

## change revolution



# YOU'RE A CHURCH. SO WHY AREN'T YOU LIVE STREAMING?

PHIL COOKE

There's a persistent myth about church live streaming that needs to be put to rest: the idea that once you go live online, your members will stop coming to the services. Nothing could

be further from the truth. I don't have statistics, I can only give you my experience with the hundreds of churches we've worked with around the world. Over and over, as we help churches live stream their services, their actual Sunday attendance in the building goes up. In other words, putting your services out there online for others to see, actually draws more to the Sunday service.

There are plenty of amazing live stream stories. I was speaking at a pastor's conference in Oklahoma this year and met one pastor who preaches to 700 people in his congregation. But his live stream is viewed by an average of 10,000 people each week.

We worked with a large church in the Southeast who actually gets as much as one third of their total income from their live stream audience. In fact, one Sunday the pastor called me excited to share that the previous Sunday, they received

more donations online than the congregation gave in the offering plate! That's unusual, but it does happen.

Think for a minute about former members of your church who have moved, but would like to stay in touch. Students who have left for college, business people in the congregation who travel. Missionaries you support. I can tell you that whenever my wife and I are on the road on a Sunday morning, she always opens up the laptop and watches the live streamed service from our church.

The bottom line is there are millions of people outside the walls of your church that need to hear your message. Certainly you won't reach all of them with your online service, but the fact is, if you're holding back from doing a live stream, you won't reach anyone beyond those walls. If you're a pastor or church leader interested in live streaming, ask any questions in the comment box, or contact our team. We want to see your message reach as many people as possible, and a live stream is a relatively inexpensive and effective way to make that happen. ▣