

Resources

Helping churches extend their reach

Mike Chapman is the Director of Church Stack, a technology development organisation and an approved supplier for the Diocese of Exeter and the Diocese of Truro. He writes:

We're researching exactly what churches need from their digital presence, especially in the current Covid climate and if you have time, we would love to have a quick chat with you. This is research only and is not a sales call! Any feedback we get is hugely valuable in helping us design a service that will help churches extend their reach and get their message out more effectively.

The pandemic has forced digital transformation forward by up to 5 years for some organisations, and we are researching the challenges that churches face with trying to serve their congregation online. Challenges around live streaming, pastoral care for those not online and significant losses in flock size seem to be common issues across a wide range of churches from all denominations.

As you will know, there is a considerable variation in the size and depth of skillset within churches, with a large percentage struggling to operate online effectively. We are having research discussions with as many churches as we can to understand how we serve them effectively, asking 5 simple questions:

1. What's the most consistent and pressing problem you experience with serving your congregation online?
2. How do you go about solving this problem?
3. What happens if you don't solve this problem?
4. Other than Covid disappearing, what's your dream solution to this problem?
5. Once the pandemic has passed will you continue to stream your services online?

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