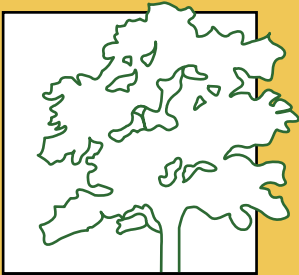


How a Local Church Reacted to and strived with COVID-19 Outbreak



**WAKE FOREST
PRESBYTERIAN
CHURCH**

SOLUTION

STREAMING SERVICES

VERTICAL

RELIGIOUS ORGANIZATION

VERTICAL

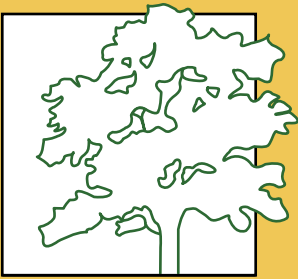
RELIGIOUS ORGANIZATION

Religious Organizations are instrumental in many communities. They provide a safe place for worship, a place for organizations such as Boys Scouts, Senior Groups, and older youth groups to gather in safe and constructive way. They offer day care services and counseling services. Religious Organizations offer guidance and lead communities in charity and organizing events that bring people together. They are often places of comfort and a refuge from stress and anxiety for many. A true lifeblood of many communities.



Overview

In late March 2020 North Carolina, and the United States, went on “Stay-at-Home” orders due to global pandemic of COVID-19. Wake Forest Presbyterian Church needed to find a way, immediately, to reach its members reliably while being responsible and safe. The solution was streaming weekly services utilizing the latest technology.



**WAKE FOREST
PRESBYTERIAN
CHURCH**

THEIR STORY

When a Global Pandemic reached the United States, Wake Forest Presbyterian adapted quickly and transitioned from traditional services to online streaming using the latest technology and reached people both locally and finding new members across the globe.

**FUTURE
CONSIDERATIONS**

AUDIO/VIDEO DEPT

Increasing local volunteers and offer training as the department grows to meet a new need

REFOCUSING

A retargeting effort aimed at using new techonolgy while retaining traditional values

Transitioning from traditional services to online delivered:

**200% INCREASE IN SERVICE ATTENDANCE
IN 2 WEEKS, RESULTING IN**



weekly views on
Facebook and YouTube



increase of
active members



increase in
Social Media interactions



Streaming Video Solutions

CONTENT DIVERSIFICATION

A fresh approach to traditional service and embracing new techology is key in being current and reaching new members

MEASURED IMPLEMENTATION

Taking a measured approach and adding features each week to keep audiences engaged and interacting

Streaming results after 4 weeks:



increase in weekly
views on Facebook
and YouTube



increase of
active members



increase in
Social Media interactions