



# CAPTURING HEARTS. DEEPENING ENGAGEMENT.

5 WAYS TO USE VIDEO TO STRENGTHEN YOUR HOUSE OF WORSHIP.

● REC

# SPREADING THE WORD + SERVING THE COMMUNITY

Whatever your ambition just add NewTek

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# VIDEO + WORSHIP: A RECIPE FOR A LARGER, MORE ENGAGED COMMUNITY

We live in an age of screens.

For people of all ages and walks of life, the screen is the way they receive a high proportion of their daily information, communication, and entertainment. So, it's not surprising that so many houses of worship are eager to use the power of the screen to meet the new demands of today's faith communities. And today, that means video.

You may or may not be 'techy' or AV-minded, but chances are you're interested in anything that can help you increase community engagement, get your message to more people, and make it easier for them to get involved.

Houses of worship across the globe have already used video to reach global audiences and expand from modest regional organizations to ones with a worldwide impact.

You may already have some basic experience with recording or projecting your current prayers, services, and events. And you've possibly already begun experimenting with what video can do for your message and community. But with the latest advances in technology, there's a lot more you can do to engage your communities — wherever they are.

The latest generation of multi-camera production systems and software is opening up a whole new world of powerful opportunities — from live-streaming your services and meetings to wider communities, to recording messages, insight, and advice for on-demand viewing. And it's now easier than ever to make it happen.

In this guide, we're going to explore 5 key opportunities a scalable, easy-to-use video production system can open to houses of worship of all types and sizes.



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**MOVING MESSAGES**



**WIDER REACH**

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# MOVING MESSAGES + WIDER REACH

Every house of worship wants to reach as many people as possible with their message. But what worked in decades gone by won't necessarily deliver the same results today (let alone in the years to come).

Today, for most people, video is a major source of information and entertainment. And for houses of worship, video offers a direct route to reaching a wider community with greater impact.

For community newcomers who are curious but wary of coming to a service in person, or former members that have moved away for work or school, video opens (or re-opens) the doors to your house of worship.

It doesn't end there of course. Some people find watching on screen simply better suits their lifestyle or work patterns. And for many, physical limitations may mean that, while they cannot get to their respective place of worship in person, they can get in front of a screen without any problems.

Ultimately, live and recorded video ensures that, no matter the reason, nobody need miss out on your messages and events. It means people can continue to be an active and engaged part of your community of worshippers, regardless of their circumstances.



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**ESTABLISHED  
INSTITUTIONS**



**NEW  
GENERATIONS**

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# ESTABLISHED INSTITUTIONS + NEW GENERATIONS

For many faith groups across the globe, it has become harder than ever to attract younger generations into their communities. For some younger people, traditional services can be something they struggle to relate to, as many haven't experienced them before.

They tend to react one of two ways — they either perceive that houses of worship aren't for them, or they are too nervous to take their first step into one as they have no idea what to expect.

Compelling, engaging video can help solve both of these challenges.

By streaming services online or making them available to view on-demand, you can deliver your message precisely where the younger generation is most comfortable, in a format they've grown up with and turn to naturally.

And, with today's systems, it's easy to clip live video segments and make them instantly available on social media too. In fact, you can package whole programs for online viewing, making it simple for people to explore issues relevant to them and engage with your content whenever it suits their schedule, all in formats they love.

The result? New generations can get a real sense for what your community is like, and what to expect when they come along in person — helping to engage them, and encouraging them to become lasting members of your community.



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**MULTIPLE  
CAMPUSES**



**CONNECTED  
COMMUNITIES**

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# MULTIPLE CAMPUSES + CONNECTED COMMUNITIES

A major advantage of using a modern multi-camera video setup in your house of worship is that you can connect multiple sites with live video.

For example, if you have multiple campuses across a district — or partnerships with houses of worship in other areas — you can stream the same service to all of them.

That's great for special events and guest preachers, or even just to start individual services off with a connected live address from a senior leader in the community.

It helps other parts of the campus feel more connected to the community. It can also be useful when circumstances prevent a leader from giving a service on a specific day.

Instead of turning people away, you can simply show the live feed from a different location. It means that, whatever happens, they can get both the message and guidance they need together with the community and group worship they love.

In addition, a major advantage of connected video is that video itself has no borders. No matter how far away from each other your campuses are — across the city or around the world — connected video helps everyone feel they are part of a single, strong, united community. And, when they do eventually come together physically, they have more shared experiences to relate to.



REC

ON DEMAND + ALWAYS AVAILABLE

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# ON DEMAND + ALWAYS AVAILABLE

Your video setup won't just enable you to stream services and events live, it'll also allow you to archive your messages so people can watch them whenever they like.

This has a number of advantages for today's houses of worship. Firstly, you can enable people to fit their faith and worship into their modern lifestyles.

Secondly, it allows you to build a library of your own material — content you can call on as required in the future.

When you have an archive of your services, you can direct people towards past sessions in times of need — many houses of worship even package archived content around key issues their community members face on a regular basis (eg living their faith, relationship advice, and guidance on parenting).

Picture the scene: a member of your community has a friend that's dealing with bereavement, they recall a lesson you gave that they found helpful. When this is available on demand, they don't need to tell their friend what you said, they can share it with them directly — giving them real help right when they need it.

People enjoy sharing things that matter and make a difference to their lives. When someone views your messages on-demand and hears something that really resonates with them, they'll want to share it with others. That can be a huge driver of interest in your house of worship — and video makes it not only possible, but easy.



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BRIGHTER TODAYS + AMAZING TOMORROWS

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# BRIGHTER TODAYS + AMAZING TOMORROWS

Live streaming your services and events, and making them available on demand can do amazing things for your community — but it's certainly not the end of your journey with video.

It's also a natural stepping stone towards broadcasting your own content to an even wider audience.

With the right equipment, making the leap from locally-focused live programming to worldwide streaming and even traditional broadcast television can be remarkably straightforward.

You've probably already seen others you admire do the same thing, creating large followings through their broadcasts. Now, no matter where you are with your current video use, you can begin that journey too.

With today's easy-to-use, intuitive video production systems, the only limits are your own ambitions.

Whatever your message, whoever you want to reach, and however you want to grow your house of worship's community, video can help. All that's left is for you to decide exactly what you want to do with it.





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