

# 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!
  - 3. Use the Google email address from above (easy to transfer)
- 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. Domain Name – just use domains.google.com
  - 1. Shorter is better – make it make sense
  - 2. Someone might have missed a good one!
  - 3. Use the Google email address from above (easy to transfer)
- D. 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
- E. 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
    - b. Military Get Saved
    - c. David Cloud, etc.
    - d. All of these links help people find you
    - e. 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!
- F. 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](http://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](http://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)
  - 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
  - 1. Good digital is fine, but even a spinet sounds better
  - 2. Digitals are easier to move if you are renting a space
- 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)