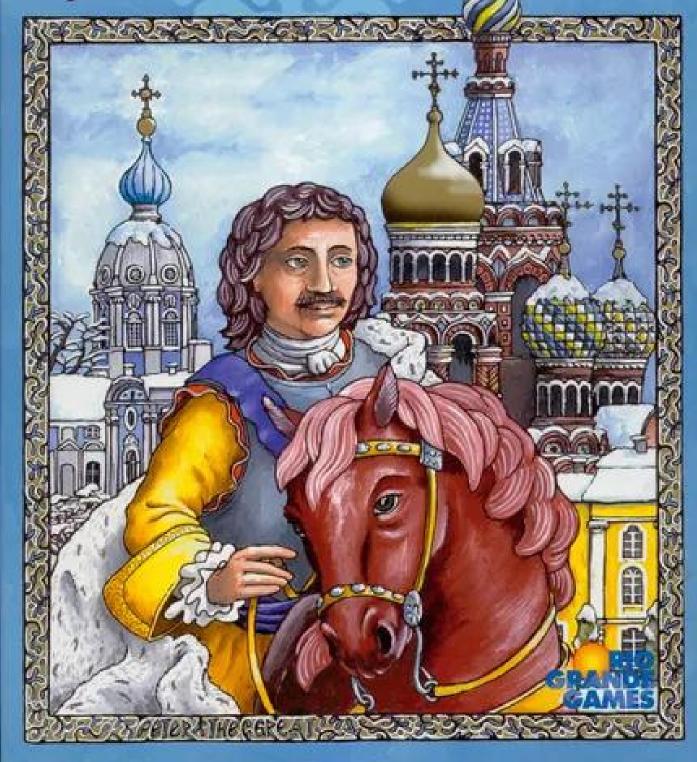
DEVELOPING A DIGITAL MINISTRY STRATEGY

BRITTANY NELSON DEEPER KIDMIN

SAINT MICHAEL TUMMELHOFER TO SAINT MICHAEL TUMMELHOFER TO SAINT MICHAEL TUMMELHOFER





DEVELOPING A DIGITAL MINISTRY STRATEGY

BRITTANY NELSON DEEPER KIDMIN

O"Digital strategies are going to become embedded parts of your ministry strategy. It won't be something separate. It won't be something different. They will be elemental, essential, components of how you do what you do to help people far from God meet him and take next steps in their relationship with him?" Tiffany Deluccia, The Unstuck Group





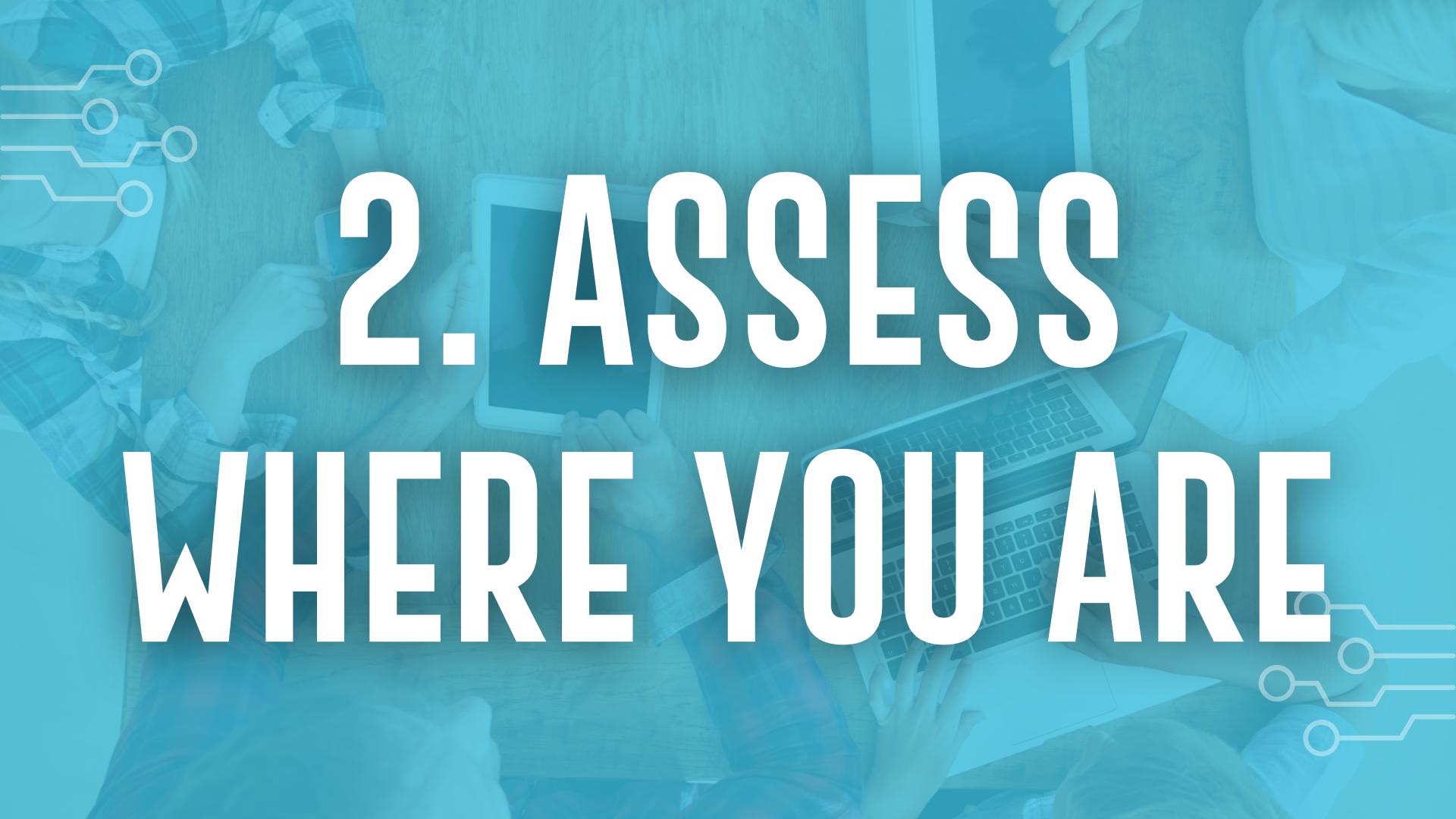


TALK IT OUT:

SHARE YOUR MINISTRY/CHURCH MISSION STATEMENT OR START DEFINING ONE FOR YOUR MINISTRY.







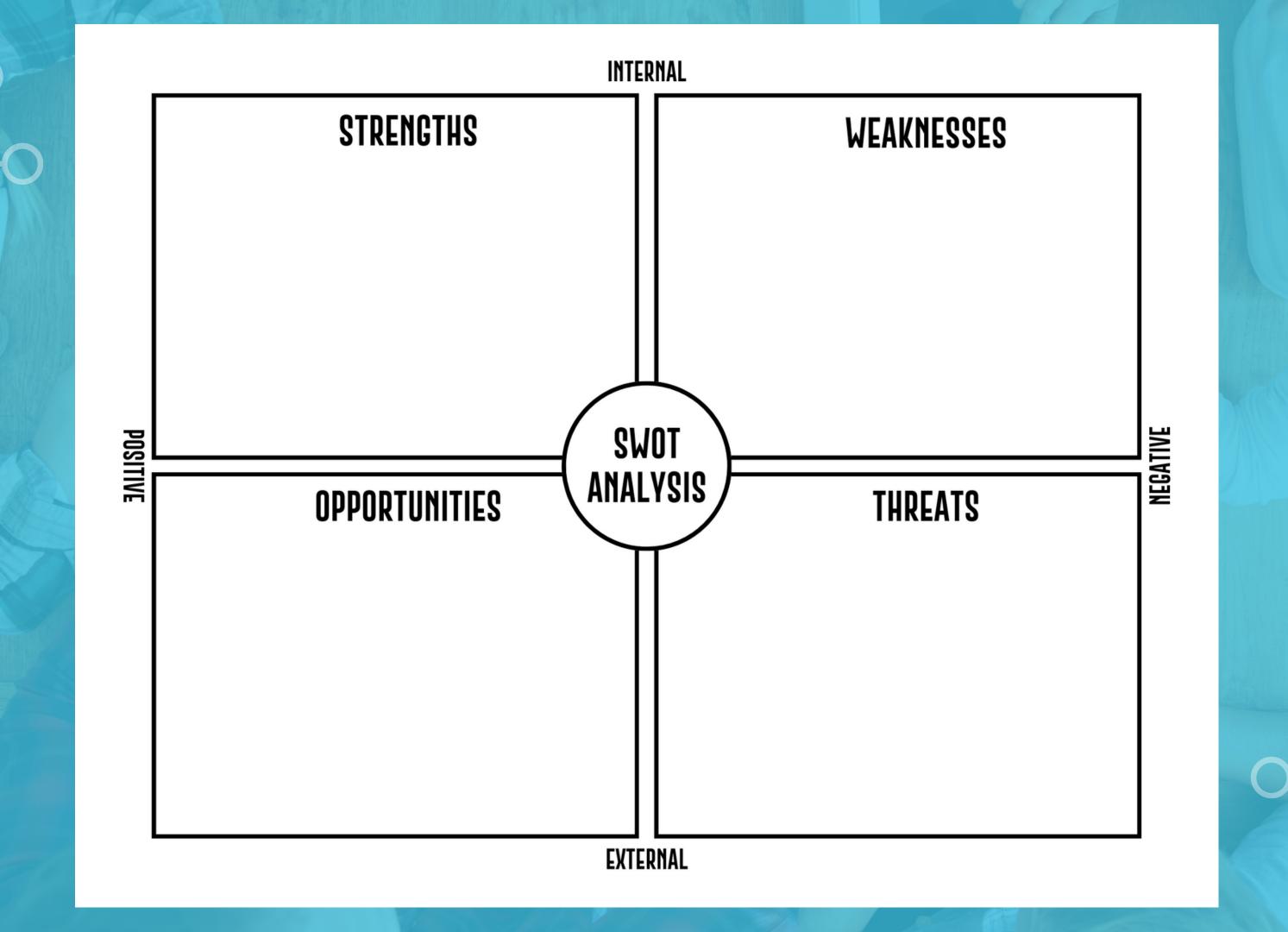
WHO ARE YOU TRYING TO REACH? WHEN ARE YOU TRYING TO REACH THEM? WHERE ARE YOU TRYING TO REACH THEM? HOW ARE YOU TRYING TO REACH THEM?

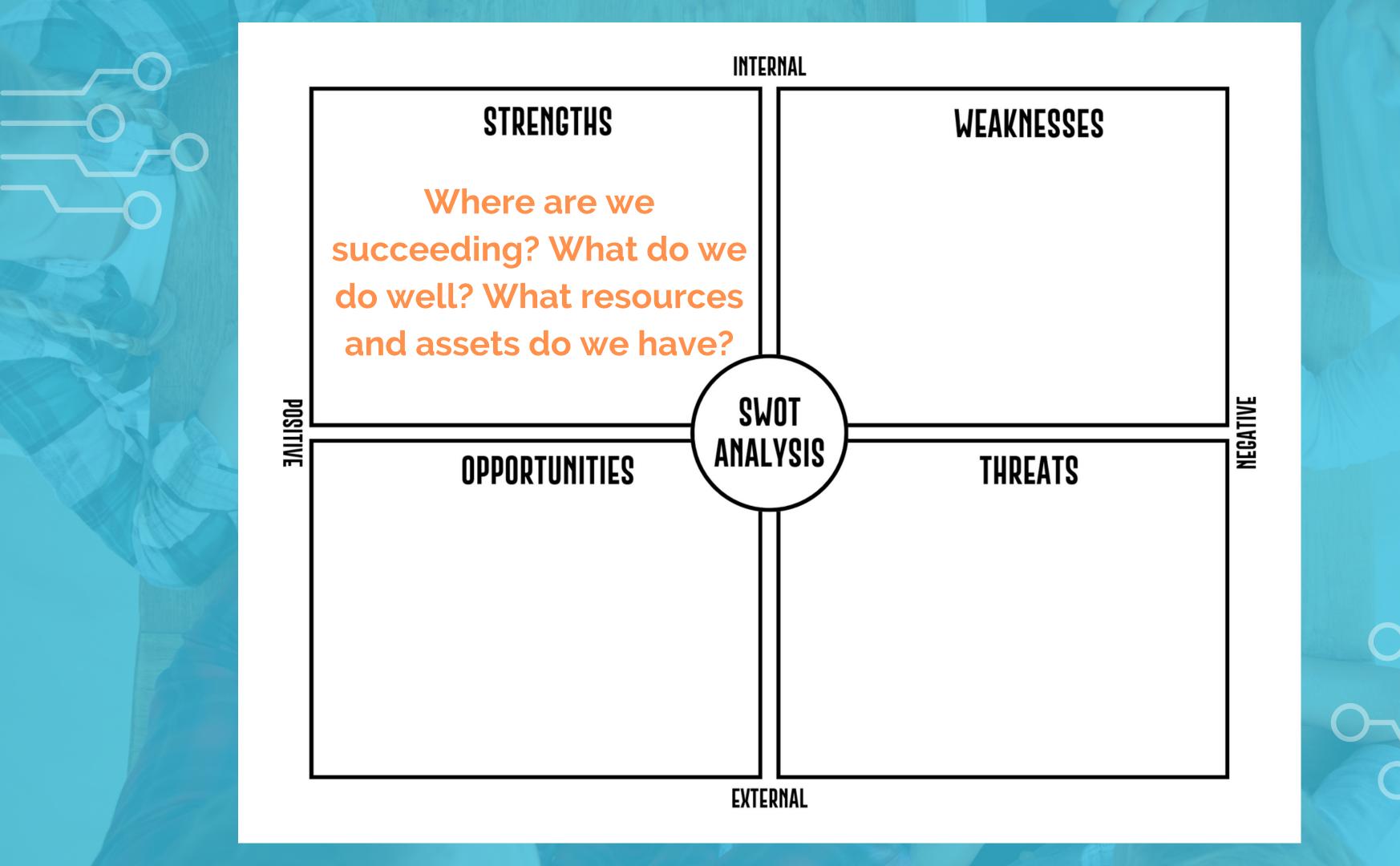


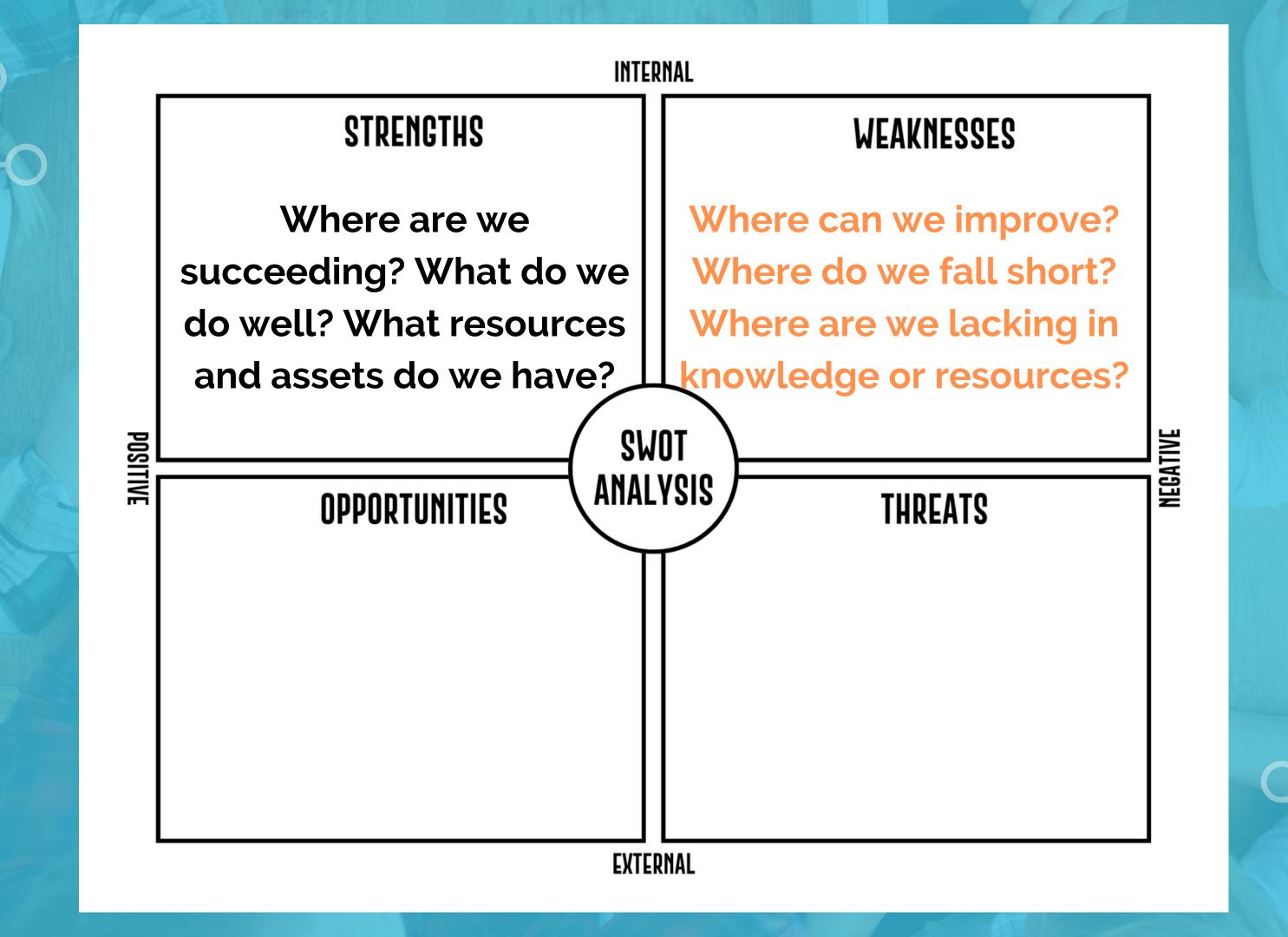
HOW DOES EACH AREA SUPPORT YOUR MISSION STATEMENT?

- Administration
- Teaching
- Connecting with Parents

- Volunteers
- Social Media
- Church Website







Where are we succeeding? What do we do well? What resources and assets do we have?

WEAKNESSES

Where can we improve?
Where do we fall short?
Where are we lacking in
knowledge or resources?

SWOT Analysis

THREATS

POSITIVE

OPPORTUNITIES

Are there any emerging trends we can take advantage of? What's going on in our community? What external elements can we tap into?

EXTERNAL

Where are we succeeding? What do we do well? What resources and assets do we have?

OPPORTUNITIES

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WEAKNESSES

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SWOT **ANALYSIS**

THREATS

What external elements cause roadblocks or trouble? Are there any changes coming in the future?

POSITIVE

community? What external elements can we tap into?

EXTERNAL

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ANALYSIS

THREATS

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POSITIVE

WORK WITH A FRIEND TO BEGIN A SWOT ANALYSIS OF YOUR DIGITALDISCIPLESHIP STRATEGY.



Where are we succeding? What do we do well? What resources and assets do we have?

OPPORTUNITIES

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POSITIVE

EXTERNAL



TALK IT OUT-

START BRAINSTORMING AND MAKE YOUR "BLUE SKY" LIST. WHAT WOULD YOU LIKE TO SEE HAPPEN IN YOUR DIGITAL DISCIPLESHIP STRATEGY?

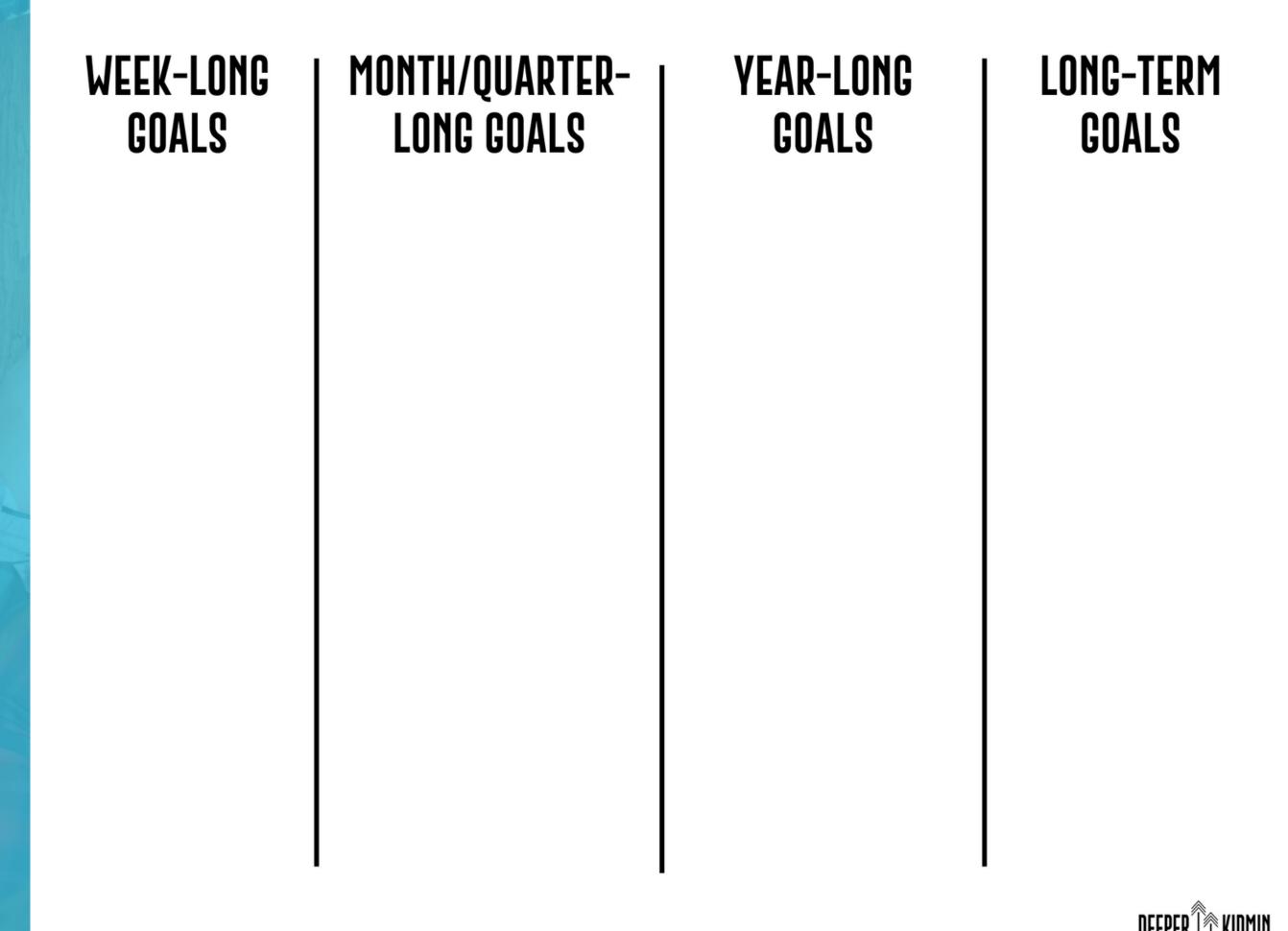






MAKE A PLAN

- Start with prayer.
- Divide goals into time lengths.





MAKEMADIAN

- Start with prayer.
- Divide goals into time lengths.
- · Choose 1 goal and add details.

- Start with prayer.
- Divide goals into time lengths.
- · Choose 1 goal and add details.
- Repeat with other goals.

TALK IT OUT:

SHARE WITH A NEIGHBOR: 1-3 IDEAS YOU WANT TO EXPLORE OR IMPLEMENT WHEN IT COMES TO DIGITAL DISCIPLESHIP.





SCAN ME

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