BOTH/AND HOSPITALITY

WITH JASON MOORE

PARTICIPANT HANDBOOK

THE PRESENTER

use hashtag **#bothandhospitality**
to tweet about today's event

JASON MOORE

Author, speaker, and worship coach Jason Moore is passionate about helping the church reach the culture we live in. He is known for his pioneering work in collaborative worship design, media production and secret worshiper consultations.

His books include *Digital Storytellers: The Art of Communicating the Gospel in Worship* (Abingdon Press, 2002), *Design Matters: Creating Powerful Imagery for Worship* (Abingdon Press 2006), *Taking Flight With Creativity: Worship Design Teams* that Work (Abingdon Press, 2009) and his brand new release, *From Franchise to Local Dive: Multiplying Your Ministry by Discovering Your Contextual Flavor* co-written by Rosario Picardo (Market Square, 2020). Jason was also the lead designer for the CD-ROM of the best selling book *The Wired Church: Making Media Ministry* and has completed projects for such organizations as The Fuller Institute, numerous United Methodist Annual and General conferences and Abingdon Press.

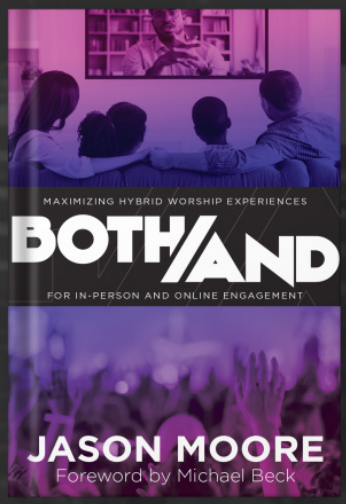
Known for his pioneering work in worship design and guest readiness, Jason Moore has devoted the last two plus decades to resource development, training, and coaching & consulting that works for local churches of all sizes, styles and means.

The author of 10 books, Jason has designed worship alongside such leaders as Adam Hamilton, Michael Slaughter, Tony Campolo, Brian McClaren and Leonard Sweet. He has also led hundreds of seminars and keynote addresses across North America - teaching in 47 states across the USA.

Jason began his ministry in the late 90s at Ginghamsburg United Methodist Church in Tipp City, Ohio when the church grew to over 3,000 in attendance and later went on to co-found Midnight Oil Productions. In addition to Midnight Oil, Jason has worked with numerous denominations as a creativity consultant, media producer and trainer.

In the secular world, Jason has collaborated with several Hollywood producers in film and television, and has produced numerous book trailers for New York Times best selling authors such as Ariana Huffington, Seth Godin, Robert Greene, Ryan Holiday and Mark Ecko.

A former adjunct professor for North West Nazarene University, Jason has been featured in many articles for publication including The Ooze, Homiletics, Next Wave, Technologies for Worship, Church Production, Wired, Worship Matters, Church and Worship Technology, Worship Leader Magazine and various newspapers around North America. His books are required reading at nearly a dozen seminaries.



JASON'S NEWEST BOOK

BOTH/AND: Maximizing Hybrid Worship Experiences for Online and In-Person Engagement is a resource designed to help churches create truly hybrid experiences of worship .

Whether you're a large church, small church, comfortable with technology, or lost, there is something for you in BOTH/AND.

The book presents numerous case studies, shares time-tested principles and offers numerous strategies that will help you create transcendent experiences of worship.

Exclusive webinar discount!

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1 Making First Impressions – The Digital and Physical Door

The New Front Door:

Top Priorities:

1.) Times and Descriptions (include COVID policies / dress code)

2.) Location Info (include streaming location and clickable address)

3.) Staff or Team Section (include 4 things)

- **Consistent Photos**
- **Vision Statement**
- **Contact Info**
- **Short Video intro**

4.) Accurate and Up to Date (use social media or lose icons)

EXERCISE: Website Audit

Wayfinding Definition:

Information systems that guide people through a physical environment and enhance their understanding an experience of a space.

Best Practices:

1.) Simple

2.) Consistent

3.) Accurate

4.) Avoid Insider Language

5.) Intentional

HOMEWORK: Signage Audit

2 Demystifying Insider Secrets - Building Bridges to the Uninitiated

Three areas we must tackle:

• Secret Identity • Secret Language * Secret Handshakes

Don't assume people know the drill!

OUR SECRET IDENTITIES – (EVERYONE IN THE SERVICE IS A MYSTERY)

Introductions Matter – Spoken and On screen

(use verbal intros and lower thirds)

Reason to intro:

1.) Multiple Participants

2.) Missed Points of Connection

3.) Authority and Safety (in the building)

4.) Avoid Assuming Newcomers Know Leaders Up Front

- Disembodied Voices Are Weird – Who Are These People?

1.) Get People in Front of Camera

2.) Use a Roving Mic

3.) Repeat Things Spoken in Room

4.) Avoid Full Screen Graphics Up for Long Periods on Stream

Nametag Considerations:

1.) Can Create a Class System (member class vs. visitor class)

2.) Available for Everyone But Optional (not required)

3.) Good for Front Line Hospitality Team – (lanyards or nametags great for team)

Don't put People On the Spot - Let Them Remain Anonymous if They Choose to

SECRET CODE LANGUAGE - (INSIDER LANGUAGE IS UNWELCOMING)

Avoid Insider language - Remember You Had to Learn the Lingo

Three segments of your congregation to shape language around:

1.) The Committed

2.) The Disconnected

3.) The Seekers

Common Buzzwords that need explaining:

- **Eucharist**
- **Bulletin**
- **Benediction**
- **Connect Card**
- **UMW, VBS (and other acronyms)**

SECRET HANDSHAKE - (UNEXPLAINED RITUALS ARE OFF-PUTTING)

- **Avoid Unexplained Rituals**

    1.) Explain Offering Rituals (Online and In-Person)

    2.) Explain Attendance Rituals (Online and In-Person)

    3.) Explain Prayer Rituals (Online and In-Person)

    4.) Explain Any Indigenous Rituals (Online and In-Person)

- **Avoid Forced Interaction!**

    4 Groups to consider:

        1.) Introverts

        2.) Touch Averse

        3.) Germaphobes

        4.) Immunocompromised

3 Including Everyone in the Experience – Infusing BOTH/AND Participation & Language

Good Hospitality Means Everyone Feels Like They're a Part Of It

Bring Back the Hymn Board

(Show Attendance Numbers from Sunday to Saturday & Offering Numbers to Tell the Whole Story for Those in Person)

- **Craft Language for Three Types of Participants:**

  1.) Now In-person

  2.) Now Online

  3.) Later Online

  (Give BOTH/AND Instructions with Specific Language for Each of Those Groups)

BOTH/AND Instructions:

- **Please Stand (in person) vs. Find a Posture (online)**
- **Shout Out a Reflection (in person) <u>AND</u> Put In the Chat (online)**
- **Pray with Someone In-Person, Online and Drop an Email if on Delay**
- **Invite to "Worship" rather than "Watch"**
- **Use "Participant" instead of "Viewers"**

4 Building Lasting Relationships – Follow Up and Next Steps

We Can't Allow Worship Online to be a Revolving Door

1.) First Time Visitor Gifts - Make a Great First Impression

Gifts Are Not About the Transaction, but About Relationship Building.

Consider Multiple Options:

- **Thermal Mug**
- **Nice Sports Water Bottle**
- **Donation in Guest's Name**

Offer Gifts Online and In-Person (Drop Off or In the Mail)

Your Gift Should Be Creative. (Doesn't Have to be a Vessel for Drinking Fluid)

2.) Create a Follow Up System

- **Invite People Online and In-Person to Register Attendance And then Actually Contact them**

  Make Use of Digital Attendance Form:
  www.flowcode.com

  Make Use of Texts:
  bit.ly/TextInChurchFreeOffer

3.) Build A Relational/Discipleship Pathway - Invite People to Your Faith Community Beyond the Stream

- **Create a Multi-Step Approach to Track and Engage with Worshipers (Both online and In-Person)**

Sample Plan
(written and developed by Anne Bosarge of The Chapel Online)

Immediate Response upon Joining- Message from Anne

Hey there! I'm the Pastor at The Chapel Online! I'm so happy you joined our group! I hope you'll join in on our discussions about our faith and loving Jesus. We are a community from around the globe sharing the love we have for Jesus! Welcome to the group!

Step One- Welcome Message & Starbucks Gift Card

Hi! Thanks for joining The Chapel Online's Facebook group! We are a digital community of believers who are becoming more like Jesus for the sake of others. We have a weekly program called, "The Difference" that premiers on Sundays at 9AM EST in our Facebook Group and on our Facebook page. It is available on demand any time after that.
The Difference is a time of teaching and worship that will encourage your soul and help you discover the One who makes all the difference!

In addition to The Difference, The Chapel Online offers a broad array of opportunities to grow in your faith through devotional posts, testimonies, teaching videos, prayer experiences, opportunities to engage online in community, and so much more.
Dig in and let us know how we can help you grow to become more like Jesus for the sake of others.

Because you are new to The Chapel Online, we'd like to treat you to a cup of coffee!
If you reply to this message with your e-mail, we'll send you a Starbucks gift card to thank you for being a part! If you don't have a Starbucks near you, we'd love to mail you a Chapel sticker. Just reply with your address and we will get one in the mail to you.

Thank you for being a part of this global community!

Step Two- Prayer Email
Hey _____,

Here at The Chapel Online we believe prayer is one of the most important aspects in our relationship with God that should be a daily, regular rhythm. Prayer can sometimes feel intimidating. Maybe you don't know what to say or feel like you're talking to the ceiling. Something that can help is just remembering that prayer is just an honest conversation between you and God – the same way you'd talk with a friend or a loved one. Try spending five minutes today just telling God how your day was and maybe asking Him to make you more aware to how He's moving.

We would love to be praying for you. If you have a prayer request you'd be willing to share with us, just simply reply to this email. We'd also like to invite you to join our WhatsApp Prayer Group. Simply follow this link to do so:
https://chat.whatsapp.com/INW9daPRYqLEB3IlarwpXb

We'd also like to invite you to join our WhatsApp Prayer Group. Simply follow this link to do so: https://chat.whatsapp.com/INW9daPRYqLEB3IlarwpXb

Have a wonderful week and don't forget to join us in The Chapel Online's Facebook Group this Sunday at 9AM EST for this week's episode of The Difference.

Step Three- Discipleship Email

Hey _____,

How are things going? Are you growing closer to God? One of the best ways to grow closer to God is through reading His Word. If you're wondering where to start and how to study, we invite you to join us on Mondays at 1pm EST in our Facebook group when one of our teachers will go live with a scripture study for the week. Join us live and ask some questions as we study or watch it back in demand when you have time.
Let's grow together!

Have a wonderful week and don't forget to join us in The Chapel Online's Facebook Group this Sunday at 9AM EST for this week's episode of The Difference!

Step Four- PTWG

What do you do first thing in the morning? Do you check your phone?
Make a pot of coffee? Wake your kids up to get ready for school? Fix your breakfast?
What about spending time with God?

Time spent with God is what connects our heart to his heart. It's what centers our hearts, minds, and souls on what matters before we set out on our day. What does your routine of spending time with God look like?

We understand that it's easy to get stuck and be unsure of what to do when you're trying to implement a regular rhythm of a personal time with God, so we want to help. We want to gift you with free access to RightNow Media (it's been nicknamed the Christian Netflix).

RNM has over 10,000 resources that include devotional plans, kid's resources and videos, trainings, and more! To get your free access, all you have to do is text "RightNow THECHAPEL" to 414-11. It'll prompt you to create an account and then you're in! If you'd first like to learn more about RNM, you can visit their website at https://www.rightnowmedia.org.

If you have any questions, please don't hesitate to reply to this email. Have a wonderful week and don't forget to join us in The Chapel Online's Facebook Group this Sunday at 9AM EST for this week's episode of The Difference.

Step Five- One on one with the pastor

(Send from Anne's email)
If you've continued to worship with The Chapel Online, you've been around long enough now to get the hang of things and figure out who we are and what we're about; however, we'd love to get to know you even better! I'd love to meet with you, get to know you, and answer any questions you may have. It's always great for me to hear the stories of people in our online community and discover what God is doing in their lives. If that's something you're up for, just reply to this email and let me know and we'll set it up!

Have a wonderful week and don't forget to join us in The Chapel Online's Facebook Group this Sunday at 9AM EST for this week's episode of The Difference.

Step Six – Giving

Hey ____,

We appreciate you being a part of The Chapel Online Family. We are so thankful to be able to provide this online community of faith. The reason we are able to do this is through dedicated giving from the people in this community. There are a few different ways you can give.

The easiest I've found is Text to Give. All you do is text the dollar amount you'd like to give to the number "84321." If it's your first time giving it'll give you a few steps to complete. The next time all you'll have to do is text the dollar amount to 84321!

If you'd like to give on our website, just visit https://www.thechapelministries.com/give.

If you prefer to give via check, you can mail a check to The Chapel Ministries at 114 Harris Farm Road, Brunswick, GA, USA, 31520.

No matter which method you choose, we are thankful for your generous giving that allows us to continue to connect with people like you! Have a wonderful week and don't forget to join us in The Chapel Online's Facebook Group this Sunday at 9AM EST for this week's episode of The Difference.

COACHING, CONSULTING & HOSTING

Like what you've experienced during the training and want to go deeper? Midnight Oil offers coaching and consulting opportunities. To sign up or learn more, see Jason at the break or email him at mail@midnightoilproductions.com.

SECRET WORSHIP CONSULTATION

The experience of visitor is vastly different than that of a regular attendee. Unspoken rituals, poor signage, confusing or non existent child care check-in and worse, all have the ability to turn off visitors. Add to that the challenge of hybrid and there are lots of things to think about. Jason will work with your staff to identify what's working and what needs improvement.

Equal parts affirming and challenging, a secret worshiper consultation can help take your weekend worship to the place where visitors will feel welcome and eager to return.

Some churches are using this as a springboard for change, and by inviting their congregations to a post-worship luncheon where Jason shares his visitor experience, and casts vision for the future.

Secret Worshiper consultations happen both in-person on-site and online. Contact Jason for the details.

PHONE & ZOOM CONSULTATION

Creative Worship is an ever evolving process that comes with a unique set of challenges. Jason can help you navigate those things via monthly (or periodic) calls. Think of it as a having him as a virtual member of your team.

ON-SITE CONSULTATION

How would you like to start your next step in Guest Readiness or Creative Worship with Jason at your side to help navigate the questions as they arise? Have Jason spend the day with your staff, in a sort of "internal/interactive seminar".

Join in a dialogue with your team in a modified version of today's session. This interactive/conversational style coaching time will allow you to navigate how today's material fits your setting.

If desired, Jason will lead or co-lead the Guest Readiness Training included in this handbook. This will allow you to work out the kinks as they come, and will help your team build "muscle memory" for the next time you fly on your own.

HOSTING YOUR OWN SEMINAR

Would your church, or denominational group like to host a seminar like the one you attended? Contact Jason or check the box on the evaluation. We'll get in touch to talk details. (Includes a free secret worshiper consultation)

5 THINGS EVALUATION

Midnight Oil PRODUCTIONS

(filling out the email/password portion (in bold) will give you access to our monthly freebies and email newsletters)

Your Name _____ Your Position _____

Church Name _____ Web Address _____

Address _____ **Email Address** _____

_____ **Preferred Password** _____

Phone Number _____ What city/church is today's event being held in?

_____

I'm interested in...

- ❑ digital graphics resources
- ❑ books on worship media
- ❑ hosting a Midnight Oil seminar, workshop or keynote
- ❑ digital video resources
- ❑ coaching/consultation
- ❑ secret worshiper consultation

How did you hear about today's event?

❑ Midnight Oil enews ❑ brochure ❑ denominational email ❑ other (please specify) _____

	Poor	Fair	Avg.	Good	Excel.
1. Overall, how would you rate the quality of this workshop?	❑	❑	❑	❑	❑

2. How knowledgeable on the subject of guest readiness were you before attending this workshop?

❑ Not very knowledgeable ❑ somewhat knowledgeable ❑ very knowledgeable

Additional Comments: _____

_____

3. How knowledgeable do you feel now after attending this workshop?

❑ Not very knowledgeable ❑ somewhat knowledgeable ❑ much more knowledgeable

Additional Comments: _____

_____

4. What was the best thing about this workshop?

_____

_____

5. How can we improve this workshop? (Please note that we can't control: lunch, room temp, sound/screen issues or hard chairs)

_____

_____

6. What has God shown you through this experience?

_____

_____

7. What are your next steps as you leave here?

_____

_____

Feel free to use the back of this sheet to share any additional suggestions or thoughts.