

SUBSTANCE Digital SERVICE FLOW:

What is the order of our digital Sunday service and what are the reasons for it?

Before explain WHAT we do at Digital church, it's critical to understand WHY we do it. During COVID bans on physical church, we do NOT want our people to lose their "Sunday morning Ritual." I.e., We do not want to have to "Relaunch our church" after the bans are lifted.

- It takes 8 weeks to start a new habit (on average 65 days).
- We don't want people starting a new habit of sleeping in on Sunday mornings.
- We don't want people to start a new habit of just being a spectator and just watching an online service.
- We don't want people to lose the habit of small groups & community. Prior to Covid-19 we had over 2700 people involved in weekly small groups.
- The top 3 predictors of Spiritual Growth are (1) *Connectivity (fellowship, 4-7 friends)*, (2) *Ownership (they are a part of the church serving, helping (ministry team) and (3). Proximity to an Invite: People generally won't step into higher levels of commitment on their own. They must be invited into their next step. (eg. Fasting, prayer, Bible Reading, serving, etc.)*
- We purposefully have avoided adding dozens of digital service times because, we don't want people just "watching our service" at their convenience; Rather, we want them engaging in the Sunday habit and engaging in our chats / with community so that when we gather back together in buildings, people won't "forsake the gathering of the saints" (Heb. 10:24-25).

We are doing connectivity, ownership & invite culture through the following ways:

- Connectivity & Ownership:
 - Sunday morning & Wednesday night Micro Campus Zoom call
 - Additional Fellowship / Ownership & Invite: Our 100+ small groups still have the option to lead via zoom and many are; We didn't stop our 100+ small groups, but we aren't focusing on these as the main focus on connectivity; these are an extra resource of fellowship, but we want EVERYONE in a Sunday micro campus.
- INVITE: being a digital missionary
 - Invite people to their micro campus, Sunday services, Sunday night prayer, Wednesday briefings
 - Social media: share on FB the Substance service (organic shares are basically worth about \$30 a share! WAY more than "paid reach")

So in light of this philosophy: This is our Digital Church Format:

- Service times are currently 9 & 11 (like many of our campuses).
- Connectivity and Ownership happen through: Micro Campuses (Digital Small Groups)
- Substance Church.com platform has chat functions and prayer functions happening live during the two services.

- People can still watch our services all day (on Facebook & Youtube)
- Pre-service /Post Service Show (The Virtual Foyer)
 - Purpose: Connection to pastors & Connection vision / mission / stories / reports / updates; goal is for it to be energetic and fun; relational; show videos and pictures of our people / in micro campuses; highlight staff
 - Invite into other resources: Substance Kids online / Substance Youth / Serving

Actual service liturgy for the Substance attendee

- 8:15 Micro campus zoom call (20-50 people sharing stories / prayer requests)
 - See Micro Campus PDF's for vision and details ([link](#), [link](#))
 - *Think drive time: this is normally when people are heading out the door to make it to church on time; so we are trying to keep people in the habit of being up & ready*
- 8:40 zoom call ends; break to grab coffee / go to the bathroom
- 8:45 jump online to our pre-service foyer with our pastors & staff
 - (Substancechurch.com website and facebook live)
 - *Because people are up and ready, they feel more comfortable inviting friends and family.*
- 9:00 service begins
 - Pastor Peter welcomes and tells everyone what the service will be like
 - Worship & prayer
 - Its usually 2 songs with a pastor doing prayer in between that is more meditative / directive / helping give people instructions in their living room / so they aren't just staring at worship but they are engaged / repeating out loud / positions of surrender
 - We realize people are in their living rooms and its awkward to sing out loud / so we were purposeful with how our worship looks and feels but also included a pastor and prayer moments that would pull people in and help them focus and engage.
 - Sermon (some of our sermons are including video documentaries / some just 30 minute sermon)
 - Salvation moment (hands raised on our website / text option: 31996 to Substance)
 - Worship song / response time / prayer with a pastor
 - Post service pastors rally
 - Do an offering speech and invite people to give
 - Mention where our money is going to help others right now (Convoy of Hope, Manna Market)
 - Talk about the "need help" "want to help" button on our website
 - Some of you are in a position to help others; some of you are in need of help. So it hits multiple people in your audience. Not every has lost their job nor is suffering financially right now.

- Pray over the offering / links to give / in the chats / on the website / on facebook live
- Finish up post service rally with announcements / stories / videos / invite to the next event
- GROWTH TRACK is available online after each morning service
 - Zoom call with a few pastors / watch step one / get enrolled in the rest of our online Growth Track with Trained Up.
- As for our SUBstance Kids online, we encourage families to do it sometime on Sunday; we also have opportunities throughout the week for kids and families to engage with scripture / with friends / with activities

Repeat again!

10:15 micro campus zoom calls
 10:40 break
 10:45 jump online for pre-service rally

As for our staff:

- We have re-purposed all staff to be pastoral
- During the week:
 - pastoral care calls to people in our church (documented in spreadsheets)
 - All of our staff are involved or leading a Micro campus / so they are following up during the week with people
 - Then: department responsibilities (finance / worship / media / facility / kids / youth)
- On Sundays:
 - Leading a micro campus
 - Part of a micro campus
 - Helping moderate the chats on FB and website
 - Prayer chat rooms
 - Growth TRack after every service

Resources:

We have tons of videos / resources for pastors on HOW we are thinking about church in this season / how we set up Micro Campuses / how we stream our services / etc...

<https://www.peterhaas.org/resources-for-pastors-how-to-do-church-in-light-of-covid-19/>

Wednesday Briefing:

April 22 / we talk about what it means to be a Digital Missionary

<https://www.facebook.com/substancechurch/videos/652804815569848/>

Sunday night / Inside Substance

- Trying to take Growth Track step one outside of a zoom call and into our online platform

<https://www.facebook.com/substancechurch/videos/2315967548695869/>