

LEADER CONVERSATION GUIDE

# Your Church Survived 2020, Now What?

## Episode 176

### *How to Build a Hybrid Church (Part 1)*

The never-ending changes and challenges of the last year have forced church strategies to shift across the board. Many churches were in reactive-mode throughout 2020 and the stop-gap strategies that helped them survive the last year won't be the same strategies that churches need to implement for long-term health and growth.

As we move into a new season, the hybrid church with both in-person and online ministry strategies will be the one that thrives. But balancing both of those worlds can be challenging. Join us for part 1 of our series on How to Build a Hybrid Church as we dive into the foundations of building a church online and in-person.

### *What will the post-covid church look like?*

- During Covid, digital strategies replaced all physical gatherings for a season because that was necessary. But moving forward, digital strategies will complement, rather than replace, physical gatherings.
- No one is going to force you to become a hybrid church. But if you want to continue growing and reaching new people, online ministry is essential.
- Hybrid churches won't use the **same strategies** in physical and digital environments; hybrid churches will leverage **distinctive strategies** in physical and digital environments to accomplish the **same mission**.

### *Why is digital strategy so overwhelming?*

- Digital strategy was viewed solely as a means for communications and promoting ministry rather than a means of engaging ministry with people to help them take their next steps toward Jesus.
- It's not about websites and streaming technology and YouTube channels and social media and other digital platforms. It's about **people**.
- Both buildings and digital solutions are about engaging with people and helping people

take their next steps toward Jesus.

- We don't use buildings to promote ministry. We use buildings to engage ministry. In the same way, we should stop using digital platforms to promote ministry. We should use digital platforms to engage ministry.

## *What will hybrid churches offer?*

- Both physical and digital strategies to reach people who are “not interested” or “spiritually curious.”
- Digital strategies are critical for engaging people who are earlier in their spiritual journey.
- Both physical and digital options to encourage spiritual next steps for “believers” and people who are “being disciplined.”
- Physical expressions are critical for engaging people who are further along in their spiritual journey.

## *Next Steps*

- If you want your church to thrive in 2021, you need to build a hybrid church. Register your team for our upcoming masterclass [Your Church Survived 2020... Now What?](#)
- Download our free resource—[Designing Your Digital Ministry Strategy](#).
- Listen to [How to Measure Online Disciple Making](#) with your team.

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