

# Snow Storm Strategy – Internet Age

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**+Bishop Jon V. Anderson**

I invite you to think about a new way we can minister even in the middle of a snowstorm.

I also think this approach to ministry might be helpful using social networking to reach your young people and young adults, as well as others, who enjoy social media.

We know many of your congregations now use email, web and social media such as Facebook, to communicate about worship decisions on mornings when we need to cancel worship due to weather.

If that happens at your congregation in the coming weeks we invite you to lift up our synod and churchwide videos as a way to have worship at home. There are sermons and presentations; some are informational and some inspirational. Below are links you may want to lift up using social media or in other ways so people might be able to get a glimpse of what God is up to through our church body in its many forms.

We have a number of synod videos on Vimeo - <http://vimeo.com/34527308>

These include...

- Synod
  - Bishop's Report – 2012 – 9 minutes – This video was intended for congregational meetings. We know many did not hear about it, or have the time to use it. It lifts up the life and work of our synod in stories.
  - Pr. Amy Juel Palmer shares a sermon for our HIV AIDs awareness
  - Our 2011 Assembly Sermon is also there along with some other fun videos.

Then there are many videos from churchwide that would be worth sharing.

- Churchwide
  - Worship at the Churchwide Assembly: <http://www.elca.org/Who-We-Are/Our-Three-Expressions/Churchwide-Organization/Office-of-the-Secretary/ELCA-Governance/Churchwide-Assembly/Watch-the-Assembly.aspx> - This is the link for the concluding worship service at the 2011 Churchwide Assembly. (All services are included.)
  - Video Contest Videos and Churchwide Assembly Videos: <http://www.elca.org/Who-We-Are/Our-Three-Expressions/Churchwide-Organization/Office-of-the-Secretary/ELCA-Governance/Churchwide-Assembly/Multimedia/Video.aspx> The first two videos from congregations are powerful. The video from the Mission Investment Fund gave me chills as it asked where are you investing your life. Finally the Malaria Initiative video was a powerful

reminder of the calling we have to end this scourge that kills a child every 45 seconds in this world.

We come from a tradition that was born and spread swiftly because of the new technology of the printing press. We live in a time where we have the quickly changing world of video and other communication forms that are less than a decade old. May God guide us as we seek to steward the Gospel in this time and context.