

# Tips on Going Virtual

*How to connect with your audience*



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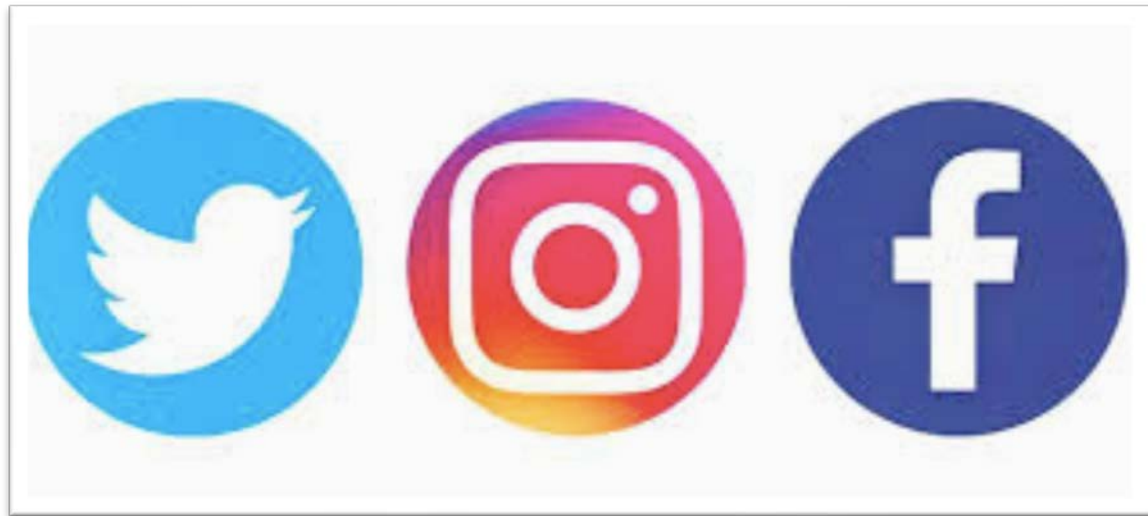
# GET CRYSTAL CLEAR

What are you trying to accomplish?



# KNOW THY AUDIENCE

Where do they congregate online?



# GO WITH WHAT WORKS

What has worked in the past?

What resonates with your congregation?



# CONTENT IS KING

What will the end user see, learn and experience?



# SPONSORS ARE YOUR FRIENDS

What motivates people to give?





# DATES DON'T MATTER

Virtual events encourage ongoing engagement.



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