

Ebenezer Rest, Launched by Bivocational Pastor, Helping Small Churches Turn One Sermon Into a Week of Ministry

Created by a pastor who's church couldn't afford existing tools, the

platform repurposes and distributes sermons for churches. It is available to churches now.

CHICAGO, IL, UNITED STATES, August 31, 2026 /EINPresswire.com/ -- [Ebenezer Rest](#), a new

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Claude Watkins

platform that turns a single sermon into a week of shareable content, is now available to churches. Created by bivocational pastor A. Claude Watkins IV, the tool takes a sermon a pastor has already preached and automatically produces short video clips, devotional text messages, an email newsletter, and a blog post, then distributes them across the major social platforms, all in the preacher's own voice.

The platform is built for a specific and often overlooked church: the small or mid-sized congregation that films its services every week but has no media team and no time to

turn those sermons into anything more. For those churches, the sermon usually reaches the people in the room on Sunday morning, and then it stops.

Watkins did not set out to start a company. He set out to solve his own problem.

"It started because I couldn't afford the software I was using, and I was paying for it out of my own pocket, because we didn't have it in the church budget" Watkins said. "It would post my sermon to Facebook, but it wanted more money to reach the other platforms, even though I knew those posts cost nothing extra to send. I was determined to find a way around being upcharged. Before I knew it, I had built the exact system I wished my church had. Then I thought, maybe another pastor could use this too."

Watkins first used the tool at his own church, and says the results came pretty quickly. Over three months, the congregation's YouTube following grew by more than 50 percent. New visitors began telling him they had found the church online before ever walking through the doors.

When his congregation asks visitors who invited them, Watkins says, roughly 70 percent answer that they had been watching on Facebook. Members have also told him they value receiving reminders of Sunday's message throughout the week.

For Watkins, the point was never chasing numbers.

"A pastor spends hours preparing a message for the people who are there on Sunday morning," he said.

"Ebenezer lets that same message keep working all week, for the members who need reminding and for the people who are only watching online. To me, that is stewardship, not marketing."

From one uploaded sermon, Ebenezer Rest generates short-form clips, devotional texts, an email newsletter, and a blog post, and publishes them across YouTube, TikTok, Facebook, and Instagram. Pastors review and approve everything before it posts, and the platform does not charge separately for each additional platform, a direct answer to the upcharging that first prompted Watkins to build it.

Ebenezer Rest is available to churches now at ebenezer.rest.

About Ebenezer Rest

Ebenezer Rest is a [sermon repurposing and distribution platform](https://ebenezer.rest) built for small and mid-sized churches. Created by bivocational pastor A. Claude Watkins IV, it turns a single sermon into clips, devotionals, newsletters, and blog posts in the preacher's own voice, so a church's Sunday message keeps reaching people throughout the week. The name comes from 1 Samuel 7:12, where the prophet Samuel set up a stone he called Ebenezer, saying, "Thus far the Lord has helped us." Learn more at ebenezer.rest.

Autry Watkins

Ebenezer Rest

+1 312-820-7222

claudew@ebenezer.rest

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