

The Lightcast Technical Ministry Guide
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Overall Ministry Strategy Guide (Introduction and Planning Level)

(For Advocates presenting to the Deacons, Elders, Leadership, Committees, Councils, Staff)

“Methodologies for Introducing and Rolling-out a new Ministry, example Lightcast’s live audio connection, a ministry for Home-bounds”

Healthy Churches:

We would like to begin with some ideas many share about a healthy leaders and a healthy church. Taken from his pamphlet “The Biblical Design of a Healthy Church”, Edwin Jenkins (Director of the Office of Leadership/Church Growth Alabama Baptist Convention State Board of Missions) writes the following:

Some churches function incidentally, some accidentally and some intentionally.” Churches need to “consider regularly God’s desire, God’s design, God’s direction”, and ask “where are we headed” to become an “intentional church.” “There must be a conscious decision to do what God directs. And there must be a determination to keep on doing what God directs even when that becomes challenging.” As for the accidental church, this is when churches “proceed from incident to incident, occasion to occasion, even mishap to mishap, with many ups and downs.”

Mr. Jenkins goes on to write, “the foundation of a healthy intentional church is based on the Great Commission (Mathew 28:18-20) and the Great Commandment” “Love your neighbor as yourself”. (Mark 12:29-31) Also, “Healthy churches demonstrate authentic concern and dedicate genuine effort to these four ministries --- spiritual growth, mission advancement, ministry involvement, and outreach effectiveness.” He mentions under “outreach effectiveness”, the outgrowth of the other 3 initiatives, “churches reach out effectively when their focus is authentically biblical.”

Edwin then notes that “Healthy churches demonstrate these eight characteristic factors:

1. God-given vision
2. Transformational leadership – not just transactional, the members are transformed to the point that they carry on without the leader
3. Functional Strategy – in worship, discipleship, ministry, evangelism, fellowship and prayer
4. Meaningful Membership
5. Passionate Spirituality
6. Loving Relationships
7. Sacrificial Generosity
8. Kingdom Orientation”

The full version of this story first appeared in The Alabama Baptist.

Why is Edwin Jenkins information a prelude to our Guide to rolling out a new technology ministry? Because it all applies and is foundational to successfully move forward with your church and the team members of any new ministry.

Technology Ministry Implementation Guide

Implementing a relevant and authentic technology ministry takes into account and relies on general systems theory, project management skills, team building, leadership skills, risk management and technology all with the basis of theology. These implementations require commitment, energy, direction, communication, planning, a authorization, execution, maintenance and monitoring.

This implementation guide uses the example of a Lightcast Networks ministry roll out. Lightcast brings technology used to re-engage a church's Home-bounds. Churches can also use this ministry tool for new member lay ministry integration. In this case, it is truly a 2-fold ministry tool helping both new lay helpers and Home-bounds be closer to the presence God.

What about underpinnings of implementing a new technical ministry, the good and the tough? **First** off, many will not participate or walk away if they are not properly trained to be able to work with technology or in a new ministry. On the other side of the spectrum, some are consumed with technology wanting only the newest most futuristic and, unfortunately for the Home-bounds, will wait until the point it can be budgeted. Example, "We will wait until there is Internet streaming video connecting to their TVs and it is affordable." This is technology for technology's sake, a ministry without theology and this is a tragedy. **Second**, technology is a servant and a factor but not a foundation for ministry. We all know the actual message and the principles are the foundation. We must be remindful that principles such as particularity and intentionally are the connections with knowing God. **Third**, it is critical for success there be the effort and ability to methodically integrate and not impose technology into the church. This can be done theologically by teaching about how a new technology ministry will advance the work of Christ. **The sponsor(s) must emphasize the community and the mutuality effects from both sides of the ministry equation. There are the ministry team's lay people who help install the technology, those Home-Bounds or recipients who use the technology and the all encompassing connection with these individuals. The congregation's compassion, the church leadership and the spirit can drive a sphere of inter-connections.** Example: The minister speaks of Mrs. Smith who is home with a broken hip, teenage lay ministers by her side with a hymnal, the lay minister who installed her Lightcast receiver is in the congregation, her daughter and grand children are in the congregation and her son in-law in the choir. A prayer and song goes out to Mrs. Smith and the whole congregation feels it. **Fourth**, the significant involvement of lay persons in the implementation of the new technologies in ministry should **lift up the importance of lay ministry** in the whole church, as well as in those lay people involved instigates an interactive membership. A correctly devised technology will create an authentic interactive (not passive) member relationship. A technical ministry is about empowering lay persons to utilize their gifts in ways they never thought possible. It uses gifts for the purposes for advancing God's kingdom. When we realize that God is using us to care for God's family, an unspeakable joy and peace rises from within our soul and this can change uncompassionate perceptions and balance overcome constraints. If we do not realize this, everything just looks like an expense. In a healthy church, faith will guide the way and find the necessary resources for relevant ministry technologies, like it does the costs of electricity, water and maintenance.

So what are the stages we should expect in a new Technical Ministry roll out?

Stages of implementing a new engaging technology:

1. Nervous sense of being overwhelmed
2. Mystifying and wonderful
3. Engrossed and energized

How does the Sponsor(s) of a new technical ministry concept begin to start to move it forward?

It begins when an advocate is enlightened by thoughts or new information on what technology can do to help others.

A Brief Description of the Technology from Lightcast.

Lightcast has created a new way to connect Home-bounds to the sanctuary sound system or Sunday school classroom. Using a simple telephone connection and easy to use equipment, volunteers can easily install this equipment, called “Lightcast Certified Home Receivers”, at the Home-bounds home. The sound or mixer system operators can connect the church sound system, and thus the service, using another piece of equipment called “Lightcast Certified Church Interface”. These connections create real-time audio listening and in certain cases 2-way audio interactions. Many churches are initiating this technology because it costs less than radio and allows more functionality. A connection can be quickly scheduled unlike radio or TV. Accessible nationwide and in some cases internationally, Lightcast is available anywhere a person can use a telephone line.

There are over 8 million isolated Home-bounds in the United States of America alone. This does not include the many isolated caregivers taking care of them. 50% of Home-bounds profess to be Christians. Only a small percentage of this group of individuals is able to access to their church real time, via the radio or TV. Due to budget constraints, many churches do offer cassette or VHS ministries to their Home-Bounds. Although this brings a much needed personal touch, these cassettes are days to weeks dated and sometimes a technical issue for Home-bounds to use. Many times the perceptions can be that there is nothing else more the church can do for these members, with the resources at hand. The perception can even be that once a Home-bound enters a institution (assisted living or nursing home), they are inactive, and treated as such. However, in some churches they do seem to show up on a member list as active. This article below is about a method for rolling out a new type of low-tech ministry to Home-bounds. To treat them as active members, allowing them interactivity, whether at home or in an institution. This guide can be applied as a framework to other new ministry rollouts. We hope you see the crossovers as we use Lightcast Networks simple technology as the example.

How do we start a new technology ministry like Lightcast? High level (these are detailed later in the guide and many steps can be combined)

1. Analyze the need for and benefits of the new ministry, will it glorify God, is it worth the sacrifices in time money and energy? This may take surveys and polls of home-bounds and those that could volunteer.
2. If the need is worth it, commit to become the Ministry Sponsor(s) and define and paint the **Vision**.
3. Create a **Ministry Charter Document** breaking down vision, mission, goals, scope and organization (see our exhibit 1” chart”)
4. Design a **Ministry roll out plan** including a **task schedule**; this will include all of these next steps.
5. Develop accurate budgets and a **Master Ministry Budget Plan** including costs and potential funding sources.
6. Forecast realistic timelines.
7. Call for a **Ministry Orientation Meeting** of all stakeholders and committees, which may overlap in helping this ministry function.
8. **Develop a structure for a special ministry committee** during this Orientation meeting - involve all stakeholders in creating and embracing vision for technology, make your volition and enthusiasm contagious.
9. Create a **Ministry Presentation** including the Ministry Charter Document, Budget and timelines.
10. **Call for a Ministry meeting to present for approval and authorization to move forward.** Plan to address resistance, e.g. keep the speak user friendly and the focus on principles the church is based on. Before presenting, always look for solutions to issues that you believe may arise.

FOR MORE DETAIL ON THESE 10 STEPS SEE “Breakdown - the 10 steps to Implementing a new Tech Ministry” pdf

Lightcast Networks

The Short Steps to Installing a New Tech Ministry

Ministry Advocate sees a new potential ministry



Advocate meets with Church Staff and leadership on initial ministry idea



Staff and Leadership select committee members to discuss ministry



Advocate or informed leader presents to Committee the Vision and Budget and Funding options



Committee approves the new Ministry, and overseeing members or organizational structure



Overseeing members will implement and monitor

FOR MORE DETAIL ON INSTALLING A NEW MINISTRY SEE
“Overall Ministry Strategy Guide (Introduction and Planning Level)” pdf
and
“Breakdown - the 10 steps to Implementing a New Tech Ministry” pdf

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Lightcast Networks **Breakdown - The 10 Steps to Implementing a new Tech Ministry**

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1. Analyze the need

Identify and relate overlapping goals of stakeholders, who will be your audience e.g. would Home-Bounds like to connect to a real time audio service? Will Finance committee be concerned with the budget? How will the new ministry affect it, will it increase tithes to make up for a short fall? What are the goals of the Audio Video ministry, and can they support having someone dial a telephone device from church, right before the service to enable a Lightcast services? How does it relate to seniors initiatives? Does the church have the time and people to install a small device at the Home-bounds' homes?

2. Define A New Technology Ministry Vision.

Sponsor(s) with an idea, define your Vision. Make it visual if possible. Begin with stating your concept. In project management we create a problem statement; here we will create an **OPPORTUNITY FOR NEW MINISTRY STATEMENT**, which builds up to a **MISSION STATEMENT** and ultimately the **VISION STATEMENT**. This may all be said in one statement defining the ministry and a few other sentences setting the context, scope and parameters (features and qualities). (See "Build the Vision Diagram" pdf) on our website

3. Create Your New Tech Ministry's Charter Document, Identifying The Scope.

Develop your ministry case. Describe the reason for the ministry, the importance, how it helps and supports initiatives. Name your new ministry by encompassing the objective with a short name. e.g. "The Connections Ministry" like our customer Unity Baptist Church uses. Define ministry objectives: the purpose, what is to be accomplished and long term benefits. Define ministry deliverables, final outcomes. Define ministry recipients, those who will benefit. Define recipient's requirements, specific functions and features to be involved in final deliverable. Identify all stakeholders who may be involved in the ministry, including all recipients. Survey your stakeholders on their wants and needs as it applies to your idea. Fill in the gaps. See our website for new ideas here.

4. Define Ministry Scope

Create the boundaries of the ministry and thereby lessening "scope creep" or uncontrolled expansion outside of the set objectives, e.g. we will install Lightcast services in 10 Home-bound homes and allow them to dial in with their Home Receivers to connect to the 10:30am Sunday service.

5. Design A Technology Ministry Roll Out Plan. (This Plan may be better served in the "Directors Guide" used after approvals for a new ministry, however some church committees like to be presented exactly what needs to be done for approvals)

Design an outline or framework and fill in your plan. This will give you direction, provide goals, targeted results, milestones and provide some standards to achieve.

Side Note – This Plan can be done before or after Approvals:

Much of this section can be done after approval or authorization to move forward, however the more you can show how you will implement a plan the higher the probability of authorization. This plan will increase credibility and justification and make it easier to have your new ministry approved. We suggest at least developing a high level plan to present to the Church's Leadership councils or committees.

Identify tasks, sequence tasks, develop control benchmarks and milestones, determine budget and needed resources, and establish communication lines. Make a flexible and agile guide managing people, time and resources without over planning to the point of micro-managing each small detail. Organize your thoughts and steps by drawing them out on paper, white boards, using simple sticky notes, calendars, charts. Drawings will motivate and help monitor. See our website for new ideas here.

As part of the Plan, develop ministry resource and logistics strategy for or with (if you have already recruited a few) assigned Director, Leaders and other volunteers helpers.

Prepare preliminary **task schedule** (this will be filled in more detail after approval):

- A. Plan how to communicate between members and stakeholders – meetings, email, teleconferences, e.g. Lightcast teleconference every Tuesday night at 7:00pm.
- B. Identify who will be included as initial recipients, e.g. Home-bounds to use Lightcast services. Survey and get permission from initial recipients to be involved in ministry. Share realistic expectations with them; explain the new lay ministry aspects.
- C. Schedule who will do what tasks. The best way to avoid burnout is build depth with multiple trained volunteers, e.g. Larry, Tom and Julie will work the Lightcast Church Interface on different Sundays, e.g. the seniors class will install the Lightcast Home Receivers. Decide how many assignments per volunteer.
- D. Plan who will be backup, develop a **farm system** and cross train volunteers, e.g. who will backup Lightcast Church Interface Operator. (generally, this is the sound/mixer person).
- E. Plan how will tasks get done, set up a training time and location, include topics like the logistics and materials needs.
- F. Develop a **Critical Path**. Flow-chart the tasks and resources needed to proceed to the end result. Using a calendar and necessity of each task, map out what has to happen and what can be done sequentially or simultaneously without holding up the project. Include a milestone calendar to identify advancements.
- G. Keep a **resource log** estimating time and budget resources.
- H. Plan who will handle procurement and manage costs, e.g. who writes checks for services, how much and when.
- I. Where will funding come from, will there be budgeted line item or sponsors or listed on the offering envelope etc.
- J. Keep a planned **pre-event check list**, e.g. see Lightcast' operator system simple instructions guide, to reduce any states of alarm.
- K. Risk management/assessment and put contingencies of all the above in place (what is Plan B), e.g. list what could go wrong and backup plans. Soon see our website for our "Operators What If" guide
- L. Develop a plan for maintenance, e.g. annual funding, testing and adjusting quality of sound.
- M. Monitoring success at the homes, e.g. surveying Home-bounds for feedback and communicating to Team members.

6. Design a simple Master Ministry Budget Plan

To move forward with your new ministry many times the most closely scrutinized resource are the costs associated. Budget estimate can be top-down using historical costs from experience, however if the ministry is new, a bottom up may be better suited. Gather all direct and indirect costs needed to be reviewed. Get with all your vendors and those in the church that have experience with similar work budgets. Have your vendors break it down in an easy summary and a backup detailed Budget and Proposal document. Take all tasks and documents and look for gaps and missing amounts. Create your **Ministry Master Budget Plan**. Look for sources of funding not only through class contributions, discretionary funding, new line items on a budget but also, new ways to save church money to fund a new ministry, this can be used in the **Ministry Presentation**. See our Fund a Ministry page on our website

7. Call for a **Ministry Orientation Meeting** of all stakeholders and committees, which may overlap.

Gain buy-in by stakeholders to consider your Ministry plan with high level Vision and Mission is communicated. Communicate a special committee should be developed to review details.

8. Develop a **Special ministry committee structure type**

Have your Church Leadership and staff team choose a ministry committee structure type. Will this be a (permanent) functional ministry committee taken on by one of the existing ministry committees? e.g. Seniors Ministry. Could this be better served as a (special) cross-functional ministry organization tapping people from multiple ministry committees to serve temporarily? Could this be a (permanent) pure ministry committee, with its own members not associated with other ministries? Could this be a (special) mixed ministry organization where members of other ministries become totally dedicated to this ministry temporarily? Make sure the organization is not overlapping or duplicating other committee work. Make sure it is as small as needed. A committee is in place to reconcile divergent viewpoints, study proposals,

and discover effective ways to carry out work. Before any meeting on the new ministry with this committee, always allow the committee members to review any documents so they can do some homework. This will make the meetings more efficient and effective. Pastor, minister and staff will need to help coordinate committees. Coordinating includes committee member election/selection, training, rotating, vacancy filling, meeting schedules, taking minutes, projecting activities, reporting and budgeting. Write job descriptions and duties for the new **Technical Ministry Leadership Team**. The new committee will select and rotate these leadership members. Certain groups and entities (such as Church Leadership team, Deacons, Elders, Staff, and Congregation) will need to be involved in coordination process. Check your church process.

9. **Sponsor(s) prepare for your new Ministry Presentation:**

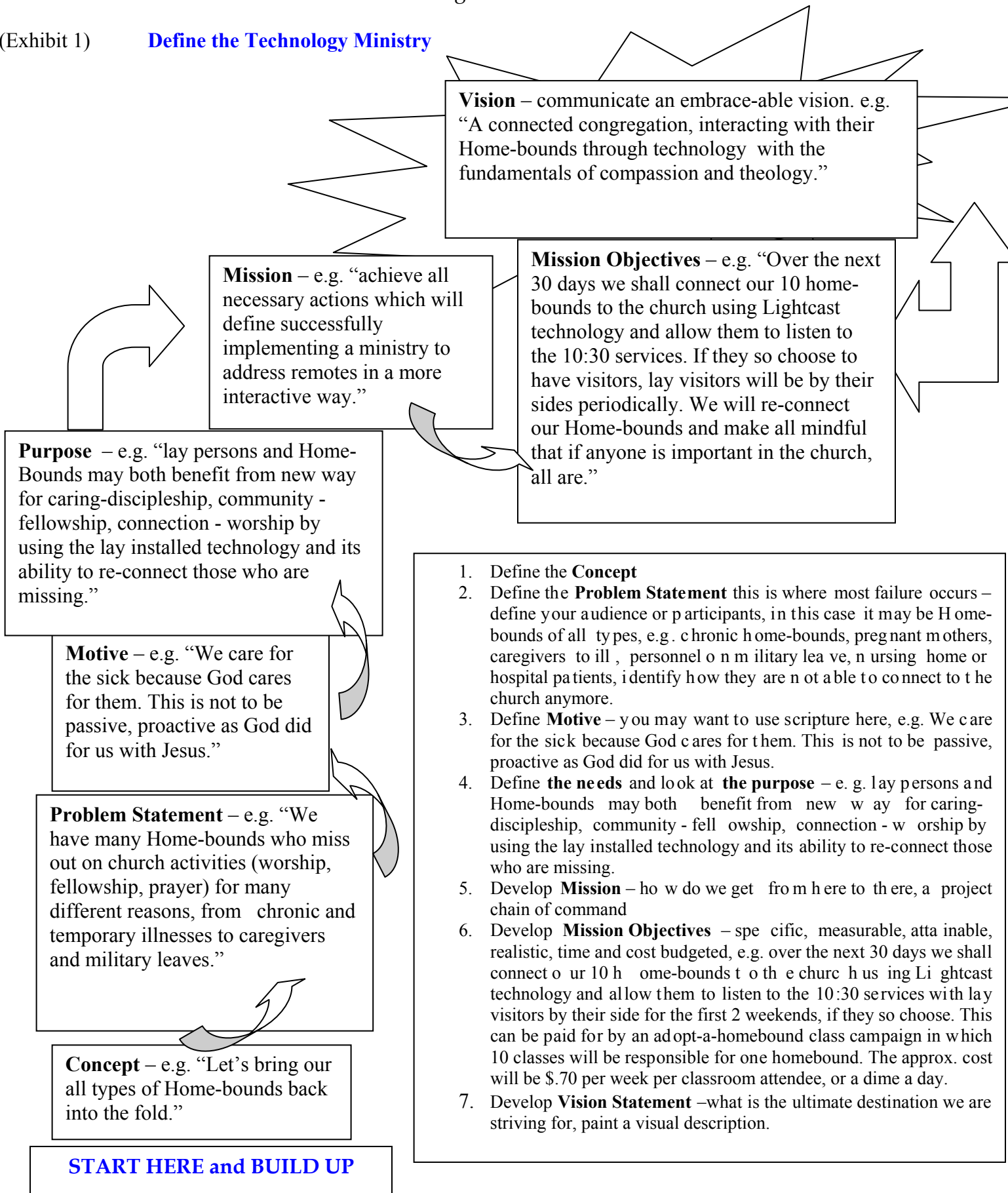
Again, identify and relate overlapping goals of stakeholders, who will be your audience e.g. would Home-Bounds like to connect to a real time audio service? Will Finance committee be concerned with the budget? How will the new ministry affect it, will it increase tithes to make up for a short fall? What are the goals of the Audio Video ministry, and can they support having someone dial a telephone device from church, right before the service to enable a Lightcast services? How does it relate to seniors initiatives? Does the church have the time and people to install a small device at the Home-bounds' homes? Include your Vision and Budget. Remember to include asking for commitment in the ministry, ideas on who would fit well as helpers, and advice on organizational structure.

10. **Call for a Final Ministry meeting to present for Approval to Move Forward. (this may be during an already scheduled committee meeting or a separate meeting)**

Plan to address resistance, e.g. keep the speak user friendly and the focus on church based principles. Before presenting always look for solutions to issues that you believe may arise, this may take some pre-meeting research.

Gain buy-in to implement your Ministry plan by stakeholders. Gain any official approvals and authorizations. Most churches have a standard process for presenting new ideas and ministries and authorizing monetary and human resources. Check your process.

(Exhibit 1) **Define the Technology Ministry**



(Exhibit 2)

**Example of a
New Technical Ministry Organizational Chart**

**When Lightcast Networks' Virtual Church is Approved!!!
Who does what?**

When approved, recruit a Director of this ministry to participate in directing the lay ministry volunteers

Ask this chosen Ministry Director to read the Lightcast Guides for simple direction and task implementation. This person will help train his/her leaders below.

Leaders can be operators, caregivers or visitors or oversee these individuals below.

The key is making sure the home-bounds are using the services and the church is dialing in correctly.

Special Committee and Staff members

