



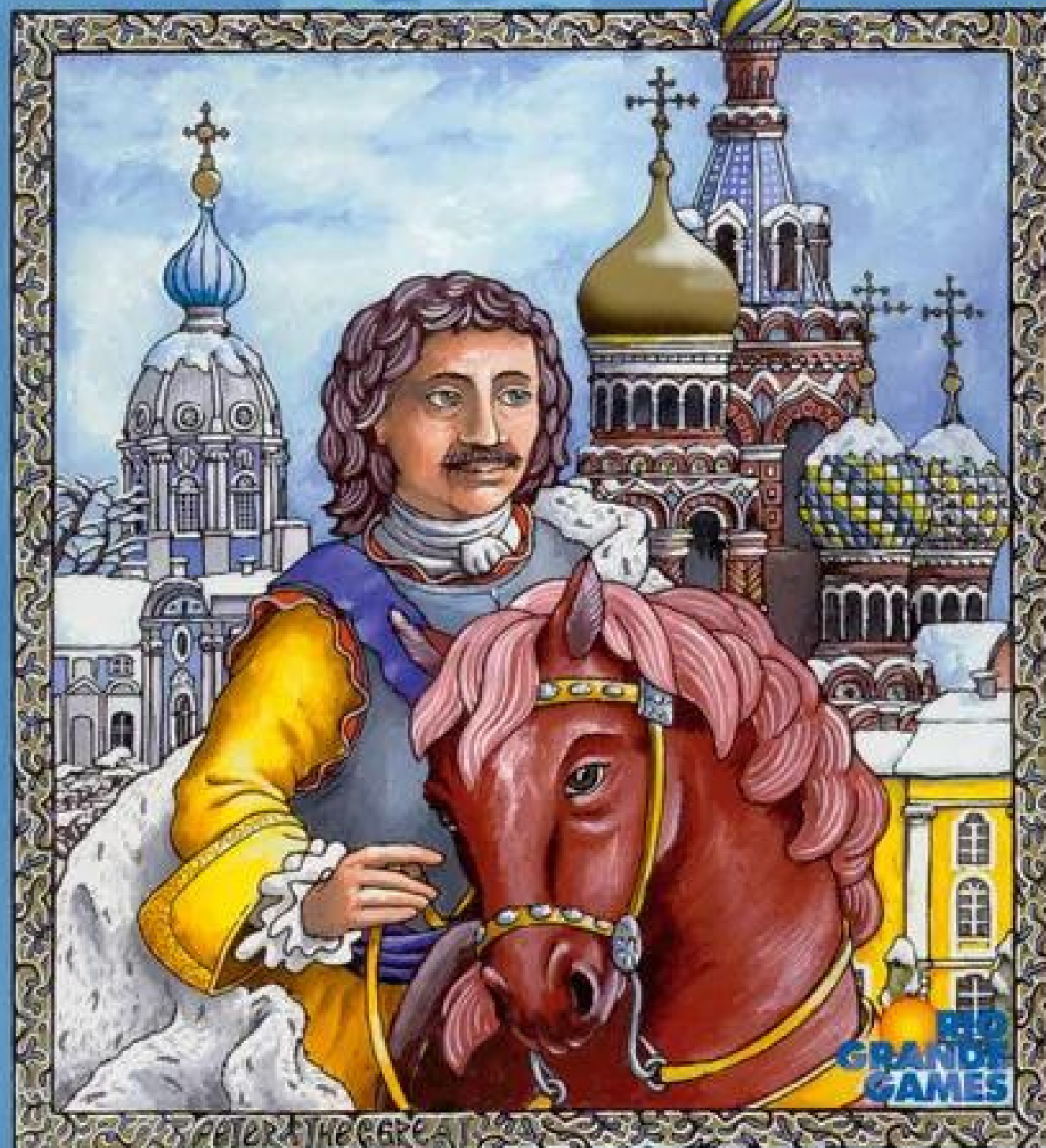
DEVELOPING A DIGITAL MINISTRY STRATEGY


BRITTANY NELSON



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"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

1. START WITH YOUR WHY

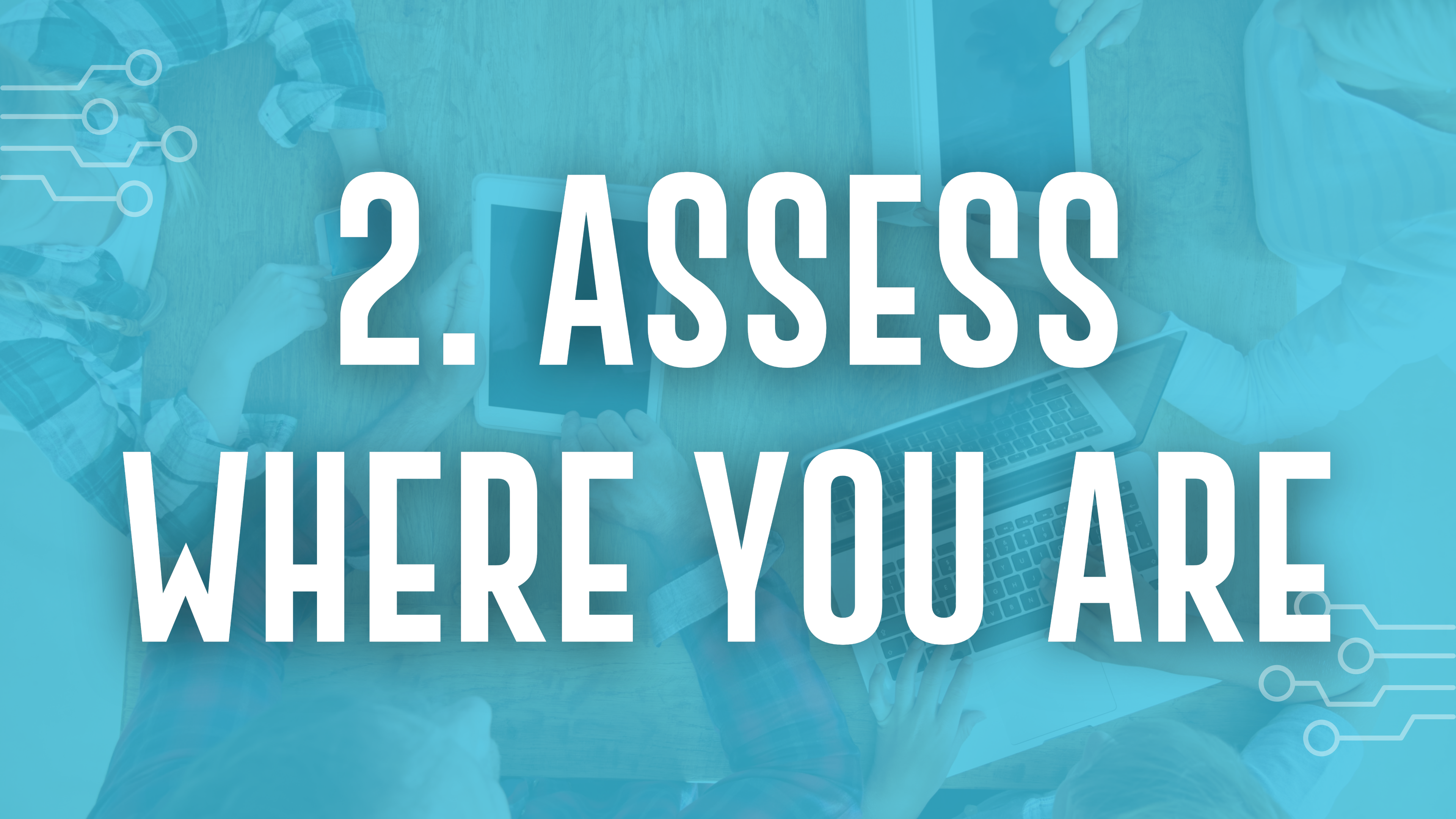


TALK IT OUT:

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



1. START WITH YOUR WHY



2. ASSESS WHERE YOU ARE



WHO ARE YOU TRYING TO REACH?

WHEN ARE YOU TRYING TO REACH THEM?

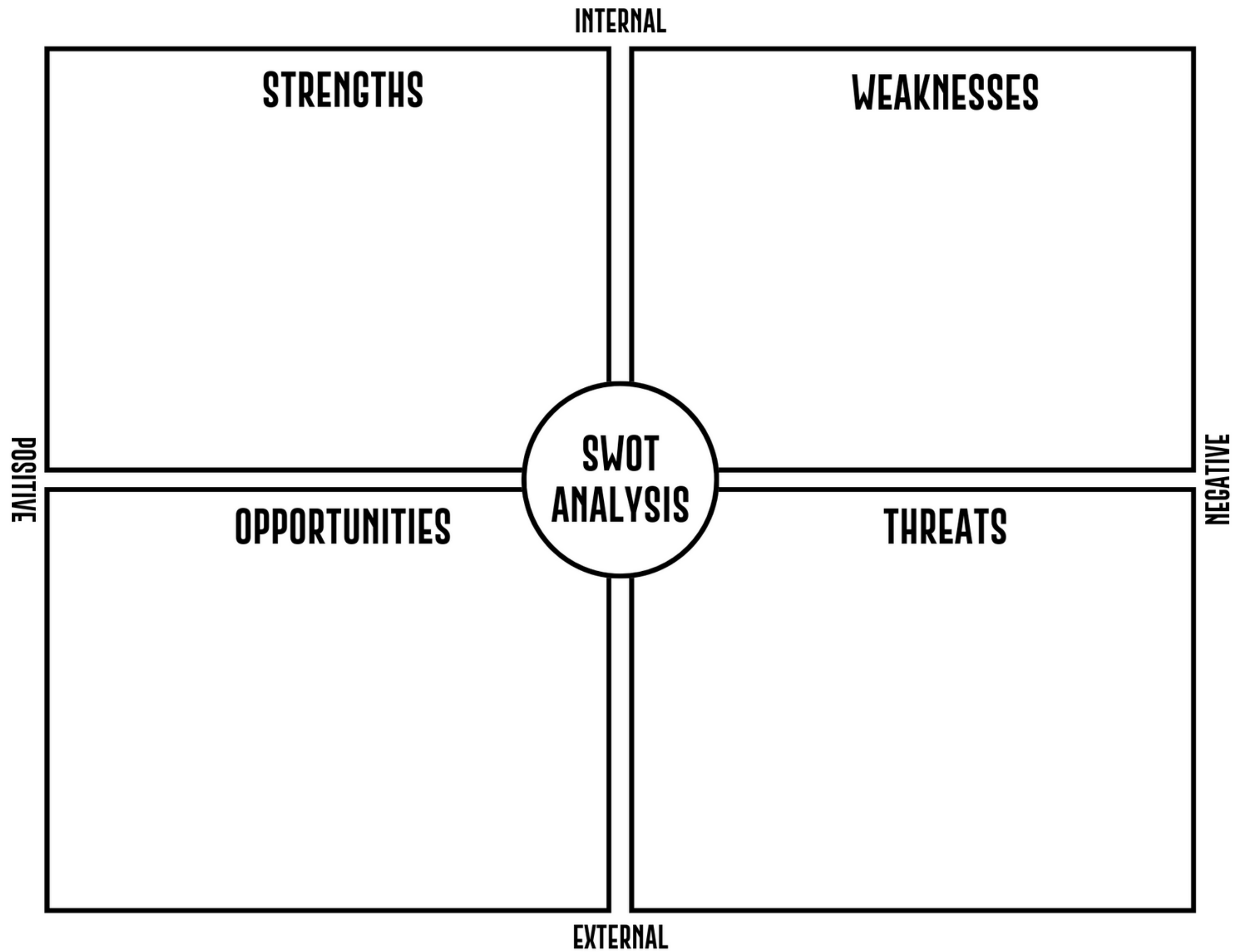
WHERE ARE YOU TRYING TO REACH THEM?

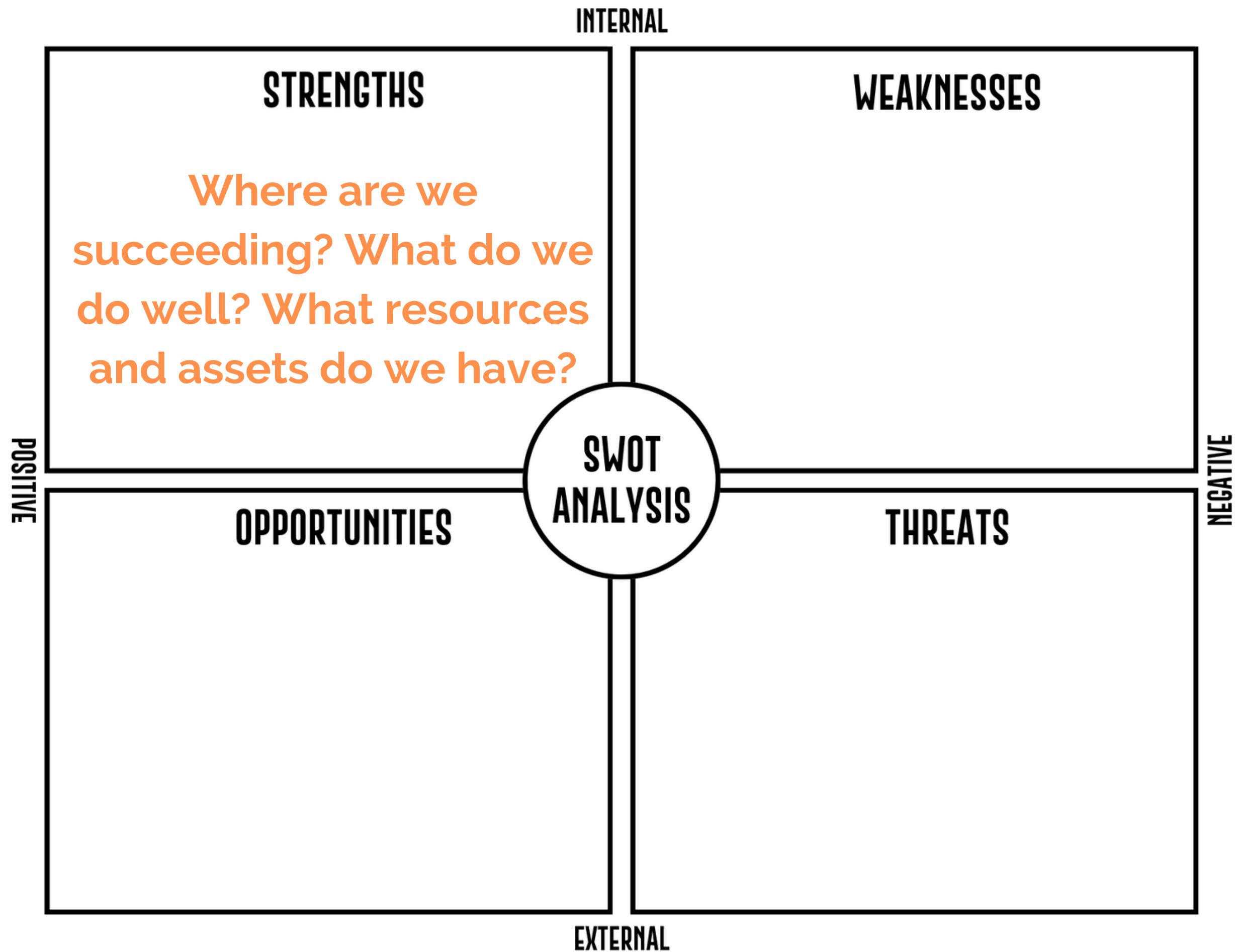
HOW ARE YOU TRYING TO REACH THEM?

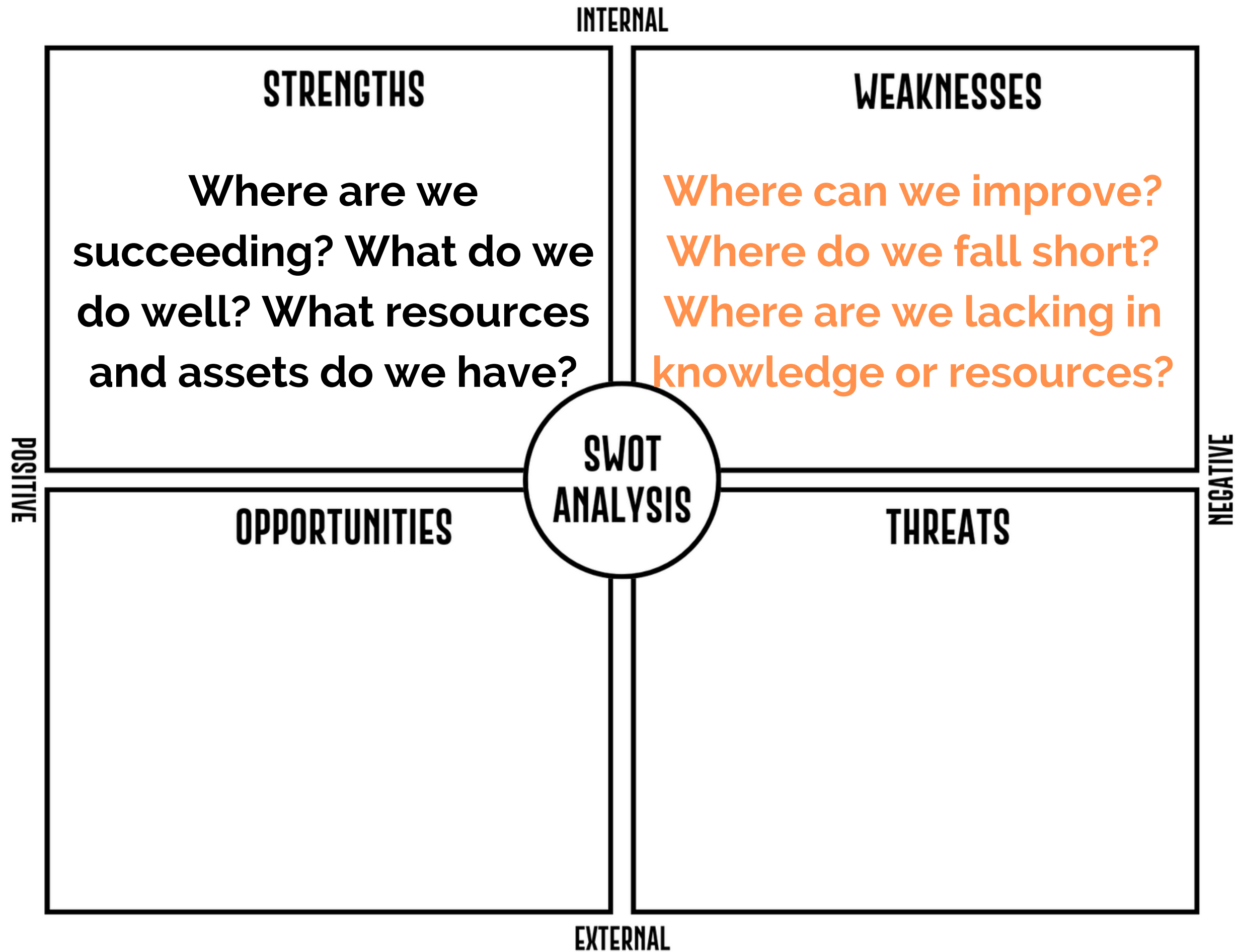


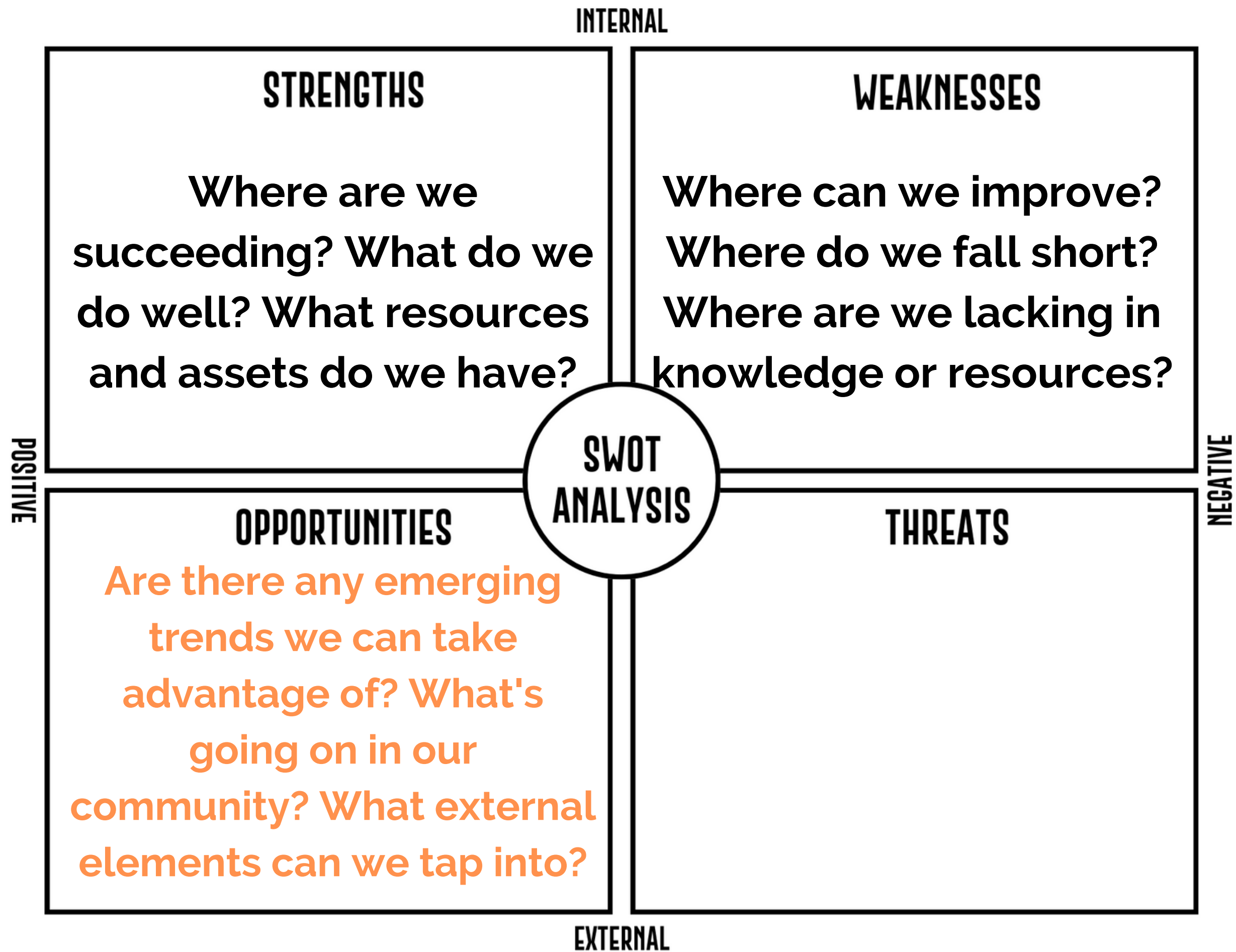
HOW DOES EACH AREA SUPPORT YOUR MISSION STATEMENT?

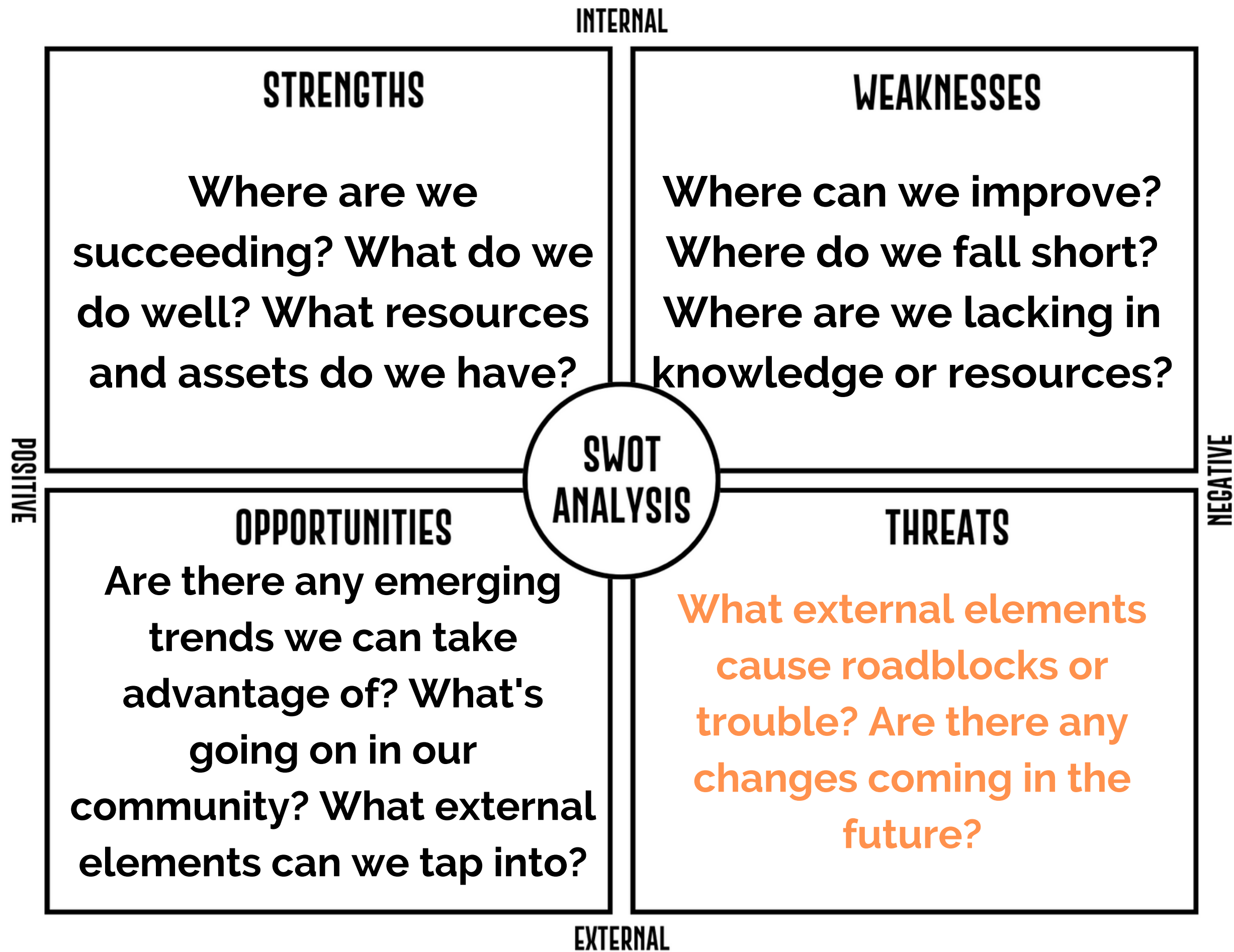
- Administration
- Teaching
- Connecting with Parents
- Volunteers
- Social Media
- Church Website

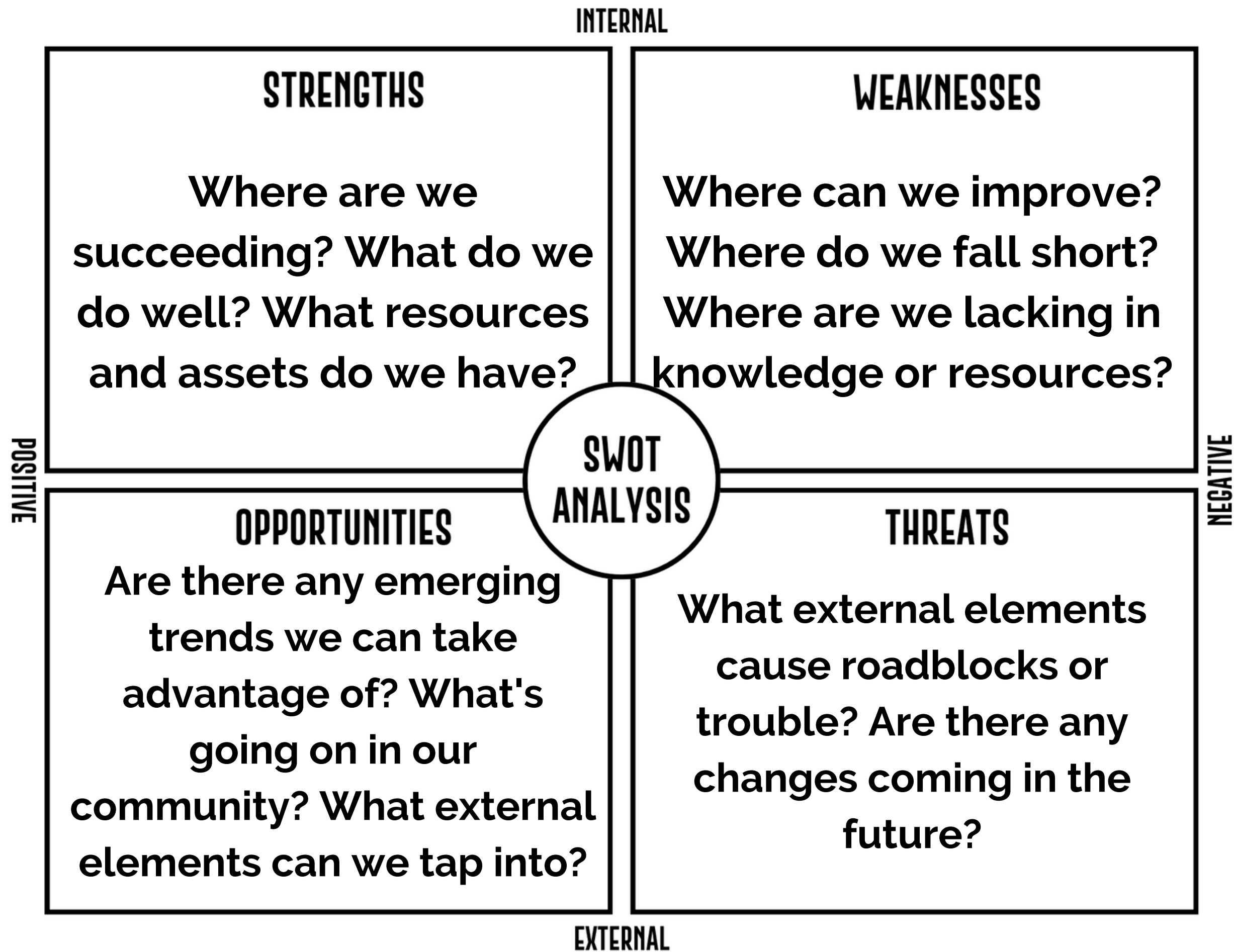






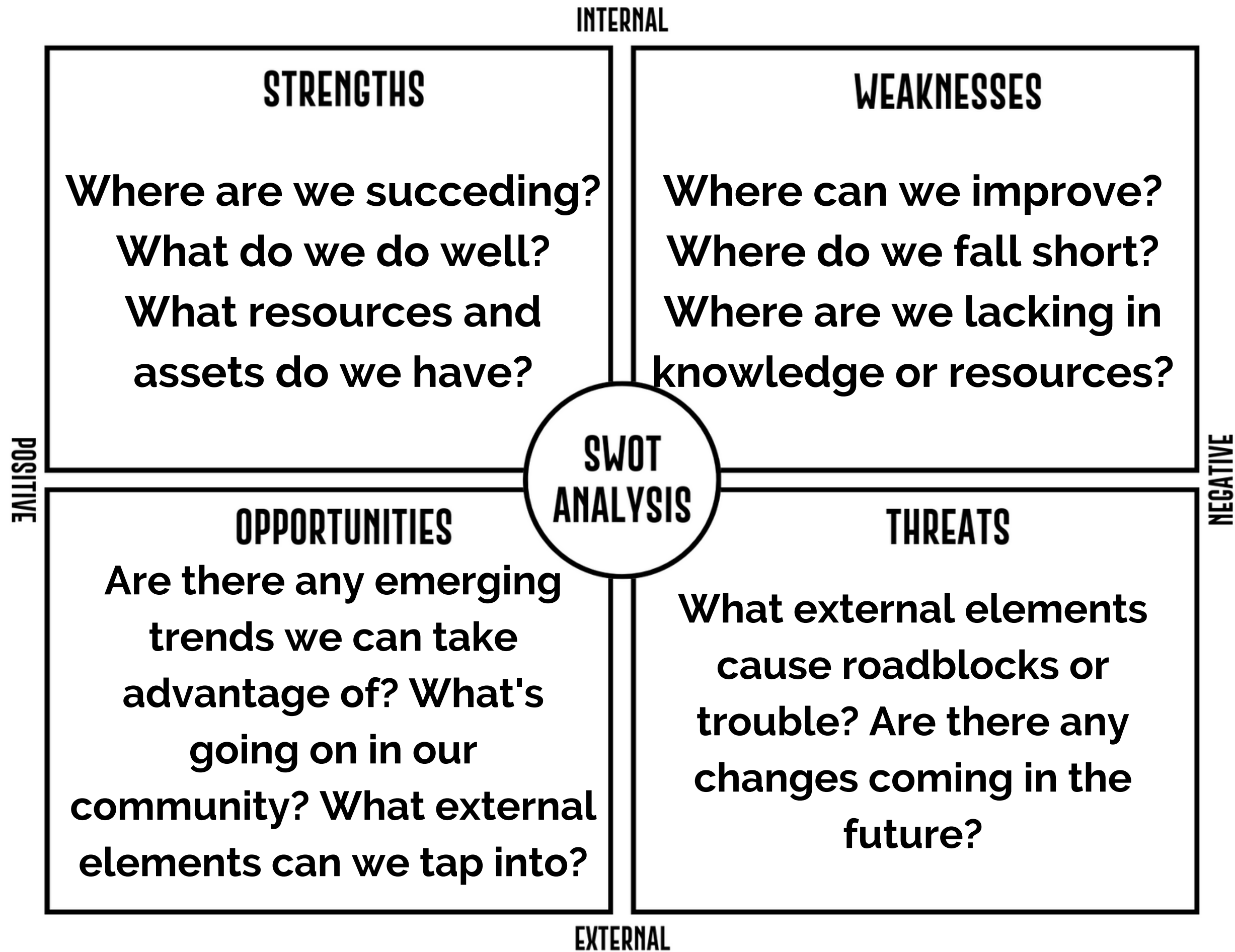






TALK IT OUT:

**WORK WITH A FRIEND TO BEGIN
A SWOT ANALYSIS OF YOUR
DIGITAL DISCIPLESHIP
STRATEGY.**





3. BRAINSTORM NEW IDEAS

TALK IT OUT:

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

4. MAKE A PLAN





MAKE A PLAN

- Start with prayer.



MAKE A PLAN

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

**WEEK-LONG
GOALS**

**MONTH/QUARTER-
LONG GOALS**

**YEAR-LONG
GOALS**

**LONG-TERM
GOALS**



MAKE A PLAN

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



MAKE A PLAN

- 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.**



THANK YOU!

Scan the QR code, enter your information, then check your inbox for access to the full notes and free downloads from this session!

SCAN ME

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