMAND FEATURE
- 40% OF CHURCHED ADULTS LOG ON TO THEIR OWN CHURCH. 23% OF THAT GROUP ADMITTED TO WATCHING A DIFFERENT CHURCH
- 22% OF CHRISTIANS AND 14% OF NON-CHRISTIANS SEE CHURCH ONLINE AS AN OPPORTUNITY TO INVITE THEIR FRIENDS TO THEIR CHURCH
- **TAKEAWAY - WE NEED TO DIVERSIFY OUR PROGRAMMING. PEOPLE LIKE THE ON-DEMAND OPTION, WE NEED TO GIVE THEM DIFFERENT CONTENT**

## WHILE STREAMING CHURCH...

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BASE: HAS STREAMED CHURCH

● Practicing Christians ● Non-practicing Christians

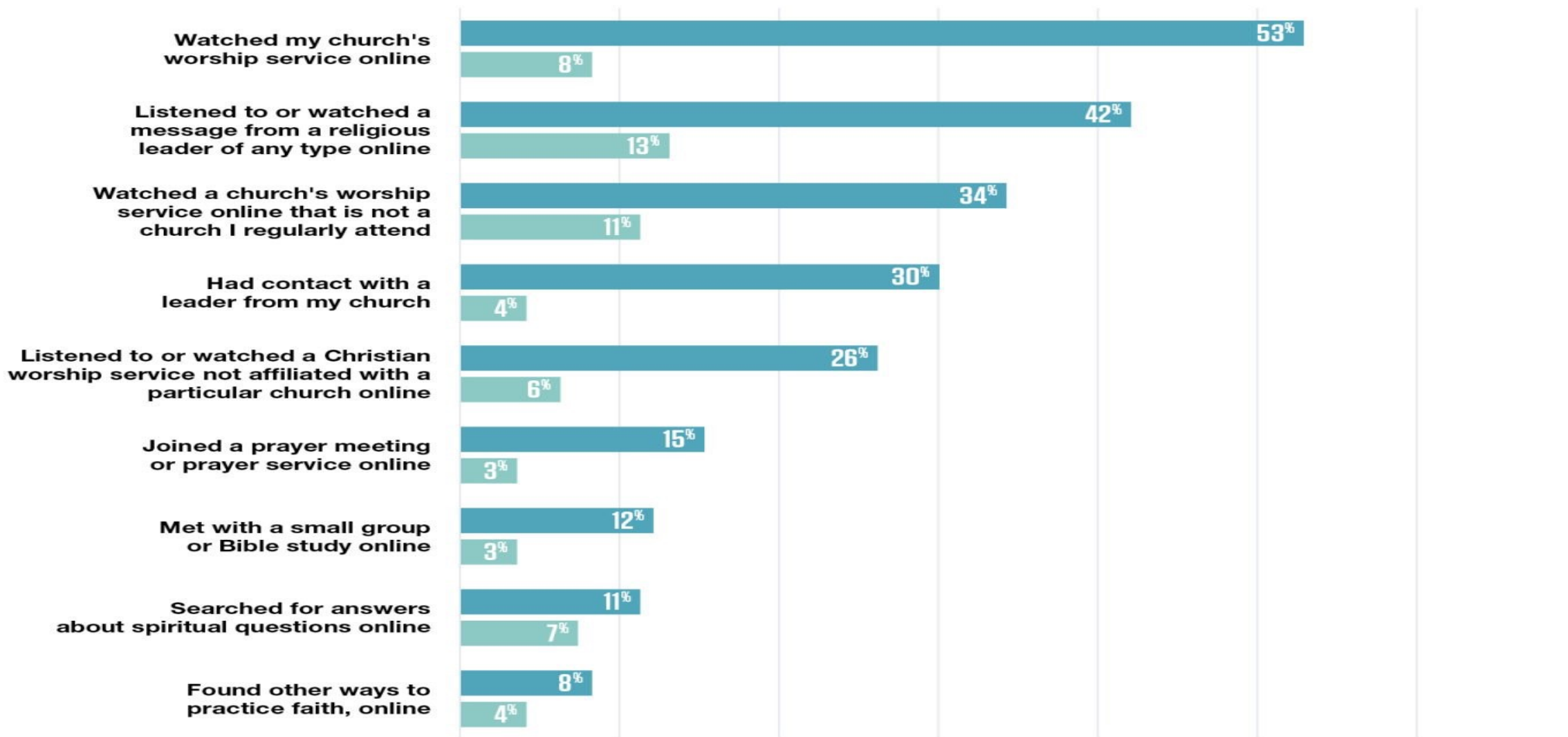




# CHRISTIANS' ENGAGEMENT WITH DIGITAL FAITH PRACTICE

## IN THE PAST FOUR WEEKS, I HAVE...

● Practicing Christians ● Non-practicing Christians

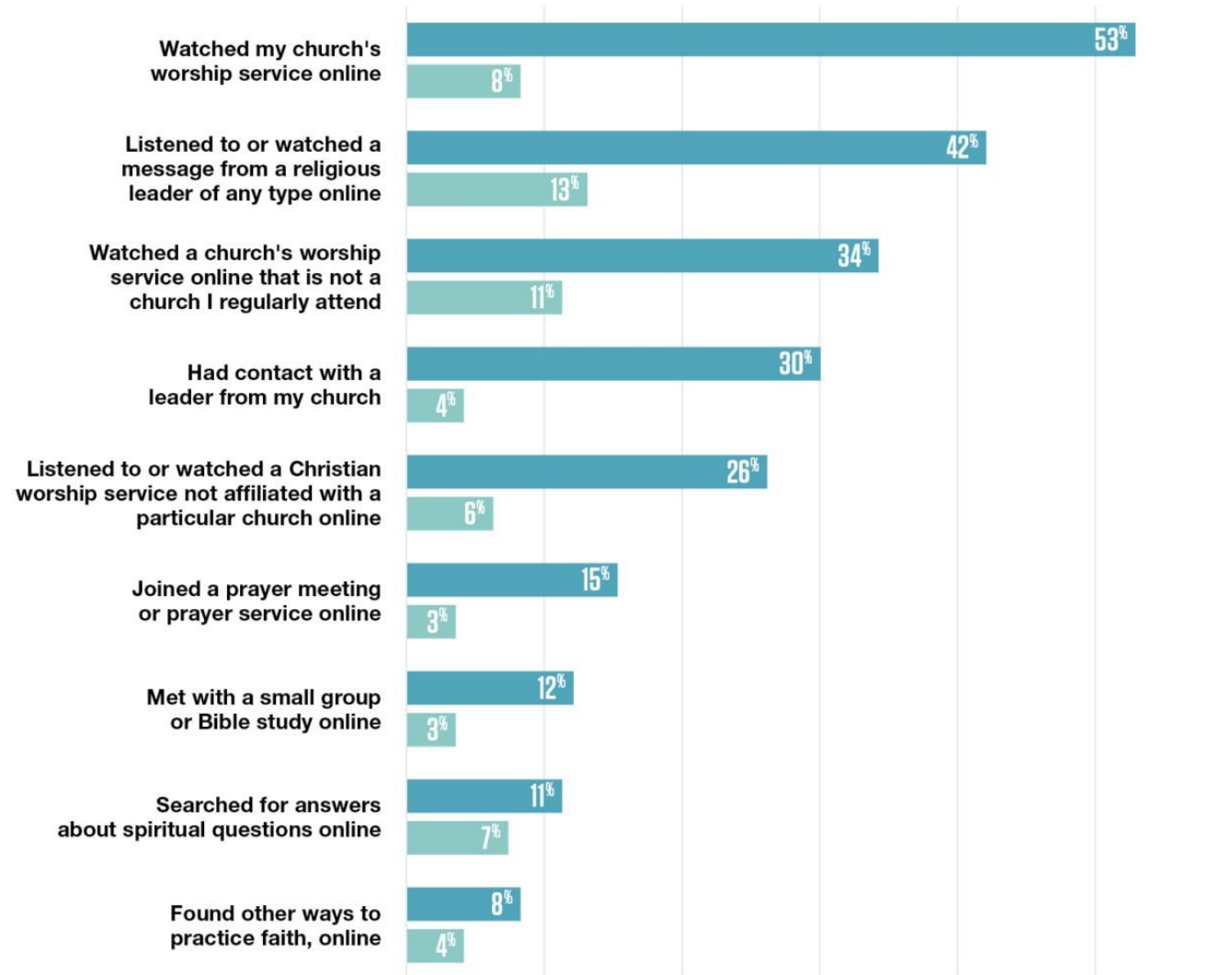


# CHRISTIANS' ENGAGEMENT WITH DIGITAL FAITH PRACTICE

- 15% of Christians are multitasking while watching service. (30% for non-Christians)
- 15% of practicing Christians have joined a prayer meeting online and 3% for non-practicing Christians
- 12% of practicing Christians have joined a small group or Bible Study online and 3% of non-practicing Christians have joined
- **TAKEAWAY – People are watching online worship services on SUNDAYS, but we are failing throughout the week. There is a great need for content diversification.**

## IN THE PAST FOUR WEEKS, I HAVE...

● Practicing Christians ● Non-practicing Christians



# WATCHING TV (STATISTICS BY THE VENTURE RALITY FUND)

## WATCHING VIA ONLINE SOURCE

- GEN X – 54%
- MILLENIALS – 72%
- GEN Z – 70%

## WATCHING VIA CABLE OR SATELITE

- GEN X – 74%
- MILLENIALS – 63%
- GEN Z – 55%



# USE SMARTPHONE WHILE WATCHING TV

(STATISTICS BY THE VENTURE RALITY FUND)

- **GEN X** – 26%
- **MILLENIALS** – 37%
- **GEN Z** – 47%

# BRANDS BUILD TRUST

(STATISTICS BY THE VENTURE RALITY FUND)

- 58% OF PEOPLE ARE WILLING TO INTEGRATE AT LEAST ONE OF THESE BRANDS WITH THEIR DEVICE
- SPOTIFY
- APPLE
- NETFLIZ
- GOOGLE
- AMAZON
- TWITTER
- YOUTUBE
- FACEBOOK
- INSTAGRAM

# CONTENT DIVERSIFICATION

- **Content** – The Message/Task
- **Community** – The People
- **Creativity** – The Difference



# CONTENT DIVERSIFICATION

- **Sermon based content**
  - Competition, how to enhance
    - Social media Clips
    - Trailers
    - Community interaction
    - Camera angels
- **Bible based content**
  - Most engaging way to teach bible is bringing teaching into the living room, that means you need to change up the style of
- **Motivational content**
  - Testimonies
  - People driven, audience driven, working your community
- **MUSICAL CONTENT**
  - BEAWARE OF COPYRIGHT LAWS
- **Just because you are the pastor DOES NOT MEAN THAT YOU ARE THE PERSON THAT SHOULD BE IN FRONT OF THE CAMER EVERTIME**
  - The Goal of content is for it to work for you, not for you to work for it!

# CONTENT

- **Over saturation**
  - CONTENT IS KING, BUT THE RIGHT CONTENT IS MOST IMPORTANT
  - Everything has moved online, including people's work; what makes your content worth their time and investment?
  - Targeted post, Purpose Driven, not also about quantity, but quality
  - IS YOUR CONTENT WORKING FOR YOU OR ARE YOU WORKING FOR IT?
- **Purpose / action driven**
  - Know the reaction that you want from your post?
    - Is it a post for likes, shares, or comments?
- **KNOW THE DIFFERENCE BETWEEN, COMMUNITY POST AND MEMBER SPECIFIC POST, THIS CAN BE CRITICAL TO COMMUNITY ENGAGEMENT OR DISENGAGEMENT**



# COMMUNITY

- If Content is about a message and/or task, HOW ARE YOU ALLOWING YOUR COMMUNITY TO RESPOND TO THE TASK
  - THINK ENGAGEMENT AND E-SERVICE
- Know Your Audience – DATA Drives Content
  - People are looking for answers to the questions they have... you need to provide the answers... How will you know the questions people have if you don't ask?
- WHERE DOES YOUR COMMUNITY GO WHEN THE LIVE IS OFF?
  - HOW DO YOU MINISTER WHEN THE PERSON WHEN THEIR CPU IS OFF?
- MOST Online ministries fails because it is one way street, people come to your channel to consume content, but have no where to digest it!
  - What will separate your ministry, is having “ministry groups and times” for people to discuss when the lesson is over, when the content is completed.
- HOW ARE YOU ALLOWING YOUR COMMUNITY TO SERVE DURING THE PANDEMIC?
  - E-GROUP FACILITATORS
  - CHAT HOST MODERATORS (AT LEAST TWO PER SERVICE)
  - SICK AND SHUT IN CALL VOLUNTEERS
  - Devotional leaders
  - Ministry specific prayers



# CREATIVITY: REIMAGINING WHAT MINISTRY CAN BE

"EVERYONE'S MINISTRY IS ONLINE, WHAT MAKES YOURS WORTH WATCHING/ATTENDING?"

- **Competition (Paul in the book of Galatians)**
  - Distance isn't a factor
    - Believe your message is worth people hearing it. If you don't believe it, why should they?
    - Lean into your competitive edge, what does your ministry do well?
- **Excellence & Innovation**
  - People notice the mistakes, and I don't want mistakes to get in the way of someone encountering God!
    - I take personal offense and driven when people turn off or switch the channel, I work so that people won't switch the channel!
- **Research, research, research**
  - This isn't for the sake of copying, this is for the sake of innovation!
    - I research everything churches are doing, and then ask myself, what isn't being done? That's what I want to do!

# CREATIVES NOT JUST MINISTERS

- Ex 36:1
  - The message and task (CONTENT) is describe “all that God has commanded”
    - Purpose driven objective, what do you want to accomplish. What is the message you want people to know?
- God anoints Bezalel and Oholiab to be skilled artisans and creatives for the project
  - The Creativity (the difference) about reimagining what ministry could look like. No numbers but quality.
  - ITS NOT ABOUT HOW MANY PEOPLE, BUT THE RIGHT PEOPLE!
    - *It would have seemed easy to have more people build, but God teaches, the right people, in the right space, makes it more effective!*
      - **EFFECTIVE IS BETTER THAN QUANTITY, THAT'S WHY YOU NEED TARGET POST, DO NOT OVER POST BECAUSE YOUR QUALITY IS BETTER**
  - “People are the most important resource, but the right people are your greatest asset” – J. Collins
    - Every leader should read “Good to Great” by Jim Collins



## CREATIVES NOT JUST MINISTERS

- As a result of the right people in the right positions, Moses, can continue to lead, because the right people are in the right positions to lead the project.
  - **If you find yourself doing all of the work in your ministry you have the wrong people leading the project.**
- Ex 36:2 “Every gifted artisans whose heart the LORD had put wisdom, and stirred to come do the work.”
  - Are you anointed for THIS ASSIGNMENT?
  - Are you teachable regarding THIS ASSIGNMENT?
  - Are you passionate about THIS ASSIGNMENT?
  - I don't just want people who are creative but have not consistency or designer but no dedication.



# CREATIVES NOT JUST MINISTERS

- Ex 36:5 “The people bring more than enough”
  - People flourish when they are positioned in the right place and environment to succeed.
  - **We have to adapt and ask ourselves, is this the right position for this person now that we are virtually?**
  - The right people in the wrong place will stunt growth
    - If Bezalel and Oholiab weren’t leading, the people of Israel would’ve missed out. **Re-evaluate your teams success and inventory and ask yourselves, does this make sense virtually? Do some people need to take on a bigger responsibility because of the virtual demand?**
- Ex: 36:6 “let neither man nor woman do any work”
  - **Everyone has a role in building, even if you aren’t called to the construction site!**
  - Moses acknowledges that what the people are doing as work
  - **Acknowledgement is the first step in people feeling appreciated. When you acknowledge you grow team morale, lack of appreciation stunts growth and contributes to burn out.**
    - What you acknowledge is what people will aspire to be. Acknowledge and show appreciation to the positions you want people to aspire to.

# LET'S CONNECT

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- Medium – Marc Antoine Lavarin

