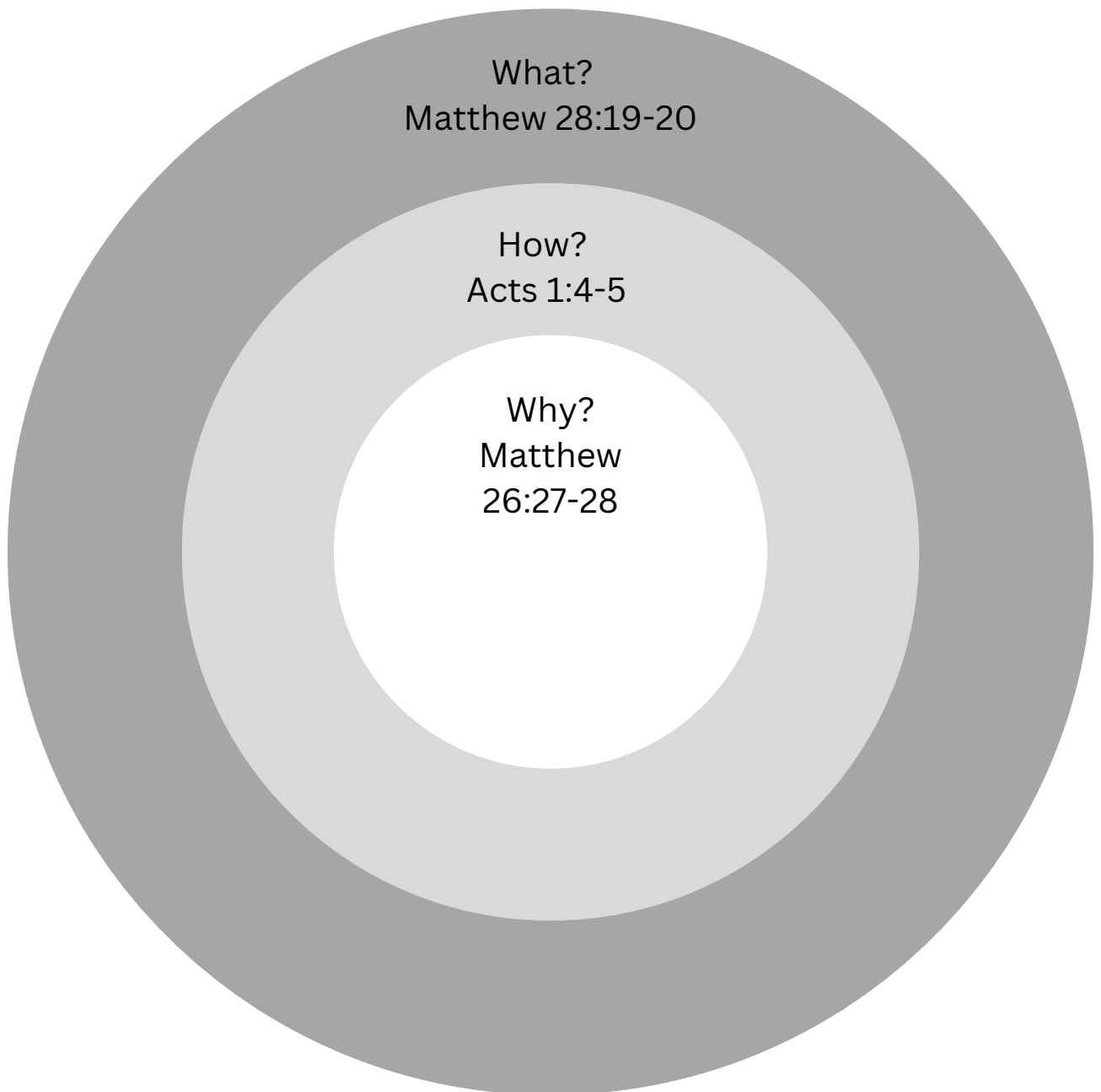
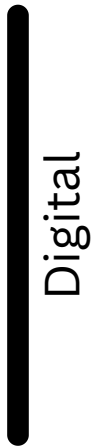


What's Your Why?



Digital and In-Person Alignment

Digital Engagement



Digital

In-Person Engagement



In-Person

Parallel Platforms:

Digital and in-person platforms have separate purposes and end results. This creates competing systems as limited resources are strained to independently accomplish the purpose of each platform. The goal is engagement on the platform, not spiritual growth and discipleship.

Are your digital and in-person ministries operating in parallel?

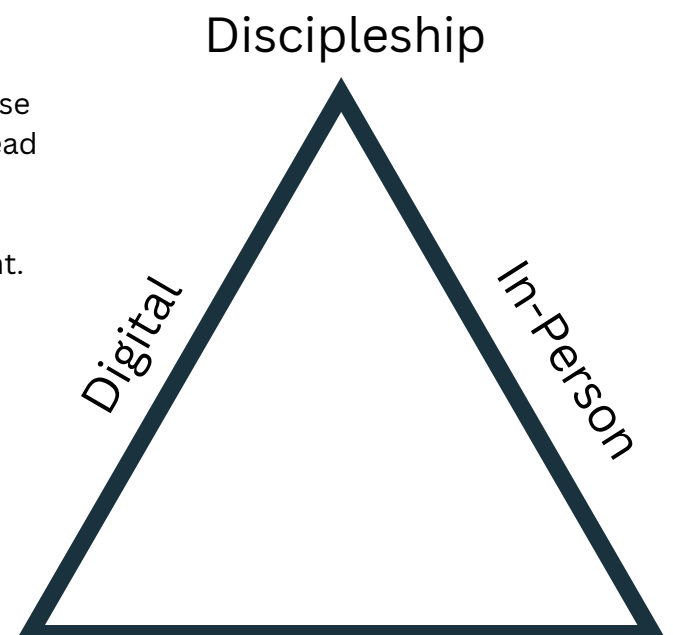
How does/would this inhibit discipleship on both platforms?

Collaborative Platforms:

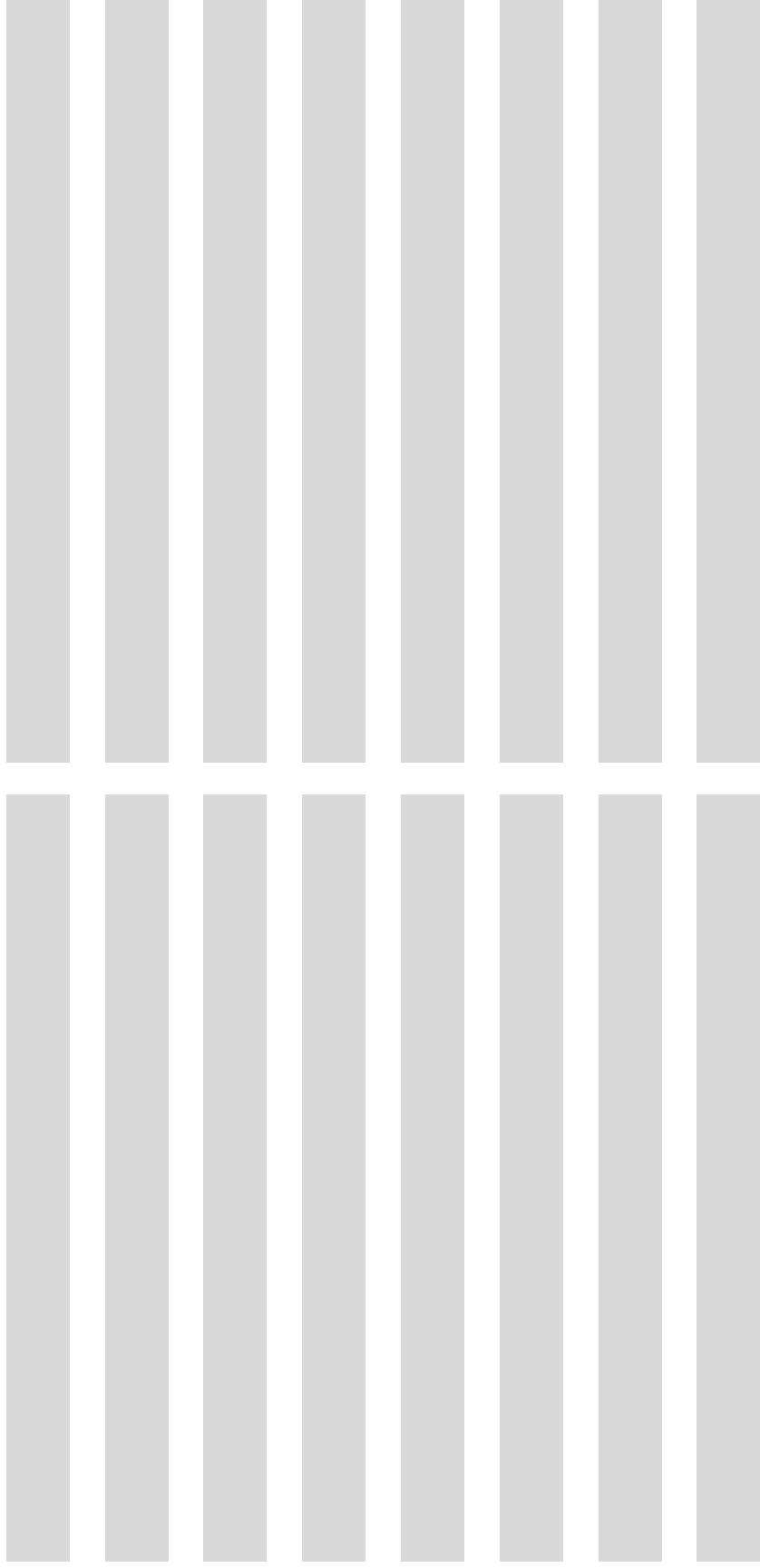
Digital and in-person platforms have a united purpose and end result- to make disciples. Both platforms lead people in the same direction and work together collaboratively toward the same goal. The goal is discipleship, not merely attendance and engagement.

Are your digital and in-person ministries operating collaboratively?

How does/would this enhance discipleship on both platforms?



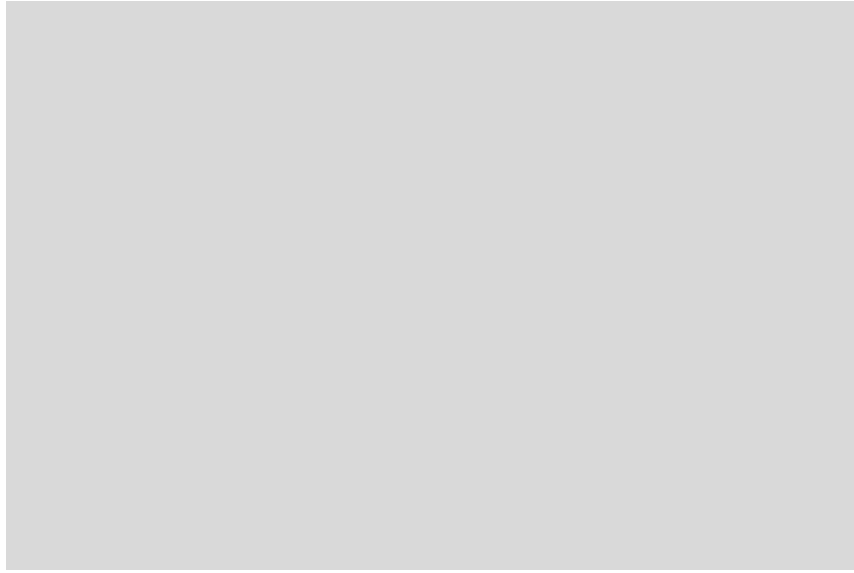
STEP 1: GATHER A TEAM



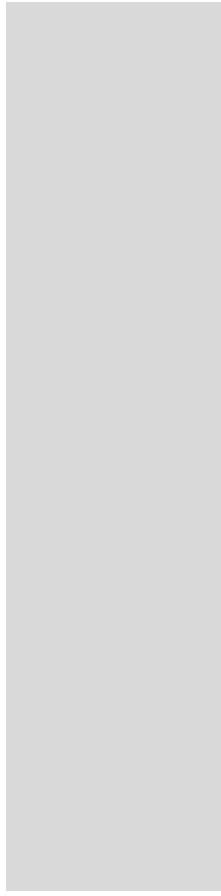
STEP 1: IDENTIFY POTENTIAL

Mission // Target // Need

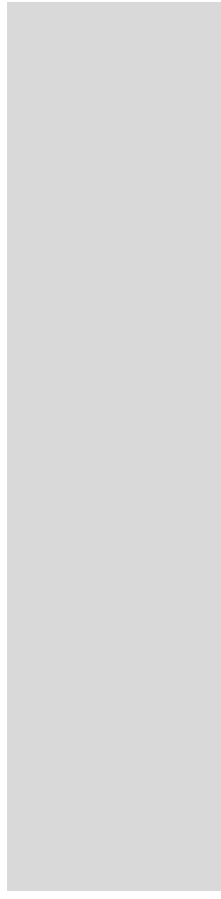
GOD'S MISSION



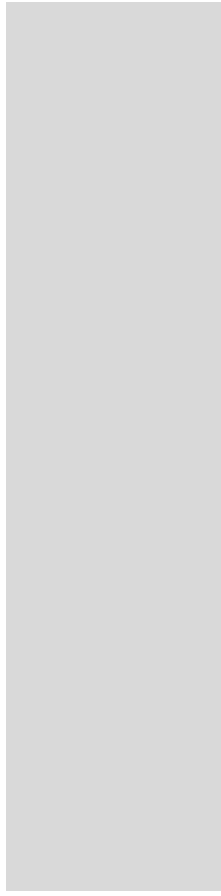
WHAT WE DO



WHY WE DO IT



HOW WE DO IT



STEP 1: IDENTIFY POTENTIAL

Mission // Target // Need

WHO WE ARE...

- The people who attend our church are...
- We see God moving when...
- Our church feels most like "us" when...
- The teaching at our church is...
- The music at our church is...
- When a new person walks into our church they see/feel...

WHO THEY ARE...

- The majority of the people in our church are...
- The majority of the people in our community are...
- What is most important to the people in our church is...
- What is most important to the people in our community is...
- The people not being reached by other churches are...

OUR OPPORTUNITIES...

- Our geographic location reveals...
- Our geographic location gives us the opportunity to...
- Our congregation is most passionate about...
- Our community is most excited when...
- Things we do/have that other churches don't do/have are...

OUR TARGET AUDIENCE IS...

Mission // Target // Need

Mission // Target // Need

**WE ARE MOST
PASSIONATE ABOUT...**

NEEDS OUR MINISTRY CAN ADDRESS ...

Families
Missions

Social Justice

Discipleship

Community Involvement

Reaching the Lost

Addiction and Recovery

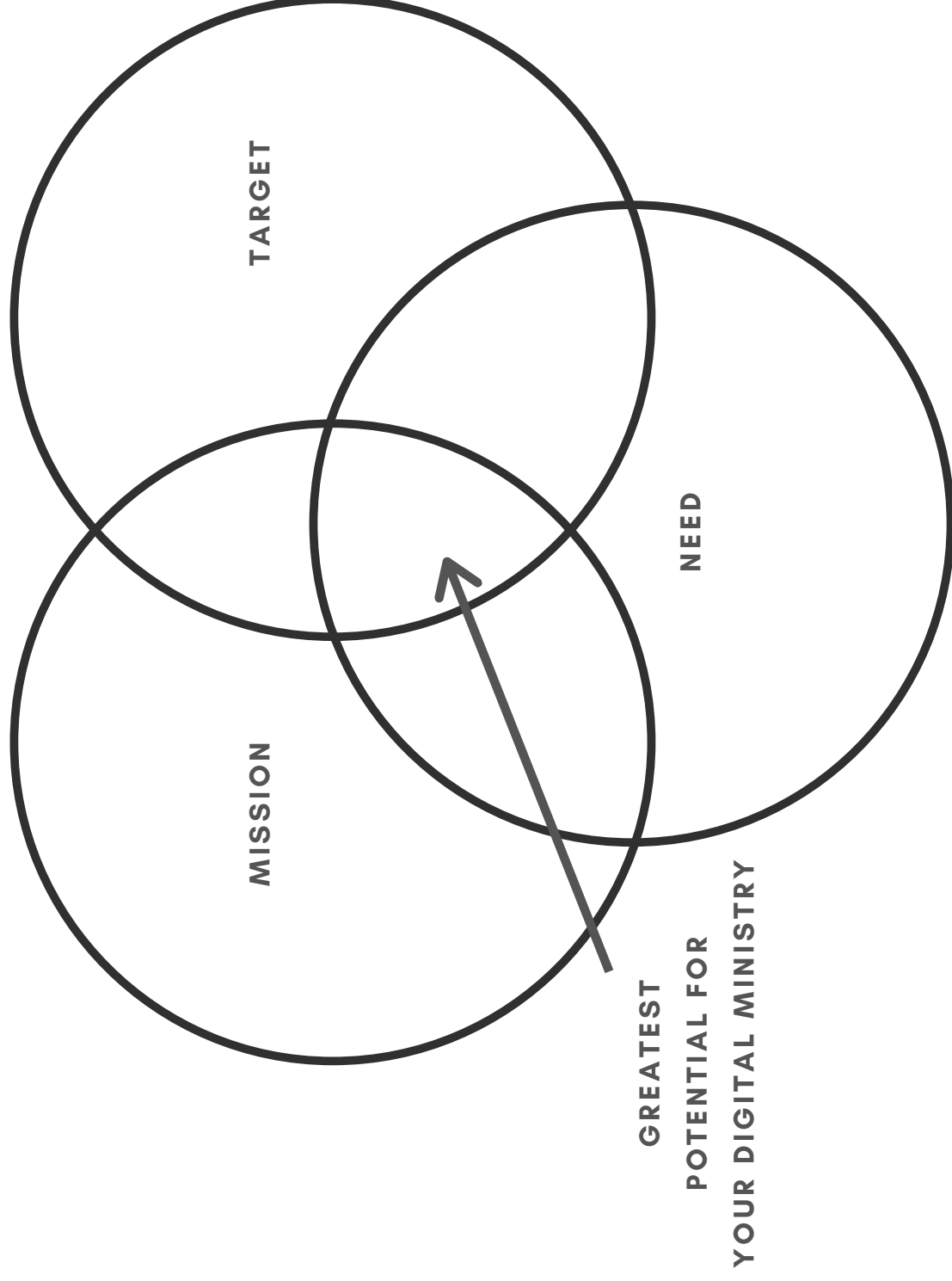
Prayer

Education

Foster Care

STEP 1: IDENTIFY POTENTIAL

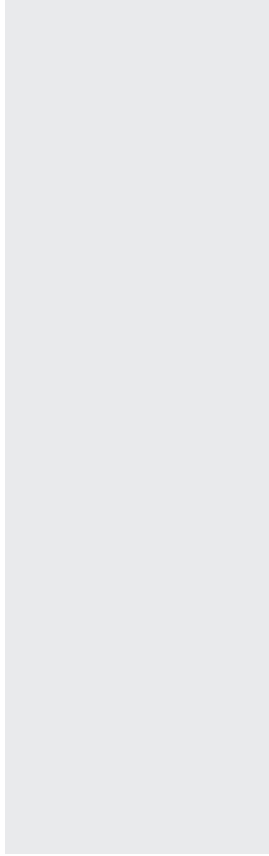
Mission // Target // Need



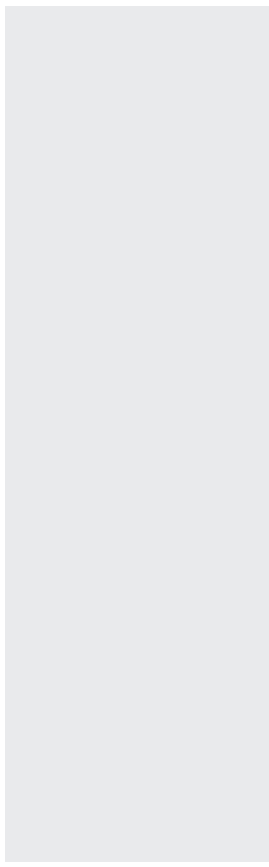
STEP 2: IDENTIFY PARTNERS

Churches // Organizations // Platforms

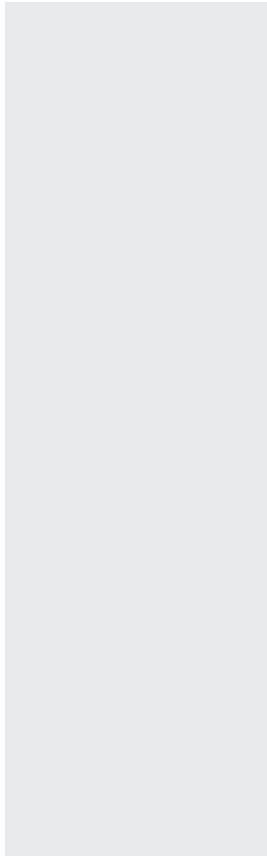
CHURCHES



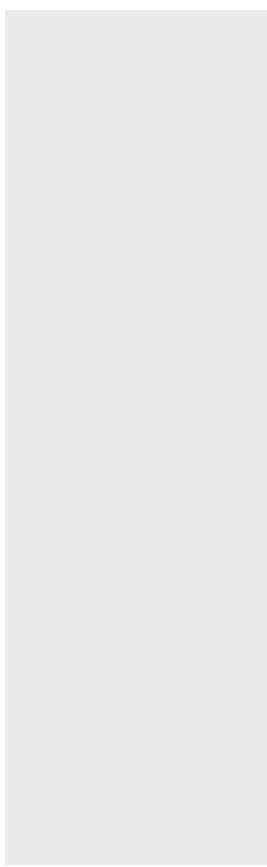
QUESTIONS TO ASK



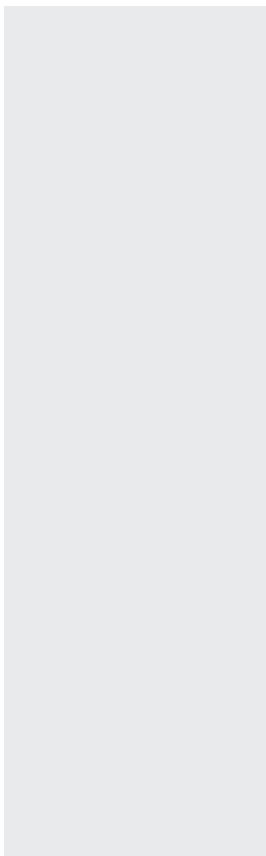
ORGANIZATIONS



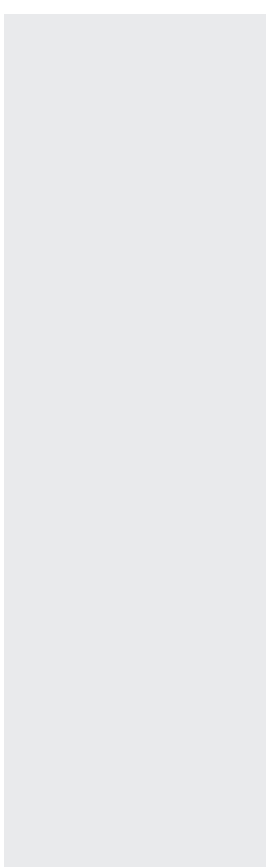
QUESTIONS TO ASK



PLATFORMS



QUESTIONS TO ASK



STEP 3: DEVELOP A PLAN

Think Big // Start Small // Scale Fast

THINK BIG

START SMALL // SCALE FAST

1

When...
We will...

2

When...
We will...

3

When...
We will...

4

When...
We will...

5

When...
We will...

6

When...
We will...

STEP 5: EVALUATE & ADJUST

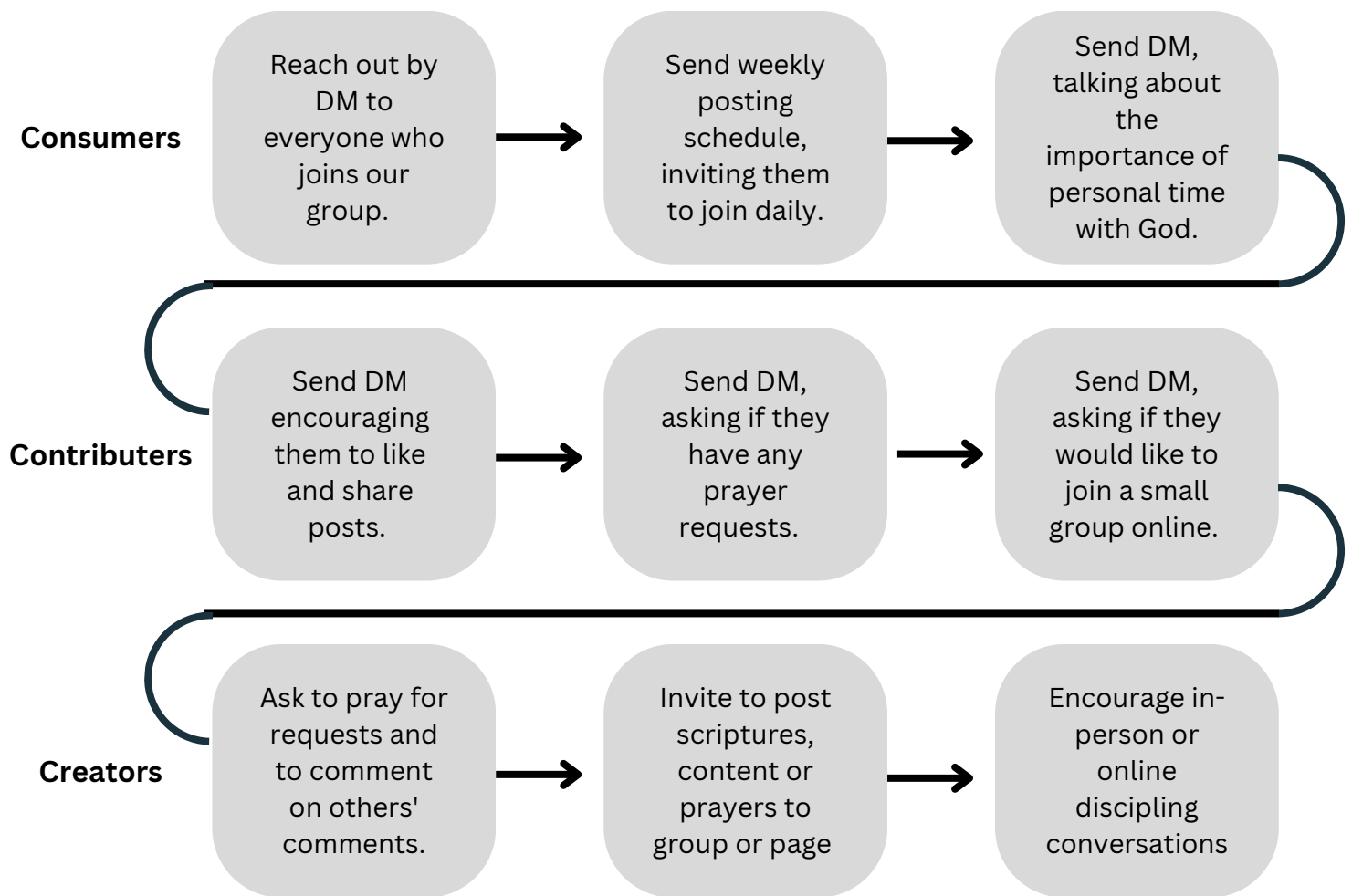
When // How // What

WHEN?

HOW?

WHAT?

Connection Pathway



Disciples Multiply

READY?

Wondering if you're ready? There is only one prerequisite to being a disciple who makes disciple. You must have a story of how Jesus changed you. You must be on the journey to becoming more like Jesus yourself. If you're on the journey, you have something to share.

SET

Discipling is all about relationships, not about establishing relationships to get people to come to your church, but about getting people to come closer to Jesus. Get set by praying about who God might be preparing you to disciple. Open your eyes and pay attention to those around you who are curious.

GO

Connect digitally or in-person and begin a conversation:
Notice: Where have you seen God moving in your life this week?
What have you heard God speak to you?

Understand: How does what you have seen and heard this week apply to your life? What is the challenge for you in this?

Become: What is your next step in becoming more like Jesus?

REPEAT

After you have met for a while, when the person you are discipling has a grasp of their own personal story and path on the becoming journey, they are ready to repeat the process and find someone they can disciple!

Your Digital Environment

Place an X on the following continuum to reflect your current digital environment.

Low Production

Heavily Produced



Unstructured

Scripted



Low Budget

High Tech



Amateur

Professional



Homey Feel

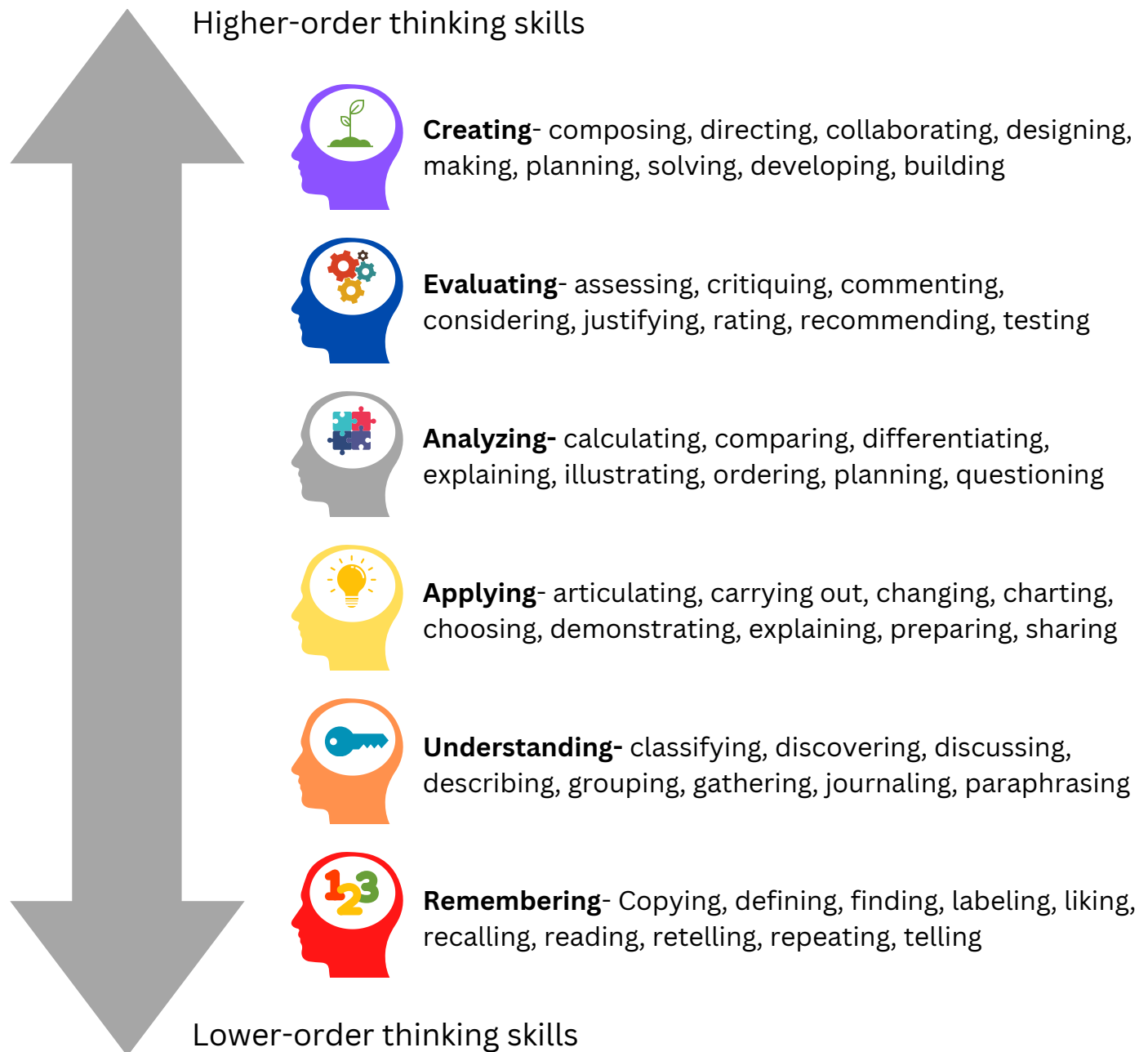
Slick Set



Where are you now? Where do you need to be to empower creators in your ministry?

[illegible]

Digital Content and Engagement Audit



Gathered and Sent

Movement Strategies

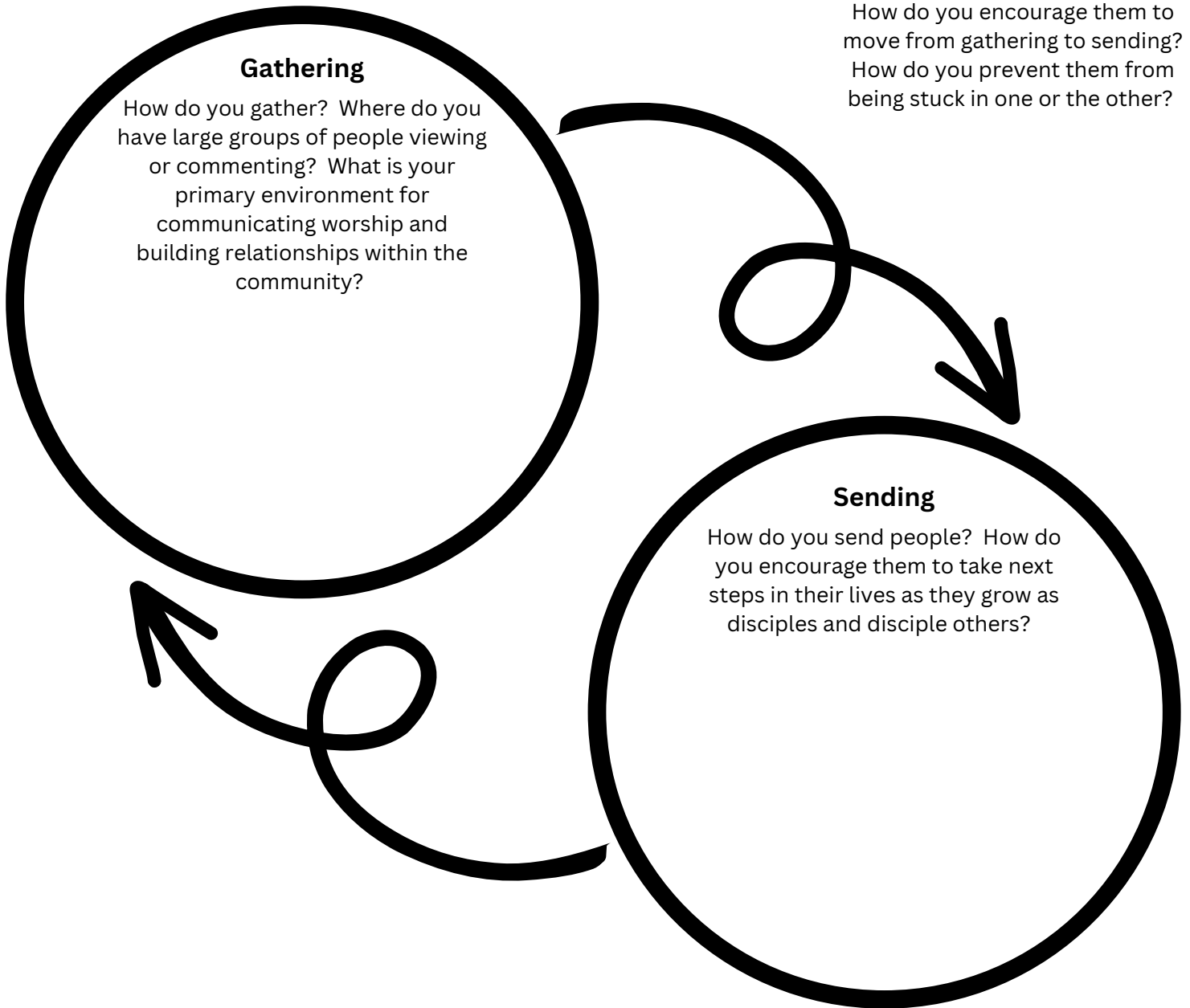
How do you encourage them to move from gathering to sending?
How do you prevent them from being stuck in one or the other?

Gathering

How do you gather? Where do you have large groups of people viewing or commenting? What is your primary environment for communicating worship and building relationships within the community?

Sending

How do you send people? How do you encourage them to take next steps in their lives as they grow as disciples and disciple others?



Empowering Relationship Builders

Who to choose:

- People who will invest conversationally
- Good listeners instead of advice givers
- Able to sit with problems and not attempt to rescue
- Schedule allows consistency in interactions
- Curious and open, not closed and set in their ways
- Learners, not experts
- Mercy-givers instead of judgment-givers
- Ability to get into messy situations with people while maintaining healthy boundaries
- Understands and relates well to the culture of the group and is respected by group members

What they do:

- Chatting and conversation within the group and outside of the group
- Encouragement and prayer support
- Help people move along in their discipleship: from consumers to contributors to creators
- Ask good questions to help people think and work out problems
- Check in with regulars who have gone missing or dropped out
- Any other tasks specific to your ministry setting

Who do you think would be a good relationship builder within your group?

Always Learning



How did you first engage with the group?

What was attractive to you?

Did they seek to connect with you? How?

How long did it take?

What did you learn about the culture of this group?

What did you learn about their priorities?

What was more important, information or transformation?

Did you feel like you were welcome to contribute to the group? Why or why not?

Did you see others in the group creating content and posts to show multiple voices and points of view?

What did you learn about what not to do from this experience?

What did you learn that can be contextualized in your own ministry?