

**5 Helpful Ideas from All Those “Leading in a Crisis” Emails We Are Receiving**  
**Curated by John Wertz, Jr.**  
**April 27, 2020**

1. **“So now that your church (along with almost every other church) is online, you’re probably asking: how exactly do I track ‘attendance’?”** - Carey Nieuwhof provides an excellent summary of the questions around tracking online attendance and provides 5 best practices to help measure ‘online attendance.’: <https://careynieuwhof.com/some-awkward-questions-about-how-to-measure-online-church-attendance-5-growth-strategies/>
2. **“How To Reliably Track ATTENDANCE & ENGAGEMENT For Online Church”** – Brady Shearer’s video discusses the connection between attendance and mission, the difference between attendance and engagement, and how to invite engagement online. He also provides a tool to consider measuring participation in digital worship experiences.: <https://www.youtube.com/watch?v=yy892VhB4jU&t=182s> Here’s the link to the Online Church Attendance Tracking Tool mentioned in the video: <https://docs.google.com/spreadsheets/d/1MyfwZXf64Ayodi6jIqIknJuJehusQF7fUsICFzIUNII/edit#gid=507273541>
3. **“Our new normal is already with us and it is also just beyond our reach. This is an exciting time to be the church if we are willing to stay in the disorientation for the time it takes to discover our next chapter.”** – Susan Beaumont reflects on five practices to help leaders and congregations find the next, new normal.: <https://www.congregationalconsulting.org/finding-our-new-normal/>
4. The Wisconsin Council of Churches has produced a document entitled **“Return to Worship”** which offers good insight and questions for congregations whenever their congregation begins to consider to return to in-person ministry.: <https://www.wichurches.org/2020/04/23/returning-to-church/?fbclid=IwAR1B93zcx-55ooIYhQxFuLSJGDcTphV9ZIPANOvfDkdKkA7DNdPzEoXoTz8>
5. **“The biggest mistake most leaders will make is the emotional rush to get back into a facility, to see everyone again, to assemble their teams and get back to ‘normal’, they’ll re-embrace a model of ministry designed to reach a world that no longer exists.”** – Carey Nieuwhof discusses opportunities to learn and grow in leadership and ministry from your experience during the pandemic.: <https://careynieuwhof.com/avoid-this-big-mistake-stepping-back-into-the-past-when-you-step-back-into-your-building/>