Technology for Small Churches

I. **ONLINE PRESENCE**
   A. Domain Name – just use domains.google.com (start with a basic gmail account)
      1. Shorter is better – make it make sense
      2. Someone might have missed a good one!
   B. Email – I recommend Google Workspaces for email – FIRST STEP!
      1. It works on all devices, fewer bounces to spam
      2. Make several "groups" or alias names for your main name
         a. pastor@greatchurchname.com <- Main Account
         b. info@greatchurchname.com
         c. admin@greatchurchname.com
         d. yname@greatchurchname.com
      3. Create a public calendar underneath your main account
      4. Transfer the domain from the gmail account to the pastor account
      5. (Remember: You might not always be the pastor)
   C. Logo
      1. Use fiverr.com or upwork.com for a professional result
      2. FLAT COLORS – no gradients, easy to print (letterheads, cards, etc.)
      3. You need a vector version of the logo for scalability
         a. You can pay the artist for a vector (may be expensive)
         b. Load the bitmap version into Inkscape (free) and trace it!
      4. Brand EVERYTHING
   D. Website – Everyone has to have one and it must be current!
      1. Use WordPress and have a professional do it if possible
         a. Keep the content fresh
         b. Post short updates – shows Google you're alive
         c. SEO – Search Engine Optimization (don't pay for a scam)
         d. Page Rank is created by updates and activity
         e. Use the Google Web Admin tools
            i. Claim your domain
            ii. Add yourself to Google Maps
            iii. Take out a small Google ad (really)
            iv. Make sure you're in Bing
         f. Use a Google calendar plugin for Wordpress to tie it all together
            i. Calendars are RIDICULOUSLY hard to keep up to date
            ii. NBT uses Events Calendar for Google Pro
      2. Get listed on directory websites
         a. KJVChurches, Military Get Saved, David Cloud, etc.
         b. All of these links help people find you
         c. All of these links increase your page rank with Google

3. POST YOUR FULL STATEMENT OF FAITH
    a. If people care, then they want the full answer!
    b. If people don't care, then they won't be looking at it anyway!
4. A clean design lasts a long time! Keep it simple!

E. Facebook / Twitter / YouTube
1. It is a necessity! People search more on Facebook than Google
    a. Create a Facebook PAGE for the church not a person!
    b. A page is created from your personal profile
    c. Setup WordPress to update Facebook through Jetpack
    d. Facebook ads have VERY precise reach – great value!
2. Grab a Twitter handle, use WordPress to update it
3. Create a YouTube creator page for livestreaming
    a. This is NOT your personal YouTube account (but can be linked)
    b. Need 100 subscribers to get a custom domain
4. If wanting to LiveStream
    a. Use a simple $100 webcam and a laptop
    b. Download OBS – Open Broadcaster Software
    c. Easy to automate with Windows Scheduler and batch files
    d. Later, use https://castr.io to simulcast to facebook and youtube
    e. Weird angles and shaky intros put people off

II. **CHURCH OFFICE** (otherwise known as: your living room…)
A. Equipment
1. Use a VIRTUAL phone number! Forget land lines.
    a. Most mobile carriers can create a soft phone with an app
    b. You won't be in the office and answering machines are ignored
    c. Find a carrier with the best service possible in your mission field!
2. A WORTHY printer that can perform heroic duty on the cheap
    a. The EPSON Ecotank printers work remarkably well
    b. This is one area where you will need to splurge a little – DUPLEX!
    c. ABC's church license $100, and that's a lot of printing
3. iPad w/ Pencil with a nice case
    a. Okay, so there are other vendors out there – YMMV
    b. You can use a Bluetooth keyboard and mouse to write sermons
    c. You can preach from it at the pulpit
    d. You can use eSword HD for study
    e. You can use GoodNotes 5 for prayer requests, notes, etc.
    f. You can also use it to control a sound system (below)
    g. If you use Google Docs, print sermon to DOC or PDF and download it to the tablet – don't trust your WiFi connection!
4. Laptop is secondary to a tablet
B. WiFi Access
1. If you have a building and have Wi-Fi, you need to control it
    a. Write a policy down and stick to it.

   b. For example, "Members can have WiFi but guest cannot…"

   c. "Or no one gets the WiFi, it's for church business only"

  2. For a small group, a Circle will work to make a Walled Garden

  3. For a larger group or even a full-sized church, Firewalla Gold+

   a. Good porn filters, ad filters, and device control

   b. Can automatically isolate unknown devices

  4. Use a Circle or a Firewalla as part of your home protection

   a. Satan will certainly attack your family

   b. Watch my videos (need updating) on criticalarmor.com

 C. Tithe Reports

  1. When needed: Order some envelopes for tithes

  2. And then you have to track it! People will want a report for taxes

  3. Offering database up on josephbaxter.net very soon!

III. OTHER STUFF

 A. Sound System

  1. Don't try to invest in a big sound system

   a. Get powered speakers on poles (if temporary)

   b. Unpowered speakers mounted w/ a separate amp

   c. Get good, wired microphones (Shure SM-58 – built like a tank)

   d. Later, Sennheiser wireless (worth the money)

  2. Use a headless mixer – Behringer X Air 18, 32

   a. No place to put it – takes up space for seating

   b. Control it with your iPad over the wireless (password it!)

  3. Can be directly connect to the LiveStream for great audio

   a. Remember to mic the piano!

   b. Remember to use a wireless lavalier

 B. Pianos and Microphones

  1. Good digital is fine, but even a spinet sounds better

  2. Digitals are easier to move if you are renting a space

  3. Sound input (for livestream!)

   a. Direct box for the digital piano into the board

   b. Barcus Berry Planar microphone works wonders

   c. Test a few locations inside the piano before you stick the Barcus Berry pick down permanently – find the best sound

 C. Lighting and Security

  1. Ring cameras and lights instead of a security system

  2. Also, can be scheduled to on Sunday and Wed evenings

  3. Controlled from the iPad or the app on your phone

 D. Scheduled Thermostats

  1. Get the AC rolling a few hours before people arrive

  2. Raise the temperature during the times no one is there (save money)