

FROM SUNDAY TO EVERY DAY:

Unlocking the Full Potential
of Church Engagement



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INTRODUCTION

From the start, church wasn't an occasional event on Christians' calendars. It was a way of life. In the early Church, members "devoted themselves to the apostles' teaching and the fellowship, to the breaking of bread and the prayers" (Acts 2:42 ESV).

The world, technology, and many other parts of life have changed since then, but one thing that has stayed the same is humanity's innate need to be with others, to learn and grow together. After all, to belong is to be human.

UCLA neuroscientist and professor Matthew Lieberman wrote in the book [Social: Why Our Brains Are Wired to Connect](#), "A growing body of research shows that the need to connect socially with others is as basic as our need for food, water and shelter." And [Harvard Women's Health Watch](#) reported, "Dozens of studies have shown that people who have satisfying relationships with family, friends, and their community are happier, have fewer health problems, and live longer."

People's longing for connection, fellowship, and togetherness has remained constant, and so has the mission of the Church—to go out and tell the world about Jesus. But the method for sharing, connecting, and engaging with the world has changed. Instead of gathering around a dinner table or filing into a pew once a week, people now also gather around apps, screens, and even the [metaverse](#)!

Technology is the backbone of connection in today's world, and church-specific tools like ChMS, Giving, Apps, and livestreaming services unlock a tremendous amount of engagement opportunities beyond Sunday.

According to Carey Nieuwhof, “Engagement is anything a person does that furthers the mission God has given you... Engagement fuels involvement. Involvement fuels passion. Passion fuels invitation.”

A fully engaged church will have members excited to connect and invest in the community. But how do you foster engagement that goes past just Sunday? How do you empower your ministry and congregation to engage with one another throughout the entire week? In the following pages, we'll explore the importance of meaningful engagement and cover how to unlock its full potential with strategies and discussion questions for your staff so that your church can have an impact every day of the week.

IT STARTS ON SUNDAY



In a world where we can access anything we want, any time and anywhere, it's easy to see why people want more from their church experience than a single hour on a single day. But when it comes to building daily connections with your congregation, there's no better place to start than on Sunday.

Sunday mornings set the tone for the rest of the week, not just for your congregants but for your engagement efforts too. It's the perfect opportunity to inspire and equip your members to take what they've learned and apply it to their everyday lives.

CREATING AN ENGAGING IN-PERSON EXPERIENCE

In-person attendance can't be the only metric your church is tracking. But having a building full of people connecting, learning, and growing together—just like the early Church did in Acts—is still a great goal. That's why you need to intentionally create a welcoming atmosphere that fosters positive energy and unification from the moment anyone steps through the door.

We understand that you want to make sure every visitor feels welcomed, valued, and encouraged when they attend church. You've been anxiously waiting and preparing for it all week! For many visitors, their journey with your church starts in the parking lot. Consider setting aside some parking spots close to the front of the building just for

first-time guests. Having volunteers on hand to guide traffic and ensure a smooth flow can make a big difference, helping both newcomers and long-time members kick off their in-person experience on a positive note.

When visitors walk through your doors, we know you're ready and excited to welcome them with open arms. That warm cup of coffee and friendly conversation waiting inside your church can make all the difference in ensuring a positive and memorable experience that stays with them long after they leave. Have volunteers and staff available to meet people to help them get orientated, assisting with finding seats, pointing out where to drop off their kids, and showing where the bathrooms are.

And remember, sometimes, the simplest gestures can have the greatest impact. A handshake and a friendly "Welcome! We're glad you're here!" can help visitors feel right at home.

Lon Solomon, who led McLean Bible Church for over 35 years, had a unique approach—during his sermons, he'd prompt the congregation to ask, "SO WHAT?" and then offer a practical application of the message. Now, that's just one way to go about engaging with people in the service. You don't have to follow Lon's method exactly, but think about new ways to involve your members more directly.

Maybe it's sparking thought-provoking discussions, or setting aside moments for quiet reflection and prayer. These situations help foster a sense of community and participation. They can turn an ordinary service into a deeply rewarding worship experience that resonates with your congregation. Every step you take towards engaging your members can lead to a more fulfilling and rewarding worship experience.

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Digital solutions can be powerful aids, even when your community's sitting inside your four walls. Use Sunday worship services to set the groundwork for engagement throughout the week!

- **Encourage App Downloads:** Spend a few minutes walking the congregation through finding and using your custom app. You could explain how to find it in the app store, or generate and share a QR code through the Pushpay platform that automatically prompts users to download.
- **Direct Toward Specific Action:** While you have their attention, drive new users toward a specific first action in the app—perhaps ask them to make that all-important first gift, or sign up to volunteer for an upcoming event? You can also nudge them to allow notifications from the app, so they are kept up-to-date with the latest news, content, and messages from your church.
- **Make Usage Easy and Accessible:** Have team members and volunteers standing by after services to help everyone set up their mobile experience. You can get those helpers up to speed with the platform by directing them to Pushpay University!

But while all of those strategies are great, we know in-person attendance isn't always possible. According to Gallup, **only 20% of Americans attend church in person every week**. Which brings us to our next point...

DIGITAL EXPERIENCES FOR SUNDAYS

The digital landscape is continuously evolving and influencing how we connect with each other. Adapting to these changes (and even simply keeping up with them!) can be challenging. But a high-quality online experience is a necessary way for your church to build relationships with viewers who may be unable or aren't ready to physically attend.

The goal for your online worship experience is the same as in-person; create an environment where members connect, learn, and grow with one another. That's why it's essential to offer everything you provide in person to your online community. Then, your ministry seamlessly flows between in-person and online church.

While you may not be able to offer digital attendees a hot cup of coffee, you can have volunteers greeting people, and responding in the chat during service. They can also respond to prayer requests, provide encouragement and advice for next steps like baptism, and offer other avenues for connection like giving, sermon notes, connect cards, small groups, upcoming events and more.

THE POWER OF LIVESTREAMING

Livestreaming your service is a crucial element to your digital church experience, so we wanted to dedicate an entire section to the power of livestreaming.

Livestreaming quickly became an essential tool for engaging with congregants who couldn't physically attend during the 2020 pandemic. Fast-forward to today, and livestreaming has grown into a crucial component of church technology and ministry strategy.

But there's a reason livestreaming has remained such a popular option for churches: it helps you reach a wider audience. By making your worship experience available online, you can connect with people who may not have access to traditional church services due to distance, illness, or other reasons. A [report from Pew Research](#) found that **22% of Christians said they watch online services more often than before the pandemic**. Online church gives you convenient ways to reach new people and increase the impact of your message.

Livestreaming is also a powerful way to engage with your community during a time where digital is the default. [Grey Matter Research](#) found that 61% of evangelicals who experienced online services don't feel in-person services are superior to online in terms of a person's ability to learn from the teaching. One in ten even said they learn better with online services. By leaning into livestreaming, you're meeting people where they're at and making it easier to learn and grow.

Livestreaming isn't just about broadcasting your services. It's a stepping stone that can lead to your congregants using these tools regularly, deepening their connection with your church, and ultimately enriching their spiritual journey.

Our [2024 State of Church Tech](#) report found the number of churches livestreaming services remained steady from last year at 89%. But what are those churches doing to optimize their livestream experience?

1. **Stream to multiple destinations:** Share your service on social media, your website, your church app, and even event hosting platforms so you can be sure your stream is as accessible as possible.
2. **Add subtitles:** 80% of people are more likely to watch an entire video if there are captions, so this quick addition helps everyone fully engage in the service.

3. **Experiment with different formats:** Try testing different formats for your services. Your youth ministry may prefer a podcast or interview-message to keep the service fresh and engaging, and adult ministries could break out of routine with roundtable discussions or guest speakers.

Livestreaming directly to your own website and church app can be instrumental in building your online brand. It's about creating a central hub for your community to gather, learn and grow. When you drive people to your own digital platforms as the first point of contact, it opens up the door for them to continue engaging with your brand through these tools, instead of social media platforms you don't own.

Best of all? When you integrate your livestreams on your owned spaces (think your website, app, or on-demand content library) you're in control. So even if there are changes in policies or algorithms on social media sites, your messages stay where you placed them, still ready to be watched and engaged by anyone scrolling around online.

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Digital worship is a staple of modern churches—but not every ministry takes full advantage of this powerful tool for connecting with the community.

Here's a few tips and strategies for maximizing the impact of your livestream!

- **Invest in Tech:** Between microphones and cameras, lighting and tripods, there's dozens of tools at your disposal to level up your streaming experience. Don't know where to start? Resi's [comprehensive guide to streaming equipment](#) will help get you started!
- **Portable Encoding:** You no longer need a massive server for professional compression and streaming. Resi's Mini Encoder makes high-quality encoding more affordable and accessible than ever—and it fits in the palm of your hand.

- **Interactive Features:** Instead of a plain old viewing experience, Resi QRclick allows you to include clickable calls to action mid-stream, prompting viewers to join a small group, make a donation, fill out a connection card and more.
- **Stream Pre-Produced Content:** Schedule your sermons and other regularly recorded programming to stream “sim-live” on an automated schedule after the live event, with no weekly maintenance required.
- **Real-Time Analytics:** Understanding audience behavior and trends is a critical piece of maximizing your livestream’s impact. Resi allows you to see viewership numbers, watch times, watch locations and more all in real time.
- **Make Content Available Anytime:** Host previous sermons and other video content with Resi OnDemand, a full-service hosting platform with a user-friendly interface that fosters accessibility and engagement.

The goal is to create a seamless and engaging digital worship experience that mirrors your in-person experience. Doing so will create a space where online members feel invested in, and will invite them to spiritually grow with your ministry as an integral part of the church community.

DISCUSSION QUESTIONS:

The following questions are designed to help you reflect on your current Sunday morning experience and evaluate how to improve engagement, both in-person and online. We encourage you to spend time considering each question and discuss them with members of your staff so everyone can be part of creating a fully engaged church.

- How do you believe your congregants feel walking into your church or logging into your livestream on Sunday mornings?
- How can you create a welcoming atmosphere that begins with the parking lot and extends throughout your church? How can you do the same for online attendees?
- How do you currently engage your audience during the worship service?
- Are there ways to incorporate creative visuals or interactive elements to make your worship service more engaging and memorable?
- What steps can you take to ensure your online church experience is on par with your in-person service? How can you create meaningful connections with viewers who are unable to attend in person?
- Are there any gaps between your online and in-person experience?
- How are you measuring your livestream viewership to make sure you're creating an engaging culture there as well?
- Where are there opportunities to experiment and improve your in-person and online Sunday morning experience?



MAKING MINISTRY MORE THAN SUNDAY

Engaging your community is more than just a Sunday morning activity—it's an ongoing process. While worship services are great for building connections, engaging with your community throughout the week is crucial for the success of your ministry. With countless ways to connect, from podcasts to posts on social media to push notifications, there are daily opportunities to strengthen relationships and foster a communal sense of belonging.

CULTIVATING A CULTURE OF ENGAGEMENT

We know your goal isn't just to fill seats on Sunday morning or rack up social media followers. When you think about engagement, you envision meaningful connections within your church family that enable spiritual growth and make a real impact in the lives of those you serve. But building this kind of engaged community requires more than just a catchy tagline or an expansive tech stack. It requires a deliberate and intentional effort to cultivate a culture of engagement that permeates every aspect of your church's operations.

But let's note that that task doesn't rest on your shoulders alone. Each member of your church has a role in building this, from staff members to volunteers to congregants. Everyone has unique gifts that can support the ministry and further the church's mission, and by recognizing these gifts, your ministry can create a thriving community that's engaged inside and outside the church building.

One of the most important steps in cultivating a culture of engagement is to get your church staff fully committed to the cause. After all, they are the ones who will be leading the charge and setting an example for the rest of the church community.

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Ensure your team is prepared to take this engagement journey with you by giving them every opportunity to succeed through technology.

- **Leverage ChurchStaq:** A unified suite of tools working together effortlessly empowers your team to work collaboratively and efficiently, saving time on operational tasks and freeing you to focus on growing your ministry. Learn how [ChurchStaq](#) seamlessly integrates ChMS, Giving, Apps, and Insights to create an unparalleled digital experience.
- **Encourage Collaboration:** Most church teams have a mishmash of process and workarounds they're accustomed to. You don't want to demand everyone drop their tried-and-true (and inefficient) methods overnight—instead, point to Pushpay's 80+ integrations with popular software solutions, and work together to establish a new normal.
- **Communicate Your Vision:** Whether you're new to Pushpay or a long-time user looking to reinvigorate engagement through tech, you must fully communicate the why and how digital tools can amplify

engagement. Pushpay University is a great resource for fine-tuning your approach to staff communications—or reach out to our Customer Success team, and one of our experts will be happy to connect and walk through our latest features.

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All the planning, strategy, and digital solutions in the world won't make a difference if you haven't got the buy-in of your community. Fortunately, the tools you're using to make an impact outside of Sunday can also communicate the scale and impact of their efforts.

- **Get the Message Out:** Some members may occasionally slip into engagement complacency, where they simply show up on Sunday morning and forget you exist until seven days later. Avoid this by leveraging texts, push notifications, plus automated and scheduled alerts to keep your ministry front-of-mind all week long.
- **Share Opportunities for Participation:** After communicating upcoming needs and events, easily manage and track members with [Volunteer Management Software](#), allowing you organize, schedule, and empower all your volunteers in a single place.
- **Organize Process Queues:** Add an entire people list into a ChMS process queue, ensuring no one from your community falls through the cracks.
- **Facilitate Feedback:** Accepting feedback from staff, volunteers, and members is key to refining your approach to ministry. Create custom forms to invite people to share their opinions on any topic, from how to improve certain events, all the way to which of your tech solutions could be better leveraged for the good of the church.

- **Share the Impact:** It's impossible to overstate the importance of analytics. [Pushpay Insights](#) is a first-of-its-kind platform that not only breaks down all your giving and engagement data in one place, it also makes it easy for you to highlight your successes to the church, and in doing so spark even more passionate commitment moving forward.

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Nothing drives engagement in a congregation more than working toward a common purpose. Use your tools to facilitate your members' desire to provide their time, treasure, and talent towards a worthy cause.

- **Small Groups:** Organize and track groups dedicated to specific interests, events, and ministries. You can manage individual group permissions, use management tools to plan and coordinate events, request and approve facilities, and edit all relevant details directly through the [ChMS](#). Don't forget to share opportunities for involvement through the app, so everyone feels like they have a place where they truly belong within your ministry.
- **Children's Ministry:** Pushpay offers everything you need to check-in and track your youngest congregants, and through our integration with [SecureSearch](#), you can quickly perform background checks and provide child abuse training for any staff or volunteers working with kids.
- **Crisis Management:** While we all hope for the best, leaders must always be ready to respond and react to crises in their community—and activate that community to face those times of trouble head-on. [Pushpay's Crisis Resource Hub](#) has dozens of resources, tips, and strategies for using your technology platform to help address sudden challenges.

- **Pledges and Campaigns:** Create dedicated funds for specific projects, facilities, or ministries, and empower donors to give one-time gifts, set up recurring gifts, or commit to a pledge toward a cause that resonates with them.

DISCUSSION QUESTIONS

To evaluate your church's engagement level, reflect on these questions and see where you stand. Cultivating a culture of engagement takes effort, but with the right strategies, your church has the potential to be a place where members feel deeply connected, truly valued, and empowered to grow in their faith.

- How many members attend services or events regularly?
- Have you noticed specific days when your content generates more activity or engagement? Could this be an opportunity to introduce a new service or event?
- How often do members volunteer or participate in ministry activities? What are the most popular ways to participate?
- Are there any trends or patterns in attendance or participation?
- How often do members engage with the church through social media or other online channels?
- What types of activities or programs seem to be most popular among members?

GROWING ENGAGEMENT

Creating intentional opportunities for growth and connection can make all the difference in helping congregants feel connected, invested, and empowered to grow in their faith. Here are some proven strategies to increase engagement:

Create a clear discipleship process

Every congregation member has different spiritual needs as they go through their faith journey. That's where intentionally designed discipleship programs come in. They provide tailored support to help congregants connect to your church, deepen their understanding of the gospel and strengthen their faith.

[On our Moving Mountains podcast](#), Pastor Mark Bofill with Calvary Worship Center in Colorado Springs, CO, shared their D.N.A. discipleship process with Pushpay's ChMS, so new visitors and established members alike could grow deeper in their relationship with Jesus Christ.

Small groups for different stages of life and interests

We all long for authentic relationships. Creating a [diverse range of small groups](#) that caters to various interests and life stages allows for fostering deeper connections based on shared experiences. Whether it's a book club, a sports team, or a parenting support group, they become spaces where congregants can discuss faith matters, pray together, and build lasting bonds within the church community.

Nurture the next generation

The students in your sanctuary and Sunday school classrooms will one day be leaders in your church and community. As [The Road At Chapel Hills discovered](#), when you prioritize this ministry, you can help create a safe and welcoming environment for young people to explore their faith, ask tough questions, and develop a deeper connection with God. [Shepherd of the Valley Church](#) found that regular gatherings,

engaging mission trips, and interactive events are all great ways to meet students where they are and build meaningful connections that will last a lifetime.

Engaging your congregation isn't a one-size-fits-all approach. It requires intentional efforts to meet people where they are, understand their unique needs, and provide avenues for meaningful connections and growth. As you implement these strategies, watch your church community come alive with passion, involvement, and a shared mission.

By developing intentional processes and spaces for growth and connection, congregants feel valued, inspired, and empowered to make a difference. It takes time and effort, but with the right strategies and commitment, your church can become a space where all members feel connected and invested in their spiritual growth.

LEVERAGING TECHNOLOGY FOR ENGAGEMENT

While we touched on some amazing digital tools to grow engagement, there are also a ton of other digital resources you can use to enhance engagement as well.

Let's explore some of the best ways you can use tech to engage your congregation past Sunday.

Social media

One of the most powerful strategies for enhancing digital engagement throughout the week is to leverage social media. With classic platforms like Facebook, Instagram, and X (formerly Twitter), or newer emerging ones like TikTok and Threads, you can keep your members up-to-date on upcoming events and opportunities, share relevant content, and foster community engagement.

The key to making the most of social media—no matter which platform it is or which new trend has started—is creating content that resonates with your audience. As you share bite-sized devotionals, thought-provoking quotes, and real-life stories, make

sure they feel relevant and are written intentionally for your audience. And don't forget to encourage your congregation to get involved by sharing their own stories, insights, and prayer requests! It's also worth considering using visual content like short videos that give people a glimpse into church life, highlight upcoming events, or offer behind-the-scenes moments that make your community feel more connected.

Church app

A dedicated [church app](#) can be a game-changer for digital engagement. With a mobile app, you can offer your congregation a convenient and centralized hub for accessing resources, staying updated on church news, and engaging with various activities.

Through the app, your members can easily access sermon video archives, Bible study materials, event calendars, and giving options, all from the palm of their hands. Plus, a church app unlocks interactive features that enhance engagement and build community, like sermon notes, interactive polls, groups, and volunteer opportunities. These features help foster ongoing communication, encourage collaborative learning, and form deeper connections among your congregation.

On-demand content

With all the amazing videos your church creates, it's time to give them a proper home in a [comprehensive content library](#). This will allow individuals to explore and engage with the content that resonates most with them. Imagine the impact this could have on your congregation by offering them a new way to deepen their faith.

Organize your video content into curated playlists based on themes, topics, or series. This allows your members to navigate your content library effortlessly and find videos that pique their personal interests. Whether it's sermons, Bible teachings, testimonies, or special events, curated playlists create a user-friendly experience, making it convenient for members to access relevant and engaging content.

Data-driven insights

There's no need to play the guessing game when understanding your congregation. [Pushpay Insights](#) helps you know and grow your community by bringing your giving and engagement data together in one view, delivering a holistic view of your church's health and providing actionable insights to inform decision making going forward.

Digital Bible studies

Hosting virtual discussion groups and online prayer sessions is a great way to encourage members to engage with Scripture and develop meaningful relationships. And by creating dedicated discussion spaces on your website or app, congregants can join conversations, ask questions, and share insights with their peers.

Donor development with a ChMS

When you first start out in ministry and only have a few donors, it's easy to keep data in a simple spreadsheet. But once your church grows and you have data for hundreds or thousands of donors, a spreadsheet just falls short. To keep your donors engaged and connected with your ministry, it's important to have the right tools, like a ChMS, in place to engage your supporters before, during, and after their donation. With this tool in your box, you can create a database of your congregation full of insights into donor history, engagement, and where givers are on their donor journey—all of which can help drive engagement.

One of the easiest ways is to include personalization within your donor communications. The extra time taken to personalize messages makes members more likely to donate and makes donors feel recognized and appreciated. It tells them they're not just another name in a database; they're a partner in your ministry.

DISCUSSION QUESTIONS:

The following discussion questions are designed to help you reflect on your current use of technology and evaluate how to improve engagement for congregants both in person and online. We encourage you to take the time to consider each question and discuss them with other members of your staff so everyone can be part of the efforts to create a fully engaged church. For a deeper dive into this topic, take our free Church Tech Check assessment.

- Which technology do you currently leverage to connect with your members during the week?
- Are there any particular challenges you've faced when trying to engage your congregation digitally, and how have you addressed them?
- How can you use tech to foster a sense of community outside of Sunday services?
- What steps can you take to ensure that your digital engagement efforts align with your overall ministry goals?
- How can you make sure that the digital engagement efforts are accessible to all members of the congregation, including those who may be technologically challenged or have limited internet access?
- What steps can we take to make sure that our digital engagement strategies are sustainable and continue to benefit our congregation in the long run?

TAKE THE ASSESSMENT

BUILDING A PLAN FOR ENGAGEMENT



Engagement starts with intentionality, so having a plan is vital to making your ministry more than Sunday. The strategies we've outlined above can all work together to engage your congregation throughout the week, but only your team can know what's best for your community.

Take time to review the discussion questions with other leaders in your church, elders, and staff to collectively determine what works best for your congregation. Keep in mind that this process should also include input from your members, as their perspectives can offer valuable insights. From there, you can create an engagement plan tailored to the needs and interests of your people.

Once you've settled on which strategies to test first, it's important to set goals for each and create a plan for tracking those goals. This way, you can track whether your efforts effectively enhance engagement over time. Whether you're hosting events, creating online content, or using tech to communicate with your community, there's always room for growth.

CLOSING THOUGHTS

Engaging your congregation on a daily basis doesn't have to be complicated. By leveraging the right tools and creating systems that prioritize connection, communication, collaboration, and service, you can create an environment where everyone feels seen, heard, and valued. With intentional effort and commitment from church leaders and members, your church can become a space where all feel connected and invested in their spiritual growth.

Pushpay and Resi strive every day to develop digital tools and features that elevate your ability to connect with the community. A deeply linked ChMS, Giving, App, Insights, and livestreaming experience—tied together through ChurchStaq—is no longer a luxury, but a necessity for growth-minded ministries seeking to embrace the data-driven future of the Church.

To learn more about how Pushpay and Resi can help you create a More Than Sunday environment, take a self-guided tour of our products, or feel free to talk with one of our staff for a [full demo](#).

TAKE A TOUR



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