

# Seacoast Strategy: Pastoring during Coronavirus

## Four Key Areas of Pastoring during this Public Health Moment

1. Church at Home: This is how we deliver our weekend service and core ministries in a simple, convenient way to the world.
2. Church on the Go: These are the ways we find pastoral moments and build community throughout the week to engage our current communities and reach new audiences. In this strategy, that will include different types of social content that is easily shareable and promotes engagement.
3. Care and Serve: This is an area where we develop new ways to care and serve people while actively monitoring the best public health information available.
4. Community Health: These are the actions we're taking to ensure that our staff and our physical facilities continue to stay safe and healthy.

## Church at Home

We are actively upgrading our worship experience for weekend services and boosting accessibility efforts. That looks like:

- Rethinking the recorded experience with different types of worship, a shorter message, and integrated calls to action.
- Launching [seacoast.org/athome](https://seacoast.org/athome) with information on how to access our core ministries like Kidscoast and Small Groups from home.
- Boosting accessibility efforts through the launch of apps on AppleTV, Roku, and Amazon Fire as well as increasing service times to Saturday at 5:30p and Sunday at 9a, 10a, 11a, 12p and driving a consistent campus experience through Facebook Watch Parties.
- By next week, Seacoast GO will relaunch as Seacoast at Home with additional resources.

## Church on the Go

This will be our main effort to build community digitally through offering additional pastoral moments. Here's an overview:

- Daily Encouragement on Facebook Live from Pastor Josh Surratt at 9am each day
- Daily Encouragement on Facebook Live campus pages from Campus Pastors after 10am each day
- Mon, Wed, Fri 3-minute devos on Psalms (Darrin)
- Weekly Bible Study On-Demand via YouTube led by Teaching Team (Darrin)
- Weekly Worship Live on Instagram led by Seacoast Worship (Tara)

## Care and Serve

This is how we will continue to be the hands and feet of Christ as we engage with the community during the pandemic.

- We will release a weekly update on [seacoast.org](https://seacoast.org) and via email on ways to serve or engage the community.
- We will provide a process to meet specific needs in the community and activate attendees to serve as needed. **A formal process for this will be released on Thursday, March 19 to staff.**

## Community Health

We'll continue to share updates with our staff and the public on the state of our facilities and how we can use those facilities during this crisis. Information for the public can be found at [seacoast.org/health](https://seacoast.org/health).

In addition to that, we'll be offering weekly group chats for staff with Pastor Chip and Pastor Michael to process the current state of the world, offer prayer support and staff counseling. **More information will be released on Thursday, March 19 to staff.**

# Communicating our Efforts

The rule of the day is: Keep it Simple!

Here's an overview of the communications that will go out each week. **We will be posting a content schedule for staff by Thursday, March 19 in Teams.**

## Global Communications

- Weekly Thursday email to database on updates from across the organization
  - Reminders for service times and how to engage with your campus
  - Serve and care opportunities
  - Encouragement and reminders of other pastoral moments
- Weekly App Push Notification on Saturdays at 4p

## Ministry Communications

- Weekly Global Communication from Core Ministries Kidscoast, Custom, Small Groups
- Daily Custom Instagram Live at 8pm
- Social media updates that support the above

## Campus Communications

- Daily encouragement from Campus Pastors at noon each day
- Watch Party promotion and chat engagement from staff
- Social media updates that support the above

## Themes for the Week (*links added as available*)

- Sunday: #celebrationsunday promoting and engaging in online services
- Monday: #mondaymotivation sharing Pastor Josh's 9am encouragement
- Tuesday: #tuesdaytruth promote Bible Study On Demand on Youtube
- Wednesday: #worshipwednesday promote Seacoast Worship live on Instagram
- Thursday: #thursdaytrials promote Seacoast Stories content and serve/care opportunities
- Friday: promote upcoming online services
- Saturday: promote upcoming online services

### Here's how you can support our communications efforts:

1. **Promote what we're already doing.** The Creative Team will post links to content on the all-staff channel for you to share as you'd like with your ministries or social communities.

2. **Think about how to pastor in your areas of influence on social media:** Follow our themes for each day of the week and share the appropriate content. Start conversations with your followers and ask how you can pray and serve. Funnel any requests to [help@seacoast.org](mailto:help@seacoast.org) and we'll get these requests to staff or serve teams as needed. A formal process for this will be released on Thursday, March 19 to staff.

## FAQ for Staff

- **How do I get training on tools that I need?** Submit a ticket (email [help@seacoast.org](mailto:help@seacoast.org)) requesting training and we will connect you with the appropriate staff.
- **Can I purchase access to a new platform or buy new technology?** Please submit a ticket to [help@seacoast.org](mailto:help@seacoast.org) first so we can figure out your needs and if the investment is the right decision. This helps us steward our resources wisely, and we really appreciate your help with this!
- **How do we get answers from leadership on pressing matters?** The leadership team is continuing to meet daily. If you need any questions answered, email Margaret ([margaretlittle@seacoast.org](mailto:margaretlittle@seacoast.org)).
- **What does work at the campus level look like?** Here's an overview of what our campuses are focused on:
  - Pastor Greg is asking each of us to reach out to 10 contacts per week (and to encourage that 10 to encourage 10 more.
  - Snail mail notes of appreciation to our volunteers
  - Planning Center updated/cleaned up
  - All Responses closed on MinPlat by Thursday
  - Clean up MinPlat - go through database and update inactive, deceased, missing emails, phone numbers, etc. [Here is a quick tutorial.](#)
  - Look at our older folks in MinPlat so we can follow up with them.
  - Familiarize yourself more with Martus, MinPlat, Paycom, etc.
  - Be present hosting / assisting online Weekend Experiences. To miss a service would be to use PTO/unpaid time off.
  - Assist Church Online with midweek services and/or host Facebook Live Watch Parties online.
  - Send out songs/music assignments for bands to learn new songs and instrument/vocal parts.