



# From Screen to Seat:

## Strengthening In-Person Engagement at Your Church

2025 unPredictions Team Playbook

**Gathering Together Will Still Matter:** Despite the rise of digital platforms, in-person church experiences remain irreplaceable. Focus on creating unique, engaging in-person experiences that can't be replicated online

This guide is designed to help your church leadership team explore and apply insights from the podcast episode featuring Greg Curtis. Use it to drive discussions that lead to actionable changes, ensuring your church creates in-person experiences that foster meaningful connection and community.

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## Opening Reflection

### Discussion Starter Questions:

- Why do you think in-person gatherings are still essential in the digital age?
- What unique aspects of our church's in-person experiences make them irreplaceable?
- How do you think people experience our church differently in person compared to online?

Greg Curtis highlights that while digital platforms are essential, the in-person church experience offers a depth of connection and community that online platforms cannot fully replicate.

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## Learning from the Expert

### Key Takeaways from Greg Curtis:

- The pathway from screen to seat is more critical than ever. Almost all new guests interact with your church online before attending in person.
- Your online presence (website, social media, streaming) functions as your "front porch." It's where guests form first impressions of your church.
- In-person experiences should focus on unique, engaging moments that motivate attendance and deepen connections.

### Discussion Questions:

1. How does our online presence currently reflect who we are as a church?
2. What unique aspects of our in-person gatherings can we promote more effectively to create excitement about attending?
3. Are we doing enough to make online attendees feel welcome and encouraged to join us in person?

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## Analyzing Your Church's Strategy

### Exercise 1: Evaluate Your Front Porch

Visit your church's homepage and social media accounts. Imagine you are a first-time visitor. Discuss:

- Does the website clearly explain what to expect from your services?
- Are there photos or videos that reflect the diversity and vibrancy of your community?
- Is the website easy to navigate, and does it feature a clear call to action for first-time visitors?

### Exercise 2: Create Irreplaceable Moments

Brainstorm ways to make in-person gatherings uniquely engaging. Consider:

- What can we offer during in-person gatherings that aren't possible online (e.g., live worship, special community moments, hands-on activities)?
- How can we make these moments stand out so guests feel they're missing out if they don't attend?

# Action Steps

## Quick Wins:

- Add or update your website's "What to Expect" section with compelling visuals and a welcoming tone.
- Offer a welcome gift to in-person attendees, such as a tumbler with a coupon for your church café or a branded notebook.
- Designate someone to personally greet online viewers during your live stream and invite them to attend in person.

## Long-Term Goals:

- Develop a strategy to transition online attendees into in-person connections.
- Plan and promote a signature event that creates excitement and motivates attendance (e.g., a community movie night, worship concert, or family activity day).
- Regularly evaluate your assimilation process to ensure new guests are moving seamlessly from their first visit to deeper connection.

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# Team Challenge

**Challenge Question:** "What is one immediate change we can make to enhance our in-person experience this month?"

**Assignment:** Each team member identifies one actionable idea to make your church's in-person gatherings more engaging or welcoming. Commit to implementing at least one improvement by next week.

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# Closing Reflection

## Prayer Prompt:

- Pray for wisdom as your church seeks to create engaging spaces where people feel welcomed and connected.
- Ask for creativity and clarity in designing experiences that draw people from screens into meaningful in-person relationships.

**Team Commitment:** Each team member commits to one specific action:

- "This week, I will make a personal effort to enhance the way I welcome and connect with others, both online and in person."

