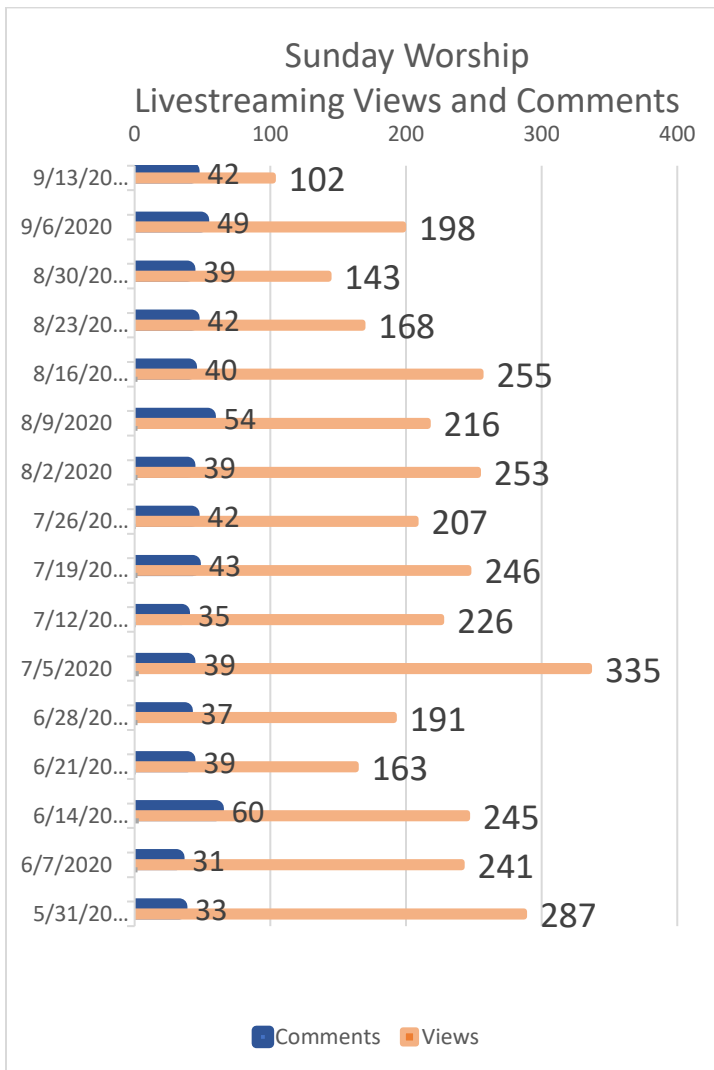


Keeping McAllister Connected

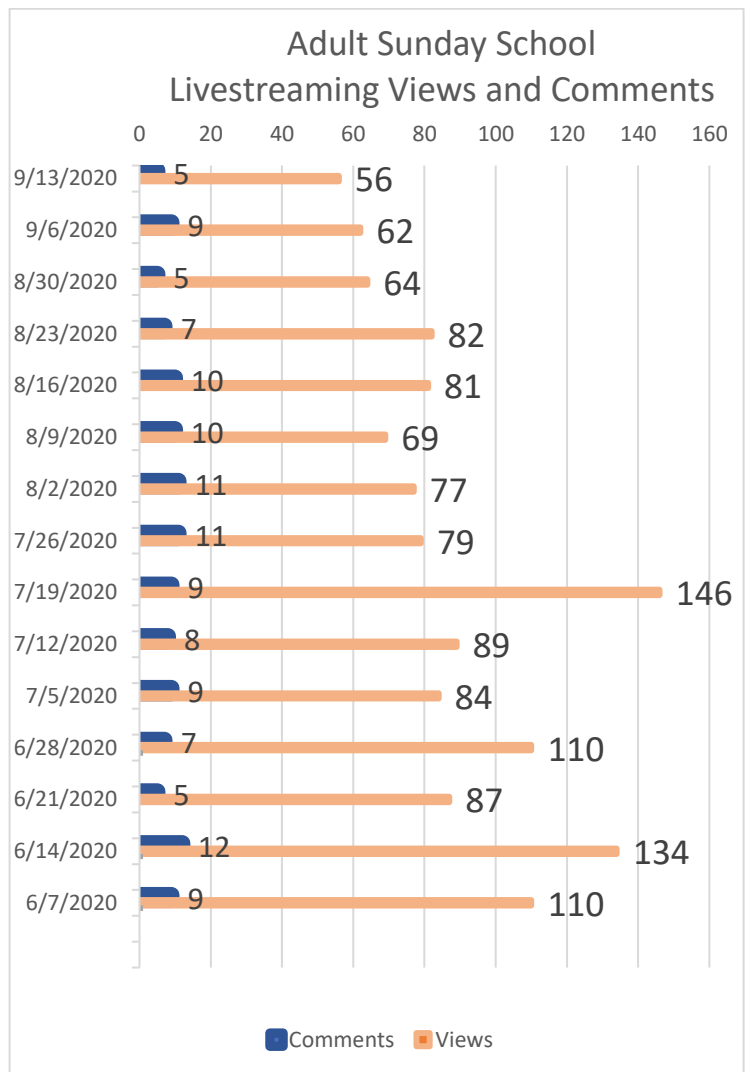
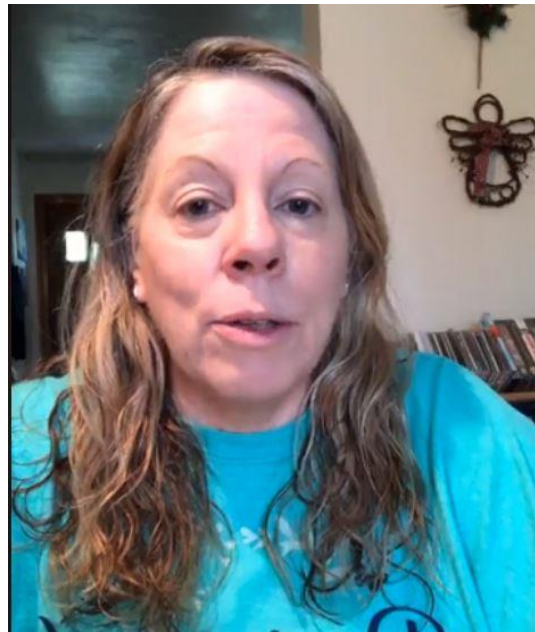
We are all looking forward to the day when very soon we can worship in-person together in our church.

For much of this year, these charts show that livestreaming our Sunday Worship service, our Adult Sunday School, and the 5-Minute Bible Study mid-week with Pastor Jim is keeping us connected.



Livestreaming our Sunday services and other activities allows our church members and friends to engage with McAllister’s ministry at any point in the week. As a case in point, the number of viewers during the time of last Sunday’s (8/23) actual live broadcast was 35, maybe 36. But by the late afternoon the number of views had grown to 100 and on 9/13 views for that Sunday’s service had grown to 168. The number of views for all of our livestreamed services will continue to grow through the

coming week as evidenced by the ongoing views captured on each of our previous Sundays. Try it. Pick a date from the chart above and then go to our church’s facebook page and see if the number for that particular posting hasn’t changed. Bet it has.



According to Boxcast, many people who physically attend services on a Sunday report that they watch the archived recording of the livestream of the service again later in the day or later in the week. Some who watched the services live will often go back at a later time to contemplate the music and deepen their understanding of that week’s sermon. Importantly, some will share the experience with others.

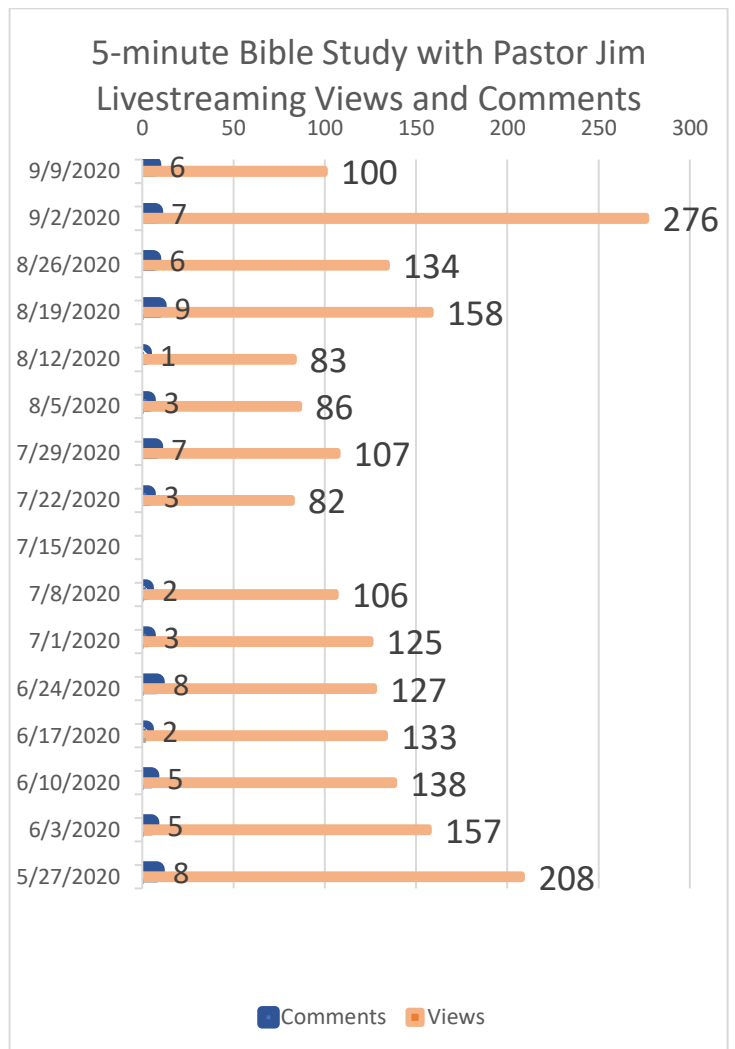
There are 168 hours in a week and Sunday Worship and Bible Study account for only one or two of them. Livestreaming allows us to reach people at other times of the week. With today’s lifestyles we can use

livestreaming to help members adapt to the changing times and reach them where they are already spending their time – online. This is particularly true for young people. According to the Pew Research Center 96 percent of young people ages 18-29 own a smartphone. Americans now check their phones 96 times a day – that’s every 10 minutes, according to new research by global tech care company Asurion. Eighteen-to 24-year olds check their phones twice as much as the national average.

Continuing to livestream even after we return to in-person worship can continue to keep us connected. Importantly it may help us connect with potential new members. According to some sources, church websites have become the new front doors of many growing churches. Before many people step inside a church’s physical space, they like to get a sense of the community and determine if they would belong. When we livestream our services and other activities online, we invite potential newcomers to join in.

There is a common misconception that live video streaming will detract from the in-person audience at church. The fact of the matter is people want to be where an event is happening. We are all looking forward to returning to church for Sunday services. And still, whether it is a parent at home with a sick child, someone on a business trip, or an elderly person unable to attend, many people want to stay connected when they can’t be there in person. Livestreaming is a way to demonstrate that we at McAllister understand the complexity of their lives and want to do everything we can to keep our ministry present and relevant every day.

Join us in person when we re-open the church to in-person Sunday services on October 4th, or if health concerns or other matters keep you away join us on our livestream or catch our archived broadcast when you can.



Give Online
 Help Support McAllister’s
 Live Streaming
 Ministry

McAllister Memorial Presbyterian Church
 Covington, VA