

REACH DIGITALLY: Pivoting to lead a scattered church and engage new people with good news





Wildwood Church



TYPICAL WEEK AT WILDWOOD UMC





Wildwood

United Methodist Church



gather



grow

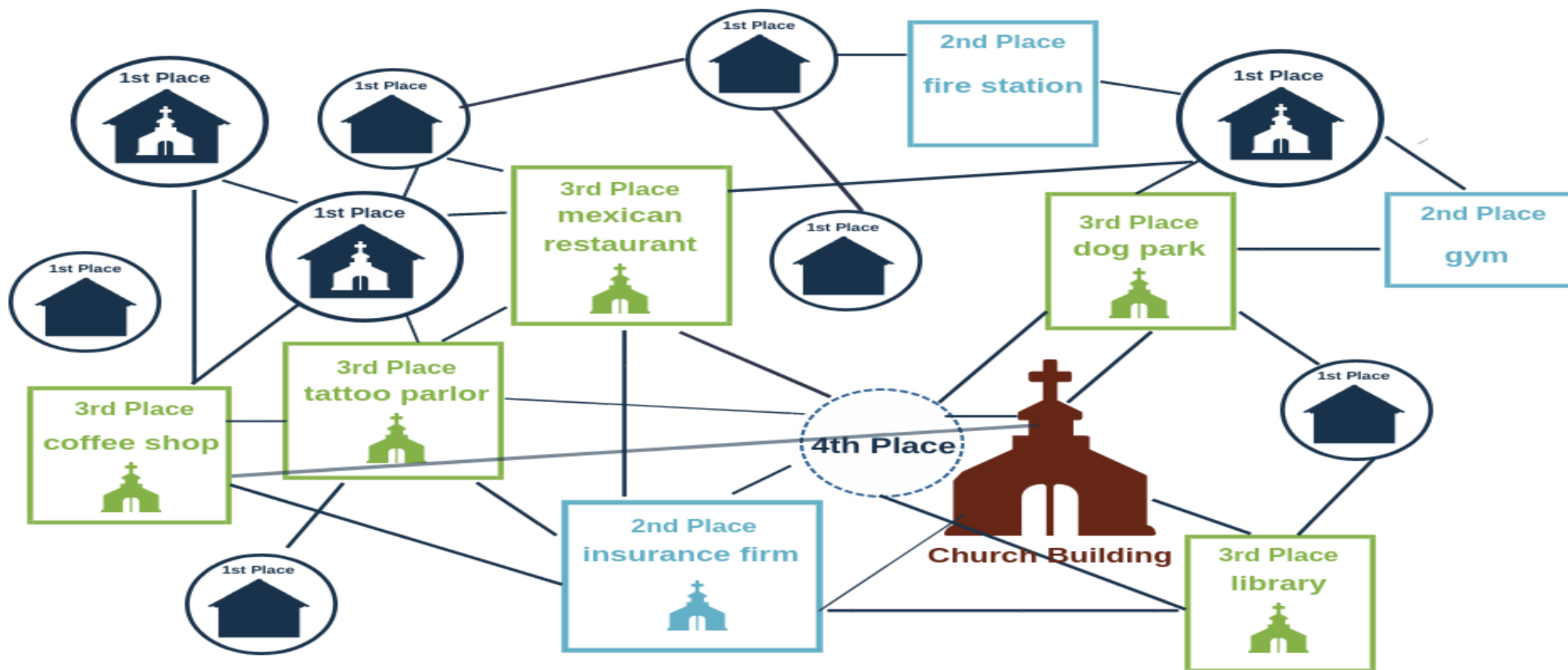


go



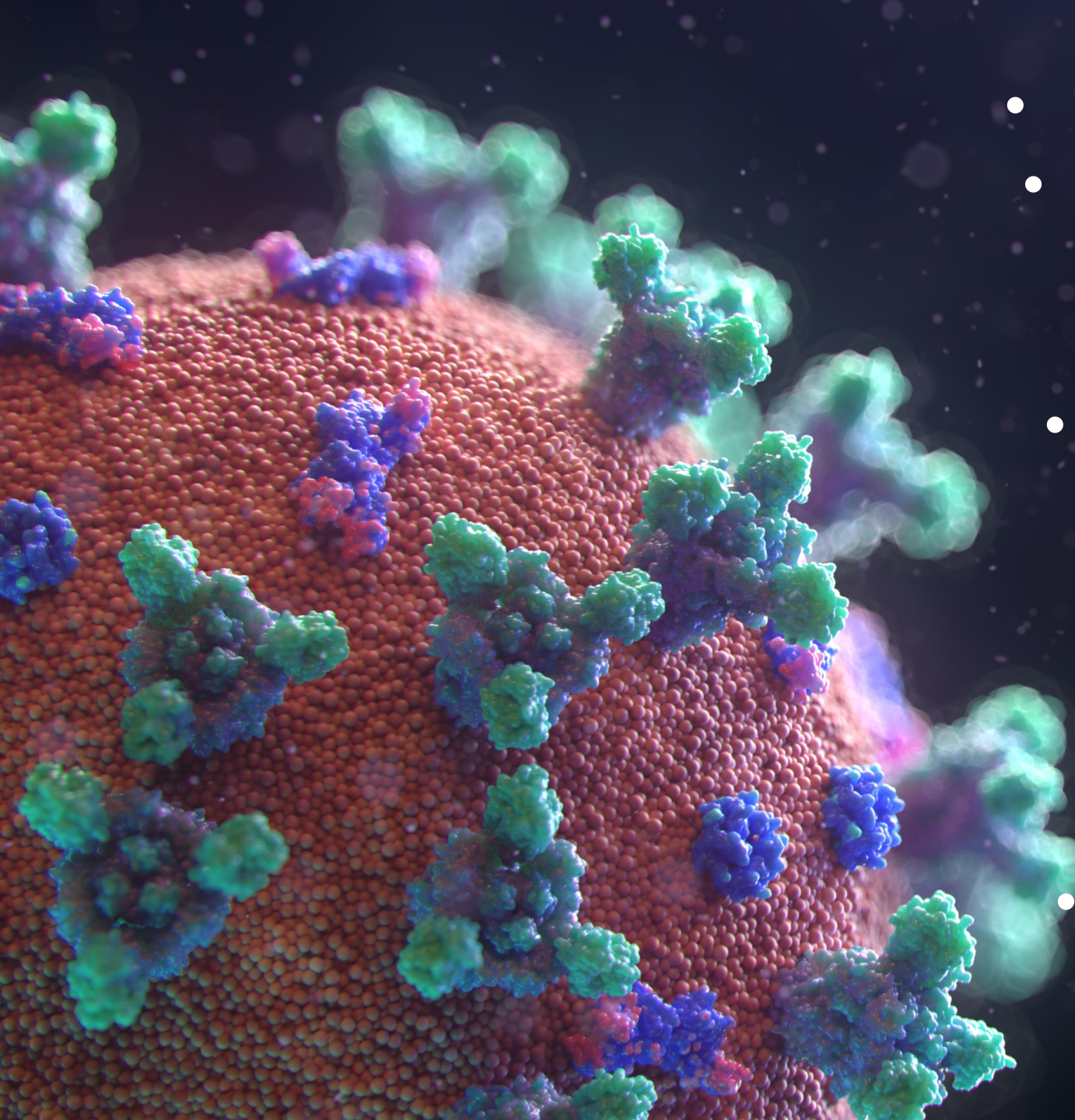


THE BLENDED ECOLOGY ECOSYSTEM





**Then Came
COVID-19!**



- Profound opportunity for reset
- desperation is the seedbed of innovation
 - never waste a crisis
- the future came in the night and there is no going back
 - Manuel Castells “real virtuality,” “space of flows” “network society”
- we find ourselves on a new missional frontier!

Rethinking Gathered **AND** Scattered, Analog **AND** Digital grafted together...

A BLENDED ECOLOGY CHURCH



A midweek all-age
after school
service



Local Congregation



A Sunday Evening
Association
Youth congregation



A small community
in a new housing area



A network of midweek
cafe cells clustering
monthly

Romans 11:16-24 (NRSV)



Blended Ecology



Dual Transformation:

Dual refers to two simultaneous transformations that reinforce each other, rather than a monolithic process of change.

A close-up photograph of a monarch butterfly's life cycle stages. A green caterpillar is on the left, and a dark, patterned pupa is in the center, both hanging from a dark branch. To the right, a monarch butterfly with orange and black wings is partially visible. The background is a warm, out-of-focus yellow.

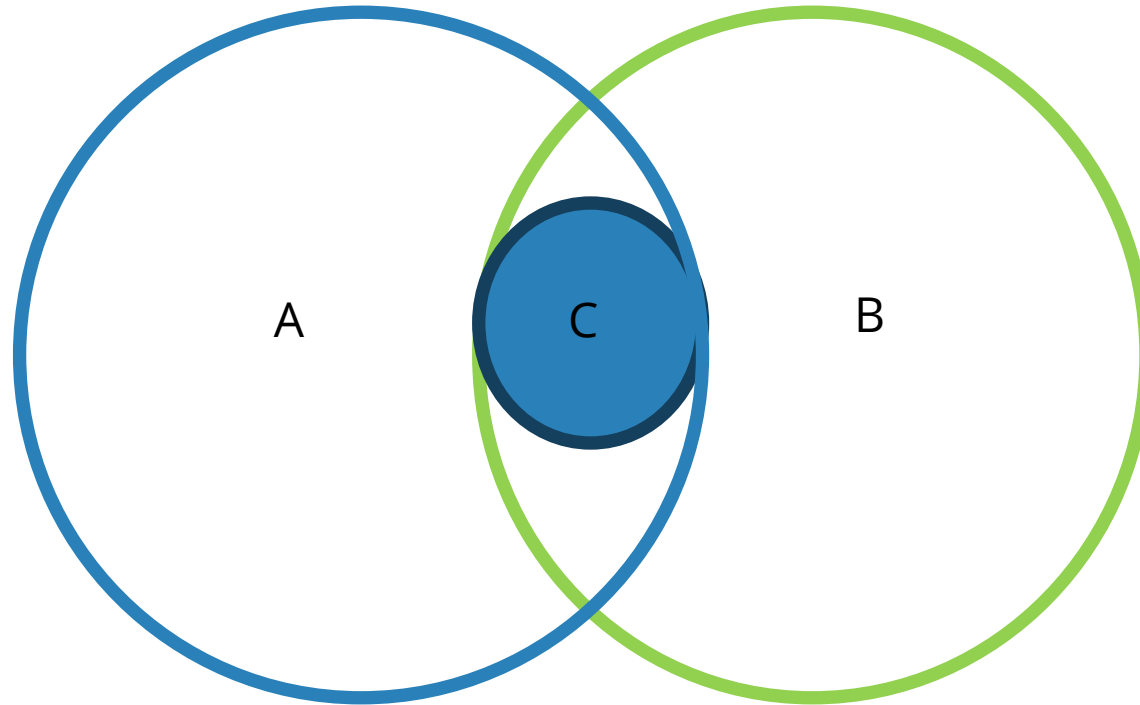
Transformation:

Transformation refers to a fundamental change in form or substance.

At the simplest level, dual transformation involves:

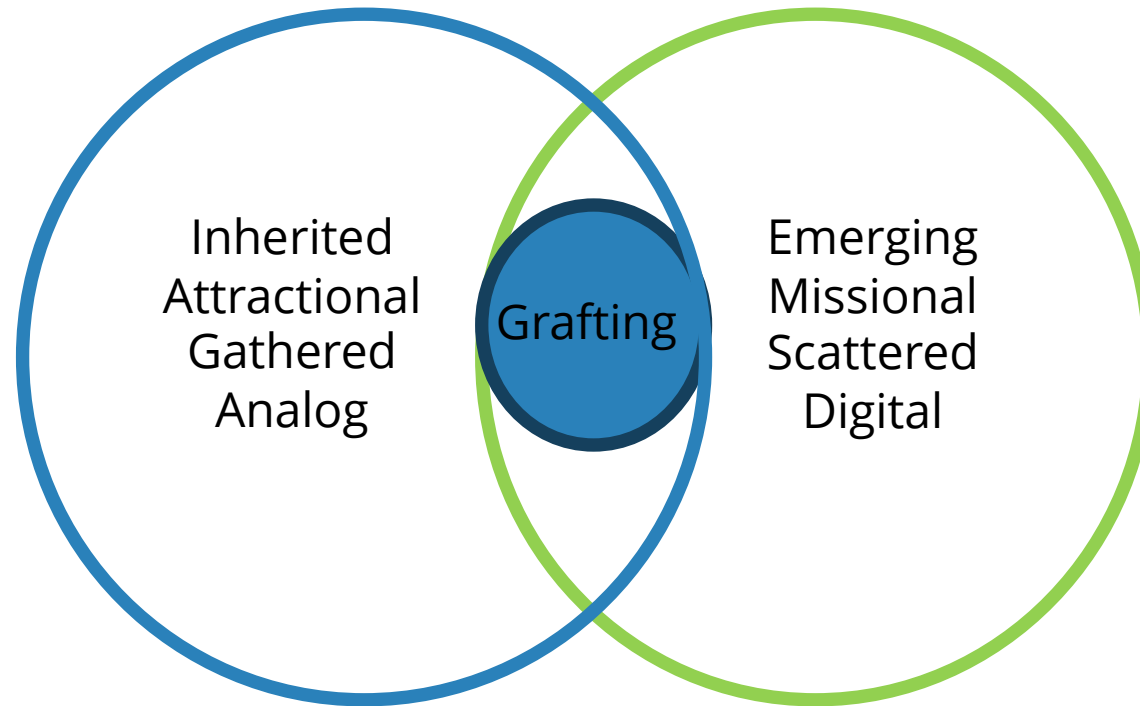
- (a) finding ways to better service existing customers
- (b) while simultaneously finding ways to reach new customers outside core markets
- (c) then combining the leveraging of a company's valuable assets for new entrepreneurial ventures

Dual Transformation



$$\begin{array}{ccccc} \text{Transformation A} & + & \text{Capabilities link} & + & \text{Transformation B} \\ \text{Reinvent today} & & \text{Flip the dilemma} & & \text{Create tomorrow} \\ & = & & & \\ & \text{Dual Transformation} & & & \end{array}$$

Dual Transformation



Transformation A + Capabilities link + Transformation B
Strengthen the center Graft the organisms Experiment on the edge
Traditioned innovation = Blended Ecology Cultivate fxC's

A: Cultivating



A close-up photograph of a small green seedling with two leaves growing out of a black pot. The seedling is positioned on the left side of the frame. The background is dark and out of focus, showing other pots and soil. The text "B: Seeding" is overlaid in white, bold, sans-serif font on the right side of the image.

B: Seeding



C: Grafting



Hybrid Organism



Wildly Hopeful AND Prudent

- **More new people are hearing the good news for the first time than ever in history... Christians broke the internet!**

AND

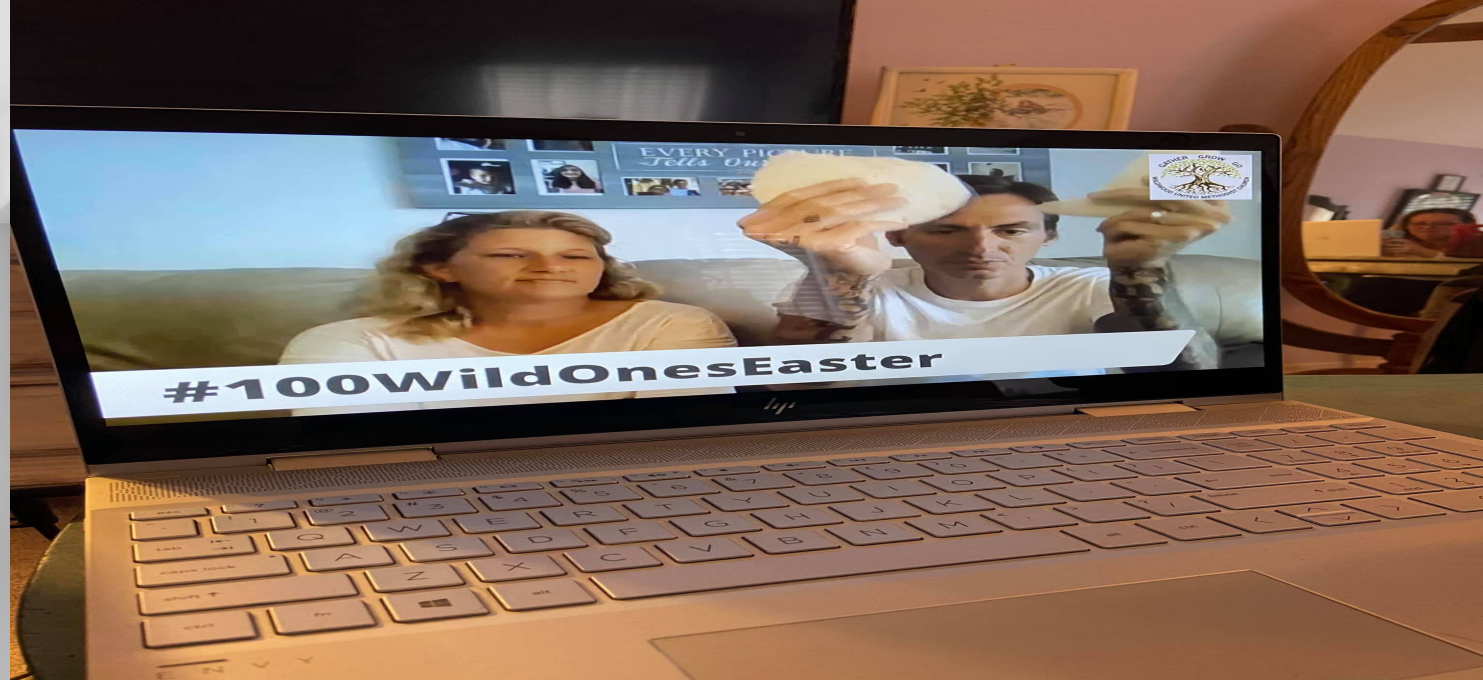
- **The church has no competition:** There is no sports to watch, no fitness events to attend (weekend marathons, mud runs, bowling tournaments and so on), no youth sports leagues (soccer, softball, baseball, and so on) and no community gatherings, farmers markets, or town festivals, no recreational activities, Disney World, Movie Theaters, and even beaches are closed.
- **“Viewers” does not necessarily equal “church visitors”:** Staying on a Facebook Live video for more than three seconds counts as a “view.”
- **Fewer churches to choose from:** There are many smaller churches who are not having worship services.
- **Digital church-hopping:** Already-Christians visiting.

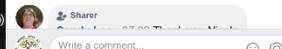
How do we move new people from
“viewers” to deepening levels of
relationship?



*Living Room
Church
with the
Wild Ones!*

**Acts
2:46-47**





#100WildOnesEaster





*Living Room
Worship
with the
Wild Ones!*

**Sundays
9 & 11am**

**Please post in the
comments:**

1. Your
name/location
2. What are you
feeling today?

A black and white photograph of a modern living room. In the center is a large, light-colored sectional sofa with several patterned and solid-colored throw pillows. Behind the sofa is a large window with a grid pattern. To the left of the sofa is a tall floor lamp with a large, adjustable lamp head. The room has a minimalist design with light-colored walls and a textured rug.

*Living Room
Worship
with the
Wild Ones!*

**Sundays
9 & 11am**

**Please post in
the comments:
Any comments,
questions,
prayer requests**



*Living Room
Church
with the
Wild Ones!*

**Sundays
9&11am**

First Timer? Please email us:

1.reverendwild1@gmail.com

**2. We will set up a “digital
home visit”
through Zoom with you!**



*Living Room
Church
with the
Wild Ones!*

**Sundays
9&11am**

Becoming a Regular WildOne?

Please email us:

1.reverendwild1@gmail.com

**2. Become a “network
partner”**



Network Partner Vows:

Individuals

Do you want to grow in loving God and neighbor in this community of WildOnes?

Prayer: Will you talk and listen to God every day?

Presence: Will you join the WildOnes to connect digitally as much as possible?

Giving: Will you give financially as an act of worship, that will help those that are hungry, thirsty, naked, incarcerated, sick, and lonely?

Serving: Will you give your time to love and serve others?

Instigating: Will you stir up kingdom mischief in the name and power of Jesus?

Community

Church, will you surround these persons with a community of love and forgiveness, as they stir up kingdom trouble across the land?

(please type "yes" in the comments section)

I now pronounce you WildOnes! Please show you're appreciation with likes, loves, and appropriate emojis!



Keys to Reach New People in Digital Worship

1. Live, not pre-recorded
2. Multiple streams
3. Dialogue not monologue
4. Team based (digital ministers)
5. Sermonic conversation
6. Steve Jobs style (story, simple, unscripted)
7. TED Talk Rule (18 mins tops)
8. Change screen every 3-5 minutes
9. Invitational (multiple engagement points)



Keys to Reach New People in Digital Worship

10. Capture visitor's contact

11. Follow up with visitors

12. Digital "home visits"

13. Redefine "membership"

14. Create opportunities for feedback
(free SurveyMonkey)

FREE MEALS HERE!

For Ages 18 and Under • SummerBreakSpot.org



#FLBreakSpot

This institution is an equal opportunity provider.

**SUMMER
BREAK SPOT**

Florida Department of Agriculture and Consumer Services

M - F
12:00 - 1:00



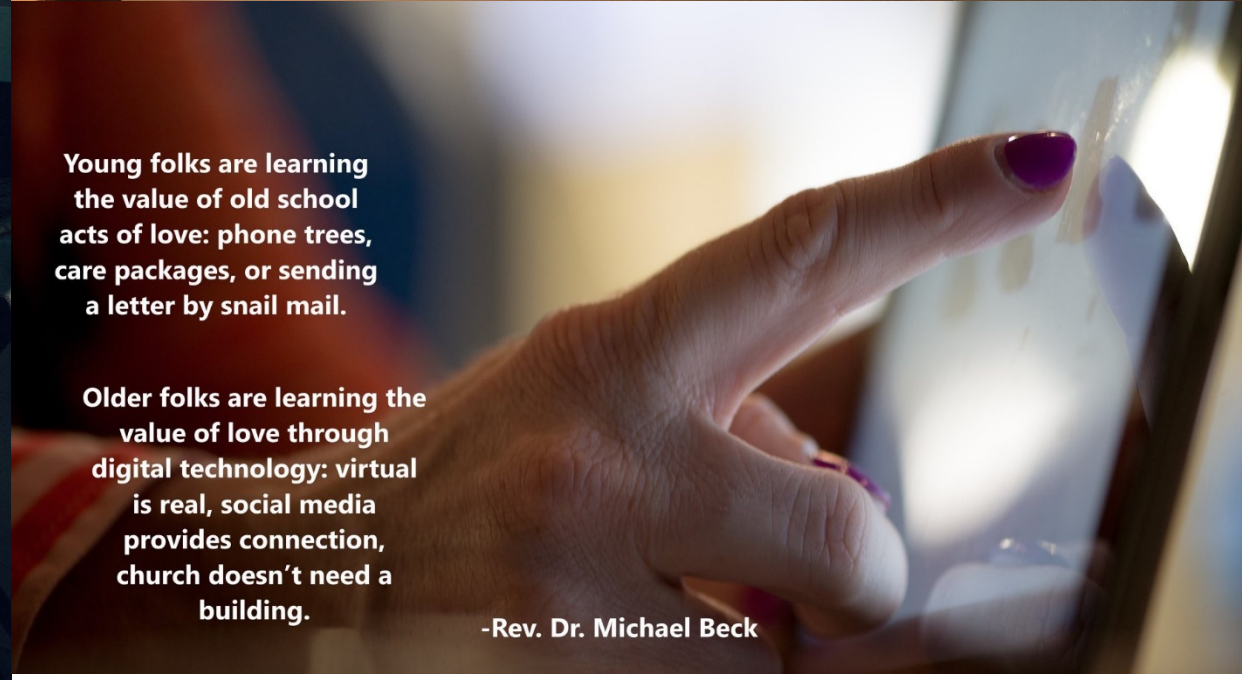
Care Bands



Young folks are learning the value of old school acts of love: phone trees, care packages, or sending a letter by snail mail.

Older folks are learning the value of love through digital technology: virtual is real, social media provides connection, church doesn't need a building.

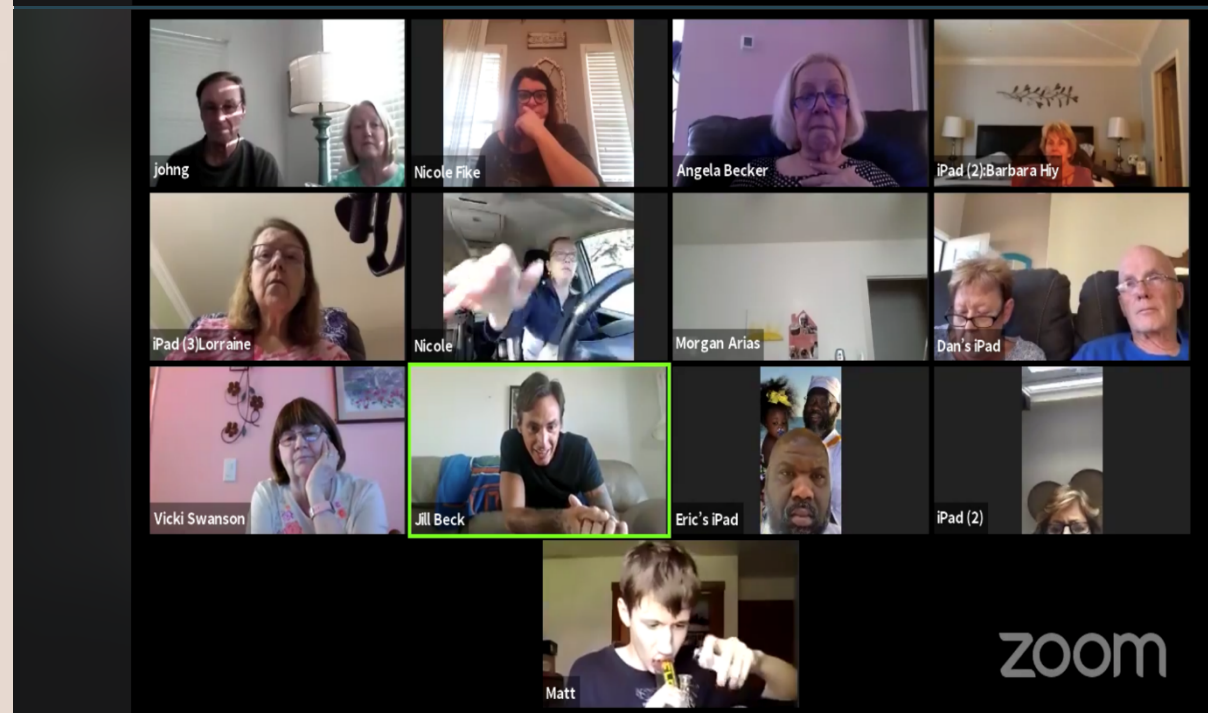
-Rev. Dr. Michael Beck



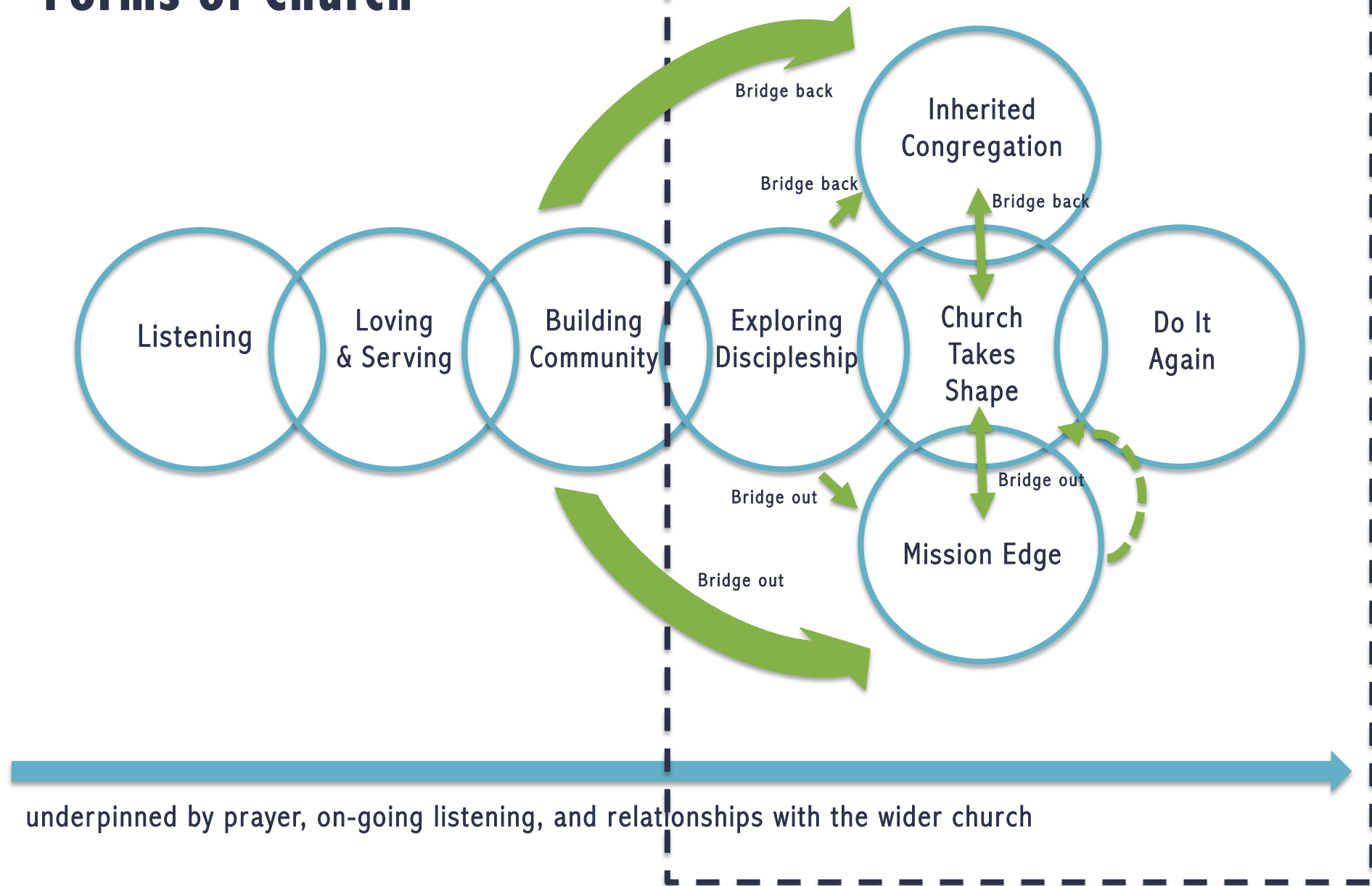
UNDERGROUND SEMINARY

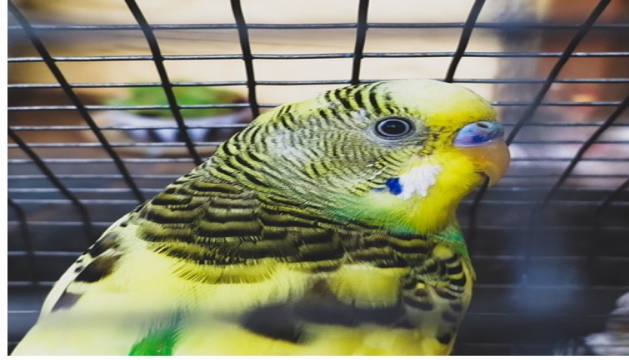
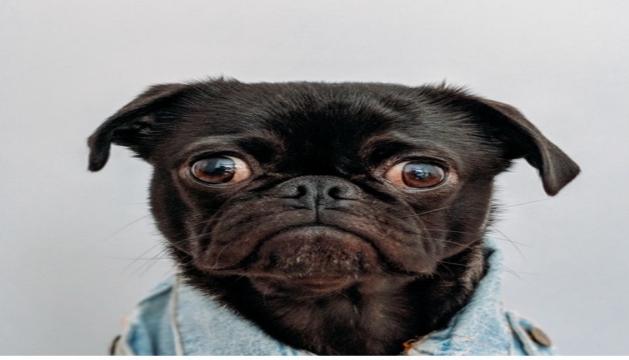
Join us by ZOOM or FB Live

WEDNESDAYS @ 5PM



A Process for Cultivating Digital Forms of Church









**Yoga
Instructor
Karen
Hughes!**



**Devotional
Dr. Michael
Beck!**

**Tune In
Friday 9am
Facebook
Live and
YouTube**

*Digital
Yoga
Church*



Wildwood Umc was live.

Posted by StreamYard

Friday at 8:59 AM • 🌐

Join us for prayer, devotional, and yoga practice led by the amazing Karen Hughes!



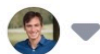
Watch together with friends or with a group

Start



2

4 Comments 1 Share 794 Views



supper

Taste of Grace
goes digital!

1. Prepare your favorite meal
2. Join us by ZOOM or FB Live
3. We will eat and have church together

table

CHURCH

Wednesdays at 7:00 PM



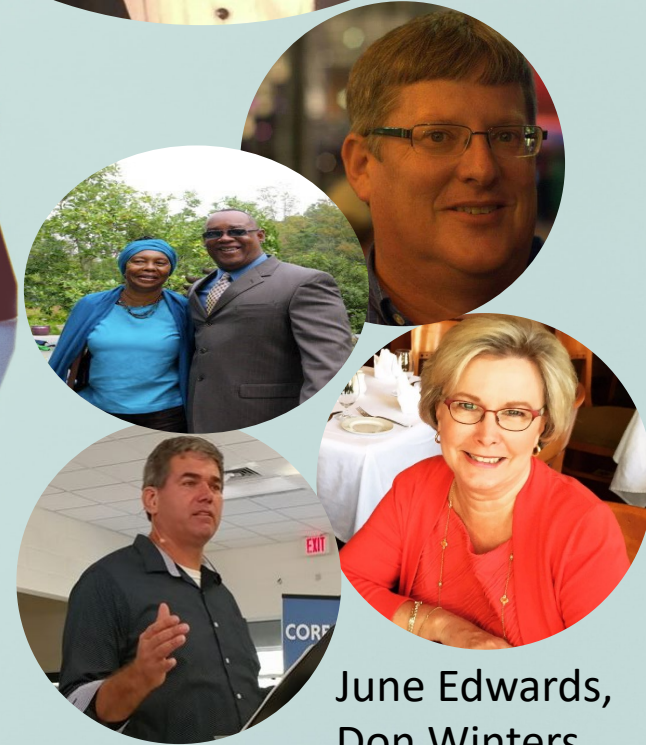


Ordinary Heroes Series

From the frontlines of COVID-19

For Ahmaud:

Eliminating the Virus of Racism



A Virtual Townhall Meeting

Tony Jones,
Eric Wilkins,
Jill & Michael
Beck, Charisse
Jones

Tuesday May 12th @ 5pm

By Zoom:

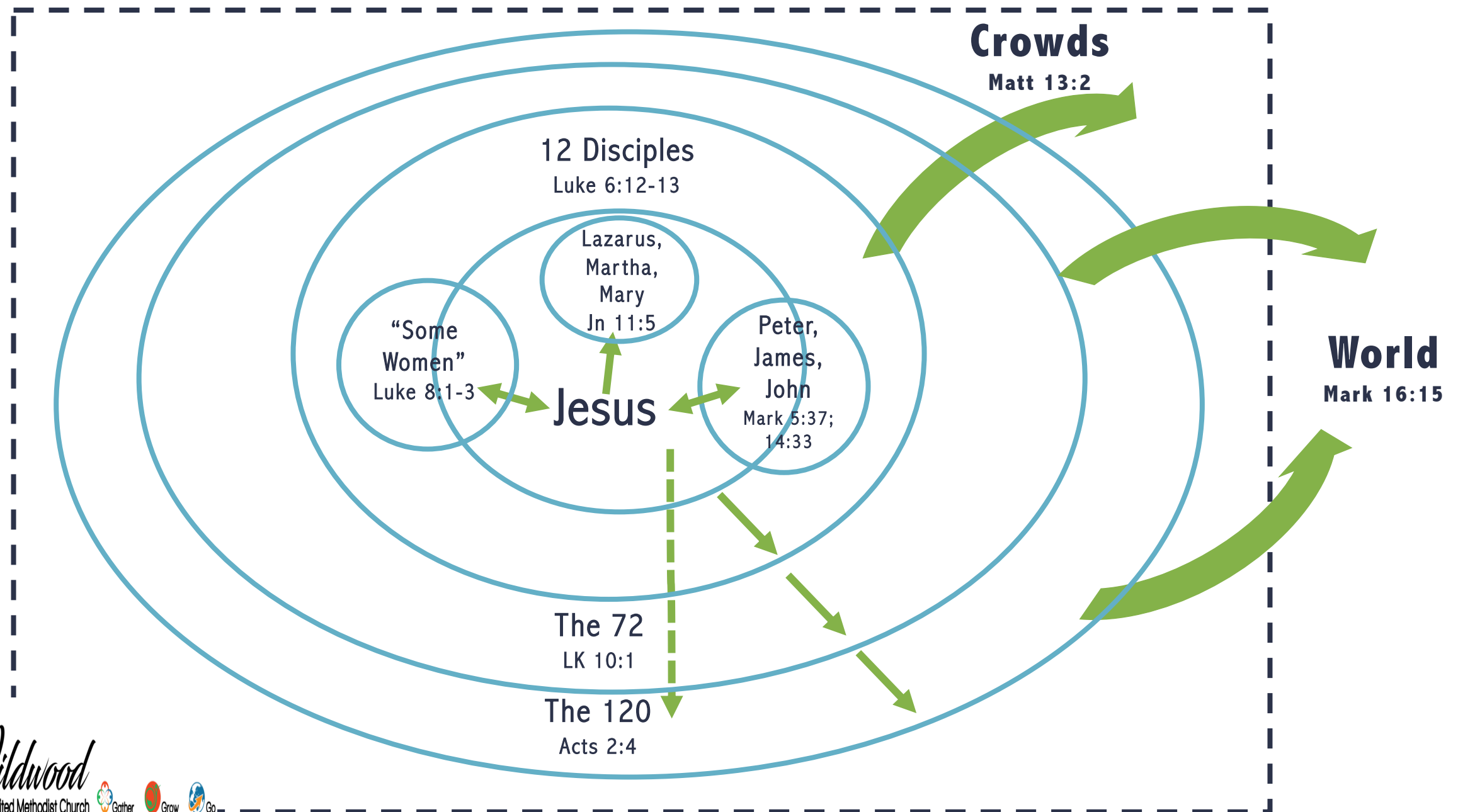
<https://us02web.zoom.us/j/82277523683>

June Edwards,
Don Winters,
Miquell Mack,
Jim Divine

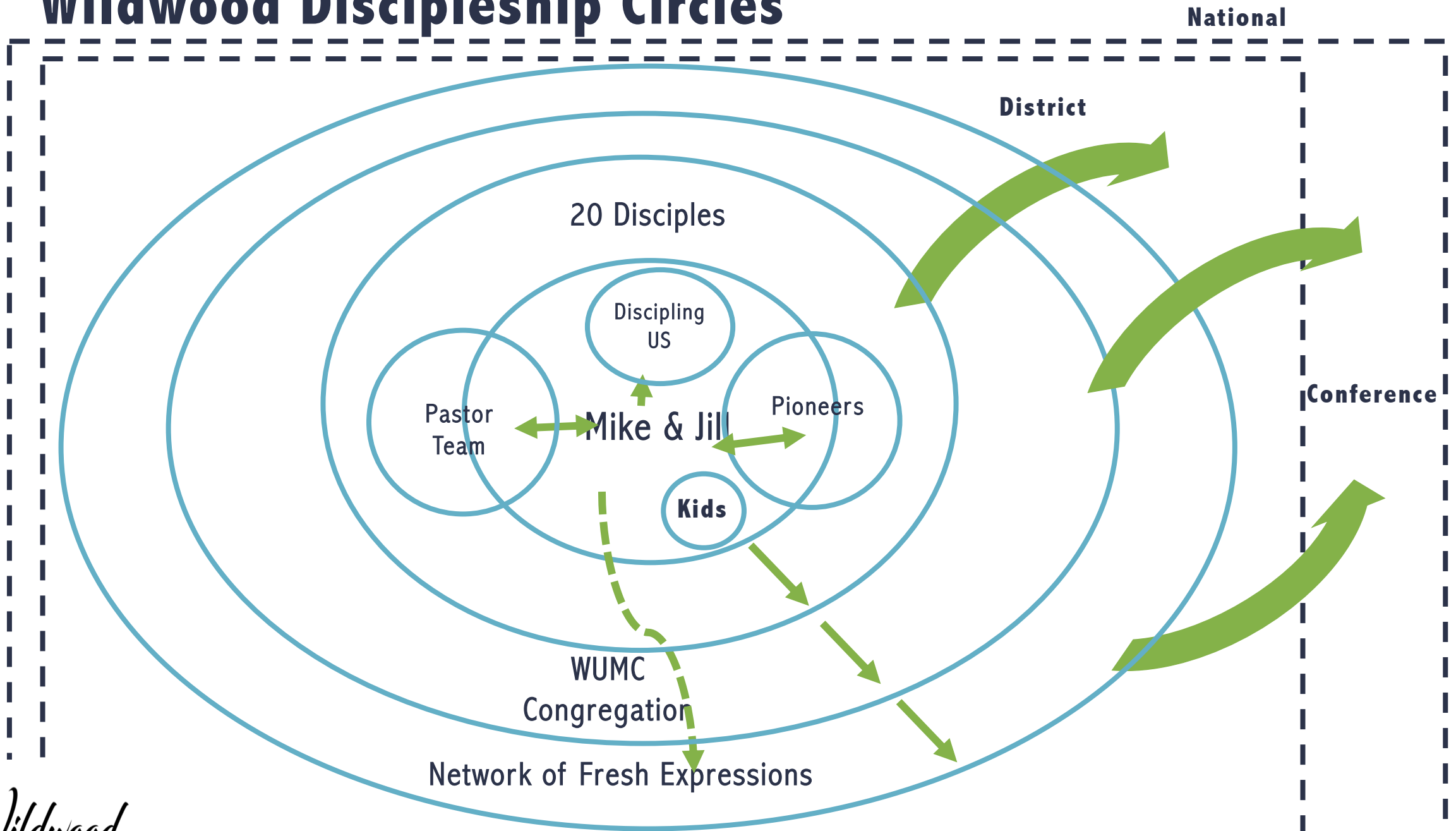
Summary: Cultivating a Digital Church

1. Form a team
2. Prayerfully listen in the digital ecosystem for “the need”
3. Identify a “person of peace” (Luke 10)
4. Create/use existing virtual space (Facebook, Zoom, YouTube, Streamyard, Website, etc.) make graphics, posters, logos
5. Spread the word, emails, event invites, Instagram, Twitter
6. Gather: just start, don’t overthink it!
7. Evaluate: adjust as necessary, what worked or didn’t, time, platform, leaders, and so on

Jesus Discipleship Circles



Wildwood Discipleship Circles





Discipleship Covenant

Covenant: *A relationship with clear boundaries.*

God often offers relationships through covenants: Adamic Covenant Genesis 1:26-30; 2:16-17, Noahic Covenant Genesis 9:11, Abrahamic Covenant Genesis 12:1-3, Palestinian Covenant Deuteronomy 30:1-10, Mosaic Covenant Deuteronomy 11, Davidic Covenant 2 Samuel 7:8-16, New Covenant Jeremiah 31:31-34, Matthew 26:28, Hebrews 9:15. The new covenant is cut into the heart muscle, a blood bond between Jesus and his followers.

I _____ am covenanting to enter into a relationship of total transparency with _____.

My desire in this relationship is to grow as an apprentice of Jesus. I am seeking to “love the Lord your God with all your heart, and with all your soul, and with all your mind... and love your neighbor as yourself” (Matthew 22:37-40). I want to live a life ripe with the “fruits of the Spirit” “love, joy, peace, patience, kindness, generosity, faithfulness, gentleness, and self-control” (Gal. 5:22-23).

I will follow this process outlined in Scripture:

1. Surrender (to a covenantal apprentice relationship) “Follow me as I follow Christ” (1 Cor 11:1).
2. Inventory (examination of our souls) “carry your cross... who does not first sit down and estimate the cost” (Luke 14:25-32).
3. Confession (for full transparency and healing) “Confess your sins one to another and be healed” (James 5:16).
4. Amends (a guided process of righting wrongs) “If you remember your brother has something against you, leave your gift there in front of the altar. First go and be reconciled to your brother” (Matt 5:23-24).
5. Cultivating Christiformity (ongoing inventory, confession, spiritual practices, and check ins with discipler) “For those whom He foreknew, He also predestined to become conformed to the image of His Son” (Romans 8:29).
6. Disciple Others (take others through the journey) “Go therefore and make disciples of all nations, baptizing them in the name of the Father and of the Son and of the Holy Spirit, and teaching them to obey everything that I have commanded you” (Matt 28:18-20).

Signed _____ Date _____

“Wesleyan Discipleship Remixed”

Wesley created a small-group system in which corresponding ministry constructs existed for each “wave of grace”:

Prevenient Grace (Society): the only requirement for membership was “a desire to flee the wraith to come”

Justifying grace (Class): how goes it with your soul, wrestling with the implications of salvation and Jesus’ claim of Lordship over our lives.

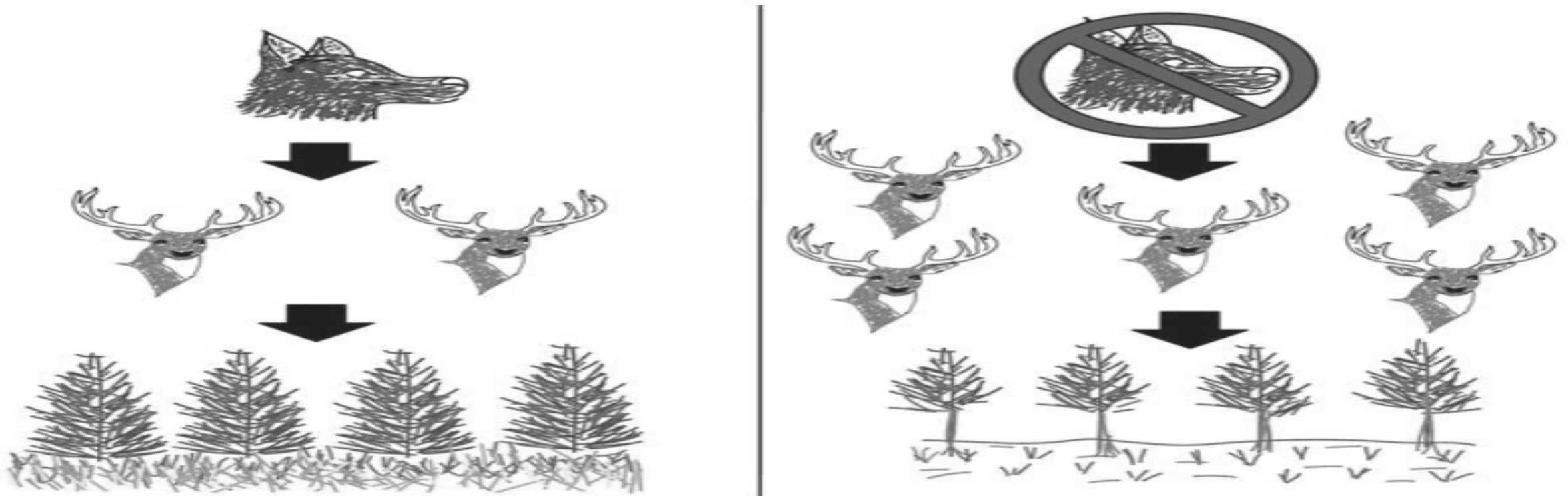
Sanctifying Grace (Band): How do we be holy as God is holy?

This system required an army of dedicated, spiritually mature laity to sustain the movement.

A photograph of a wolf walking through a lush green field. The wolf is captured in profile, moving from left to right. Its mouth is open, showing its teeth and tongue. The wolf's fur is a mix of brown, grey, and white. The background is a dense, out-of-focus green field.

Release the Wolves

Learned Helplessness and the Artificial Ecosystem

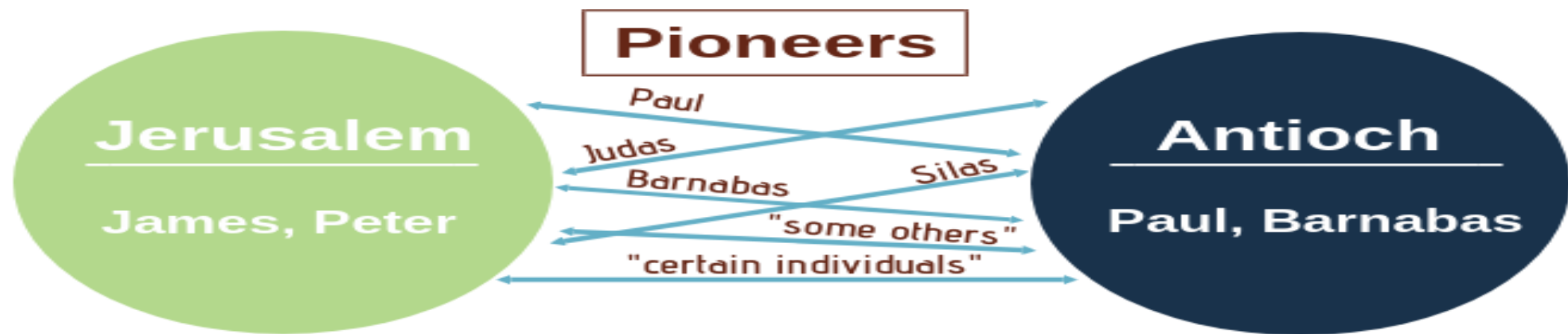


A.P.E.S.T.

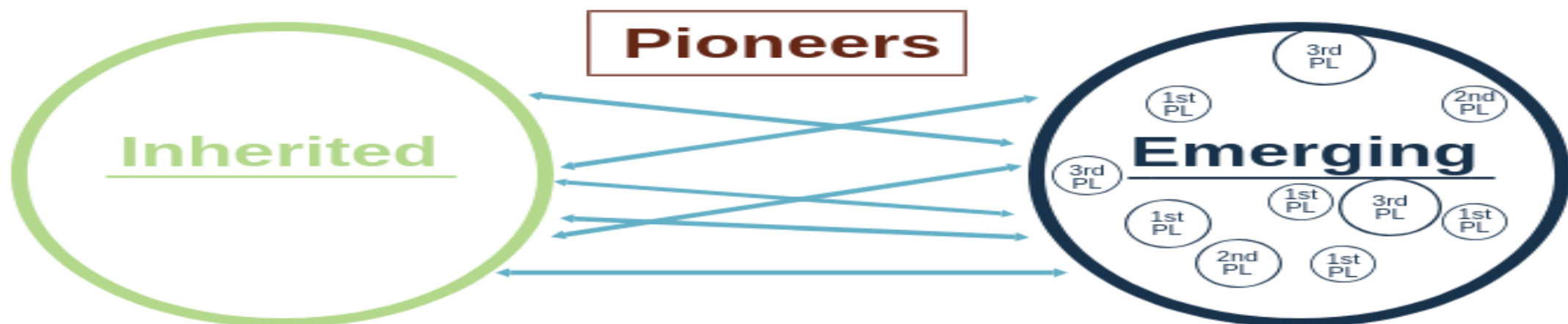
Ephesians 4:11-13 “The gifts he gave were that some would be apostles, some prophets, some evangelists, some pastors and teachers, to equip the saints for the work of ministry, for building up the body of Christ, until all of us come to the unity of the faith and of the knowledge of the Son of God, to maturity, to the measure of the full stature of Christ.”

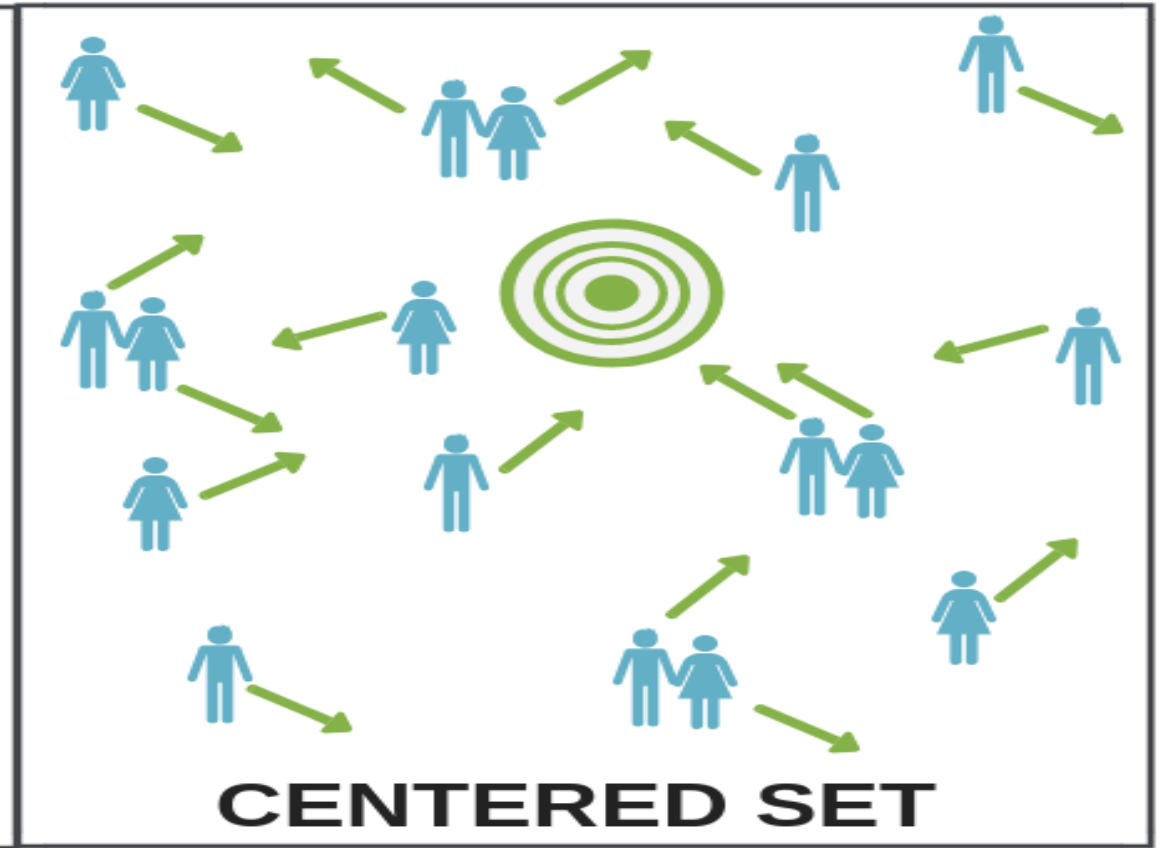
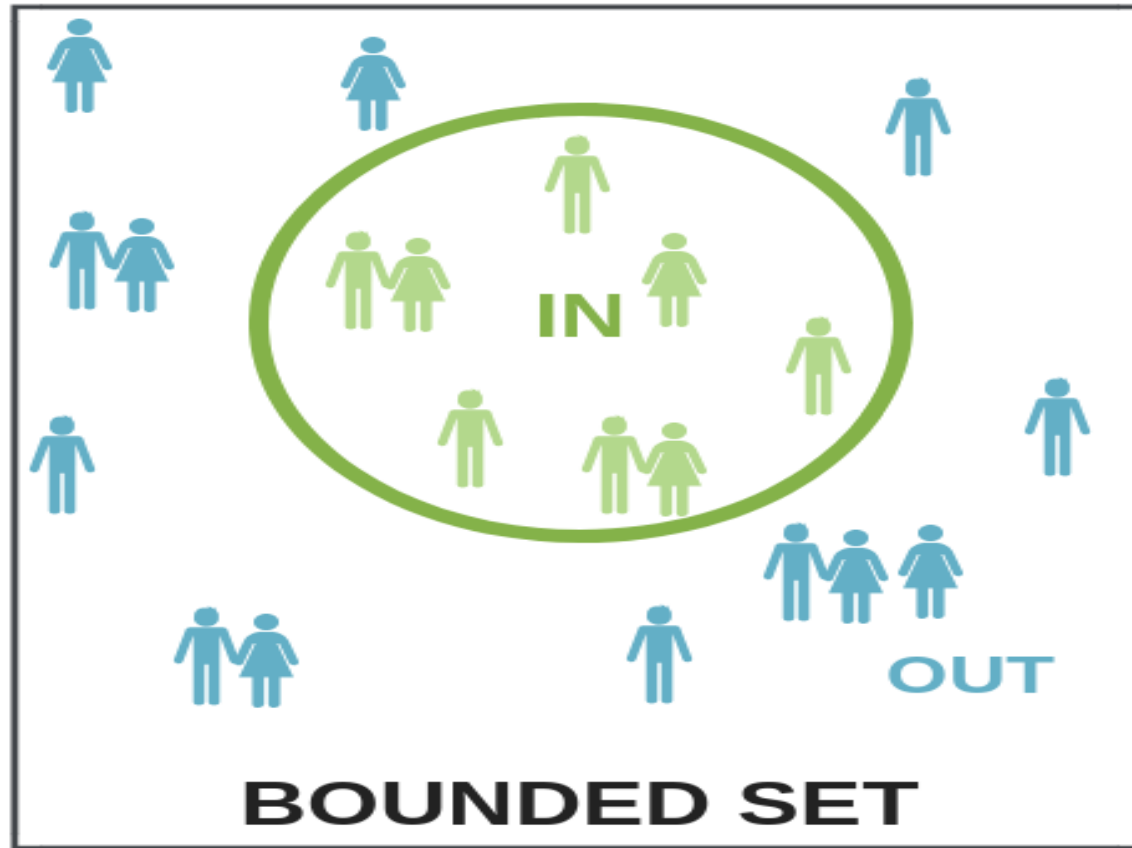
THE BLENDED ECOLOGY

Acts 15:



Modern:





50-50 PLANNER



8AM - 12PM

12PM - 5PM

5PM - 9PM

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Summary: Practical tools to make the shift

1. Using cheap to free technologies
2. Digital people mapping and prayer initiatives
3. Empower digital church teams and inherited church teams
4. From pulpit monologues to facilitating a sermonic conversation
5. Identify the need (discipleship resources, home school relief, isolation, fatigue, and so on... then meet it)
6. Rethinking membership (from “views” to “relationships”)
7. Multiple giving streams

Summary Practical tools to make the shift

- 8. Website is the front door... answer it!
- 9. Also there are other doors (social media pages for each fresh expression and using Meetup)
- 10. Placefulness and real virtuality
- 11. Release the wolves, priesthood of all believers
- 12. Digital ministers (engage comments, offer prayer, join sermon conversations, reach out to visitors)
- 13. 50/50 planner

Q & A



Post in the comments