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Fifth Avenue Presbyterian Church
New York, NY

What are the goals for today?

- Knowledge sharing
- New possibility!
- Leave with *(free! easy!)* practices to implement

Our Communal Vocation: *God is doing a new thing!*

"I am about to do a new thing, now it springs forth, do you not perceive it? I will make a way in the wilderness and rivers in the desert." (Isaiah 43:19)

- Members online are **seen, known and acknowledged**
- **We move people into community**: not just for better passive online experience, but convert to active community participation
- We have the resources to **test and fail**: we commit to sharing best practices widely with fellow churches and clergy
- 3 years in: full **membership classes** and 22% of our **pledge contributions** and growing

Inclusion through digital ministry

- Expands our sacred space and lowers the barriers to full participation
- Opens access for folks limited by on-site worship or community participation (*transportation, health, distance, accessibility needs like captioning, church hurt that flares in church space*)
- Regional hub or haven for those without pastors or congregations near them in the UCC, ONA, politically courageous
- We can apply this learning to additional groups: how can more groups say WE are the church, not the minority within

What are the goals for today?

- Practices in Worship
- Community Groups and online gatherings
- Evolving our language
- Church in your mailbox

Digital Ministry at Fifth Avenue

Who, what, why

What does a Hybrid member look like?



What does a Fifth Ave. member look like in 2026?



- Former New York members who moved elsewhere; reconnected in COVID
- Found us during COVID shutdown (video services)
- Found our livestream from across the world
- Long-term members, based in NYC or metro area, who can no longer attend on-site
- New Yorkers online when traveling or home sick

The Fifth Ave digital ministry constellation

- Five pastors (including me!)
- One videographer and livestream director with a team of sound and camera professionals
- Lay leaders who run our YouTube chat, Sermon Springboard, and pass the peace!

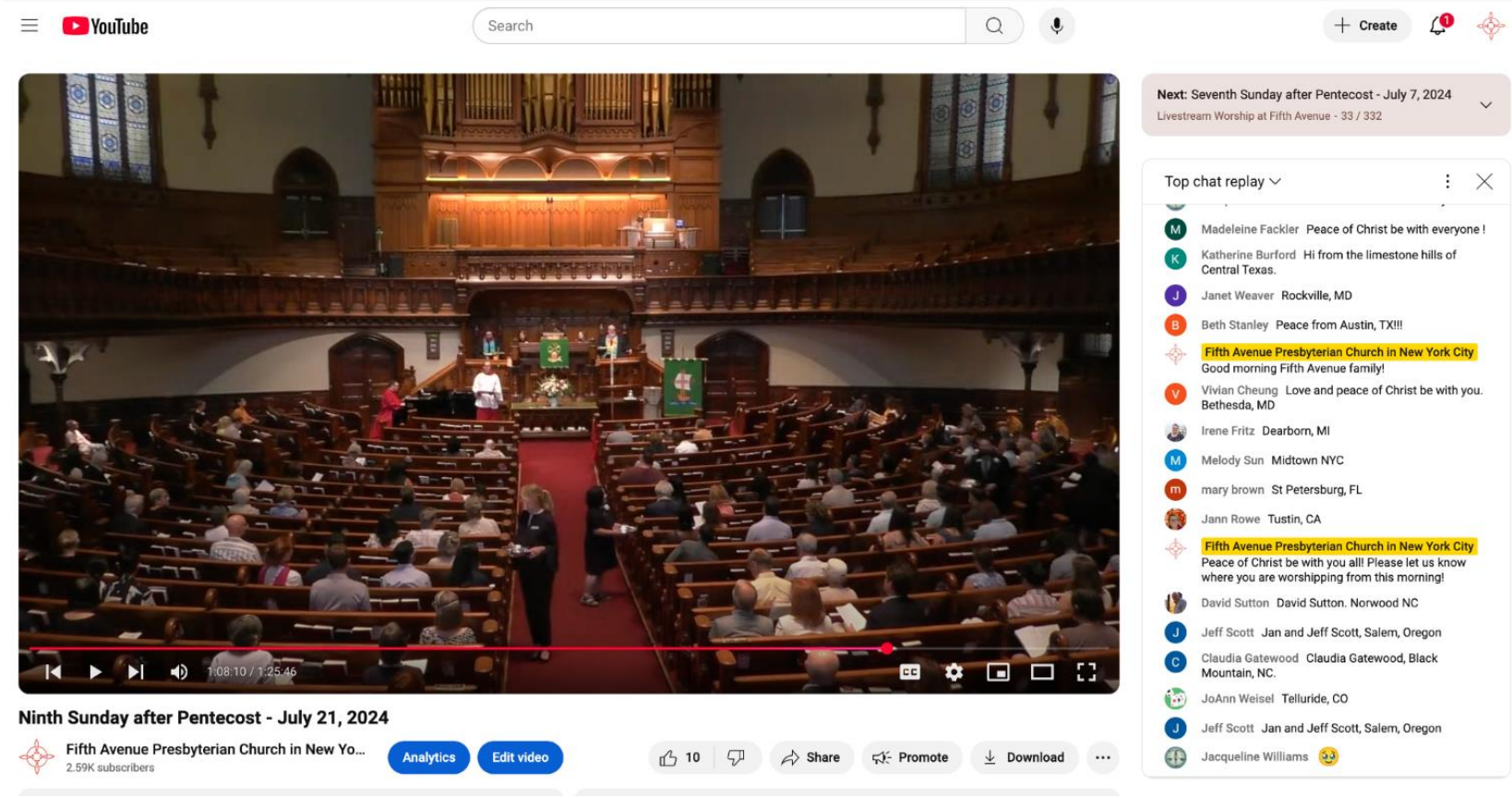


In-worship practices

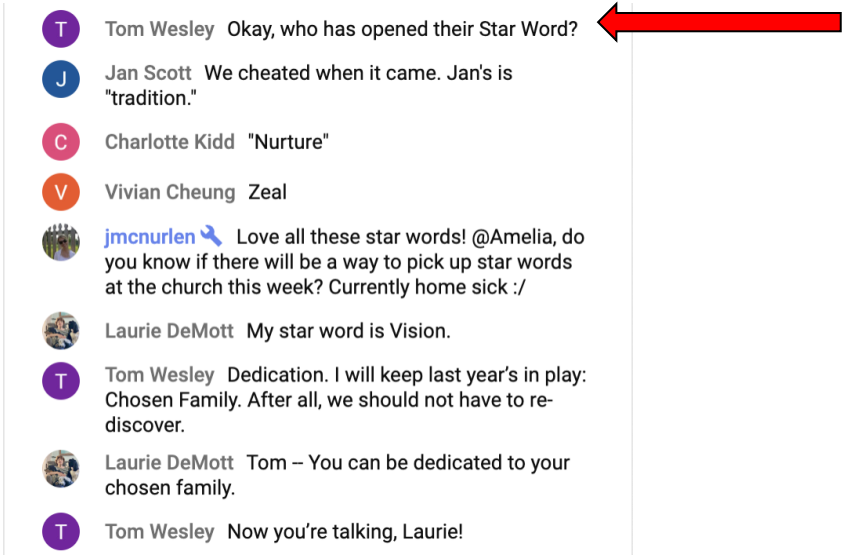
“We are one body, united in Christ, acting equally.” (1 Cor 10:16)

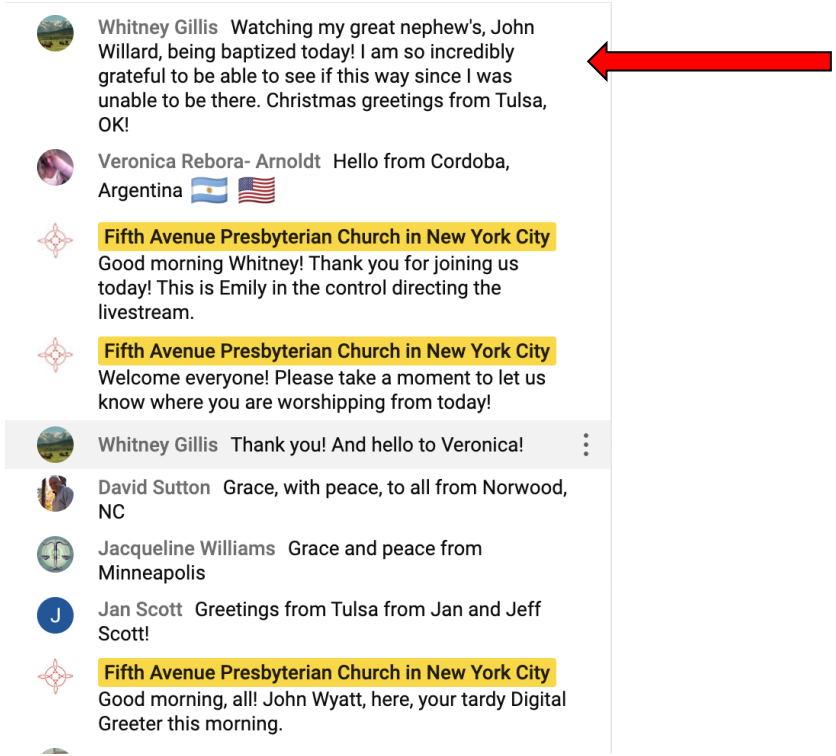
- Pass the peace online
- Share our live-stream cities
- Camera and language awareness
    - Eye contact and “in your bulletin or on your screen”
- Zoom communion
- Additional media (photos, videos) online only during offertory ask and sermon illustrations
- YouTube chat with digital greeter

Sunday Livestream Worship at Fifth Avenue

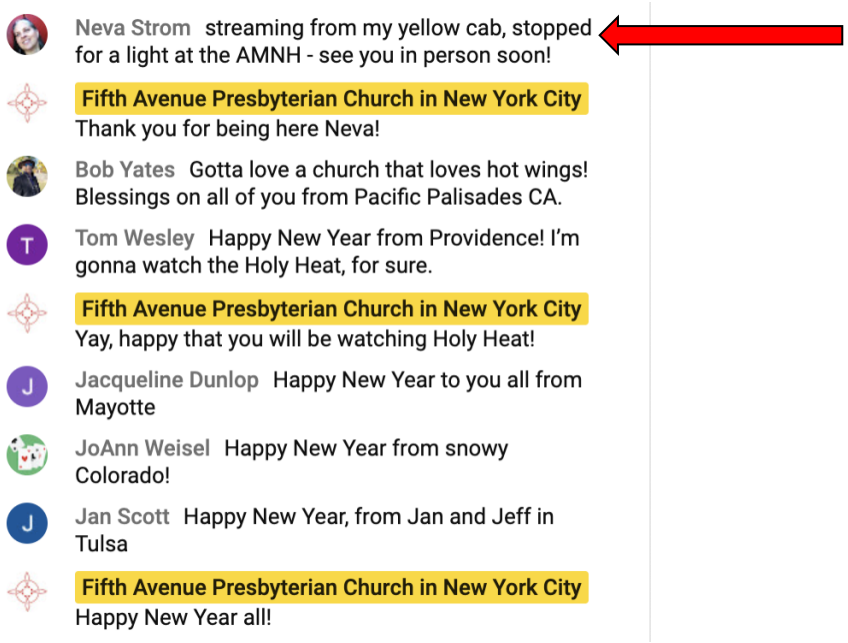


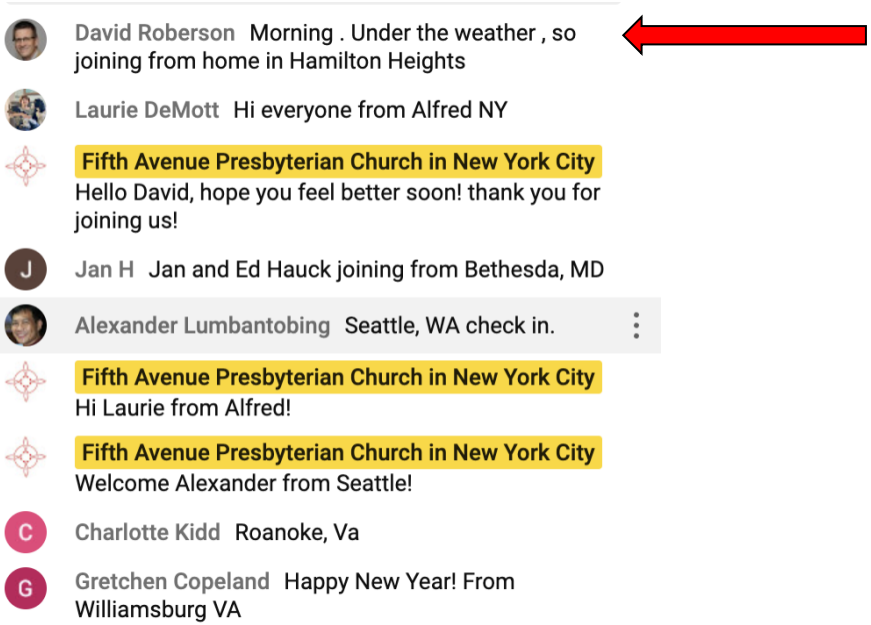
YouTube Chat & Live Engagement





YouTube Chat & Live Engagement





Livestream Cities “Shout Outs”



Zoom Communion



Zoom Communion Behind The Scenes









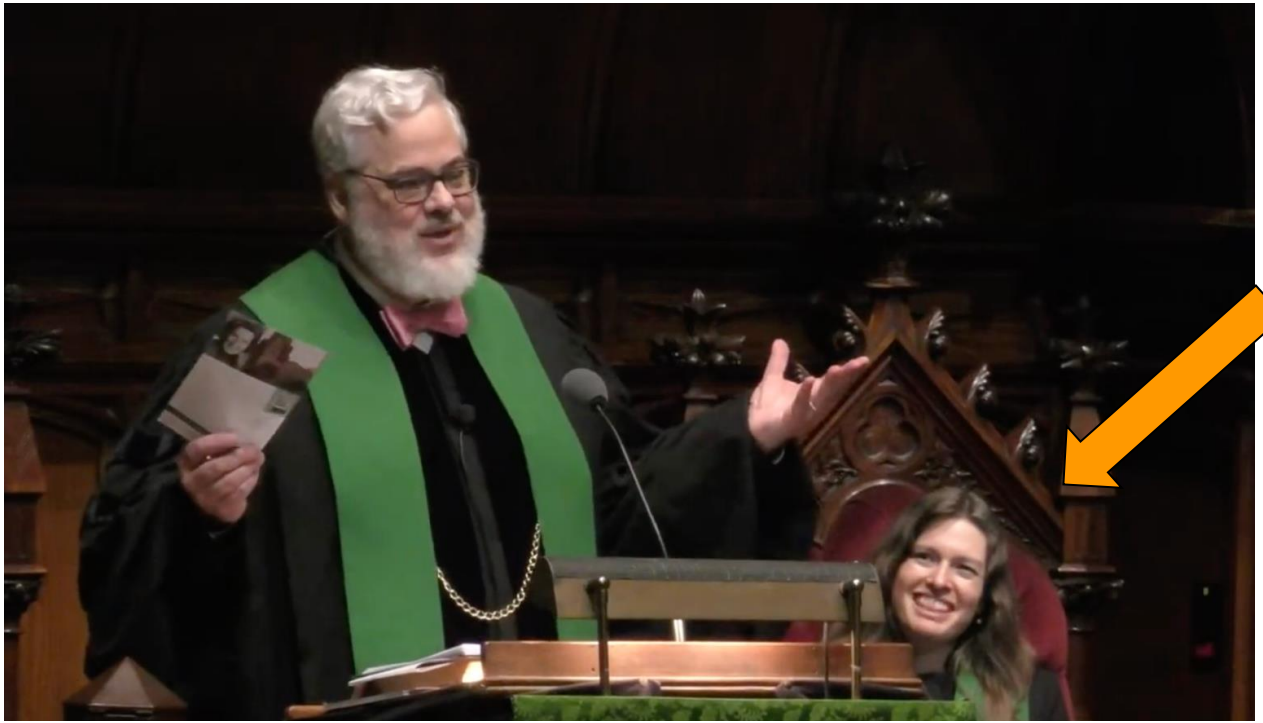

A GUIDE TO COMMUNION
Whose House for Christmas?


Glory to God

Being on Camera / Production Mindset



Being on Camera / Production Mindset
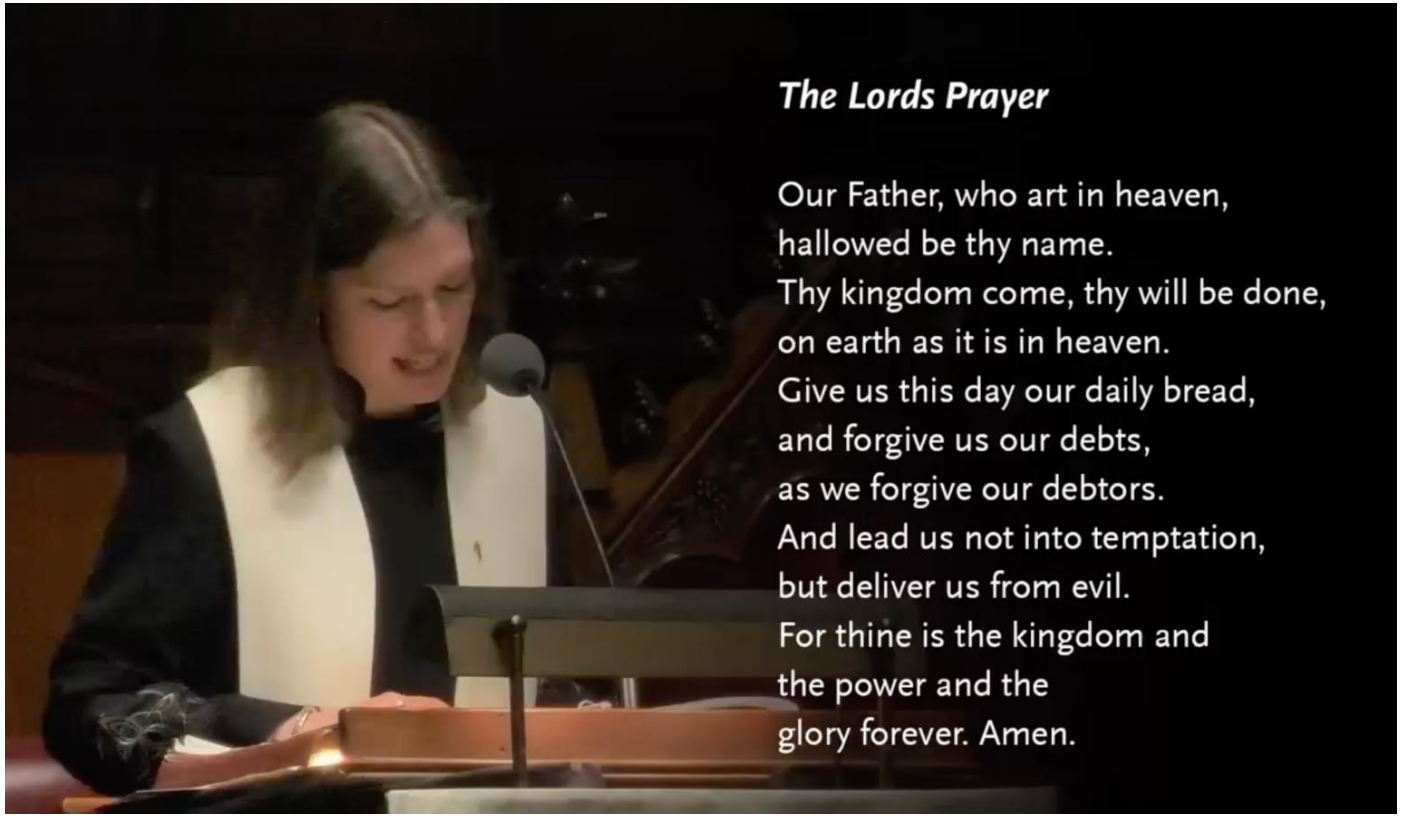


HOT SEAT

Being on Camera / Production Mindset



Visuals for In Person Audience vs. Online



In-worship practices

“We are one body, united in Christ, acting equally.” (1 Cor 10:16)

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    - Eye contact and “in your bulletin or on your screen”
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- Additional media (photos, videos) online only during offertory ask and sermon illustrations
- YouTube chat with digital greeter

Out-of-worship practices

- Sermon Springboard
- Bible study weekly
- Weekly newsletter, specific to and for the online campus
- Membership classes
- Adult education events: recorded lectures on YouTube, webinars on Zoom
- Beyond the Walls weekend

Sermon Springboard

SERMON SPRINGBOARD



Beyond The Walls



Beyond The Walls








Hi
Emily!!

Evolving our language and practice

- Far-flung sheep
- Remote worshippers
- Extended family
- Far-flung family
- Online coffee hour



- Online campus
- On-site
- **One church**
- Beyond the Walls
- Sermon Springboard

Church in Your Mailbox







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A Look at our Growth

	2023	2026
Hybrid Newsletter	0	326
Remote Worshipers church group	75	483
Beyond the Walls	18 36 in 2024	Goal of 40 34 currently registered
Sermon Springboard	3	Avg. 20 3 community co-hosts
Office Hours	Weekly drop-in pastoral care, served 120 unique members since 2023	
New Members	42 of 187 new members 2020-2025 (22%)	
Giving Percentages	20% total number of gifts, 22% total amount of pledge goal	



What questions do you have so far?