

MEDIA AND CREATIVE MINISTRY

M.I.P. - JANUARY, 2026

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01 // SESSION ONE

THE GROWING NEED FOR CREATIVES IN THE CHURCH

- **Why is creativity important in ministry?**
 1. Because God is a creative God.
 2. Because man is a creative being.
 3. Because creativity enhances ministry.
 4. Creativity illuminates our communication.
 5. Creativity improves our problem solving.
 6. Creativity enhances our leadership.
- **Why does the church need to make room for creatives?**
 1. Because God makes room for creatives.
 2. Because we don't want creatives leaving our churches.
 3. Because we want to use every tool to our advantage in these last days
 - **Matthew 24:14 (ESV) — 14** And this gospel of the kingdom will be proclaimed **throughout the whole world** as a testimony to all nations, and then the end will come.
- **How to raise up more creatives in your church? (The talent is in the house)**
 1. **STEP 1:** Evaluate the creative climate of your church.
 2. **STEP 2:** Get a vision. (**1 Corinthians 10:31**)
 3. **STEP 3:** Create opportunities / teams.
 - Graphic Design / Print Design
 - Social Media Management
 - Website / Church App Management
 - Photography (Capture the service, worship, and the preaching shots)
 - Videography (B-roll footage of your services and events)
 - Video Editing
 - Camera Crew / Production Team
 - Facebook Live / YouTube Livestream
 - ProPresenter / Media Operator
 - Lighting
 - Stage / Set Design
 - Script Writing / Storyboarding
 - Creative Service Planning Team
 4. **STEP 4:** Arrange an interest meeting.
 5. **STEP 5:** Collect information.
 6. **STEP 6:** Follow up and plug them in.

02 // SESSION TWO

CREATIVE VIDEOS

- **The purpose of video.** To capture **meaningful moments** and **tell powerful stories.** Video has the capacity to bring a story to life, touch the heart, and move people to action..
- **The Exposure Triangle.**
- **Frame Rates & Shutter Speeds:** 24fps (Cinematic), 30fps (Talking Heads), 60fps + 120fps (Slow motion).
- **Understanding Lighting for Video / Photography.** (3 point lighting)
- **Camera Shots.** (3 point lighting)
- **Composition / Rule of Thirds.**
- **Creative Video Ideas.**

03 // SESSION THREE

CHURCH WEBSITES & SOCIAL MEDIA

- **Church website:** Your church has TWO LOBBY'S (In-person and online)
- **The 4 Most Important Pages on your website:** 1) The Home Page, 2) Sermons, 3) Staff / Leadership, 4) What to Expect.
- **We are living in the most fortunate time in history as it relates to technology.** It has never been possible in the history of the world to do what we can do now. What used to cost thousands and even hundreds of thousands of dollars to do can now be done for **FREE!** We are living in a day where essentially any church can build a platform, have a voice, be heard, and create a following.
- **Like it or not social Media is NOT going away.** If your church does not have a plan to utilize social media you will virtually be invisible to the outside world.
- **The Big 4:** Facebook, Instagram, Twitter, YouTube (Your church should be on these 4 platforms and should be posting on them weekly)
- **4 Rules of Social Media:** 1) No weeks off! 2) Repeat the best, forget the rest, continue to test, 3) Stop the Scroll! (Grab attention), 4) Remember that it's all about engagement.
- **Social Media Strategies (See attached document)**

04 // SESSION FOUR

CREATIVE SERMONS / SERMON SERIES

- **The most important component of our Sunday worship experience is the preaching of God's word.** The primary way that God speaks to His people is through the word. As the church we have the best message in the world, but that incredible message can be hindered by way in which it is presented.
- **The key to creative sermons / series is TIME.**
- **Learn to be a "rock" collector.** Keep your shepherds bag full at all times, always be collecting, inspiration can come from anywhere. Whenever you hear a nugget / idea (rock) for a message or an illustration put it in your "shepherds bag". Write it

down, file it away. Before long you'll have a shepherds bag full of ideas to draw from.

- **Visualize the text of scripture as you read.** The world of the scriptures is very vivid, while reading try to put yourself in the shoes of the characters in the story. What are they seeing visually? What are they feeling? What might they be thinking? What is the mood of this scene? What objects might there be around them? Read the same passage in various Bible translations to pick up on different nuances of the passage.
- **Sermon Preparation Guide (See attached forms 1 & 2)**
- **Planning a preaching calendar** (The Holy Spirit is NOT anti-planning and preparation, in fact the opposite is true, when you have a plan it actually gives the Holy Spirit more room to speak to you.)
- **Creative Sermons / Sermon Series ideas from Life Church Huntsville**

06 // SESSION SIX

CREATIVE SERVICE / EVENT IDEAS

- **How to plan creative and effective services and events?**
 1. **Know what kind of event you are wanting to do.**
 2. **Identify the purpose of the event.** What are you specifically trying to accomplish with this event? Every event should be tied to your churches ultimate vision. Life Church Huntsvilles visions is **Love, Reach, Serve.**)
 3. **Meet with your team regularly to plan.** (Look at the calendar weekly, at LCH we are always looking 2 to 3 months out. It's a lot easier to come prepared with good ideas when you have all had a few weeks to think about it)
 4. **Collect thoughts and ideas from the entire team.** There is no such thing as a stupid idea, because there is **a seed of smart in every stupid.** Don't just go with the first idea mentioned, give space and time for dialogue and reflection.
 5. **Choose the best ideas and save the rest for another time.** (You can't do it all. Better to execute one idea well than two or three ideas poorly)
 6. **Give clear assignments to team members with deadlines.**
- **Creative Event / Service Ideas:**
- **Dream Team Rally** (The heartbeat of our serve teams, we try to make each one unique)
 1. Made for More (Carabiners, water bottles)
 2. Gamechangers (Change the World stress balls)
 3. Party on the Parkway (Custom LCH Sunglasses with a sign that says, "Our future is bright!")
 4. Red Carpet (We rented a long red carpet that people walked into the sanctuary on)
 5. Fresh Air (Coming January 2020)
- **Jersey Day**

- **Love My Church Day**
- **Marriage Weekend**
- **Love My City Serve Day**
- **Easter Weekend** (Good Friday, Easter Sunday)
- **Mother's Day** (Muffins with Mom)
- **Father's Day** (Donuts with Dad, Iron Man theme, Opened service with Iron Day Competition)
- **Independence Day** (Theme of freedom)
- **Kid Blast**
- **Back to School Bash**
- **Veterans Day**
- **Fight Night**
- **Light Up Your Neighborhood**
- **Harvest Breakfast**
- **Christmas in the Commons**

07 // SESSION SEVEN

Q&A

LINKS / RESOURCES

Design Apps / Software

- [adobe.com](https://www.adobe.com)
- [canva.com](https://www.canva.com)
- [figma.com](https://www.figma.com)

Video Editing Software

- [adobe.com](https://www.adobe.com)
- [capcut.com](https://www.capcut.com)
- Final Cut Pro (App Store)
- <https://www.blackmagicdesign.com/products/davinciresolve>

Stock Photos / Videos

- [pexels.com](https://www.pexels.com)
- unsplash.com
- elements.envato.com
- stock.adobe.com

Royalty Free Audio / Sound Effects

- [soundstripe.com](https://www.soundstripe.com)
- artlist.io
- elements.envato.com

Church Motion Videos / Backgrounds

- storyloop.com
- churchmotiongraphics.com

Ai Graphic Generator

- midjourney.com

Design Inspiration

- pinterest.com
- dribbble.com
- behance.com

Eduation / Training

- skillshare.com
- YouTube.com
- thefutur.com
- prochurchtools.com

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Life Church Huntsille
Social Media Strategies / Ideas
By: Cliff Alger

Determine the primary goal for your church's Social Media presence

- For us it's, doing everything we can to **consistently expose people to the life of our church**

WHAT WE DO ON SOCIAL MEDIA

1. Post CONSISTENTLY throughout the week

- a. Try to post at least once a day
- b. Schedule your posts on FB
- c. Try not to shoot all your bullets in one day
- d. **Create a posting plan:**
 - i. Monday: (Example: Monday Motivation)
 - ii. Tuesday
 - iii. Wednesday
 - iv. Thursday: (Example: Throwback Thursday)
 - v. Friday
 - vi. Saturday
 - vii. Sunday

2. Platform Continuity

3. Things that we post:

- a. Livestream
- b. Weekly sermon quotes
- c. Post video of one of the songs that our worship band does from the weekend
- d. Sermon Video Clip With Words
- e. Event Promotion
- f. Sermon Series Promotion
- g. Video Announcements
- h. Post Questions that require interaction or feedback from the people:
 - i. **Christmas time:** "Share your family's yearly Christmas traditions", "What's your favorite Thanksgiving food?"
- i. Post helpful information about your city

- i. **Staff Restaurant Picks:** Brief description of why each staff member likes that place. (Maybe you can call the restaurant and make a deal with the manager that if they tell them that Redemption Sent them
- j. **Join Us This Weekend Posts**
- k. **Sunday Sermon YouTube Link**
- l. **Social Media Contests**
- m. **Prayer with the Staff on Facebook Live**

4. Check the church calendar often

5. Create Events on Social Media

6. Pay to Boost Events on Facebook

7. Set up a Social Media Booth in Church Lobby for Special Events (Create a hashtag and encourage people in your service to use it)

8. Schedule a photographer / videographer for your events / services

9. Understand that Videos get more attention than static pictures

10. SPELL CHECK! SPELL CHECK! SPELL CHECK!

11. Copy other people

- a. Elevation Church
- b. Church on the Move
- c. Newspring
- d. Life.church
- e. Just copy other people!

12. Check out great websites to up your content and social media game

- a. TheFutur (YouTube)
- b. <https://churchcommunications.com>
- c. ministrytech.com

SERMON PREPARATION: STAGE 1

STAGE 1 - THE GATHERING STAGE

At this stage your main goal is to gather ideas and think through the key components of your message. This will become the foundation of your sermon. If you run out of space use the back side of this sheet.

TEXT(S):

OBSERVATIONS:

POINTS:

Do **NOT**
begin
Form 2
until
these 2
boxes
are
filled
in!

SO WHAT?

NOW WHAT?

TITLE:

SERMON PREPARATION GUIDE: STAGE 2

STAGE 2 - THE ORGANIZING STAGE

At this stage your goal is to organize your material and try to solidify your content. This is the stage where your message begins to develop into it's final form.

(GREETING)

TEXT:

TITLE:

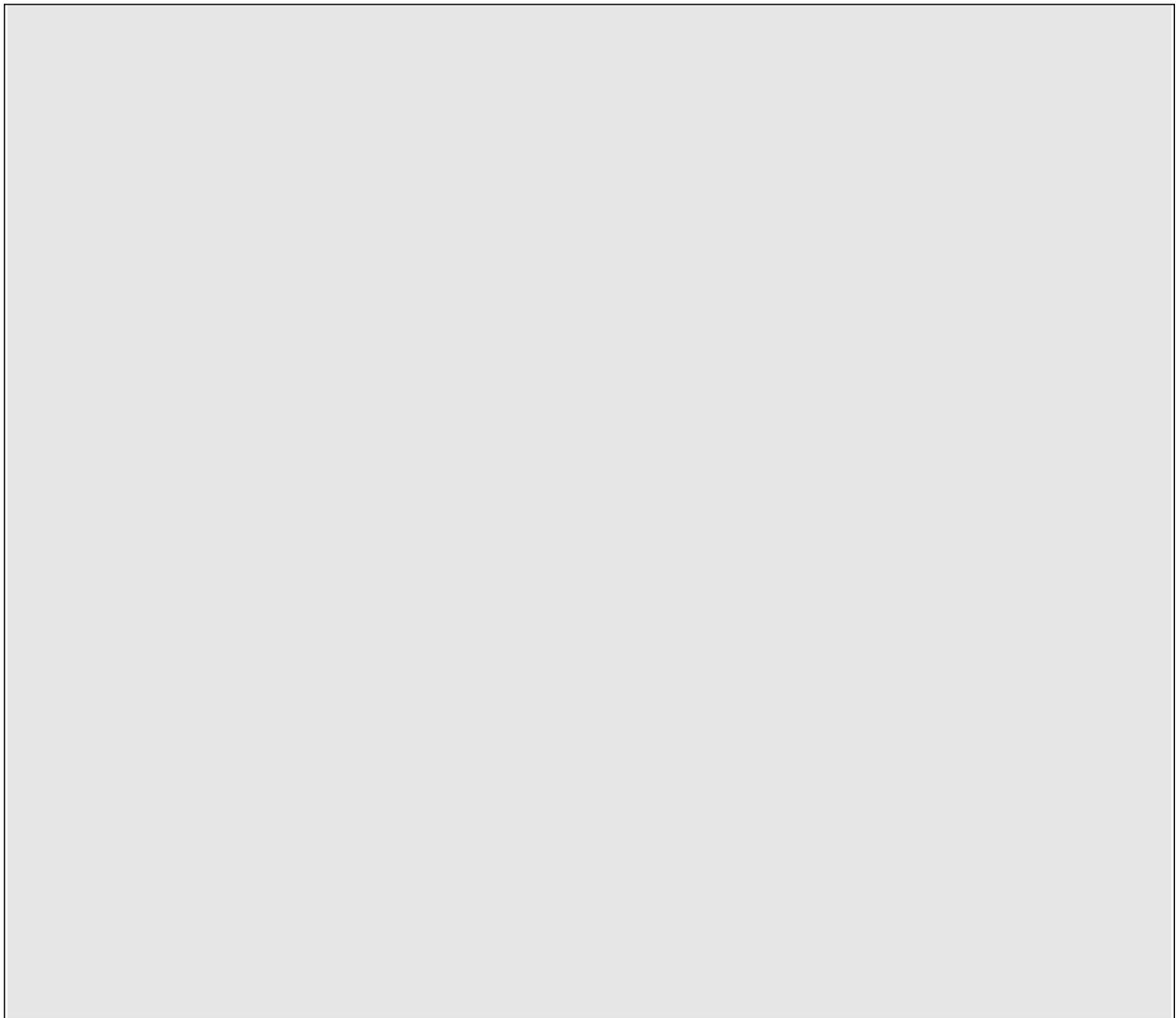
(PRAY)

INTRODUCTION:

TRANSITION:

BODY:

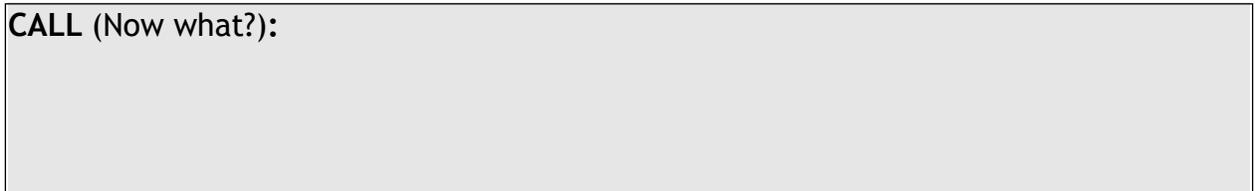
SERMON PREPARATION GUIDE: STAGE 2

A large, empty rectangular box with a thin black border, intended for writing the main body of the sermon.

CONCLUSION (So what?):

A rectangular box with a thin black border, intended for writing the conclusion of the sermon.

CALL (Now what?):

A rectangular box with a thin black border, intended for writing the call to action of the sermon.