

Tips for Online Mission and Ministry

1. **It's worth doing.** Online ministry accounts for continued growth of attendance and revenue in 2023 and 2024, according to our Stewardship Department which aggregates Parochial Returns statistics. Attendance and revenue are supplemented, not reduced, by connecting folks to the parish whilst they are separated by weather, geography or accessibility barriers.
2. **Your online congregation functions like a digital transept.** Stop using the word 'virtual' to describe your online community. Worship can be a communal, real spiritual hybrid experience, which could include online readers, prayer leaders and announcement presenters.
3. **Zoom provides the best means to build online community** by enabling two-way opportunities for sharing the joys and burdens folks carry, during worship but also in small group ministry settings such as prayer or Bible study groups.
4. **Follow-up with your online congregation to build connections and deepen relationships.** Enfold your online parishioners into your community by praying for and with them and providing pastoral care. Online Bible study and prayer groups will deepen relationships and commitment to your parish.
5. **Care for your Tech Ministry Volunteers:** mention your tech volunteers in your thanks, prayer cycles and on your website just as you would highlight your Children's Ministry team. Watch for volunteer burnout and cut back on online offerings if needed. Build your team through mentorship and intergenerational cooperation. Your youth are digital natives who need Volunteer hours.
6. **Include your Tech Ministry folks in worship planning.** More things will go right, and this inclusion may be the highest form of recognition of all your Digital Ministers do for your parish.
7. **Put online ministry and tech upgrades in your annual budget.** Equipment like laptops often becomes obsolete in 5 years. Use a business lens to buy equipment that will function into the future with regular upgrades and security protection.
8. **Online ministry is an evangelism tool.** Consider posting sermons or clips on your website or in social media. Seekers will visit your website whilst window shopping for a worshipping community.
9. **When you are unsure about online ministry,** email our Volunteer Online Mission and Ministry team at onlineministry@toronto.anglican.ca;
10. **For a deeper dive,** read: Ryan Panzer's [The Holy and the Hybrid: Navigating the Church's Digital Reformation](#).

Submitted by Hybrid Ministry Working Group

