



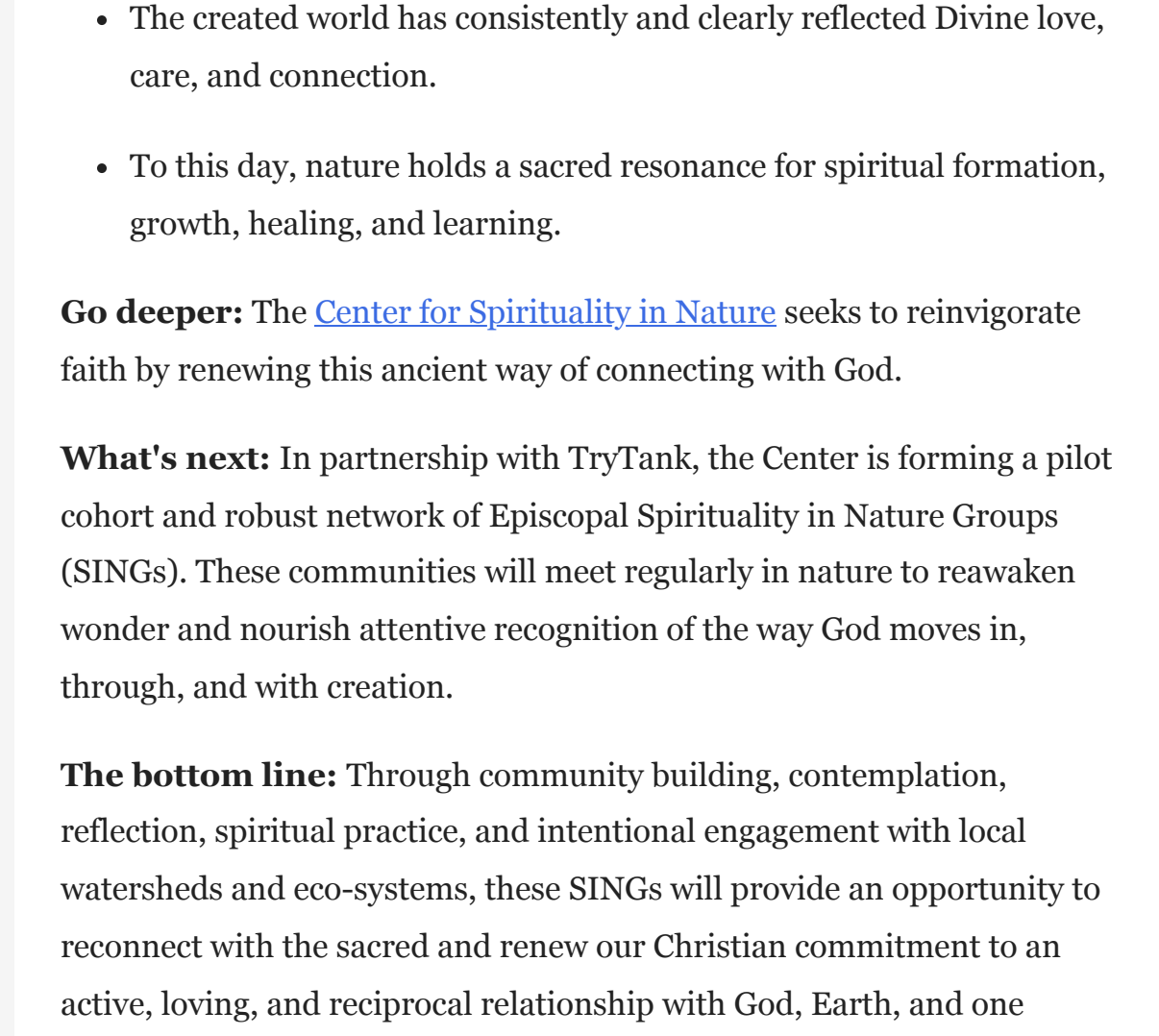
Church Innovation Insider

By Rev. Lorenzo Lebrija • May 06, 2022
Smart Brevity® count: 5 mins... 1381 words

Hi friends! Fr. Lorenzo Lebrija here.

- You can follow all my travels with my emotional support llama 🦙 by following us on Facebook [HERE](#).

🌍 1 big thing: Our first experiment with eco-theology



What's new: TryTank will be launching a new experiment helping congregations engage with eco-theology.

Why it matters: Our earliest testament of God comes from nature.

- The created world has consistently and clearly reflected Divine love, care, and connection.
- To this day, nature holds a sacred resonance for spiritual formation, growth, healing, and learning.

Go deeper: The [Center for Spirituality in Nature](#) seeks to reinvigorate faith by renewing this ancient way of connecting with God.

What's next: In partnership with TryTank, the Center is forming a pilot cohort and robust network of Episcopal Spirituality in Nature Groups (SINGs). These communities will meet regularly in nature to reawaken wonder and nourish attentive recognition of the way God moves in, through, and with creation.

The bottom line: Through community building, contemplation, reflection, spiritual practice, and intentional engagement with local watersheds and eco-systems, these SINGs will provide an opportunity to reconnect with the sacred and renew our Christian commitment to an active, loving, and reciprocal relationship with God, Earth, and one another.

What's next: To participate or for more information, contact [Payton Hoegh](#), the experiment manager.

👉 2. Join us for a new webinar on community partnerships



The big picture: Would you like to connect your congregation deeper to your neighborhood? Has the Holy Spirit called you to do more than your current resources allow?

- As part of our [1730 Project](#) focusing on smaller congregations (but open to all!), TryTank invites you to participate in two hands-on webinars that will show you, step-by-step, how you can supercharge your congregation through community partnerships.

Go deeper: Both ninety-minute webinars begin at 3:00 pm Eastern.

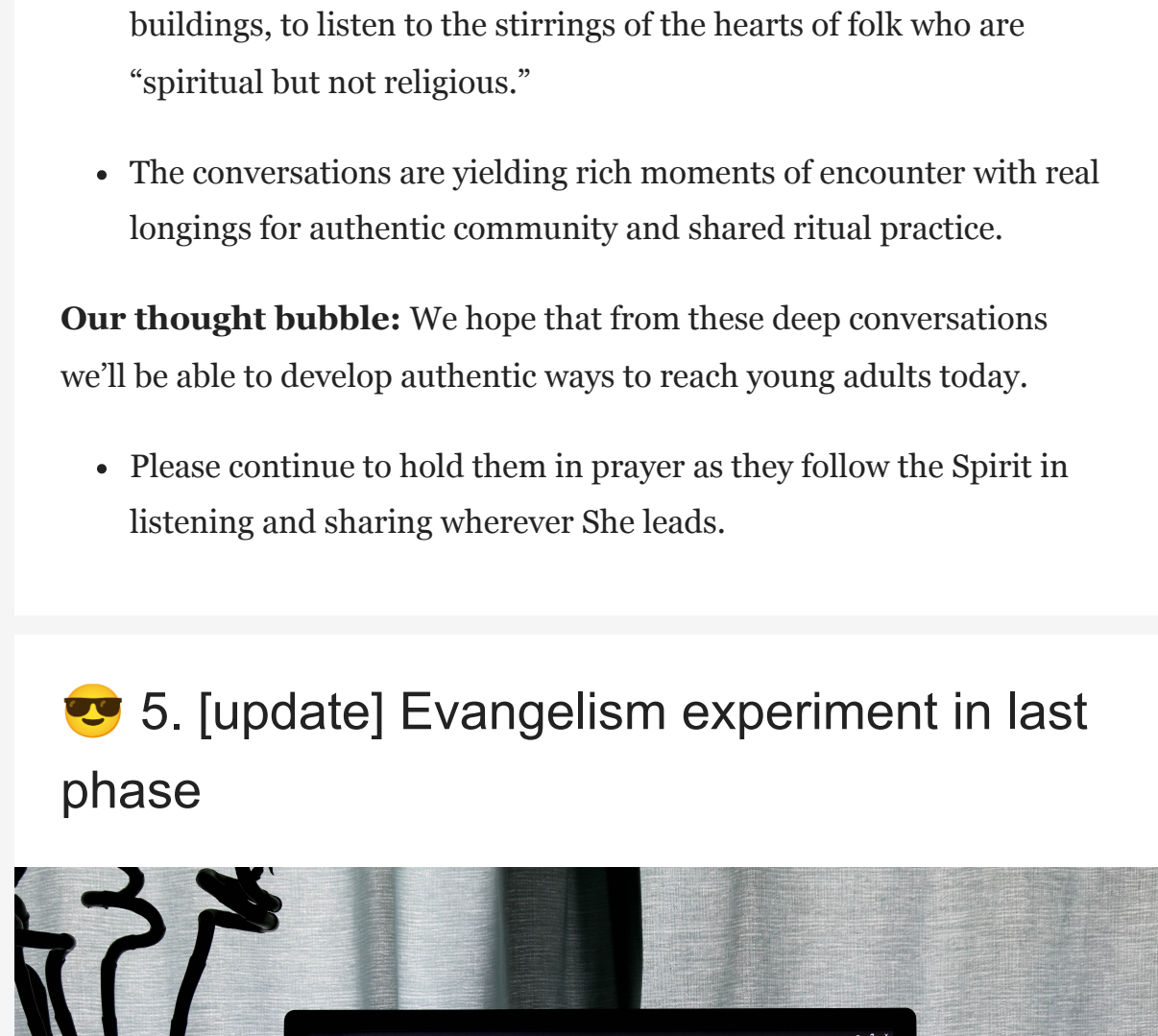
- Webinar #1 on June 2:** Connect with Your Neighborhood Through Community Listening
- Webinar #2 on June 9:** The Power of Community Partnerships

The webinars will be led by seasoned industry leaders who focus in the area of community partnerships and have written and taught extensively on the subject.

- Joy Skjeggstad** is a consultant, author, and coach who works throughout the U.S. to help churches develop a strategic vision and connect to their communities in creative ways.
- Heidi Unruh** is a trainer and coach, walking with ministry leaders from ideas to action. She develops practical resources to help church-goers connect with one another, care well for neighbors, walk alongside those who are vulnerable, and work toward the flourishing of their community.

What's next: You can register today by going to the lifelong learning Eventbrite page, click [HERE](#).

📖 3. [update] New edition of “El Libro” is available now



Part of the cover from the next edition of “El Libro de la Misa Episcopal”

El Libro de la Misa Episcopal, the Spanish language missalette developed by TryTank, has a new edition available.

- Originally developed as an experiment for Advent 2021, the *Libritos* provide an inexpensive, user-friendly resource for parish use containing the Sunday, liturgical and the propers for each week all in one convenient booklet.
- Via feedback, we heard that office staff saved two to eight hours of work weekly by not having to produce weekly service booklets.

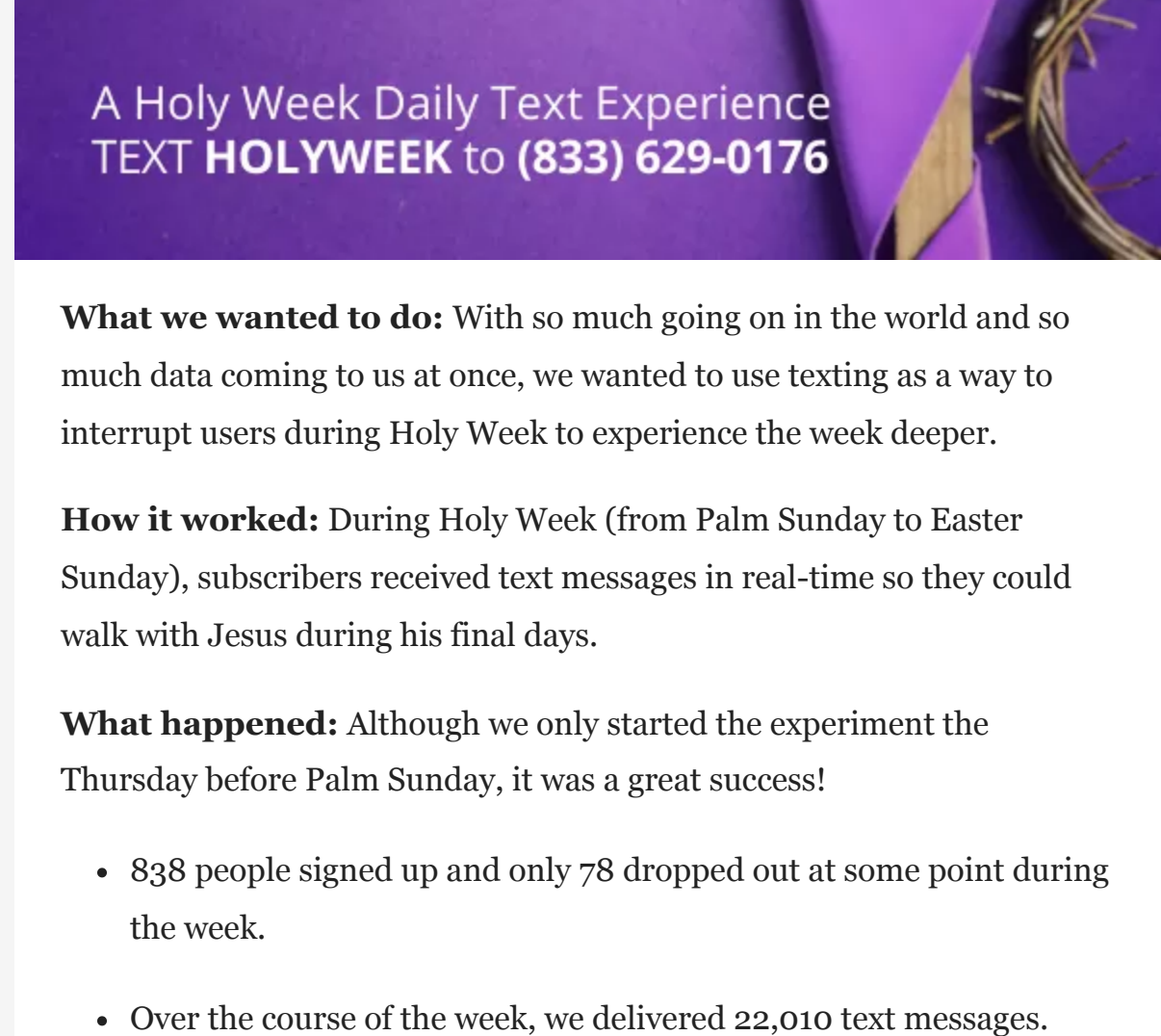
The bottom line: The experiment went on to become an ongoing ministry from the church-wide [office of Latino Ministry](#).

This second edition contains all of the propers beginning with Pentecost Sunday and going through the entire Pentecost season.

- At \$1.75 each, the *Librito* is an exceptional value for any congregation doing Spanish-language services.
- El Libro* is shipped in boxes of 50 and the price includes the shipping.

For more information, you can contact the [Rev. Canon Anthony Guillen](#), from the Office of Latino Ministry, or you can place your order [HERE](#).

👤 4. [update] Young Adult deep dive: Contemplative Edition!



We asked Rachel Field, a member of The Retreat House in Hillsboro, MD who is the experiment manager for part of our *Deep Dive Into Young Adults* experiment, to update us on how things are going. Here's her note:

- As April rolled by**, three conversation hosts (Rachel, Trey, and Jennifer) continued the process of deep listening.
- Over the course of the next three months we will be meeting up in coffee shops, laundromats, street corners, and maybe even church buildings, to listen to the stirrings of the hearts of folk who are “spiritual but not religious.”
- The conversations are yielding rich moments of encounter with real longings for authentic community and shared ritual practice.

Our thought bubble: We hope that from these deep conversations we'll be able to develop authentic ways to reach young adults today.

- Please continue to hold them in prayer as they follow the Spirit in listening and sharing wherever She leads.

👓 5. [update] Evangelism experiment in last phase



Once again we asked the Rev. Ken Krooos, the experiment manager for our various evangelism experiments, to update us on how things have been going. Here's his note:

We saw big results from our experiments to reach out to new people! Here are some of the things we have learned:

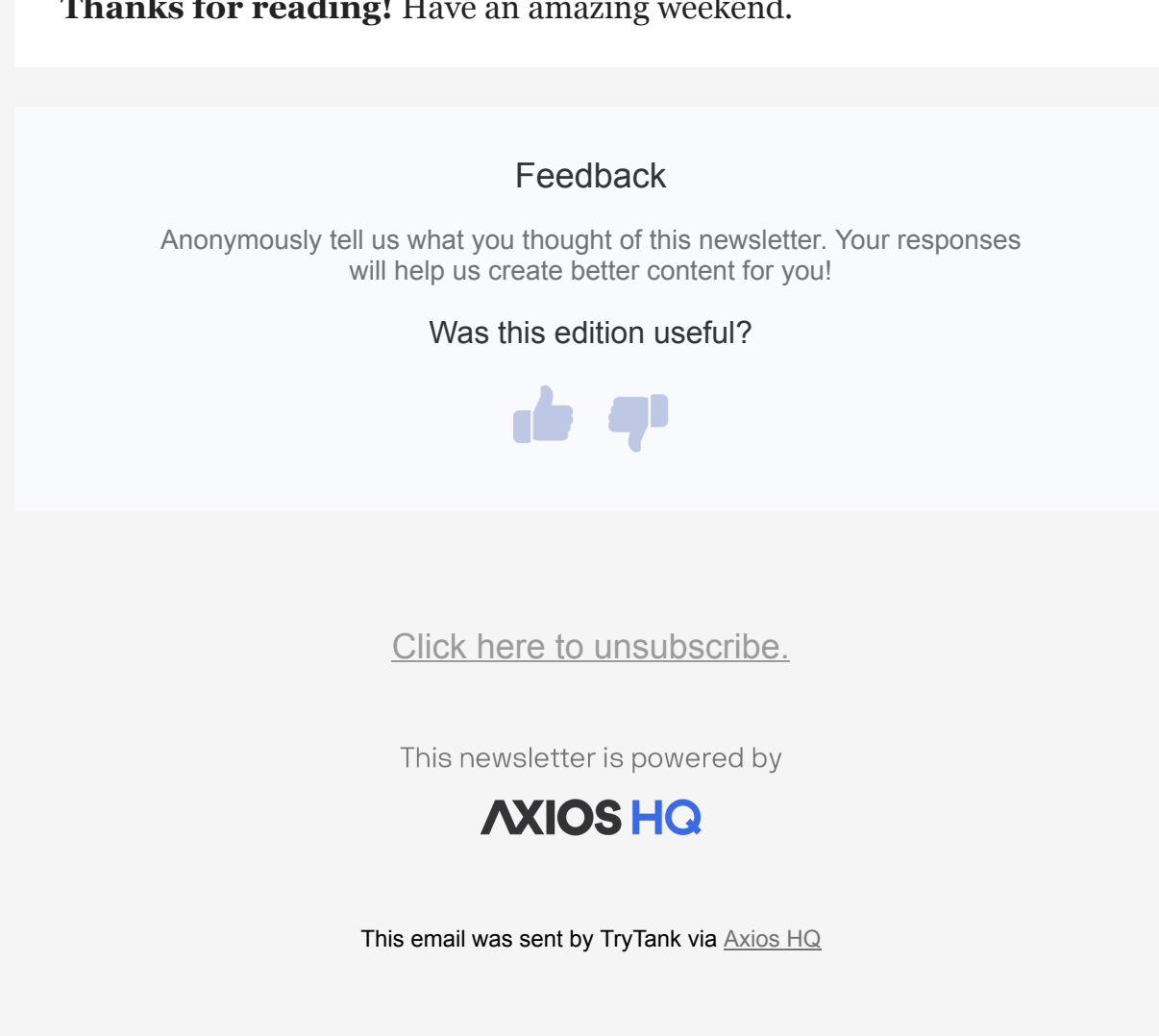
- Many people want to know about us.
 - We cannot clearly differentiate the post-COVID impact, but some churches saw more guests than ever before.
 - Keep in mind that most of the churches are small, so 3-5 guests is a big 'win'.
 - Most important, many guests want to stay in touch with the church.

- It is not hard or expensive!
 - We have been using Facebook where \$20.00 typically means a post is shown to ~1,800 accounts.
 - A few people investing 2-3 minutes a week to share posts can increase organic (free) distribution.

- The most difficult task is recruiting a few people to invest a little time.
- The impact of texting as a follow-up technique is being tested.

What's next: A few churches have said they want to continue collaborating. If you are interested or want to see the resources, email Rev. Ken [HERE](#).

6. [update] Text experience experiment a great success



What we wanted to do: With so much going on in the world and so much data coming to us at once, we wanted to use texting as a way to interrupt users during Holy Week to experience the week deeper.

How it worked: During Holy Week (from Palm Sunday to Easter Sunday), subscribers received text messages in real-time so they could walk with Jesus during his final days.

What happened: Although we only started the experiment the Thursday before Palm Sunday, it was a great success!

- 838 people signed up and only 78 dropped out at some point during the week.
- Over the course of the week, we delivered 22,010 text messages.
- 333 people took the time to respond to our post-experiment evaluation.
- 89% of the respondents found that this tool helped them “be more mindful” this Holy Week when compared to previous ones.
- 80% of the evaluations rated us 8, 9, or 10 on a scale of 0 to 10 when asked how likely they'd be to recommend us to a friend.

What's next: We are in advanced conversations to hand this ministry off to a partner to keep running—and perhaps expanding—it.

📅 7. Date Change for the next Faith in the Future conversation

In order to coincide with the release of “Church Shock,” TryTank's short film showing a few plausible scenarios of the church in 2032, the release date of the next “Faith in the Future” conversation has been changed.

Why it matters: The movie has been a year-long process of discerning signals of the future and then developing scenarios based on those.

- The method of foresight used to develop the scenarios is the same as the Institute for the Future in Palo Alto, CA.

What's next: The new date for the release is July 6, the same day that the movie will be available for viewing.

🎬 8. One fun thing: behind the scenes

Speaking of “Church Shock,” this is a behind-the-scenes picture of the filming that took place recently for the movie.

- Here we see the Rev. Daniel Klein while cinematographer Daniel Rink films.
- The movie will be available on July 6.

👤 9. Upcoming events from Lifelong Learning

Click on any of the dates or the picture above to go to the registration page.

[July 6](#) Faith in the Future: Conversations (see #7 above)

[July 6](#) TryTank's “Church Shock” movie released (more details on this soon)

Click on this image to see all of the on demand courses from Lifelong Learning.

Thanks for reading! Have an amazing weekend.

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