



A QUICK INFORMATION GUIDE

How Technology Enables The Mission of The Church

A look at the importance of technology in ministry and disciple making

Agenda

KEY TOPICS DISCUSSED IN THIS PRESENTATION

- The impact of technology on the church
- New trends in ministry
- Incorporating technology in your church
 - Ministry team collaboration tools
 - Service tools
 - Outreach ministry tools
- Resources

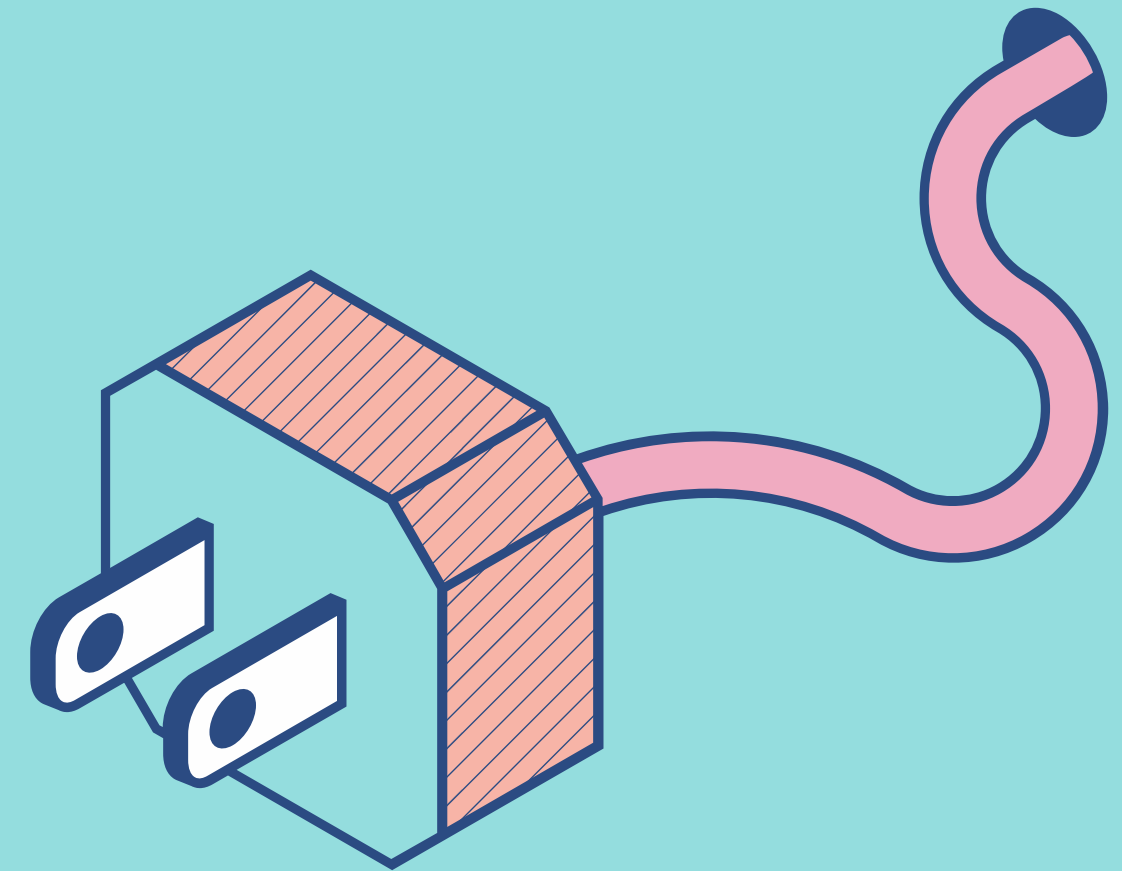
Scan with your phone
to follow along.



The Impact of Technology on The Church

Technology is a powerful tool that has changed how churches minister and how congregants consume Biblical teaching. It has provided people with access to unlimited Biblical resources and access to different ways of communicating and studying together. The pandemic accelerated the need and adoption of new technology within the church.

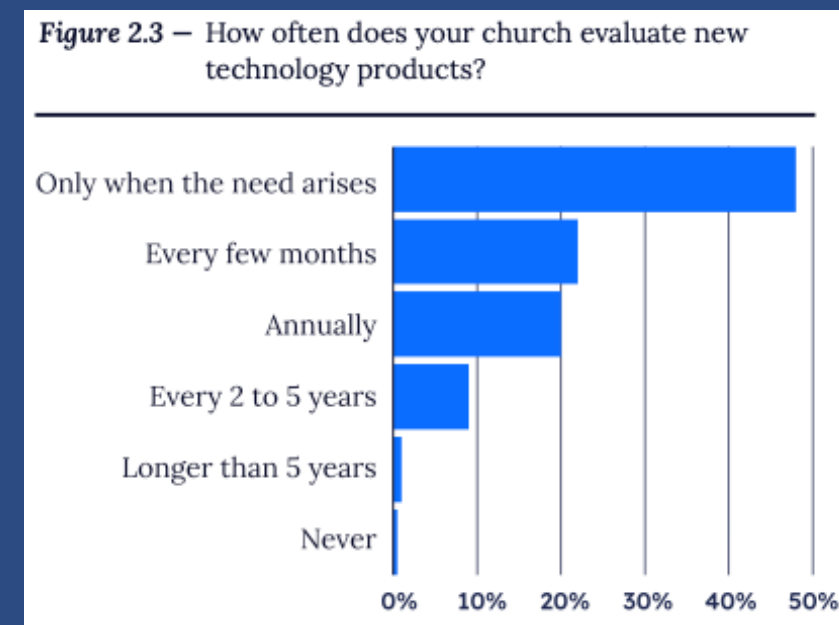
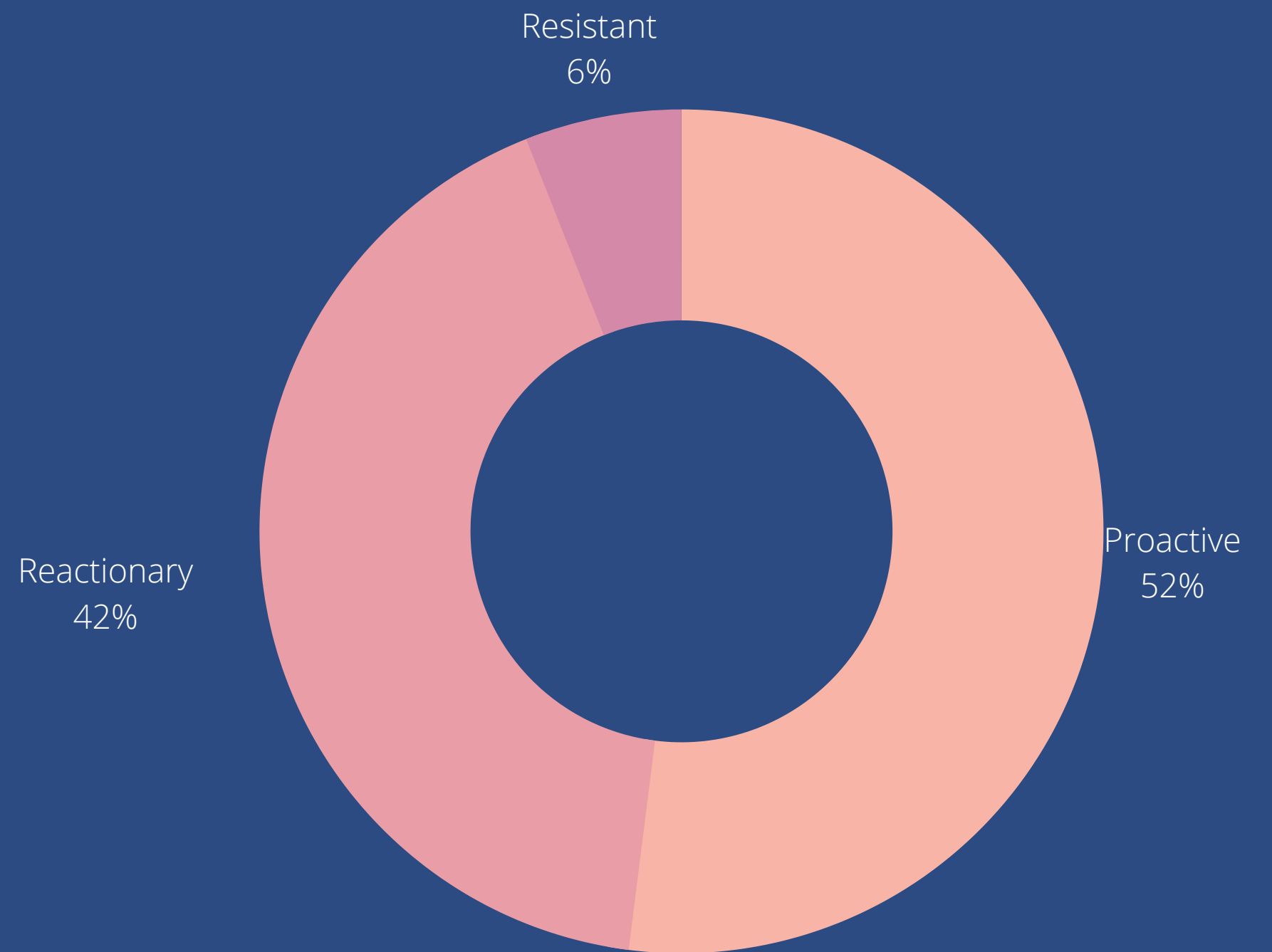
Virtual discipleship is a real thing.



Many church leaders think they're being proactive. Their actions tell a different story.

STATE OF CHURCH TECH 2021*

"Which one of the following best describes your church when it comes to the adoption and use of technology?"

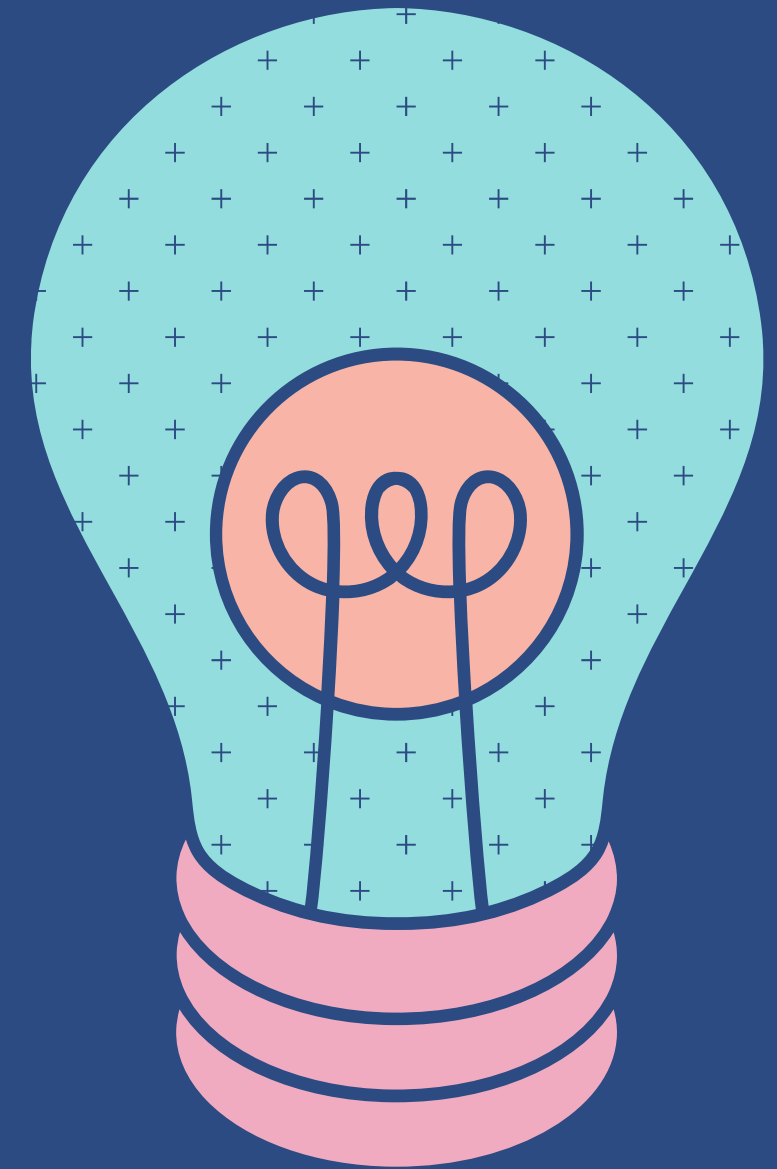


Common Nay Sayer Opinions

“WE DON’T NEED NEW TECHNOLOGY.”

“THE CHURCH WILL ALWAYS EXIST.”

“TECHNOLOGY ISN’T THE GOSPEL.”





You'll end up innovating anyway

- Books - a step away from oral-tradition-only
- Print materials - hand-written was the norm
- Speaker systems - originally thought to be the domain of the devil
- Email - an even bigger step away from hand-written norms

Innovation now and into the future

- Websites
- Social media
- Streaming
- Service presentations
- Online giving

Where To Start

1 ————— 2 ————— 3 ————— 4 ————— 5

STEP

Create an engaging website?

Within 3 seconds, visitors should know what your church is about & how a visit will benefit them.

STEP

Enroll in an online giving platform.

This provides guests that are more comfortable giving online or setting up automatic, recurring giving a way to do so.

STEP

Create engaging emails linked back to your website.

Short, sweet, and visually appealing. Highlight upcoming events, recorded sermons, and digital giving links.

STEP

Outreach ministry - engage on social media.

Inspirational messages, event reminders, Biblical conversation starters.
The goal is to post at least 3 times per week.
Sites include:
Facebook, Instagram, TikTok, Twitter, Snapchat.

STEP

Service experience & team collaboration.

Now work to create an engaging service with sermons supported by eye-catching slides. Also, utilize collaboration tools so church volunteers are on the same page.



Create An Engaging Website

MARKETING CHANNELS SHOULD REFER BACK TO YOUR WEBSITE AS THE SOURCE OF TRUTH



You have three seconds to engage

What is your church about?
What is your one-liner?
How will a guest benefit from visiting your church?
Include a call-to-action.

Visually appealing content

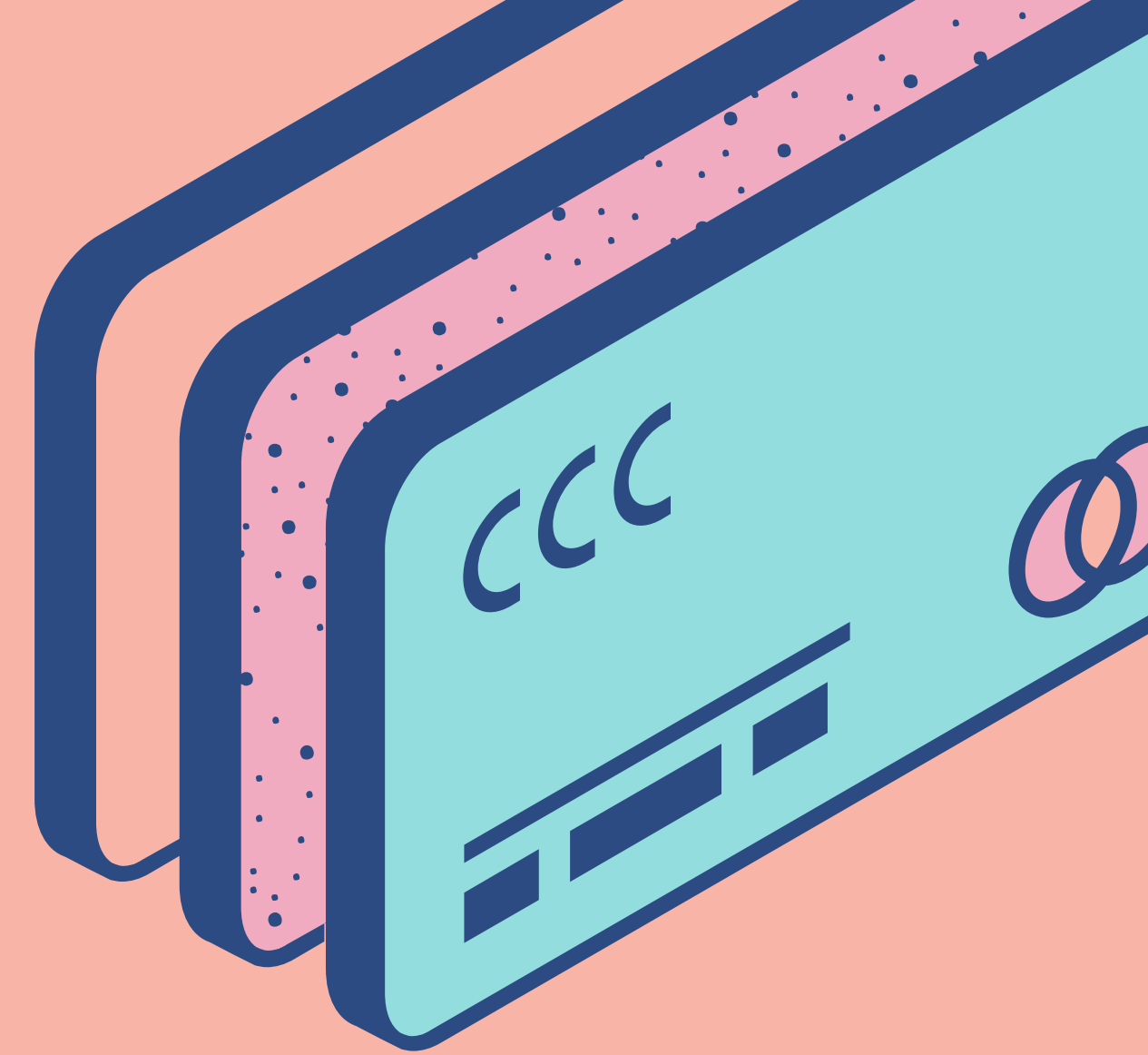
Your website should be easy to read, not text heavy.
Use high-quality graphics, images, and videos.

Mobile friendly

The website should be easy to navigate on a desktop computer, as well as on a mobile device.
Mobile = cleaner & less cluttered

Enroll In An Online Giving Platform

RECEIVE DONATIONS AND CONTRIBUTIONS
SECURELY FROM ANYWHERE, ANY TIME



Simple to use & secure

Choose an online giving platform that is simple to use and that can be linked from your church website.

Recurring donation setup & initiative selection

Choose a solution that allows donors to setup auto, recurring donations. Also, provide the option for donors to give to specific initiatives.

Ease of reporting

Choose a solution that provides access to easy reporting and summary data for your treasurer.



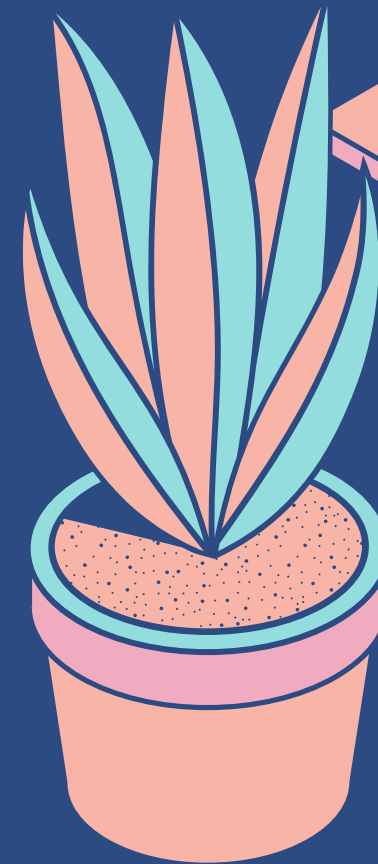
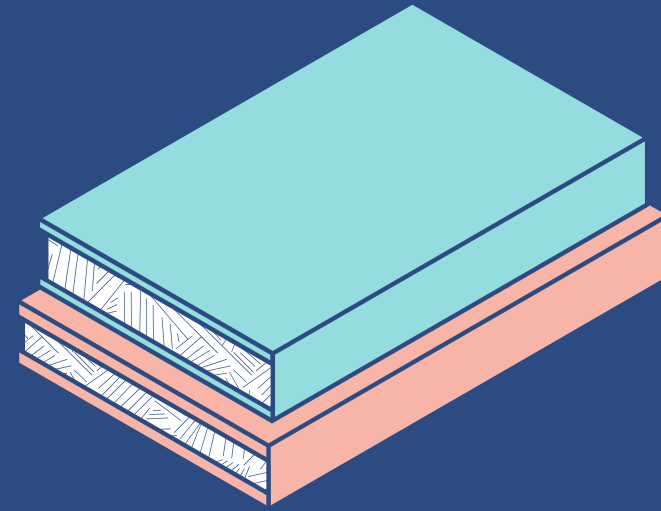
Create Engaging Emails

- Decide on your objective - what are you trying to accomplish
- Create a compelling subject line and body headline
- Use subheads to reinforce your message
- Embrace white space
- Create a photo or image connection to boost engagement
- Stick with two to three colors

Engage on Social Media

Virtual Discipleship

- Align goals with the vision of the church
- Create a strategy
- Setup a team
- Establish a policy - what to share, what not to share
- Use engaging content creation tools





Create An Engaging Service Experience

- Digital welcome screen - website and online giving
- Pre- and post-service informational slides
- Sermons supported by eye-catching slides
- Worship music lyrics with seasonal backgrounds
- A backlit cross and/or stage lights for ambiance

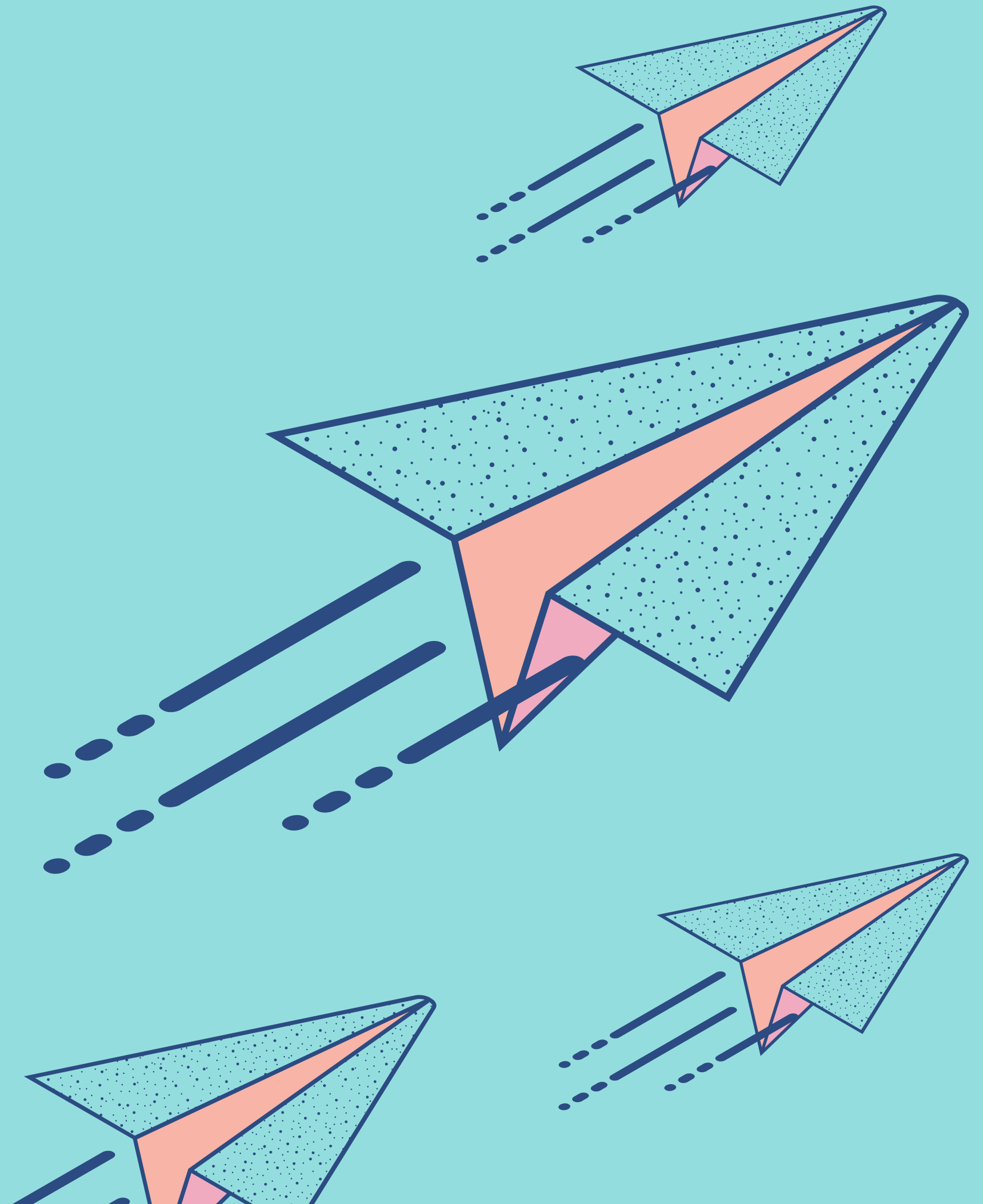
Ministry Team Collaboration Tools

- Work off the same files by using a file sharing service, e.g., iCloud, OneDrive, Dropbox
- Shared content creation: Microsoft Office365
- Music ministry: MultiTracks, Chart Builder
- Service & event presentations: ProPresenter, FaithLife, Microsoft PowerPoint

Do you have any questions?

Ask now or send it to me later!

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Resources & Examples

Use these tools and examples to support implementation of technology within your church.



Scan with your phone to download this presentation.



Engaging website example: www.sevillechurch.com
Website building partner: www.himtailoredsolutions.com



Online giving example: www.sevillechurch.com/give
Online giving solutions: Faithlife, Tithe.ly, Pushpay



Tools to create engaging content:
www.canva.com
www.qrcode-monkey.com
www.churchmotiongraphics.com (see FAQs for scholarships)



Social media deep dive for churches: www.moonclerk.com
[Social media policy creation](#)



Church service tools:
[Propresenter](#)
[Proclaim by Faithlife](#)
[Multitracks](#)



Service streaming and/or recording:
[Facebook Live - how-to](#)
[Youtube - upload how-to](#)
[Resi - streaming service](#)
[Example sermon recording connected to church website](#)