Digital Missionary Guidebook

Clicks to DIGITAL EVANGELISM

Engaging Communities with
Digital Prayer Campaigns

Justin Kim

Pastor Justin Kim and his team have already demonstrated success in winning souls through digital evangelism. You can use this book to take giant steps forward in winning souls in these final chapters of earth's history. Now is the time. Go for it!
—Dan Serns, President of the Central California Conference

This book is a testament to the author's vision and passion for spreading the Gospel through innovative digital means. Certainly, it is a powerful tool that will contribute to reaching more people with a message of eternal hope.
—Vyacheslav Demyan, President of Hope Channel International

In this book, The author lays out the steps his conference has taken to pioneer this in their territory, giving practical advice and lessons learned.
—Brent Hardinge, Director of Adventist Information Ministry, North American Division

This book clicks the refresh button for the Adventist church in the 21st century. Though the foundations are classic and proven soul-winning principles, they have been applied to the latest social media and digital contexts. Not only suggested, but the methods are also tested to see which are most efficient and effective.
—Justin Kim, Editor of the Adventist Review

This book represents the most efficient method we have found to inspire your church to love their neighbors as Jesus does. Start reading today!
—Sam Neves, Associate Director of Communication, General Conference

Pastor Justin Kim asserts that technology fulfills its rightful purpose when it aids in forging connections with the real individuals we are meant to cherish.
—Chanmin Chung, Vice President of Hope Channel International



Justin Kim stands at the forefront of digital evangelism, blending his diverse roles as a pastor, evangelist, missionary, writer, content creator and web developer. His core expertise lies in being a digital evangelism strategist, where he excels in guiding individuals to share the Adventist message effectively in the digital world. Currently, he serves as the Director of Communication and Digital Evangelism for the Central California Conference of Seventh-day Adventists, where his innovative strategies are making significant impacts. Kim's work is a testament to the power of combining traditional evangelism with the digital age, offering a fresh perspective on spreading faith in the 21st century.

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Digital Prayer Campaigns

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Digital Missionary Guidebook

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Clicks to Digital Evangelism

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Design and layout: Valerie Thomas

Additional copies of this resource are available from:

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5120 Prescott Avenue

Lincoln, Nebraska 68506 AdventSource.org

402.486.8800

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Printed in the United States of America

ISBN 978-1-57756-301-3

The world now lives online for much of their lives. But they are desperate for human interaction and spiritual meaning. How can you, your church and your conference use technology to connect with people and lead them to Jesus and into His final movement? That's what this guide is all about. Pastor Justin Kim and his team have already demonstrated success in winning souls through digital evangelism. You can use this book to take giant steps forward in winning souls in these final chapters of earth's history. Now is the time. Go for it!

—Dan Serns,
President of the Central California Conference

In an age where technology envelops us, this book on digital evangelism stands as a beacon of transformation, offering invaluable insights to digital missionaries seeking to connect with a global audience in a profound and impactful way. Throughout the book, Pastor Kim's commitment to equipping and inspiring those in the digital evangelism field shines, making it an essential guide for anyone looking to make a lasting difference in the digital landscape. This book is a testament to the author's vision and passion for spreading the Gospel through innovative digital means. Certainly, it is a powerful tool that will contribute to reaching more people with a message of eternal hope.

—Vyacheslav Demyan,
President of Hope Channel International

The book does a great job of outlining the importance of digital evangelism for the modern church. You don't have to be an influencer or content creator to make a meaningful difference in your community. Digital evangelism is the modern embodiment of Christ's method of reaching the hearts. In this book, Pastor Justin Kim lays out the steps his conference has taken to pioneer this in their territory, giving practical advice and lessons learned.

—Brent Hardinge,
Director of Adventist Information Ministry,
Assistant Vice President for Digital Media, North American Division

This book represents the most efficient method we have found to inspire your church to love their neighbors as Jesus does. The Seventh-day Adventist Church exists to proclaim the everlasting gospel to every person in the world. This impossible mission will require every technology to be used by men, women, and children who empowered by the Holy Spirit. We need real people on both ends of the screen. Start reading today!

—Sam Neves,
Associate Director of Communication, General Conference

This book clicks the refresh button for the Adventist church in the 21st century. Though the foundations are classic and proven soul-winning principles, they have been applied to the latest social media and digital contexts. Not only suggested, but the methods are also tested to see which are most efficient and effective. More exciting than reaching out digitally is the discipleship utilized to harness every church member's potential to be digital evangelists. This work bridges spiritual with digital, evangelism with engagement, and pastoral care with social media. The author is a pioneer, experimentalist, pastor-evangelist, and expert in this-what-will-soon-become-normal field.

—Justin Kim,
Editor of the Adventist Review

This book is an essential guide for those seeking to merge faith with the digital landscape effectively. It highlights the importance of authenticity and strategic engagement in online ministry, presenting digital evangelism as a means to genuinely connect and share God's love in a virtual world. Pastor Justin Kim offers practical steps and theological insights, making it a crucial tool for anyone looking to extend their ministry's reach in the digital age.

—Yohan Kim,
President, Northern Asia-Pacific Division

Pastor Justin Kim asserts that technology fulfills its rightful purpose when it aids in forging connections with the real individuals we are meant to cherish. In this book, Justin places digital evangelism in its proper place. It is not a mere tool for sharing information but is a means for nurturing genuine relationships and conveying God's redemptive love and care to those who desperately need the eternal message of hope. In this light, this book practically equips you to engage in wholistic digital evangelism.

—Chanmin Chung,
Vice President of Hope Channel International

This book is a guiding light for those seeking to share their faith in the digital realm. Pastor Justin Kim's meticulous attention to detail shines through in this comprehensive guide, empowering individuals, churches, ministries, and institutions to strategically and authentically influence digital communities as true digital disciples. This invaluable resource is essential reading for anyone eager to unlock the transformative power of digital evangelism and expand their impact in today's interconnected world.

— Rohann D. Wellington,
Director of Professional Services,
Assistant Vice President for Digital Media, North American Division

If you're investing in strategic digital evangelism planning and implementation, Pastor Justin Kim's guidebook is a must-have. The guidebook offers practical guidance and strategic insights for effective digital evangelism based on his extensive background as a digital strategist, pastor, missionary, content creator, and web developer. It is not just mere advice but a roadmap that motivates and equips churches and conferences with the essential tools and knowledge needed for impactful digital ministry.

—Jonathan Park,
President, Southeastern California Conference

What you hold in your hands is more than just a theory of digital evangelism. It is a collection of best practices from Pastor Justin Kim, who has coordinated and participated firsthand in successful hybrid evangelism for his conference. This book provides answers to many of your questions on setting up, executing, and effectively interacting digitally with your community. When implemented correctly, these digital strategies will translate into more in-person connections than perhaps you have ever had before with your community. His success can become yours as you read and apply the insights found within these pages.

—Karen Glassford,
Digital Evangelism Manager, General Conference

Digital evangelism is the new frontier for reaching the world for Christ, no longer are we geographically bound. In this book Justin creates a map of the frontier for every digital disciple to follow as they navigate this rapidly growing landscape of digital platforms and media. His methodology is clear, well thought out and exciting. This is a must read for anyone seeking to spread the gospel of Jesus Christ.

—Bryant Taylor,
Director of Communication, Southern Union Conference

In today's swiftly evolving society, digital transformation touches multiple facets of our daily lives, with considerable time spent in the digital realm, especially on social media. Local churches, conferences, and union conferences are keen on initiating digital evangelism but frequently encounter challenges in implementing it effectively. Pastor Justin Kim's "Clicks to Digital Evangelism" offers both theoretical insights and practical guidance to those eager to embark on or enhance their digital evangelism journey. Highly recommended reading!

—SeongJun Byun,
Director of Communication, Northern Asia-Pacific Division

As the Director of Digital Evangelism, my journey involves visiting local churches to introduce and inspire digital evangelism. It has been a privilege to meet numerous digital missionaries, engaging in meaningful dialogues that form the heart of my ministry. Their testimonies are enlightening, prompting intriguing questions. This book aims to encapsulate these experiences, featuring testimonies in each chapter and providing answers to questions commonly encountered in the field. My hope is that this book serves as a valuable resource for equipping digital missionaries.

This book is dedicated wholeheartedly to all digital missionaries worldwide who share the same vision and passion for reaching out to people in the digital world. Your commitment to spreading the Gospel in an ever-evolving landscape is not only admirable but also crucial in our mission to connecting with hearts and minds across the globe.

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PART

1



Digital Evangelism

Chapter 1.

Embracing Digital Evangelism

Welcome to a pivotal chapter in the unfolding story of digital evangelism. As we navigate the digital age, our steadfast mission is to spread the three angels' message worldwide. While the Bible's message of truth remains unchanged, our delivery methods must evolve with current trends to reach people effectively. This guide is a journey into adapting our approach to resonate with the digital world, ensuring that the eternal truths of the Bible are communicated in a way that speaks to today's audience.

Embarking on this journey, we confront a fundamental question: **How can we reach out to people in the digital world and draw them closer to Jesus?** This pressing query, born from a profound dedication to digital evangelism, forms the core of our pursuit. In my experience within this field, I've encountered numerous questions, all converging on this central theme. This book is dedicated to exploring effective strategies for engaging with individuals in the digital landscape. Our aim is to offer practical, feasible methods for online engagement, enhancing the impact of the Gospel's message in our digitally-driven world.

The Beginning of My Digital Evangelism Journey

My journey in digital evangelism began in 1998, a time characterized by bulky computers and the unmistakable sound of dial-up internet. Despite the era's slow internet speeds, it marked the dawn of media ministry. My initial mission in this realm was to establish an Adventist community using ASCII (American Standard Code for Information Interchange) art on a bulletin board system, which was the precursor to platforms like Facebook. The simplicity of ASCII and the early stages of HTML marked our first steps into digital evangelism. During this period, I had the opportunity to join a team developing Adventist Bible study websites. Initially, I was skeptical about our potential impact, mindful of the technological limits of the era. Surprisingly, the website not only drew visitors but also fostered active Bible study participation. This online engagement, even back in the technologically constrained era of 1998, led to tangible real-world outcomes such as baptisms and profound spiritual journeys. The significant impacts we achieved at a time when digital technology was still emerging were

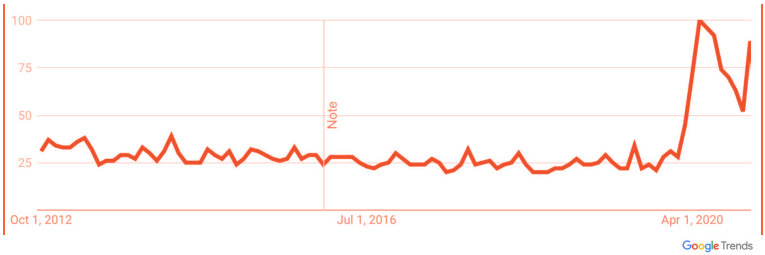


remarkable. This experience highlights that the digital realm has always been a rich field for both seeking and sharing the Gospel.

Today's Digital Landscape

Today's digital landscape, deeply embedded in our daily lives, offers immense potential for mission work. The swift growth of digital platforms and high levels of online interaction provide unique opportunities for evangelism, allowing us to reach a diverse, global audience.

Statista's research indicates that online searches frequently cover politics, celebrities and religion, the latter being one of the top interests of the world. This indicates a significant, yet largely untapped, mission field. Google Keyword trends show a sustained interest in the "Second Coming" over the past decade, with a notable 400 percent surge in April 2020, amidst the rise of COVID cases in the U.S. **This increase highlights the digital world's potential for spreading Adventist messages, underscoring its importance for mission work.**



The astonishing fact that 90 percent of the world's data was created in the last two years highlights the explosive growth of digital content. Consider the daily online interactions: a million Facebook logins, 3.8 million Google searches and 4.5 million YouTube video views every minute. On average, individuals spend about 6 hours and 37 minutes online each day, dedicating 2 hours and 31 minutes to social media. They are bombarded with roughly 10,000 media messages and interact with their phones around 2,617 times daily. These statistics reflect a significant shift in how we communicate, gather information and build communities, firmly establishing the digital world as a vital and dynamic field for evangelism.

Our response to this digital transformation transcends mere adaptation—it signifies a significant shift in how we fulfill our mission of spreading Christ's teachings. We aim to meet people where they are in the vast and dynamic digital world.

This book is crafted to empower you with the necessary tools and insights for impactful digital evangelism. It covers the entire spectrum of digital evangelism, with a particular focus on digital prayer campaigns, foundational strategies and online pastoral care.

Definition of Digital Evangelism

Digital evangelism, profoundly influenced by Ellen G. White's comprehensive approach to evangelism, goes beyond the simple spread of Christian belief. It embodies an all-encompassing strategy for nurturing souls and preparing them for the Second Coming of Christ. As The Ellen G. White Encyclopedia articulated, "Ellen G. White's view of **evangelism was wholistic.** Evangelism was not just reaching people; it also included fully discipling them into people ready for Jesus to come."[1] This perspective emphasizes that evangelism should surpass mere initial outreach, extending into a continuous journey of discipleship, guiding individuals toward a deeper and more devoted faith experience.

> *Digital evangelism is the strategic use of digital technology like social media, digital marketing and websites to share the three angels' message and invite people to meet Jesus. It's more than just spreading the word; it's about fostering relationships online where individuals can connect, grow spiritually and become disciples together.*

This approach facilitates meaningful engagement, guiding individuals toward a deeper understanding and relationship with Jesus Christ, and nurturing discipleship with the ultimate goal of bringing them into the church community. It aligns with Ellen G. White's vision of a comprehensive evangelistic mission, which emphasizes the wholistic spiritual development of each individual. This method ensures that digital evangelism is more than initial contact; it's about ongoing spiritual growth and actively integrating new believers into the church community.

This new form of evangelism transforms traditional methods of sharing faith, making it more accessible, immediate and wide-reaching. It enhances the engagement of church members in digital missionary work, significantly increasing the Adventist presence in the digital realm. Crucially, it creates new pathways for individuals globally to discover the transformative love of Jesus and to join a nurturing online Christian community.

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[1] Fortin, Denis and Jerry Moon. *The Ellen G. White Encyclopedia*. Review & Herald, p. 814.

Fundamentally, when viewed through the prism of Ellen G. White's teachings, digital evangelism is an active and engaging way to fulfill the Great Commission in the contemporary digital age. It's about establishing a comprehensive, supportive and interactive environment where faith is shared, explored and deepened, using the power of technology to equip individuals for a life of Christian discipleship.

Significance of Digital Evangelism

Digital evangelism stands at the forefront of modern ministry, presenting a unique and expansive mission field filled with potential. Through online platforms, we're poised to significantly influence various aspects of evangelism, including:

1. Reaching Diverse Generations: By employing a range of digital platforms, we can connect with different age groups and demographics, engaging each segment within their preferred digital spaces.

2. Reaching the Unchurched: Digital evangelism allows us to reach out to individuals who have never been part of a faith community, extending the Gospel's reach to entirely new audiences.

3. Providing Anonymity: Our digital presence creates a safe environment where individuals can seek spiritual guidance without the fear of stigma or embarrassment, encouraging open and honest exploration of faith.

4. Building Digital Spiritual Relationships: In the digital mission field, there's a unique opportunity to foster spiritual relationships and communities. Our digital presence not only allows us to share the Gospel but also to nurture these relationships, providing ongoing support and guidance and creating a sense of belonging and community in the digital world.

5. Catering to Modern Lifestyles: By adapting to the busy and varied schedules of contemporary life, digital evangelism makes spiritual guidance more accessible and pertinent to everyday life.

6. Mobilizing Lay Members as Digital Missionaries: Encouraging and equipping our church members to become digital missionaries is a crucial aspect of digital evangelism. By leveraging their personal digital networks, members can actively participate in spreading the Gospel, reaching out to their online communities and building spiritual relationships in the digital realm.

I recently had the privilege of speaking with a missionary whose experiences with digital evangelism were deeply insightful. As an introvert, she discovered a valuable tool in social media. It offered a fitting platform for her, facilitating meaningful engagement without the stress of in-person interactions.

She shared, "Being introverted, I often struggle in direct social situations. Social media, however, has opened a new avenue for me, enabling me to actively and consistently engage with my community. Digital evangelism has become a passion." Additionally, she reflected on how this digital evangelism approach greatly enhanced her spiritual growth, especially in her commitment to prayer for her community.

This resonates with Ellen G. White's views in Steps to Jesus. White emphasizes the importance of active Christian duty and helping others as integral to one's spiritual journey. She notes, "People who stop helping others and doing their Christian duty have little for which to pray. When they do not work for the Master, who worked for them, they have nothing to pray about. Their prayers are only for themselves. They do not pray for other people or for strength to do God's work." This underscores the notion that engaging in digital evangelism, as this missionary did, is an active part of the Christian mission, broadening one's spiritual life beyond personal growth to encompass service and community outreach.

Digital evangelism is more than just an extension of traditional methods. It is a vital strategy in our digital age. It serves as an effective medium for spreading the Gospel, engaging diverse individuals and fostering a dynamic online faith community.

Biblical Perspectives on Digital Evangelism

We uncover fascinating parallels with modern-day digital outreach and social media influence when exploring the methods of communication used by biblical figures like Jesus, Paul and John the Revelator through the lens of digital evangelism.

In the context of the 21st century, envisioning Jesus' return brings interesting possibilities. Given His mission of global Gospel dissemination, it's plausible He would utilize digital media—including social media platforms—to amplify His message. During His earthly ministry, Jesus skillfully used parables for storytelling (Matthew 13:34-35) and connected with people in their own environments. In a modern setting, He might similarly use platforms like Twitter, Facebook or YouTube to share His teachings broadly, paralleling His historical approach to teaching in public spaces.

The work of Paul and John the Revelator in their era parallels today's social media influence. Paul's epistles, notably his instruction in Colossians 4:16 to circulate letters among communities, resemble the spread of engaging content across modern networks, similar to social media posts and blogs. These letters fostered a sense of connection and inspiration within early Christian communities, comparable to the way digital content influences the online world today.



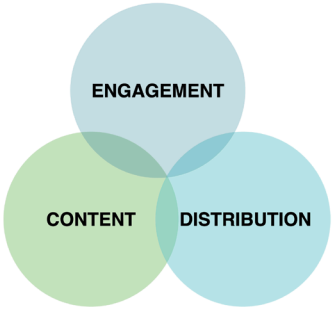
John's Revelation, with its striking visualizations and profound insights, shared through documents sent to various churches, resembles the creation of engaging digital content in today's media landscape. His ability to share these visions across a network of churches parallels the modern concept of content designed for widespread online sharing and engagement.

From this perspective, the core objectives of evangelism—to connect, engage and inspire—have remained consistent over time. The modes of communication have undergone a significant transformation, shifting from parchment letters to digital tweets and posts. Yet, the fundamental mission persists: to disseminate a message that deeply resonates and drives change. This historical insight augments the concept of digital evangelism, presenting it as an adaptation of the age-old tradition of spreading the Gospel, now enhanced by the broad reach and immediacy offered by digital media.

The Three Pillars of Digital Evangelism: Content, Distribution, Engagement

In today's dynamic world of digital evangelism, the mastery of three key elements—content, distribution and engagement—is essential. This exploration focuses on crafting impactful digital content, its strategic distribution and fostering deep audience engagement. Navigating these pillars reveals a significant transformation

in sharing and receiving the Gospel message in the digital age.[2]



1. Content

Creating digital content that conveys the deep message of the Gospel is the core of digital evangelism. Nowadays, with the diversification of technological means to spread the Gospel, it has become an era where even non-professionals can produce high-quality content from home. Tools like Canva allow for the easy creation of materials with designs suitable for evangelism, and modern technologies like short-form videos provide new opportunities to reach the younger generation on platforms like TikTok.

What's important is the genuine message contained in the video, rather than its appearance. On social media the trend is toward shorter videos, and brief and concise content is gaining popularity. Even if most short-form videos do not possess a sophisticated aesthetic, videos shot as selfies at home or outdoors record many views; this shows that content is more important than the quality of the video.

We have entered an era where anyone can produce evangelism videos. For instance, a small church in Ohio used TikTok to share its message, resulting in an unexpected viral video that attracted thousands of new followers. This case highlights the power of genuine content over production quality.

2. Distribution

Digital evangelism in the 21st century represents a significant change from traditional methods of sharing the Gospel. Historically, the spread of the Gospel relied on tangible mediums like printed tracts, which were distributed door-to-door, and later through audio recordings on cassette tapes and CDs. However, in our current digital era the landscape of evangelism has transformed dramatically. The widespread use of smartphones has made it possible to share the Gospel in communities through text, email and other digital means with unparalleled ease and efficiency.

In this digital age, we leverage the advanced technologies offered by major companies like Google and Facebook, renowned for their digital marketing capabilities. These platforms are equipped with sophisticated algorithms designed

[2] Domm, Jamie. *Digital Discipleship & Evangelism.* AdventSource, 2020.

to target specific audiences, enabling us to deliver the Gospel message in a clear and impactful manner. This approach to digital evangelism harnesses the potential of these tools to extend our reach far beyond personal networks. Unlike traditional sharing through messengers, phone calls, texts or emails, using digital marketing channels like Facebook and Google allows us to broadcast our message more broadly and effectively, engaging a more diverse and extensive audience. This strategic use of digital platforms represents the most effective means of spreading our message in today's interconnected world.

3. Engagement

In the Web 1.0 era (1990s to early 2000s), information dissemination was largely unidirectional. However, the transition to Web 2.0 (about 2004 to present) revolutionized this dynamic, introducing interactive, two-way communication. Social media, a cornerstone of Web 2.0, exemplifies this shift, enabling the formation of digital bonds through enhanced communication. The relative anonymity of online interactions often fosters freer—sometimes deeper—conversations, a critical aspect for the effectiveness of digital evangelism.

In the beginning of my digital evangelism ministry, I tried to emphasize content creation and distribution, but I soon realized that not everyone in our local field was equally excited or capable of creating content. There are limitations in social relationships and the number of people with whom one can share messages, making these methods more efficient for media ministry. However, I discovered that our members are specialized in engagement. Everyone, regardless of age or personality, can make meaningful online engagements.

In this digital age, while content remains important, the heart of digital evangelism lies in engagement. It's about transforming passive viewers into active participants, nurturing a community where faith thrives in the digital world.

The Central Role of Engagement

Content creation and distribution are essential, but engagement is where the true impact of digital evangelism is felt. It's about transforming viewers into active participants, fostering a community of faith and interaction in the digital realm.

- Personal Touch: Engagement adds a personal touch to digital evangelism. It's not just about broadcasting a message; it's about starting conversations, answering questions and building relationships.
- Deepening Connections: Through engagement, deeper connections are formed. As people interact with content, they often seek more information,

express their thoughts or share their own experiences. This two-way communication is vital for nurturing their spiritual journey.

- Cultivating Community: Engagement leads to the formation of an online community. As individuals interact with content and each other, they become part of a digital congregation, supporting and encouraging one another.
- Empowering Church Members: Engagement is a ministry that every church member can participate in. It doesn't require extensive training in content creation or distribution. Simple actions like commenting, sharing and responding to messages in a positive way can make a significant impact.
- Training for Engagement: To maximize the impact of digital evangelism, training church members in engagement strategies is vital. This training should focus on how to interact effectively on digital platforms, the importance of empathy and understanding in responses and ways to encourage further dialogue.

Content creation and distribution lay the groundwork, and engagement amplifies the impact of digital evangelism. By adding a personal touch, deepening connections and cultivating a supportive online community, we transform passive viewers into active participants in a spiritual journey. Empowering every church member to partake in this digital ministry allows for a more inclusive and far-reaching evangelistic effort. In part three, we will explore practical strategies for enhancing engagement and effectively training church members to thrive in this digital evangelism landscape.

When Prayer Meets Technology

In an era where social media serves as a platform for personal expression, a poignant real-life story unfolds. A young man, mired in despair and isolation, felt invisible and ignored. Devoid of connection, he decided to end his life. As he opened his social media to leave his final message, an unexpected event occurred. A digital evangelism prayer campaign advertisement appeared on his phone. The message was simple yet profound: "We care about you. Can you share your prayer request with us?" This intervention, more akin to digital outreach than mere advertising, resonated deeply with him, reigniting a sense of hope and connection.

In his deepest moment of loneliness and desolation, a powerful message reached him: there were people who cared about his life and were willing to pray for him. This unexpected digital encounter led him to seek prayer instead of saying goodbye. He reached out, sharing his profound despair and suicidal thoughts. The prayer team, upon hearing his plea, united in fervent prayer. They prayed for hope, strength and for him to find a new purpose.

As these prayers were lifted, a transformation began. The young man's perspective changed. Where despair once reigned, a ray of hope flickered. Bolstered by the potency of prayer and the realization he was not alone, he discovered the courage to keep living. His story stands as a testament to the transformative power of digital evangelism and the profound impact of compassionate outreach in times of dire need.



This story encapsulates the significance of our digital evangelism campaign. When our prayers meet with technology, we can reach people in their darkest moments, offering a lifeline of hope and connection. It shows that our mission to pray for and care about others transcends physical boundaries and touches lives, even in the vast, impersonal digital world.

When our evangelistic-focused prayer meets modern digital technology, we can all be part of saving souls and bringing light to those in darkness. We become agents of change as we embrace this approach, harnessing the power of prayer and technology to make a difference in the world.

> *"Let every worker in the Master's vineyard study, plan, and devise methods to reach the people where they are. We must do something out of the common course of things. We must arrest the attention."*
>
> —*Ellen G. White,* Evangelism

My prayer is that this book will not only enhance your skills and deepen your knowledge but also ignite your passion for serving others with Christ's love and grace. Let this guide be your companion as you venture into the digital mission field, reflecting God's love and light in every interaction.

When prayer meets technology, **WE CAN SAVE PRECIOUS SOULS IN OUR COMMUNITY. WHEN PRAYER MEETS TECHNOLOGY,** *we can transform the world.*

Together, let us embrace this new landscape with faith, adaptability and a relentless commitment to our mission.

Chapter 2.

Prayer's Role in Digital Evangelism

In 2019, the General Conference embarked on a journey to explore new methods for mission in the digital age, leading to the formation of a dedicated digital evangelism initiative team. This team, comprising experts from across the world, was tasked with identifying the most effective digital strategies for Adventist churches.

Case Study: General Conference's Digital Approach

One project in 2020, utilizing digital marketing techniques for evangelism, yielded particularly notable results. It demonstrated the potential of using digital marketing strategies to present traditional Adventist evangelism themes—such as Bible prophecy and health—in a new light. However, the most striking outcome was observed in a campaign that centered around the concept of prayer.



When utilizing digital marketing with a focus on prayer, the response was remarkably high. For a marketing cost of just $1, targeting over 2 million people globally, the prayer-themed advertisement elicited 33 responses from individuals requesting prayer. This was significantly higher than other themes such as Bible studies or health lectures.

The follow-up success rate was even more astonishing. While traditional methods like Bible studies had a 3 percent long-term engagement rate, the prayer requests generated a 60 percent follow-up success rate, forming lasting relationships. This data compellingly suggests that digital marketing centered around prayer can generate higher interest and participation than other evangelism methods.

AWR & Hope Channel Digital Advertisement Campaigns (Jan.-Sept. 2020)

AD Keyword	Bible	Health	Gift	Prayer
Contacts Per $1	4	6	5	33
Follow-up	3%	0%	0%	60%

Data sourced from the Communication Department of the General Conference of Seventh-day Adventists

Insights from Various Researches

Several studies support using a prayer-centered approach in digital evangelism. The concept of self-disclosure is more comfortable in the digital realm, where anonymity is maintained, compared to face-to-face interactions. Sharing prayer requests signifies the onset of openness, fostering trust through prayer support and encouraging messages.[3]

Prayer as Emotional Support: Amy Wachholtz's research, noted by the Association for Psychological Science, indicates that prayer allows individuals to mentally unload burdens temporarily, providing emotional respite. This is crucial in digital prayer evangelism, offering spiritual aid during personal crises.

Health Benefits of Prayer: A 2004 Journal of Health Psychology study shows that viewing God as a friend correlates with better mental and physical health. This understanding is key to digital prayer evangelism, emphasizing the positive effects of spiritual support.

Increased Prayer Interest During Crises: Research by a University of Copenhagen economist and a Pew Research Center survey revealed a spike in prayer-related Google searches during the COVID-19 pandemic. This trend highlights a greater openness to spiritual support in crises, vital for digital prayer evangelism's success.

Mental Health Statistics: About one in four American adults annually faces a diagnosable mental disorder, as Johns Hopkins reports, additionally, around one in ten experiences depressive conditions like major depression or bipolar disorder. These statistics highlight the broad extent of mental health challenges and the potential reach of interventions like digital prayer evangelism.

Numerous studies have demonstrated that in times of crisis, people are more inclined to open their hearts, accept assistance and seek spiritual support and prayer. The signs of the times, driven by the imminent Second Coming, tend to draw individuals closer to God and encourage prayer.

Implementing Evangelistic Prayer in Digital Outreach

In the digital world, prayer evangelism is a powerful tool. It involves using prayer not just as a personal practice, but as a way to reach out and connect with others

[3] Joinson, Adam, et al. "Privacy, trust, and self-disclosure online". Human-Computer Interaction, vol. 25, no. 1, 2010, p. 1-24. https://doi.org/10.1080/07370020903586662

online. **This approach transforms us from mere prayer warriors into proactive prayer evangelists. This method of "evangelistic prayer" is about actively praying for others, which can deeply impact both their lives and ours.**

Ellen G. White, in her insightful statement from *Steps to Jesus*, encapsulates this beautifully:

> *"People who stop helping others and doing their Christian duty have little for which to pray. When they do not work for the Master, who worked for them, they have nothing to pray about. Their prayers are only for themselves. They do not pray for other people or for strength to do God's work."*

This perspective highlights the essential nature of praying for others and engaging in evangelistic prayer. Such prayer is not just an act of intercession; it's a revitalizing force for our own prayer and spiritual life. We need to extend our prayers beyond personal needs, embracing the responsibility to pray for others and seek the strength to fulfill God's work.

In the context of digital evangelism, the scriptural guidance of Matthew 6:33 acquires profound significance: "But seek first the kingdom of God and His righteousness, and all these things shall be added to you" (NKJV). This passage highlights the priority of seeking God's kingdom and righteousness, especially pertinent when using prayer as a digital outreach tool. The phrase "all these things" is usually interpreted as our daily necessities like health, family, finances and well-being. However, the scripture emphasizes that our foremost pursuit should be the kingdom of God and His righteousness.

In alignment with the Seventh-day Adventist Bible Commentary, "seek first the kingdom of God" is seen as a directive to wholeheartedly engage with the Gospel, listen to its teachings, obey its commands and, crucially, to proclaim its message. This perspective necessitates that our digital prayers be evangelistic, aiming to spread the Gospel through online engagement and interaction.

In the digital domain, evangelistic prayer extends beyond addressing individual spiritual needs. It aims to influence a wider online community. This involves using digital platforms to champion God's kingdom, leading online communities toward seeking God's righteousness through supportive, prayerful engagement and living righteously.

Matthew 6:33 assures us that by prioritizing spiritual objectives in our digital endeavors, not only will our own needs be met, but those of our digital audience as well. This promise affirms the effectiveness of focusing our digital evangelism



on God's kingdom and righteousness, which not only fosters spiritual growth in others but also brings God's provision into our lives. This scripture serves as a potent reminder for digital evangelists to keep their focus on God's kingdom, utilizing evangelistic prayer as a key element of their mission.

Digital platforms enable our prayers to reach an unprecedented number of people. The synergy of evangelistic prayer and modern technology enhances our spiritual lives and has the potential to transform the lives of others in our digital community. By embracing digital tools to disseminate our prayers, we touch and transform more souls, showcasing the power of faith in the digital age.

Chapter 3.

Three-step Digital Strategy

Drawing from our enlightening case study on prayer advertisements and recognizing the transformative role of prayer in evangelism, we have refined our digital strategy into three cohesive steps. This strategy aims to actively engage our local communities and steadily draw individuals to our local churches.

In digital evangelism, the Gospel transcends the role of a mere message; it becomes a unique product offered to the world. Distinct from typical market offerings, this product is ethereal, profound and life-altering. Its appeal lies in providing hope, meaning and the promise of salvation.

Digital prayer campaigns exemplify the presentation of the Gospel as a modern-day product. These campaigns target specific needs and concerns—peace, healing, guidance—aligning the Gospel with the desires of the audience. Offering prayer as a service showcases the Gospel's practical impact in everyday life. More importantly, these campaigns serve as a gateway for individuals to encounter the Gospel's transformative power, often spurring a deeper curiosity and involvement in its message.



Step 1: Integrating Prayer in Advertising

The shared objective of engaging audiences forms a harmonious link between marketing and evangelism. Marketing uses consumer insights and storytelling in a secular context, but evangelism parallels this with its focus on spreading the Gospel through engaging relationships and compelling stories. This parallel underscores the potential of marketing strategies to bolster evangelism, especially in an age where digital interactions are prevalent.



Our case study in digital evangelism emphasizes prayer as a central theme. The primary focus in our digital evangelism strategy is the influential aspect of prayer. Highlighting the importance and accessibility of prayer strongly appeals to online communities, creating a spiritual touchpoint. Developing content that revolves

around prayer enhances this connection, leading to deeper and more significant spiritual discussions and relationships.

Our first step in digital evangelism is a targeted digital marketing campaign, concentrating on a 10-mile radius of our church. The heart of this campaign is a straightforward but impactful message: "We want to pray for you." We use prayer-centric advertisements to invite individuals to share their prayer needs. This strategy strengthens ties within our nearby community and boosts involvement with our local church.

> *This approach is crucial in embedding digital evangelism into our local church's framework. It challenges a widespread misapprehension among pastors and congregants who frequently view digital evangelism as a general, wide-reaching ministry, overlooking its potential for local community engagement. By focusing on this local-centric feature, we advocate for digital evangelism as a customized ministry, specifically designed for our church and community. This tailored strategy not only enhances effectiveness but also fosters broader participation in digital evangelism within our church.*

Step 2: Online Pastoral Care Essentials



This is a pivotal phase, centered on cultivating the initial connections established through prayer requests on digital platforms. It combines immediate responses with sustained engagement, inspired by Christ's model of pastoral care. The process involves:

Immediate Response: Upon receiving a prayer request, it's essential to respond within three minutes. This promptness is crucial for connecting with the individual's immediate emotional and spiritual needs, especially in urgent situations. Delayed responses, while still valuable, may not have the same impact as an immediate one. After three minutes, the likelihood of receiving a response from a prayer requester starts to diminish, and significantly drops after eight hours. This trend is particularly notable as most prayer requests are for urgent and heartfelt spiritual support, making an immediate reply essential.

Personalized Prayer Message: Each prayer request is met with a heartfelt response that includes a dedicated prayer and an uplifting Bible verse. This method

demonstrates active listening and offers support tailored to the individual's needs, enhancing the personal connection in the digital interaction. Prayer can be shared in various formats, such as written text suitable for social media platforms or as audio recordings. The use of audio recordings for prayer adds a deeply personal and emotionally engaging touch, enriching the experience and making the engagement more meaningful.

Daily Follow-ups and Long-term Engagement: Interaction doesn't stop at the initial response. It includes daily check-ins to inquire about the individual's well-being, offering additional prayers and ongoing encouragement. This consistent communication is aimed at maintaining a connection and fostering a community atmosphere centered around prayer.

The approach is deeply inspired by Christ's methods in pastoral care, marked by compassion, empathy and love. His ability to connect with diverse individuals, use of storytelling and parables and integration of prayer into daily life are pivotal for creating a secure and supportive online environment. This step emphasizes continuous, personalized engagement, ensuring the core values of pastoral care are effectively translated into the digital realm, starting with a prompt response and sustained through ongoing interaction and community building.

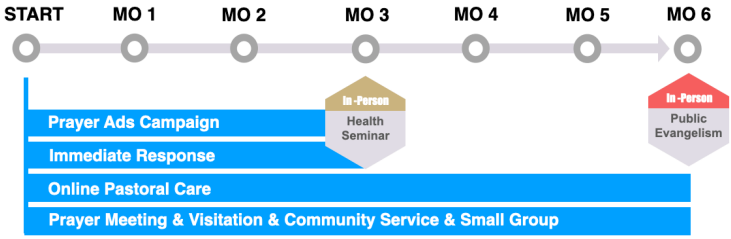
Step 3: Inviting to Local Church



The essence of our digital strategy lies in motivating individuals to engage with our church community in a tangible, face-to-face manner. This pivotal shift from online pastoral care to active local church participation is critical for our strategy's effectiveness. In this transition, the active involvement of the local church team is indispensable. Central to this effort are personal pastoral visits, invitations to prayer meetings and participation in community services.

> *One effective approach for inviting individuals is through health seminars, which cater to the most frequent prayer request about health. This provides an excellent opportunity to meet both the spiritual and physical needs of the community.*

Our goal is to extend invitations to church services, community events and evangelistic series. This aims to transform digital interactions into meaningful, real-world connections, enabling newcomers to experience the warmth and fellowship of our church members.



Sample Timeline for Digital Evangelism Strategy

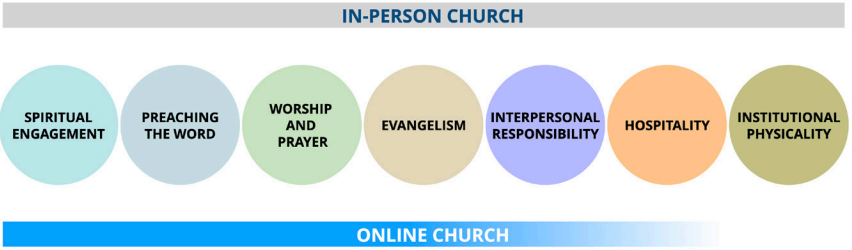
Reaffirming the Seven Elements of a Consistent Church

For a church to function effectively, based on biblical principles, it should encompass these seven essential elements:

1. Spiritual Engagement (Colossians 3:16): Encouraging deep, personal connections with faith.
2. Preaching the Word (Hebrews 13:7): Sharing and exploring Biblical teachings.
3. Worship and Prayer (1 Timothy 2:8): Participating in devotional practices.
4. Evangelism (Acts 1:8): Promoting the teachings of Jesus Christ and the three angels' messages.
5. **Interpersonal Responsibility (Romans 12): Enriching the church community with diverse talents and experiences.**
6. **Hospitality (Acts 4): Extending a warm welcome and support to those in need.**
7. **Institutional Physicality (Matthew 26:26): Participating in physical worship practices like baptism and communion.**

Both online and in-person church settings effectively address the first four elements of church functionality. Yet, Barna Group's research highlights a significant need

for the last three elements, often reliant on physical presence. Sacraments such as baptism and communion are challenging in a purely online setting. While hospitality and personal relationships can begin online, they often require physical interaction for deeper connections—similar to how online dating often leads to in-person meetings and marriages. This underscores the importance of a hybrid model blending digital outreach with physical experiences. This approach strengthens community bonds, enhances hospitality and facilitates sacramental participation.[4]



Our digital strategy is designed for the smooth integration of digital outreach and personal engagement. With prayer at its heart, we aim to establish and nurture lasting relationships within the community. These bonds are fostered both in the digital realm and within the physical boundaries of our church. This dual approach allows us to expand our ministry's influence, positively impacting lives and fortifying our church community.

[4] Windel, Benjamin. *Digital Church in a Lonely World.* Barna Group, 2021.

Chapter 4.

Case Study Analysis of the Central California Conference's Digital Evangelism Approach



In July 2023, the Central California Conference (CCC), situated in the heart of the world's IT industry, including San Francisco and Silicon Valley, took a bold step toward digital evangelism. Recognizing the unique challenges in these regions, where the ratio of Adventists to the general population in San Francisco is roughly 1:1004, significantly higher than the global average of 1:367, the CCC collaborated with the General Conference (GC) Communication Department and the Adventist Information Ministry (AIM) of the North American Division (NAD). Together, they launched a pioneering initiative, implementing a three-step digital strategy to enhance their mission in these challenging fields.

Phase 1: Exploring Digital Evangelism Strategies

The initial phase of our digital evangelism strategy was dedicated to assessing the potential and feasibility of various digital approaches. This phase involved a thorough exploration of different methods, tools and strategies to understand what most effectively resonated with our target audience. It was a period marked by extensive testing and learning, where we gathered and analyzed data to evaluate the effectiveness of our tactics.

Central to our strategy, which began with the involvement of six churches, was the use of digital marketing to create connections within the community. We tailored our campaigns around the concept of prayer, specifically targeting local communities within a 10-mile radius of our participating churches. This approach led to a variety of prayer requests from a diverse group of individuals. In response, we dedicated ourselves to offering prayers, conducting follow-up efforts and extending invitations to these individuals to visit our local churches.

The effectiveness of this strategy became apparent within a span of two months, as evidenced by tangible results, engaging 1,358 individuals from the local community. This engagement represented a 47 percent follow-up success rate compared to the initial 2,189 clicks on our digital advertisements. Facilitated by our dedicated online pastoral care team, supported by AIM, our digital outreach effectively bridged the

gap to real-world connections. This phase resulted in tangible outcomes, including 15 new individuals attending our church services and a significant milestone with the first baptism at the Milpitas Adventist Church.

Evangelistic Prayer: Key Element for the Strategy

A pivotal example from this phase is Joel's journey, a testament to the crucial role of evangelistic prayer in our digital strategy. Joel's connection with our team was facilitated through our digital outreach for two months. The ongoing support, encouragement and prayers from our team profoundly impacted him. In a move that speaks volumes about the power of our approach, Joel chose to attend church by his own initiative, without any direct invitation. His heartfelt declaration, "My life has been changed, I want to be baptized," marked a significant milestone in his spiritual journey.

Following his baptism, Joel actively participated in Bible study and discipleship programs. He now serves as a deacon in his church, embodying the transformative power of faith. His remarkable transformation can be traced back to the dedicated prayers of a young college student chaplain in AIM.

This story highlights a critical lesson learned during this phase: the immense power of prayer in the realm of digital evangelism. It underscores that every lay member, regardless of age, has the potential to be a digital missionary and prayer evangelist. Joel's story is a compelling illustration of how evangelistic prayer is not just a component but a key element in our digital evangelism strategy.

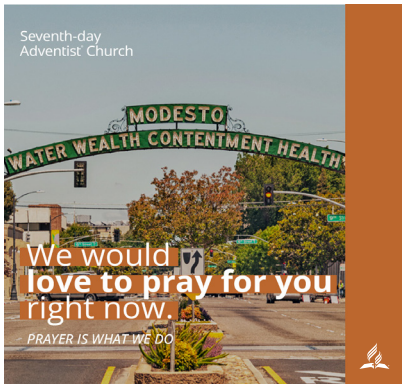
Lessons and Challenges in Phase 1

1. Localization: A Strategic Lesson in Effective Prayer Advertising

We learned a key lesson in Phase 1 about the strategy of advertising. Initially, we adopted a high-performance prayer advertisement strategy that had proven successful in Brazil. However, this approach did not resonate with the audience in Silicon Valley, located in the Central California Conference territory. Recognizing this, we shifted our approach to align more with the Silicon Valley style. This involved a greater focus on localization.

We collaborated with local church pastors, featuring them in iconic locations within their communities for our advertisements. This strategy conveyed a clear message: We are an integral part of your community—your neighbor—and we are committed to praying for this community. The localized approach

proved to be significantly more effective. Initially, our cost per click for advertisements was about $90, but with these changes it continuously decreased, eventually dropping to about $7. This experience underscored the importance of localization as a critical factor for the success of our strategy.



2. Patience and Consistency: The Cornerstones of Successful Online Pastoral Care

After localizing our advertisements, we observed a more effective targeting of the community in our prayer campaign. This initial success allowed us to smoothly transition to the second step, focusing on online pastoral care. This stage of the strategy required a level of patience reminiscent of Noah's experience, where he and his family entered the ark and waited seven days without any indication of the impending flood. In a similar vein, we had to sustain our efforts and faith in our strategy, even in the absence of immediate visible outcomes.

Despite initial doubts and skepticism, we remained dedicated to our online engagement. This perseverance was crucial, mirroring the biblical narrative's patience and faith. After two months of consistent effort and patience, the fruits of our labor became apparent. People from the community started attending our church services in person on their own initiative, without any direct invitations from us.

This experience underscored a key lesson for our digital evangelism initiative: the vital importance of patience and consistency in online pastoral care. It taught us that building relationships and fostering community connections online requires time and persistent effort. These connections, once established, can lead to deeper, more meaningful engagement with the community, guiding them toward active participation in church life. This phase of our strategy has shown that consistent, patient and dedicated online pastoral care is not just a step in the process, but a cornerstone of successful digital evangelism.

3. Mobilizing Our Members: Expanding Beyond Capacity

Two months into our initiative, we had established a network of approximately 1,400 regular contacts through our prayer engagement campaign. This

success stretched our team to its limits, necessitating a temporary halt to our advertising efforts. News of our effective digital evangelism began to ripple through nearby churches, igniting an interest in similar campaigns. The challenge was evident: we lacked the necessary AIM teams to support these burgeoning interests.

Confronted with this situation, we received pivotal guidance, leading us to a new strategy. We embarked on recruiting and training digital missionaries from within our conference. These individuals were taught to interact with their local communities, allowing for a decentralized approach to our digital evangelism efforts. This solution addressed our issue of limited capacity and galvanized our members to engage more actively in the mission. It cultivated a deeper sense of responsibility and involvement in digital evangelism throughout our community.

4. Local Involvement: The Key to Transitioning from Digital Engagement to In-person Church

A significant challenge was transitioning individuals from an online presence to in-person church attendance. While the second step of our strategy, online pastoral care, proved effective in fostering healthy, long-term relationships online, there was a logistical hurdle. Our engagement staff, primarily based at AIM (in Michigan), found it challenging to extend direct invitations to individuals to attend church services in California. The typical invitation, "come to my church, I want to meet you in person," wasn't as straightforward due to the geographical distance.

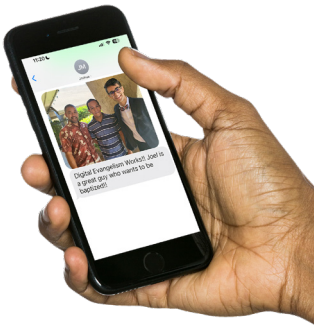
Some individuals did transition to in-person church attendance, but for the majority this remained a challenge. We realized that local church involvement was a key factor in this transition. Among the six churches that started with us, a few stood out in their success rates.

The common denominator for these successful churches was the high level of involvement by the local church in this transition phase. For instance, local teams and pastors actively visited people who were engaged through our digital efforts over a long term. This personal touch greatly aided in encouraging these individuals to attend local church services in person. It became evident that while digital engagement is effective in initiating contact and building relationships, the involvement of the local church is crucial in successfully bridging the gap between an online presence and in-person community involvement.

Pastoral Testimonials

During Phase 1, pastors who participated in the project shared insightful reflections on their experiences, highlighting the impact of evangelistic prayer and digital outreach.

Pastor Daniel Gouveia from the Fresno Central Church shared his experience, stating, "Through this project, our church has reached over 400 individuals, many of whom are now actively part of our community. This digital approach has opened new doors for us to connect with people." His reflection emphasizes the significant reach and community engagement facilitated by the digital strategy.



Echoing a similar sentiment, Pastor Mark Ferrell from the San Francisco Central Church brought in his long-term perspective: "In my years of ministry, I've experimented with various evangelism methods. This digital and community-centric approach, however, stands out as the most effective in reaching our contemporary society." His experience underlines the effectiveness of the digital approach in the modern context.

Additionally, Pastor Joshua Mura from the Milpitas Adventist Church shared his enthusiasm through a text message: "Digital Evangelism Works!! Joel is a great guy who wants to be baptized!" His message captures the excitement in the digital evangelism strategy, as evidenced by personal stories like Joel's.

Phase 2: Deepening and Broadening Our Digital Evangelism Impact

Following the promising outcomes of Phase 1, which included the involvement of six churches, Phase 2 signifies an ambitious expansion of our digital evangelism initiative, extending it to 20 churches. This phase introduces a pivotal shift in strategy: empowering local conferences and churches to spearhead their own outreach efforts, with guidance and support from both GC and NAD. This transition aims to cultivate the capability of local entities to independently drive and sustain these initiatives in the long run.

A central element of Phase 2 is the active participation of local church digital missionaries in digital engagement activities. By equipping them with practical

experience, we foresee an enhanced effectiveness in guiding individuals from online interactions to engaging in person with church communities. This strategy is anticipated to not only foster the spiritual vitality of our congregations but also to more effectively address the spiritual needs of both new and longstanding members.

As Phase 2 unfolds, we are humbly grateful to report that we have built 2,046 long-term relationships within our community, and 36 individuals have joined the local church through the combined efforts of phases 1 and 2. Phase 2 is still ongoing, and we continue to gradually add churches. Through this expanded, community-centric approach, our goal is to deepen and extend the influence of our digital evangelism efforts, making a more meaningful impact in our communities.

Lessons and Challenges in Phase 2

1. Igniting Digital Evangelism

A primary challenge was motivating church members to engage in a ministry they had never experienced. Many were unfamiliar with the concept of digital evangelism and hesitant about its efficacy. To address this, pastors and digital evangelism directors must play a pivotal role in inspiring and educating church members. It's crucial to convey a clear vision of what digital evangelism entails, its workings and its potential impact. Emphasize the importance of prayer and share inspiring success stories to help motivate members to participate actively.

2. Overcoming Technical Challenges

A significant barrier was the lack of technical expertise among many church members. The absence of social media accounts and the underutilization of church Facebook pages for outreach highlighted the need for technical guidance. Overcoming these obstacles involves the help of individuals within the church who are well-versed in technology. Combine this local support with training from the conference to bridge the technical gap, making digital evangelism more accessible to all members.

3. Training for Effective Online Pastoral Care

The varied educational backgrounds of church members made it challenging to standardize training for online pastoral care. Given the diverse socioeconomic and educational profiles within the church, creating a comprehensive, adaptable training manual is essential. This manual should cater to different learning styles, allowing for both in-depth study and quick comprehension of the basics. Despite limited training, many members

naturally excel in online pastoral care, which revolves around empathetic and caring conversations. A well-designed training manual plays a crucial role in making online pastoral care more accessible and effective for all church members.

4. Initiating Prayer Campaigns on a Modest Budget

One significant challenge in Phase 2 was the limited number of volunteer digital missionaries available to local churches. Many local churches do not have professional teams for digital evangelism, necessitating a more modest approach. To support this, we allocated a daily budget of $20-$30 for each local church, based on its size. This budgeting strategy, considering our average cost per contact is around $7, allows for 3-5 contacts daily within this budget range.

This scale is manageable even with limited resources. For example, if a church engages with five contacts daily, and if at least one dedicated member spares a couple of hours for follow-up and prayer, it becomes feasible. The impact of this approach accumulates over time. With five people making five contacts each day on a $30 budget, the church will reach 35 individuals in a week, and 70 in two weeks. This continuous effort requires daily prayer for each of these contacts, maintaining and gradually increasing the outreach volume.

As this process unfolds, more church members see its effectiveness and are encouraged to participate. Sharing experiences and successes among digital missionaries fosters greater involvement within the church community. Start with a small volume of advertisements, demonstrate how the process works and its benefits and then aim for long-term, sustainable engagement. This gradual build-up is an important lesson from Phase 2, helping expand the pool of volunteer digital missionaries in local churches.

5. Streamlining the Transition to In-person Engagement

In the second phase, digital missionaries, as integral members of their communities, formed more efficient and swift connections with other community members. Their shared experiences and status as neighbors greatly facilitated these connections. This ease in digital communication led to a more seamless and rapid shift to in-person interactions. Contrasting sharply with the first phase, where it took two months for the first in-person meeting, the second phase achieved this milestone in just two weeks. This swift response brought five new visitors to local churches within two weeks, demonstrating the effectiveness of this strategy.

6. Local Church Digital Missionaries: Strengthening Community Bonds

A key takeaway from this phase is the profound personal commitment of local church digital missionaries to their church's growth. Their direct involvement in evangelism adds a deeply personal element to their mission, significantly enhancing the impact and meaningfulness of their efforts. This personal stake is a major factor in the success of digital evangelism.

Crucially, as members of their own church community, these digital missionaries are more effectively positioned to extend personal invitations. They can reach out to individuals with a heartfelt invitation: "Come to my church. I want to see you."

This approach is especially meaningful for prayer seekers who have interacted with the church online, submitting prayer requests. When these individuals visit the church, they have the unique opportunity to meet their digital missionaries—the very people who serve as their prayer warriors and evangelists—in person. This in-person meeting is not only emotionally significant but also plays a pivotal role in boosting the retention rate of church visitors. The established online connection, now realized in a physical setting, creates a sense of familiarity and community, ensuring that newcomers feel welcomed and integrated from their very first visit.

Phase 3: Digital Strategies for Adventist Schools and Community Growth

In the third phase of our digital evangelism campaign, we are concentrating on boosting school enrollment by building spiritual relationships within our communities. Our strategy is designed to fortify community bonds and strengthen spirituality, making Adventist educational institutions an appealing option for families.

This phase is in harmony with our commitment to encourage spiritual development and addresses key challenges faced by families, especially in areas of school enrollment and parenting. Through fostering a network of trust and support,

we aim to inspire more families to choose our schools for their children, thereby achieving our spiritual objectives and creating a tighter-knit community.

Sample Prayer Advertisement for Phase 3:

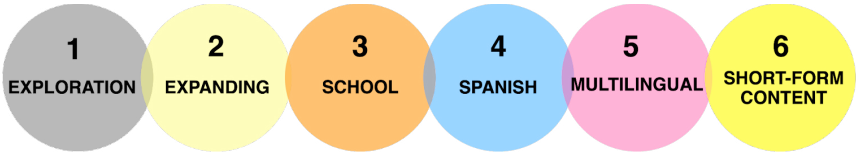






Broadening and Elevating Digital Evangelism

As we progress through our digital evangelism project, we are currently transitioning into Phase 3, focusing on school-based initiatives. Following this, Phase 4 is set to bring an exciting development as we aim to engage with Spanish-speaking churches. Given the large Spanish-speaking congregation, second



only to the English-speaking community, this phase will mark our first foray into multilingual digital evangelism.

The Central California Conference, being a hub of ethnic diversity, has churches serving various language groups. In alignment with this diversity, we intend to expand our digital strategy to encompass multiple languages, further broadening our outreach in Phase 5.

Looking ahead to Phase 6, our ambition is to collaborate with Hope Channel and other media ministries to produce short-form content. This content will integrate prayer requests and calls to action, inviting people to connect with us through prayer. We're eager to explore how this format resonates with our audience and its effectiveness in our digital strategy.

Our approach is to continuously try various methods and refine our strategies.

Through this dynamic process, we anticipate learning and evolving, even in the face of potential setbacks. Each step is seen as an opportunity to develop more effective digital strategies for reaching and saving souls. This journey is not just about immediate success; it's about learning, adapting and persistently working toward our goal of effective digital evangelism.

Chapter 5.

Initiating Digital Evangelism in Your Organization

During my presentations on digital evangelism across various forums, a recurrent question arises: "How can we begin digital evangelism in our church or organization?" In this chapter, we delve into methods to start and prepare for this process, drawing on the experience of the Central California Conference.



Step 1. Sharing Vision with Leadership

You must share your vision for digital evangelism with your organization's leadership team. If you're part of a conference, present your ideas to the conference president, officers and executive committee. Ministerial retreats provide an excellent opportunity to introduce and advocate for your digital evangelism strategies among church leaders and pastors.

If you serve as a digital evangelism coordinator, your pivotal role is to inspire and motivate others with your vision. When you propose a new approach to evangelism that differs from traditional methods, expect to face initial resistance or hesitation. Emphasize the practicality and effectiveness of your vision. Stress that digital evangelism is not exclusive to the young or technologically savvy. As a leader, you have the responsibility to show how this method can be adopted and integrated by everyone into their lives and ministries, demonstrating its universal applicability and benefits.

Step 2. Recruiting and Training Digital Missionaries

Present your digital evangelism vision to church leadership and gain their approval. Once this crucial step is achieved, the focus shifts to recruiting and training digital missionaries from your local church.

After running a digital prayer campaign for two months in Phase 1, we encountered a challenge. We were engaging with nearly 1,400 contacts, but with a limited online pastoral care team. Despite this, over 30 churches expressed interest in joining Phase 2. Faced with the need to expand our ministry but limited in resources, we turned to God for guidance. We shifted our focus to training our lay members as digital missionaries, equipping them with skills for online pastoral care. In Phase 2,

these trained lay members took the lead for online pastoral care.

I had the opportunity to present on digital evangelism at a small, rural church. Following my presentation, an elderly gentleman in a wheelchair, his face beaming with a smile and clutching a cellphone, approached me. He shared his deep-seated desire to spread the Gospel, which was limited by his physical health. He exclaimed:

> *" You are the answer to my prayer. Though confined to a wheelchair, I am still able to pray and I have a phone ... Thus, I'll join the digital evangelism movement."*

He saw our project as a divine intervention, a way for him to engage in prayer and digital missionary work using his phone. This new outreach approach introduces us to people whom God has already prepared, eagerly awaiting to embrace this new mission.

This aligns with Ellen G. White's wisdom in *Gospel Workers:*

> "The work of God in this earth can never be finished until the men and women comprising our church membership rally to the work, and unite their efforts with those of ministers and church officers."

Indeed, lay members are pivotal in completing the Gospel work. The strength of digital evangelism lies in these initiatives. Lay members serve as a frontline in soul-saving through digital means.



To engage your church members in digital evangelism, share your vision and the significance of recruiting digital missionaries. Highlight the impact of digital outreach, using successful examples from other churches to make the concept tangible. Stress that this ministry is accessible to all, not just the young or tech-savvy. Encourage practice through simple actions, like sending prayerful messages to friends, preparing them for effective digital mission work. Emphasize that even small efforts have a big impact. This approach lets each member contribute uniquely to the Gospel, reflecting our faith's inclusive spirit. By showcasing its broad appeal and effectiveness, you inspire wider participation in digital evangelism.

Step 3: Developing Prayer Advertisements

The next step involves preparing and developing localized prayer advertisements. It's essential to use imagery that resonates with your community. Incorporate local landmarks or well-known streets into your prayer images and videos. These visuals should feature pastors and church members, accompanied by messages of prayer and community support. By using familiar and relatable imagery, these advertisements will create a stronger connection with the community, fostering a sense of unity and shared purpose.



For a more in-depth understanding of this process, refer to Chapter 9, "Developing Impactful Prayer Campaign Advertisements." This chapter offers detailed guidance and best practices as well as sample video scripts. Utilize and modify these scripts to suit your church's context, making your prayer campaigns more relevant and impactful.

Step 4: Setting Up Media Platforms

This step involves appointing a media specialist responsible for managing the church's Facebook page and providing technical support to other members. Not every digital missionary needs to be technologically proficient, but having at least one dedicated tech person is crucial. This step is vital in optimizing the church's Facebook page and setting up an advertising account specifically for the digital evangelism campaign.



Recognize that individuals seeking prayer requests through digital evangelism will often visit your church's Facebook and website. Therefore, transforming your media platforms to focus more on evangelism is essential. This involves not just technical optimization, but also tailoring the content and presentation to be more inviting and relevant to those seeking spiritual guidance and prayer.
For detailed guidance on this process, refer to the following chapters in our resources.

Chapter 7, "Elevating Church Social Media: Beyond the Bulletin Board to a Captivating Billboard," provides strategies to enhance your church's social media presence for effective digital outreach. This chapter will guide you in making your Facebook page more evangelistically focused, ensuring it becomes a welcoming and informative platform for those seeking prayer and spiritual support.

Chapter 8, "Enhancing Your Church Website for Effective Digital Evangelism," addresses this crucial role. It offers strategies to make your website an accessible and engaging portal for spiritual exploration and connection, ensuring it effectively reaches and engages a diverse audience in the digital evangelism journey. In today's digital age, a church's website is often the first point of contact for those seeking prayer or exploring faith.

Chapter 10, "Comprehensive Guide: How to Set Up a Facebook Page to Prepare for a Digital Evangelism Campaign," offers a step-by-step approach to creating and optimizing a Facebook page tailored for evangelism purposes. These chapters are designed to equip you with the necessary knowledge and tools to effectively manage and utilize online platforms for digital evangelism.

Step 5: Running the Prayer Campaign

Effective marketing is crucial in expanding your church's digital prayer campaign. This step involves creating and maintaining Facebook advertisements. These advertisements should be crafted to resonate with your local community, conveying the message of love and an invitation to prayer, thus encouraging them to connect with your church and participate in prayer campaigns. The primary aim is to garner a variety of prayer requests from the community.

For detailed instructions on this process, refer to Chapter 11, "Step by Step Guide to Launching a Facebook Prayer Advertisement Campaign." This chapter offers guidance on crafting and managing effective prayer advertisements on Facebook. The focus is to ensure that these advertisements not only capture the attention of your local community but also inspire their engagement in your church's spiritual initiatives.

Step 6: Engaging in Online Pastoral Care

Online pastoral care is a pivotal aspect of digital evangelism, serving as the transformative stage where lives are impacted and souls are saved. It is here that church members invest their time and efforts significantly, ensuring each engagement is deeply human and resonant. Central to online pastoral care is the demonstration of God's love and the conveyance of the message "I care about you." This embodies the essence of effective pastoral interactions online.

To streamline this process, it is essential to appoint an online pastoral care coordinator. Ideally, this role should be filled by a pastor or a committed church member. The coordinator's role is pivotal in guiding individual contacts to the right church members for more tailored and personal interactions.

For a more in-depth understanding of this crucial step, consult "Part 2: Online Pastoral Care." This section provides comprehensive insights into managing online pastoral conversations effectively, ensuring each interaction is meaningful and supportive.

Step 7: Transitioning Toward In-person Engagement

The final step in our digital evangelism strategy is pivotal for smoothly transitioning individuals from online interactions to active involvement in the in-person church community. This engagement by the local church is essential in guiding people from their digital experiences to becoming part of the physical church setting.

Through online pastoral care, we encounter a variety of prayer requests and urgent needs. Our response extends beyond prayer. We aim to be a tangible answer to these prayers through acts of service and love, emulating Jesus' approach of listening to people's needs and addressing them. An active community service team is crucial, meeting the physical needs of the community, thereby connecting with in-person ministry and increasing the likelihood of integrating people into the local church.

After building relationships through prayer engagement, we invite individuals to join in-person prayer meetings, to meet their prayer warriors and to participate in church worship services. Personal invitations, for example "Come to my home church; I want to meet you and introduce you to my church family," are particularly meaningful.



In this final step, establishing a welcoming team to greet and pray with new church attendees is vital. Their role in creating a warm, inviting atmosphere is important for those initially connected online.

Offering Bible study is essential because of the diverse backgrounds of participants in our digital prayer campaign. These studies, aligned with our digital evangelism campaign and available both online and in-person, cater to those transitioning from general Christian backgrounds to the distinctive teachings of the Seventh-day Adventist Church. We recommend concluding the digital evangelism program

with a prophecy seminar to educate new believers about Adventist beliefs and the urgent end-time message.

Additionally, we conduct baptisms during this step, followed by a tailored discipleship program for new members. Our aim is the transformation of each individual's life into disciples who actively participate in God's mission. These initiatives are designed to support their spiritual journey within the Adventist community, fostering a deeper connection and commitment to the faith.

PART

2



Digital Marketing

Chapter 6.

Embracing Marketing Strategy for Evangelism

In an era where digital platforms dominate communication, integrating marketing strategies into evangelism presents a unique opportunity for spreading the Gospel. This chapter delves into how marketing methods can enhance digital evangelism, exploring their historical roots and drawing parallels between the two.

Understanding Marketing and Evangelism

Marketing, often misconstrued as merely a tool for commercial persuasion, is in reality a strategic communication process aimed at engaging and influencing a specific audience. This extends beyond simple message delivery. It delves into profound insights about consumer behavior, uncovers market needs and crafts compelling narratives. These narratives are then disseminated across media channels to ensure effective reach and impact.

In its typical application within the business world, marketing is instrumental in promoting products or services. This is achieved through a variety of techniques including market research (the systematic gathering and interpretation of data about individuals or organizations using statistical and analytical methods and techniques of the applied social sciences to gain insight or support decision making), segmentation (the process of dividing a market of potential customers into groups, or segments, based on different characteristics), branding (the practice of creating a name, symbol or design that identifies and differentiates a product from other products), and targeted messaging (a form of messaging that is tailored to the interests, needs and preferences of a specific segment of your audience).

Conversely, evangelism, while distinct in its end goal, echoes key elements of marketing. Evangelism is devoted to disseminating the Christian Gospel. This mission transcends simple proclamation. It's about actively embodying and sharing Christian faith and values, offering spiritual guidance and engaging in community outreach. This involves forming personal relationships, exemplifying Christian life principles and utilizing various communication forms to convey Christian teachings. The nuanced application of marketing principles is notable—not for monetary gain, but for the spiritual enrichment and growth of individuals and communities. Evangelism employs strategic communication akin to marketing, but its "product" is the life-changing message of the Gospel, and its "market" is the hearts and minds of people seeking spiritual truth and guidance.

The Intersection of Marketing and Evangelism

The common thread between marketing and evangelism is the core objective:

to communicate a message and persuade an audience. Both disciplines require a profound understanding of the audience, crafting of persuasive messages and the intention to elicit a specific response or action. In marketing, this might be to encourage a purchase or promote brand loyalty, while in evangelism it is to foster faith and spiritual commitment.

In the digital realm, these shared principles become pivotal for impactful outreach. Digital evangelism uses marketing tactics tailored to the context of faith—employing audience analysis, digital media strategies and engaging content creation. The goal is to not only reach a wide audience but to also foster deep, meaningful interactions and spiritual exploration online.

Moreover, digital evangelism adapts modern marketing tools such as SEO (search engine optimization) and social media algorithms to effectively disseminate the Gospel. It's about creating digital content that not only draws attention but also inspires curiosity and encourages a journey of faith.

Marketing is often viewed as a secular term, but in the context of the church it aligns closely with evangelism. Both are about reaching hearts and minds with a powerful message, and in the digital age this involves leveraging the best of marketing strategies to fulfill the mission of spreading the Gospel. This alignment of purposes demonstrates how traditional evangelism can be enhanced and expanded through modern digital marketing techniques.

Biblical Examples of Marketing

The Book of Acts provides a historical basis for understanding marketing in evangelism. The apostles journeyed through different regions, engaging directly with people to spread the Gospel. This mirrors today's direct marketing strategies, emphasizing personal connections and tailored messages.



Gary L. Karns' analysis of Acts in his book Marketing Principles in the Book of Acts reveals a marketing mix in the early church's expansion: the Gospel message (product), personal commitment (price), geographic outreach (place) and personal testimony and miracles (promotion). This strategy, similar

to current marketing methods, uses diverse elements to effectively reach and influence people.

It's crucial to avoid misinterpreting Scripture by imposing a marketing perspective. Nevertheless, Acts suggests that some marketing fundamentals are valid. Marketing sometimes reflects the world's fallen nature, with materialism and deception, but its core principles are evident in Acts, such as serving others' needs, expecting returns on investments, adapting to different markets and using persuasive communication.

The key difference between church marketing and secular marketing is the church's divine empowerment for fostering "life-changing experiences" and cultivating discipleship. This involvement of God's power in responding to the Gospel of Christ sets church marketing apart from other types. It also notes the difference between people's roles in relation to God and the church versus their consumer roles. Church marketing focuses on an intimate relationship rather than a transactional one.[5]

Jesus' method of spreading His message also reflects fundamental marketing principles. He used parables to communicate complex teachings in an accessible, relatable manner, akin to modern storytelling in marketing. His choice of disciples illustrates a strategic approach to audience segmentation. They came from diverse socioeconomic backgrounds: some were affluent, others lived in poverty; some were educated, while others were not. This diversity ensured His message resonated across various social strata. His consistent call to action, "Follow me," parallels modern marketing's aim to elicit specific responses from audiences.

Utilizing Diverse Media Platforms

In the evolving landscape of digital evangelism, our approach honors a rich tradition of utilizing media to spread the Gospel. This tradition, exemplified by pioneers like Ellen G. White, who was deeply engaged in broadcasting the Gospel through literature, serves as a historical anchor. Her dedication to the written word as a medium for evangelism underscores the enduring power of media in sharing the Christian message.

Building upon this legacy, we now embrace the digital realm, intertwining prayer with modern media strategies. Prayer, as a central theme, resonates profoundly with online audiences. It not only establishes a spiritual connection point but also

[5] Karns, Gary L. *Marketing Principles in the Book of Acts.* Seattle Pacific University.

acts as a catalyst for deeper discussions and engagement. This fusion of prayer and digital strategies forms the unique fabric of our digital evangelism efforts. It's a testament to the adaptability and evolution of evangelistic methods, from literature to the digital platforms of today.



As we navigate through the diverse media landscape, each platform emerges with a distinctive role in our evangelistic narrative.

Newspaper Advertising: Amidst the changing dynamics of media consumption, traditional newspapers maintain relevance, particularly for reaching the over-50 age demographic. They offer local engagement and in-depth storytelling opportunities.

Television: With households dedicating substantial time to television, it presents a vast audience. Television's appeal extends beyond movies, with series reaching expansive audiences through niche channels.

Radio: Radio, particularly during drive times, attracts a diverse audience including faith-based listeners, making it a valuable tool in evangelism.

Outdoor Advertising: The dynamic nature of outdoor advertising, especially through digital and LED displays, offers a compelling method for local outreach, engaging a wide spectrum of people. Recently, Hope Channel International and the North American Division have collaborated to advertise the Gospel on a large billboard in New York City's Times Square.

Internet, Digital and Social Media: At the forefront of modern evangelism is the digital realm. Websites act as hubs, linking resources and social platforms. The extensive reach of online videos and the cost-effectiveness of social media marketing are crucial in spreading the Gospel. This digital domain is continuously evolving, proving indispensable for reaching a broad and diverse audience. The strategic use of these platforms is optimized for digital evangelism, making them effective and cost-efficient.

Understanding and adapting to various communication styles is paramount in our digital evangelism journey. Recognizing whether individuals are thinkers by talking or thinkers by doing enables tailored communication strategies, ensuring our message resonates effectively with different audiences and the wider community.

In this book, we underscore the pivotal role of the internet, digital and social media in the landscape of digital evangelism. The optimization of these platforms for evangelistic purposes, combined with their cost-effective nature, allows us to effectively reach a diverse audience. The integration of prayer as a central theme in our digital content strategy exemplifies how we can leverage these digital tools to not only capture attention but also inspire and nurture a journey of faith. This approach, blending the latest in digital marketing techniques with the timeless power of prayer, encapsulates the essence of modern digital evangelism.



Chapter 7.

Elevating Social Media: Beyond the Bulletin Board to a Captivating Billboard

Social media serves as a powerful tool for Christian outreach and connection. This is encapsulated in Matthew 5:16, “Let your light so shine before men, that they may see your good works and glorify your Father in heaven” (NKJV).

Our engagement in social media serves a multifaceted and impactful role in our mission. As we utilize social media to proclaim the Gospel of Jesus Christ, we reach out to those in the digital world seeking spiritual guidance. Collaborating and exchanging resources, insights and scriptures, we not only enrich our spiritual community but also expand our outreach and influence. Social media, transcending its traditional role as a broadcast platform, fosters dynamic, two-way engagement. We actively respond to followers, employ these platforms for ministry and reach out to those in need of support or encouragement. This approach transforms social media into a robust instrument for nurturing connections and spreading the Gospel, becoming an integral part of our digital evangelism strategy.

Moreover, social media empowers us to undertake virtual mission trips. With just a phone, we can deliver messages to the farthest corners of the world. Complementing this global reach, we also utilize geo-targeting techniques to engage our local community. This dual capability allows us to disseminate the three angels’ message, not limited to our immediate vicinity but extending across the world. By leveraging the extensive reach of social media, we effectively engage in global evangelism, connecting with diverse audiences and sharing the Gospel in both distant lands and our local neighborhoods.



Recognizing social media as a vibrant mission field filled with people needing Jesus and seeking church engagement, we view our social media platforms as critical touchpoints. In this technology-driven era, we are committed to using these platforms as spirit-led, Christ-centered avenues for authentic connection with a global audience.

Social media stands as the ideal platform for meeting people wherever they are, engaging them meaningfully and shining God’s light into every corner of the online world. This fulfills our mission both locally and globally.

A Billboard, Not Just a Bulletin Board

In the dynamic world of digital evangelism, the role of church social media platforms is undergoing a transformation. Traditionally viewed as bulletin boards for internal congregational communication, these platforms are now being reconceptualized as dynamic billboards. This shift is essential for engaging and attracting a wider community, going beyond the church's walls to share the Gospel in the digital space.

Church social media, in the context of digital evangelism, is transitioning from its traditional role of internal communication to a more expansive one. These platforms are dynamic billboards for engaging the wider community. This transformation is integral to spreading the Gospel beyond the church's walls. Optimizing social media for this mission-focused approach requires a better understanding of its impact on followers.

Understanding the Shift

Shifting the focus of church social media from internal to external is a strategic move toward effective digital evangelism. By crafting content that resonates with a broader audience, engaging actively with users and telling compelling stories, churches extend their digital reach and make a more significant impact in the digital sphere.

Key Steps for the Shift

- **Evaluate Current Content:** Assess your existing social media content. Is it primarily announcements and events targeting current members? How often are posts made that interest people outside your congregation? This initial evaluation sets the foundation for a strategic shift.
- **Understand Your Broader Audience:** Recognize that your social media audience is not limited to your church members. It includes people from various backgrounds with different levels of familiarity with your faith. Understanding this audience is crucial in creating content that connects with them. This involves addressing universal themes like hope, love, community and faith in a way that speaks to a broader spectrum of individuals.

Your Church's Social Media Profile Is More Important than You Think

Establishing a Clear Identity as a Global Seventh-day Adventist Church: By emphasizing these global aspects of your church's social media presence, you affirm your identity as part of the global Seventh-day Adventist Church and strengthen

the sense of unity and cooperation within the worldwide church community. This strategic approach in digital evangelism not only serves your local congregation but also contributes to the broader mission, enhancing global recognition and understanding of the Seventh-day Adventist faith.

Explicit Denominational Name: It's crucial to include "Seventh-day Adventist Church" in your social media profile name. This affirms your denominational identity and connects you to the global Adventist movement. Your profile becomes part of a larger, worldwide network of churches united in spreading the Gospel.

Visual Identity Global Beliefs and Values: A logo that resonates with the global Adventist community is central to conveying the beliefs and values. At the heart of the Adventist logo (in the negative space) is the cross, a fundamental symbol of faith and a prominent feature of the logo. Positioned above the cross (and the open Bible) is a burning flame, symbolizing the Holy Spirit as the messenger of truth. The inclusion of elements representing global missions emphasizes the church's far-reaching impact and shared values across different cultures and nations. This comprehensive and inclusive approach is instrumental in communicating a message of global unity and shared purpose to all who engage with it.



It's important for all Adventist churches to use this logo consistently, rather than attempting to create separate brand identities. This unified approach strengthens the recognition and impact of the Adventist identity worldwide. For detailed guidelines on using the logo and maintaining brand consistency, churches can refer to the Adventist branding guidelines available at https://www.adventist.design. This resource ensures that the logo is used effectively to represent the shared beliefs and values of the Adventist community globally.

Maximizing Impact with Strategic Social Media Management: Enhance your profile's effectiveness by carefully selecting your profile photo, linking to an authoritative website and crafting a concise yet impactful bio. These elements not only elevate your local congregation's digital presence but also contribute to the broader mission of the Seventh-day Adventist faith globally.

By integrating these strategies, you affirm your identity as part of the global church community, enhancing unity and cooperation and effectively communicating the message of global unity and shared purpose.

Developing a Mission-centric Content Strategy

A mission-centric content strategy involves creating and sharing content that reflects the church's core mission and engages the community in meaningful ways.

Highlight Stories of Impact: People connect with stories more than facts. Share testimonials or stories that demonstrate the impact of your church in the community. This could include charitable activities, community service or personal transformation stories that show the church's role in making a positive difference.

Utilize Diverse Media Formats: Different content formats can attract different audiences. Use a mix of images, videos, infographics and text posts. Videos, especially, can be a powerful tool for storytelling and conveying emotion.

Creating Engaging Content: Develop content that invites interaction. This could include thought-provoking questions, interactive polls or discussion threads based on recent sermons or biblical teachings. The goal is to create a platform where people feel comfortable to express their views and engage in meaningful conversations about faith.

To illustrate this, let's explore a sample 7-Day Church Social Media Content Plan:

1. Saturday—Live Stream Alert:
   Post: Promote and link to the day's live-streamed church service.
   Objective: Encourage members to tune in and invite others to join by sharing the event.
2. Sunday—Sermon Highlight Quote Image:
   Post: Share an inspirational quote or a key takeaway from Saturday's sermon.
   Objective: Spark reflection and extend the sermon's impact into the new week.
3. Monday—Motivational Monday:
   Post: Share an uplifting Bible verse accompanied by an aesthetically pleasing image.
   Objective: Start the week on a positive note, providing spiritual encouragement to your community.
4. Tuesday—Sabbath Sermon Shorts Video:
   Post: Release a condensed 1-2 minute video summarizing Saturday's sermon.
   Objective: Engage those who may have missed the service and provide a quick, impactful message.

5. Wednesday—Prayer Request Day:
   Post: Invite your community to share their prayer requests with a prompt like "How can we pray for you today?"
   Objective: Foster a sense of community and support, encouraging both public and private sharing.
6. Thursday—Teaser Thursday:
   Post: Generate interest in the upcoming Saturday sermon by sharing a relevant Bible verse.
   Objective: Build anticipation and curiosity about the weekend's message.
7. Friday—Happy Sabbath:
   Post: Share a "Happy Sabbath" message, along with a brief list of upcoming events or a link to the weekly digital bulletin.
   Objective: Greet your community with warm wishes and keep them informed about church activities.

Additionally, the GC communication department provides an invaluable resource for this type of content strategy. These high-quality Gospel contents are available at no cost and can be seamlessly integrated into your weekly plan. Access these resources by scanning the QR code.

This structured approach ensures a consistent and engaging online presence as well as aligning closely with the church's mission of spreading the Gospel and nurturing community connections. By implementing this strategy, churches can significantly enhance their digital evangelism efforts and make a lasting impact in the digital realm.

Interactive Engagement as a Form of Evangelism

To effectively welcome and engage newcomers in your church's social media ministry, it's important to focus on creating an interactive and warm environment.



Here are some strategies:

Fostering an Open Dialogue: Just like ushers in a church, your social media should welcome newcomers warmly. Encourage your followers to comment, ask questions and share their thoughts. Actively respond to these comments in a timely and thoughtful manner, reflecting the church's values of love, acceptance and community. This not only makes newcomers feel welcomed, but also nurtures a sense of belonging among your online congregation.

Training Digital Missionaries: Consider developing a training program for church members, especially the youth, to become proficient in digital evangelism. Equip them with the necessary skills and knowledge to confidently share their faith experiences online. Encourage them to interact with and respond to the content on your church's social media platforms. By doing so, they can effectively connect with a wider audience, spreading the church's message in a relatable and accessible way.

Regular Updates and Consistency: Keep your social media pages active with regular updates. Consistent engagement is key to keeping the audience interested and involved. Schedule posts and responses so there's a steady stream of activity on your platforms.

By implementing these strategies, your church can create a vibrant and engaging digital space that not only welcomes newcomers but also nurtures their spiritual journey.

Essential Seven Key Do's and Don'ts for Church Social Media

In shaping an effective social media presence for churches, a strategic and mindful approach is vital. Below are the essential seven key do's and don'ts:

Seven Key Do's:

1. **Community Engagement:** Actively engage with followers. Respond to comments, support and pray, creating a sense of community and belonging.
2. **Visual Narratives:** Use images effectively. Capture attention with powerful visuals from church events, ensuring consent for personal photos.
3. **Storytelling:** Share your church's story. Regularly post about events and testimonies, building your church's image and deepening community connections.
4. **Community Outreach:** Emphasize your church's service activities.

Demonstrate impact and connect with both members and the wider community.

5. **Leadership Alignment:** Keep social media in line with church leaders' vision. This unity enhances trust and reflects your church's ethos.
6. **Theological Care:** Consult pastoral staff for theological accuracy and sensitivity. This ensures doctrinally sound and respectful communication.
7. **Content Curation:** Carefully choose shared content. Pick material that aligns with your church's vision and aids spiritual growth for your community.

Seven Key Don'ts:

1. **Arguments:** Keep online interactions loving and caring. Move sensitive topics offline for better resolution.
2. **Generic Content:** Tailor content to each social media platform. Avoid generic cross-posting.
3. **Political Stances:** Refrain from all political posts. Focus on your church's spiritual mission.
4. **Offensive Language:** Choose words carefully to avoid misunderstandings or offense.
5. **Indiscreet Endorsements:** Be selective with endorsements, ensuring they align with church values.
6. **Ambiguous Links:** Share relevant links with clear context to enhance relevance.
7. **Inaccurate Information:** Ensure all information shared, especially about individual roles, is accurate and verified.

By adhering to these guidelines, your church will foster a positive, respectful and engaging online presence, effectively connecting with the community and reflecting its mission and values.



Chapter 8.

Enhancing Your Church Website for Effective Digital Evangelism

In the evolving landscape of digital evangelism, we recognize the significant role of a church's website in guiding individuals toward faith. This is especially relevant today, as evidenced by a study conducted by Monk Development. Their research found that 46 percent of church attenders consider a church's website important in deciding which church to attend. Furthermore, 33 percent of people reported that the internet was the first place where they learned about their church. These statistics underline the critical role of digital platforms in the modern journey of faith.

It is evident that for many, especially those seeking prayer, the church's website often precedes the physical church as their initial engagement point. It is imperative to view each digital platform, particularly websites, as more than just an online presence. In the digital era, a church's website transcends being a mere digital footprint; it is an essential instrument for evangelism.

Knowing Your Online Audience

Understanding your audience is a crucial step in optimizing your church's website. Cater to both regular attendees and new visitors:

- **Regular Attendees:** Create an engaging website experience with features like online giving, prayer request forms and event registration.
- **New Visitors:** Many visitors may be finding your church for the first time. Offer easy access to information about your church family, beliefs and a sermon series page for an introductory experience.

Your website is not just an information hub but a platform to share the Gospel. Annually, millions of unchurched individuals visit church websites, presenting a significant opportunity for digital evangelism. Your website should be designed to welcome and engage both types of visitors effectively.

Checklist for First-time Visitors

For an effective first impression, your church website should prominently display essential details like the church's address, worship schedule and directions.
Location Details: Provide a clear physical address. Utilize Google Maps for easy navigation and keep your Google Business listing updated for accuracy.

Service Times: Clearly state service times, updating them as needed. Incorporating this information into your site's meta text enhances visibility on search engines.

Staff Profiles: Show real people behind your church with professional photos of staff and volunteers.

Accessible Contact Information: Ensure contact details like email addresses and phone numbers are easily found on your website.

Creating an Inviting About Us Page

The "About Us" page on your church's website is crucial in making a first impression. It's a space where you can introduce your church, highlight what you stand for and share a glimpse of your history, making it one of the most visited pages by new visitors. This page should not only state your core beliefs but also be crafted with an evangelistic purpose in mind. Including elements like a prayer ad video can be effective, as they provide a personal touch and convey to visitors that your church is actively praying for the community. This thoughtful presentation can significantly enhance engagement and connection with your audience.



Increasing Visibility of Church Activities

Providing a visual preview of your church on the website can enhance a visitor's understanding and expectations. Showcase your worship style clearly, whether it be traditional or contemporary, to set the right expectations. Address common questions regarding attire, ethnicity and age demographics in your church. Including actual photos from your worship services rather than stock imagery not only answers these queries but also offers a genuine glimpse into your church's atmosphere, fostering a sense of welcome and familiarity for first-time visitors.

To amplify the effectiveness of your church website, it's crucial to provide detailed and easily accessible information about various church activities. Highlighting programs like children's classes, youth groups, women's Bible studies and

community outreach initiatives gives new visitors a comprehensive view of your church's involvement and service opportunities. Feature this information prominently on the homepage or create a dedicated "Activities" or "Get Involved" section. Including vivid images, videos and testimonials can further bring these activities to life, showcasing the vibrant community spirit and diverse opportunities for engagement within your church.

Fostering Engagement and Interactivity

To enhance visitor engagement, your church website should incorporate interactive features such as live streaming of services, video-on-demand for past sermons and interactive blogs for community discussions. Consider adding features like podcast sections and interactive calendars for event scheduling. Integrating social media feeds can also increase interactivity, keeping visitors updated and engaged with the latest church activities and news. These elements create a dynamic online environment that fosters greater connection and participation in your church community.

Harmonizing with Global Seventh-day Adventist Branding

Aligning your church's website with the global Seventh-day Adventist Church's visual identity is key in optimizing it for evangelism. This approach goes beyond displaying the church's logo or motto. It involves embedding consistent messaging, visuals and contemporary design across your site. Such branding not only establishes your church's identity but also communicates its core values to both those who are familiar and those who are unfamiliar with the church. Incorporating recognizable visual elements like logos and color schemes enhances unity and connection, making your website an integral part of the global Seventh-day Adventist community's digital ecosystem. See the Adventist branding guidelines here: https://www.adventist.design.

Strengthening Community Ties through Social Media

Incorporate social media seamlessly into your church's website. Align the branding and messaging across both platforms for consistency. Embed direct links to your church's social media profiles, facilitating easy access and encouraging community engagement through updates and events. Ensure all communication, whether on the website or social media, reflects the church's core messages and values, reinforcing your digital evangelism efforts and fostering a strong online community.

Designing a User-friendly Website: Embracing the Creation Grid



Adopting the Creation Grid for your church's website ensures an intuitive and easily navigable design. This unique seven-column layout reflects the Seventh-day Adventist Church's identity, with the first six columns used for engaging content like text and images. The seventh column, distinct and set apart, symbolizes the Sabbath, embodying a visual celebration of this sacred day. This design not only enhances user experience but also aligns with the official visual identity of the Seventh-day Adventist Church, integrating the church's core beliefs and values seamlessly into its digital presence.

Prioritizing Website Reliability and Mobile-friendliness

Maintaining a reliable and regularly updated website is essential. Statista's research highlights the importance of mobile device optimization for websites, especially given that 58.33 percent of global website traffic in early 2023 originated from mobile devices. This significant statistic underscores the need for a mobile-friendly website design. Prioritize these aspects and your church's website will serve not just as an informative resource but also as an effective tool for digital evangelism, welcoming and guiding new visitors in their faith journey.



Chapter 9.

Developing an Impactful Prayer Campaign Advertisement: Video and Imagery

This project aims to produce a series of engaging and heartwarming video and image advertisements for Facebook, tailored to various church pages. The primary goal is to motivate and encourage individuals to explore the power of prayer and find support within our faith community. With a focus on specific cities, these videos are crafted to establish a deep and meaningful connection with local residents.



Understanding the Target Audience

Our target audience is broad, encompassing men and women of all ages living in the designated cities of the project. With a keen focus on those navigating life's challenges, we aim to connect with individuals in need of spiritual support. Recognizing that about 32.3 percent of people might be experiencing some type of crisis we especially target those in tough situations, understanding that their openness to prayer may increase during these times.[6]

Scenario: The Atheist Young Man

- **Situation:** This individual, in times of success and stability, may exhibit little to no interest in spiritual matters, including prayer. Offering prayers to such an individual may not resonate, as their current life experiences do not align with a perceived need for spiritual support.
- **Shift During Crisis:** When this same individual faces hardships, such as personal or professional crises, their openness to spiritual support, including prayer, significantly increases. During these challenging times, they might feel isolated, left alone and discouraged.

Engaging the Audience in Times of Need

- **Approach:** Recognizing this shift in receptiveness, our strategy involves reaching out to individuals like this young man during their time of need. The digital prayer campaign is designed to extend a hand of support precisely when they are most likely to be receptive to it.

[6]Data referenced in this document is based on the KFF analysis of the U.S. Census Bureau's Household Pulse Survey, conducted in 2023.

- **Messaging:** The content of our advertisements and interactions would empathetically acknowledge their struggles and offer prayer as a form of support and connection. For instance, our message could say, "Going through tough times can feel lonely, but you don't have to face them alone. We're here to offer support through prayer, whenever you're ready."

Creative Direction: Embracing Local Context and Diverse Representation

- **Local Landmarks:** Use recognizable landmarks or city signs as ad backgrounds to create a personal and familiar ambiance, demonstrating your integration and investment in the community.
- **Diverse Representation:** Feature a variety of models—young and old, multiple ethnic backgrounds, and various emotions. This diversity ensures that our advertisements resonate with a broader audience, reflecting the inclusive nature of our community.
- **Aesthetic Style:** The images should convey warmth, welcome and hope, consistent with the Seventh-day Adventist Church's visual identity, while embracing the unique character of each local area.

Formulating Compelling Messages

The videos begin with a personal introduction by a pastor or elder, lending credibility and a human touch to the message. A sense of urgency is conveyed through calls to action, such as "Send us your prayer request now." The central message of each video is that your community is ready and eager to offer support through prayer, ensuring viewers feel welcomed and understood.

Sample Image Ad Scripts for Church







Script 1: “Your Personal Prayer Support”

- Caption: “We’re here to pray for you. Let’s navigate life’s challenges together.”
- Call to action: “PRAYER IS WHAT WE DO—Reach out now for your personal prayer support.”

Script 2: “Connect with Your Prayer Warrior”

- Caption: “Looking for a Prayer Warrior? We’re ready to stand with you.”
- Call to action: “Request Prayer Today—Your journey matters to us.”

Script 3: Seeking Guidance and Support

- Caption: “Unsure where to turn for help? We’re here to guide you.”
- Call to action: “HOW CAN WE BEST PRAY FOR YOU?—Let us know your needs.”

Script 4: Open Invitation for Conversation

- Caption: “Feeling the need to talk? We’re here to listen and pray.”
- Call to action: “Message us with your prayer requests now!”

Script 5: Transforming Challenges into Blessings

- Caption: “Believe in the power of transformation. God can turn tests into testimonies.”
- Call to action: “What can we pray for you about?”

Script 6: Strength through Prayer

- Caption: “In your moments of need, prayer can be your strength.”
- Call to action: “Message us with your prayer requests now!”

Script 7: Remembering and Realizing Dreams

- Caption: “Recall the dreams of your youth. It’s not too late to make them real.”
- Call to action: “Don’t disappoint yourself. What can we pray for you about?”

Script 8: Affirmation of Worth

- Caption: “Remember, you are valued more than you know.”
- Call to action: “Request Prayer—We’re here to affirm and support you.”

Script 9: Embracing Life’s Journey

- Caption: “Life’s journey might not be easy, but it’s worth the effort.”
- Call to action: “Message us with your prayer requests now! We’re here to support you.”

Script 10: Love and Dedication to Prayer

- Caption: “Our mission is to support you through prayer.”
- Call to action: “We would love to pray for you right now. PRAYER IS WHAT WE DO.”

Sample Image Ad Scripts for School







Script 1: Behavioral Support

- Caption: “Struggling with your child’s behavior? You’re not alone in this.”
- Call to action: “Share your story with us and let’s pray together for guidance.”

Script 2: Parenting Strength

- Caption: “Overwhelmed by parenting? Find solace and strength through prayer.”
- Call to action: “Reach out for prayerful support and wisdom in your journey.”

Script 3: Educational Guidance

- Caption: “Facing educational challenges with your child? Let’s seek solutions together.”
- Call to action: “Allow us to support you with prayer for the right path forward.”

Script 4: Spiritual Parenting

- Caption: “Need spiritual support in parenting? We’re here to uplift you.”
- Call to action: “Send your prayer requests and join our supportive community.”

Script 5: Overcoming Obstacles

- Caption: “Parenting brings its challenges. Let’s face them with faith.”
- Call to action: “Share your struggles and let our prayers bring you comfort.”

Script 6: Parenting Partnership

- Caption: “Every step of parenting matters. You’re not walking it alone.”

- Call to action: “Lean on us for prayerful support through each challenge.”

Script 7: Decision Guidance

- Caption: “Uncertain about parenting decisions? Seek clarity with us.”
- Call to action: “Let’s pray together for divine guidance in your parenting choices.”

Script 8: Child’s Bright Future

- Caption: “Concerned about your child’s future? Pray with us for hope and success.”
- Call to action: “Join in prayer for your child’s protection and happiness.”

Script 9: Family’s Spiritual Journey

- Caption: “Looking to nurture your family’s spiritual growth? We’re with you.”
- Call to action: “Embrace our prayerful community for your family’s spiritual journey.”

Script 10: Wisdom in Raising Children

- Caption: “Long for wisdom in raising your children? We pray with you.”
- Call to action: “Share your prayer requests for insight and understanding in parenting.”

Each of these scripts is designed to resonate with different aspects of the human experience, offering support, encouragement and a pathway to connect through prayer. The messages aim to be relatable, comforting and inspiring, inviting individuals to engage with the church in their moments of need or reflection.

Sample Video Ad Scripts for Church

Script 1: Community Engagement

- [0-5 seconds] [Pastor on screen, in a community setting]
  - Pastor: “Are you feeling lost or disconnected? I’m Pastor [Name], here to remind you that you’re valued.”
- [6-12 seconds] [Scenes of community members using technology to connect
  - Pastor (voiceover): “Beyond the screen, our community awaits with open ears and hearts.”
- [13-20 seconds] [Pastor on screen again]
  - Pastor: “We’re not just usernames; we’re a family ready to listen and support.”

- [21-25 seconds] [Scenes of people interacting in the church]
  - Pastor (voiceover): “Share what’s on your heart with us.”
- [26-30 seconds] [Call to action—message prompt]
  - Pastor (voiceover): “Reach out now. Find a genuine human connection just a message away”

Script 2: Real Conversation

- [0-5 seconds] [Pastor on screen, in a serene, quiet place]
  - Pastor: “In a world full of tech and noise, I’m Pastor [Name], offering something different.”
- [6-12 seconds] [Scenes of people in the community engaging in conversation
  - Pastor (voiceover): “Real people, real conversations and genuine prayer.”
- [13-20 seconds] [Pastor on screen again]
  - Pastor: “We’re here to share, to listen, to understand what weighs on you.”
- [21-25 seconds] [Scenes of prayer and community interaction]
  - Pastor (voiceover): “Drop us a line. Let’s connect on a deeper level.”
- [26-30 seconds] [Call to action—message prompt]
  - Pastor (voiceover): “We’re just a message away. Let’s start a real conversation today.”

Script 3: More than Tech

- [0-5 seconds] [Pastor on screen, with a modern tech background]
  - Pastor: “Love the convenience of tech? I’m Pastor [Name], inviting you to experience more.”
- [6-12 seconds] [Scenes of church embracing technology for connection]
  - Pastor (voiceover): “Our church offers more than just digital connections.”
- [13-20 seconds] [Pastor on screen again]
  - Pastor: “We’re here to connect, listen and pray with you.”
- [21-25 seconds] [Scenes of personal interactions within the church]
  - Pastor (voiceover): “Beyond technology, find a community that cares.”
- [26-30 seconds] [Call to action—message prompt]
  - Pastor (voiceover): “Send us a message. We’re here for the ‘more’ in your life’s journey.”

Script 4: Human Connection

- [0-5 seconds] [Pastor on screen in a warm, inviting church environment]
  - Pastor: “Technology brings us together, but I’m Pastor [Name], here for when you need more.”

- [6-12 seconds] [Scenes of people using technology but seeking something deeper]
  - Pastor (voiceover): "For the important things like compassion and prayer, we're here."
- [13-20 seconds] [Pastor on screen again]
  - Pastor: "Share your concerns, your worries. Let us be your spiritual support."
- [21-25 seconds] [Scenes of prayer groups and one-on-one pastoral care]
  - Pastor (voiceover): "Together, let's explore the power of prayer and connection."
- [26-30 seconds] [Call to action—message prompt]
  - Pastor (voiceover): "Reach out to us. Discover the human connection beyond the screen."

Script 5: San Francisco

- [0-5 seconds] [Pastor on screen, with San Francisco landmarks in the background]
  - Pastor: "I'm Pastor [Name] from San Francisco Central. In our vibrant city, every story matters."
- [6-12 seconds] [Scenes of city life and community gatherings]
  - Pastor (voiceover): "We're here to listen and pray for you amid the bustle of life."
- [13-20 seconds] [Pastor on screen again]
  - Pastor: "Your struggles and triumphs are important to us."
- [21-25 seconds] [Scenes of prayer and support within the community]
  - Pastor (voiceover): "Join us in a journey of faith and support."
- [26-30 seconds] [Call to action—message prompt]
  - Pastor (voiceover): "Reach out now for heartfelt prayer and confidential support."

Script 6: Silicon Valley

- [0-5 seconds] [Pastor on screen, Silicon Valley's tech background]
  - Pastor: "Hello, I'm Pastor [Name] from [Church Name] in Silicon Valley."
- [6-12 seconds] [Scenes of tech landscapes and community interaction]
  - Pastor (voiceover): "In our tech-driven world, we offer a spiritual connection."
- [13-20 seconds] [Pastor on screen again]
  - Pastor: "We believe in the transformative power of prayer."
- [21-25 seconds] [Scenes of church activities and prayer groups]

    - Pastor (voiceover): “Share your life and let’s find peace together.”
- [26-30 seconds] [Call to action—message prompt]
    - Pastor (voiceover): “Click below, connect with us and let’s start a journey of faith.”

Script 7: Central Coast

- [0-5 seconds] [Pastor on screen, with Central Coast landscapes]
    - Pastor: “I’m Pastor [Name] from [Church Name] along the beautiful Central Coast.”
- [6-12 seconds] [Scenes of coastal life and church community]
    - Pastor (voiceover): “Life’s waves can be challenging; we’re here to ride them with you.”
- [13-20 seconds] [Pastor on screen again]
    - Pastor: “Seeking guidance, comfort or a listening ear?”
- [21-25 seconds] [Scenes of prayerful support in the community]
    - Pastor (voiceover): “Connect with us and let’s find strength together.”
- [26-30 seconds] [Call to action—message prompt]
    - Pastor (voiceover): “Share your journey with us. We’re here with our prayers.”

Script 8: Fresno

- [0-5 seconds] [Pastor on screen, Fresno’s heartland setting]
    - Pastor: “In Fresno’s heart, I’m Pastor [Name], here to share a beacon of hope.”
- [6-12 seconds] [Scenes of community and local life]
    - Pastor (voiceover): “Amidst uncertainties, we offer a path lit with prayer.”
- [13-20 seconds] [Pastor on screen again]
    - Pastor: “Whatever you face, you’re not alone.”
- [21-25 seconds] [Scenes of prayer groups and community support]
    - Pastor (voiceover): “Our community is ready with compassion and confidentiality.”
- [26-30 seconds] [Call to action—message prompt]
    - Pastor (voiceover): “Reach out to us. Let’s illuminate your journey with faith and love.”

These scripts are tailored to resonate with viewers by emphasizing local relevance and offering personal, compassionate connections through prayer. The aim is to effectively engage the audience and invite them into a journey of spiritual discovery and connection within our faith community.

Sample Video Ad Scripts for School

Script 1: Behavioral Support

- [0-5 seconds] [Pastor on screen in a calm, welcoming setting]
  - Pastor: "Hello, I'm Pastor [Name]. In parenting, challenges with behavior can feel overwhelming."
- [6-12 seconds] [Scene: Parent and child struggling, then finding a moment of understanding]
  - Pastor (voiceover): "But in these moments, you're not alone."
- [13-18 seconds] [Scene: Community praying]
  - Pastor (voiceover): "Let us offer support through prayer, bringing peace and guidance."
- [19-24 seconds] [Pastor on screen again]
  - Pastor: "Reach out to us. Share your story ..."
- [25-30 seconds] [Scene: Call to action—message prompt]
  - Pastor (voiceover): "... and let's pray together. Send us your prayer request now."

Script 2: Educational Guidance

- [0-5 seconds] [Principal on screen in a school setting]
  - Principal: "I'm Principal [Name]. Facing educational challenges with your child can be daunting."
- [6-12 seconds] [Scene: Parent and child working through homework, showing frustration and then relief]
  - Principal (voiceover): "In these struggles, our community is here to offer strength."
- [13-20 seconds] [Scene: Prayer group in church]
  - Principal (voiceover): "Join us in seeking guidance through prayer."
- [21-25 seconds] [Principal on screen again]
  - Principal: "We're ready to listen and support."
- [26-30 seconds] [Scene: Call to action—message prompt]
  - Principal (voiceover): "Send your prayer requests today. Let's find the path forward together."

Script 3: Spiritual Parenting

- [0-5 seconds] [Pastor on screen in a family setting]
  - Pastor: "Greetings, I'm Pastor [Name]. In your parenting journey, spiritual support is key."

- [6-12 seconds] [Scene: Family sharing a prayer or a spiritual moment]
  - Pastor (voiceover): “Let us uplift and guide your family’s spiritual growth.”
- [13-20 seconds] [Scene: Diverse church community interacting]
  - Pastor (voiceover): “Our church is a place of connection and faith.”
- [21-25 seconds] [Pastor on screen again]
  - Pastor: “Join us in building a nurturing spiritual home.”
- [26-30 seconds] [Scene: Call to action—message prompt]
  - Pastor (voiceover): “Reach out now with your prayer requests. Let’s grow together in faith.”

Technical Details and Messaging

- **Image Ad**
  - Formats and Resolutions: Ensuring compliance with Facebook ad guidelines, the images should be in JPG or PNG formats, with pixel resolutions suitable for different posting formats (1080 x 1080, 1080 x 1920, 1080 x 1350).
  - Captions: Create captions that are concise, emotionally impactful and reflective of our key message. The language should be inclusive, aiming to inspire and comfort viewers.
  - Integration of Image and Text: The blend of localized background images and empathetic captions will cohesively communicate eagerness to support the community through prayer.
- **Video Ad**
  - The videos should be no longer than 30 seconds, following Meta’s advertising guidelines. Files should be delivered in MP4 or MOV formats, with resolutions of 1080 x 1080, 1080 x 1920 or 1080 x 1350. Each video should include subtitles to promote accessibility and ensure the message reaches the broadest number of people.

By incorporating localized backgrounds, diverse representation and empathetic messaging, we aim to create image advertisements that visually captivate and emotionally resonate with viewers. Our goal is to encourage engagement with our prayer campaign, fostering a sense of belonging and support within our faith community.

Chapter 10.

Comprehensive Guide: How to Set Up a Facebook Page for Digital Evangelism

1. Utilizing Meta as a Primary Platform

As a digital evangelism director, a frequent question I encounter is regarding the choice of social media platforms for conducting prayer campaigns. There are many options available, but we primarily utilize Meta as our primary platform.

The digital marketing landscape has evolved to focus more on targeted strategies and the use of marketing automation. Where advertising agencies once dominated, platforms like Google Ads and Meta have introduced a new dynamic. Meta, in particular, has developed from a simple social network into a comprehensive content platform. It offers user-friendly advertising tools and advanced data analytics, making it a highly suitable medium for targeted marketing, especially for prayer campaign initiatives.

A notable advantage of Meta for prayer campaigns is its integrated outreach across Facebook and Instagram, connecting with a wide demographic range. Direct Messaging (DM) on these platforms enables personal, meaningful interactions, crucial for successful prayer campaigns.

These features make Facebook an exemplary platform for digital evangelism and prayer campaigns. Its capabilities for personal engagement, along with a range of features, underscore its effectiveness as a digital outreach and spiritual connection tool.

Enhanced Effectiveness of Native Advertising for Prayer Campaigns

Native advertising (ads that match the look, feel and function of the media format where they appear) on Meta platforms offers distinct advantages due to its seamless integration into users' news feeds, particularly for prayer campaigns. This approach reduces ad fatigue, as these advertisements are less perceived as overt advertisements and more as part of the natural content flow. This integration results in a more receptive audience.

The subtlety of native advertisements also enhances user engagement. These advertisements align closely with the organic content that users typically interact with, which leads to higher click-through rates. This increased engagement is crucial for effectively spreading the message of a prayer campaign.

A key aspect of native advertisements for prayer campaigns is their natural and friendly appeal. This style of advertising allows for communication that feels more like an invitation to a communal experience rather than a promotion. Such an approach is likely to resonate more with the audience, fostering a sense of connection and trust and encouraging more clicks and acceptance.

Moreover, native advertisements offer contextual relevance. They can be tailored to align with the user's interests and online behavior, making the campaign feel more relevant and personal. This customization ensures that the message of the prayer campaign is positioned in a way that fits seamlessly into the user's existing content consumption patterns.

Advanced Targeting Features

Meta's targeting capabilities are based on user behavior and reactions to different types of content. This targeting can be broken down into:

- **Core Targeting:** This is based on demographic data like age, gender, language and location, as well as interests, workplace information, membership in certain groups, page subscriptions, and more.
- **Custom Targeting:** This involves targeting potential customers based on owned customer information and site visit data. For instance, targeting users who have completed tutorials on an app or interacted with content or pages on Facebook.
- **Lookalike Targeting:** Potential customers who exhibit similar behavior patterns to those in your custom audience are targeted, increasing the likelihood of meaningful engagement.

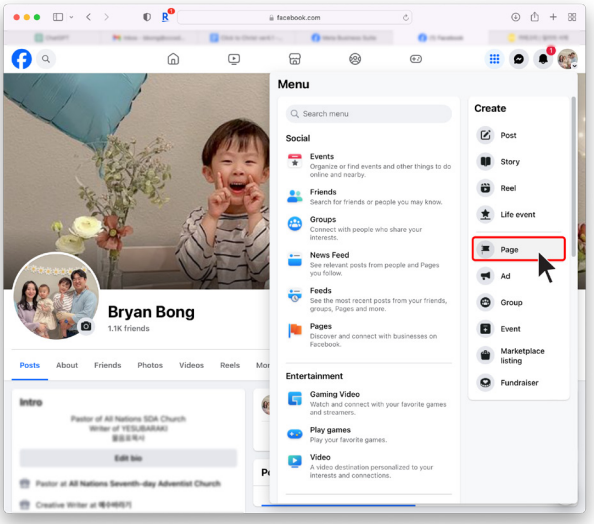
This robust targeting system makes Facebook an ideal platform for prayer campaigns, particularly when collaborating with local communities. By understanding and utilizing these targeting options, the prayer campaign can effectively connect with individuals and groups most receptive to its message, fostering a sense of community and shared purpose. The ability to reach specific demographics, interests and behavior patterns ensures that the campaign resonates with the right audience, enhancing its effectiveness and impact.

Cost-effective Advertising

Meta's ad exposure priority is determined by the bid amount and the ad quality score. High-quality advertisements can achieve more exposure even with lower budgets. Additionally, Facebook considers user interactions with ad content (likes, comments, shares) in its quality assessment, offering opportunities to enhance ad quality and reduce costs.

2. Creating a Church Facebook Page with a Meta Business Account

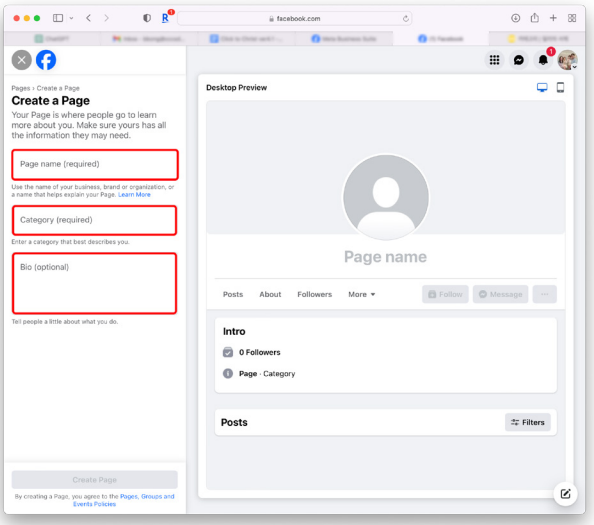
This section guides you through the initial steps of establishing your church's presence on Facebook. By creating a dedicated page, you create a digital space for your community to gather, share and stay informed about church activities and prayer opportunities.



Accessing the Facebook Page Profile: Navigate to the top right corner of Facebook and click on the menu (nine dots). Then click on Page located in the middle right section from the options.

Creating Your Church Page:

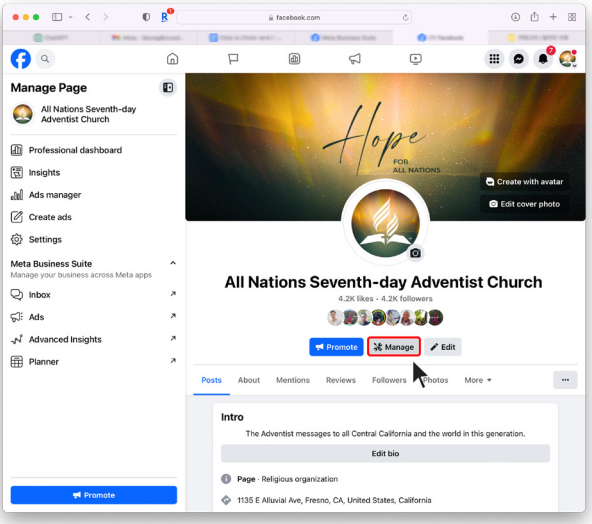
Once in the Page section, look for "Create a Page." Name the page after your church and categorize it as a "Religious Organization." In the bio, include worship times and a brief overview of your church's activities.



3. Managing the Page and Assigning Page Access

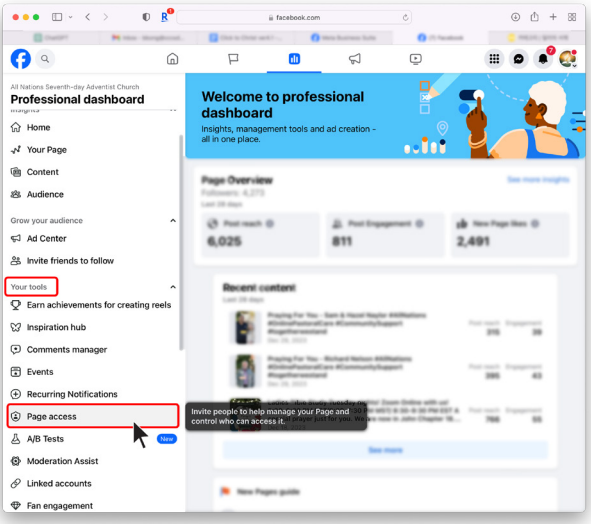
Managing a Facebook page effectively requires teamwork. This part of the guide will show you how to grant access to team members, ensuring that your church's Facebook page is well-maintained and responsive to your community's needs

Managing Your Page: After page creation, click "Manage" to add page administrators.

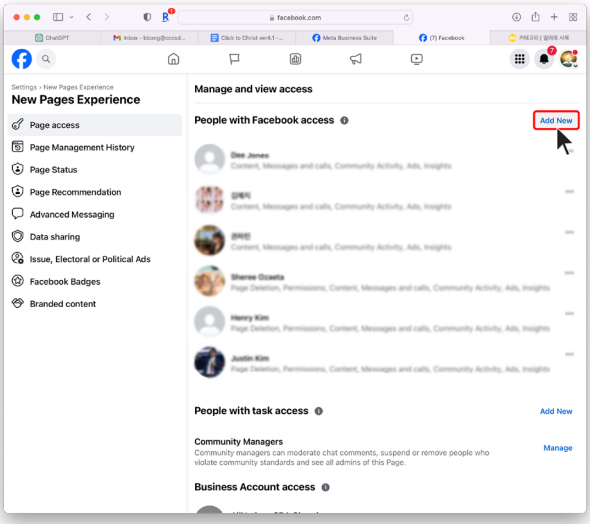


Assigning Page Access:

Under "Your tools" in the middle left section, select "Page access."



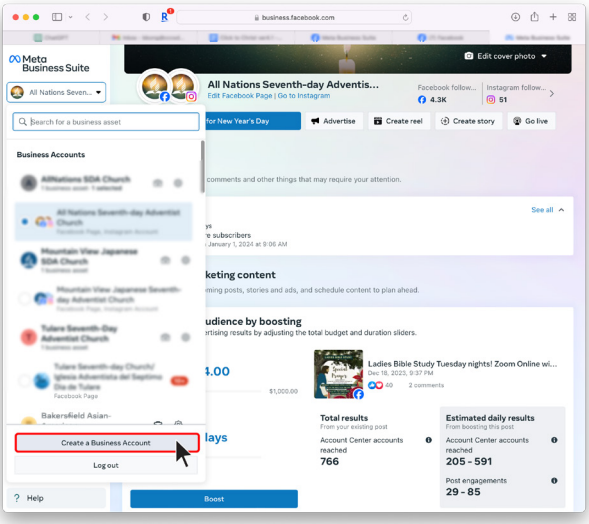
You can add administrators by clicking “Add New” in the top right corner. It’s easier if you have the Facebook email of the person you’re adding.



4. Setting Up Meta Business for Your Church Page

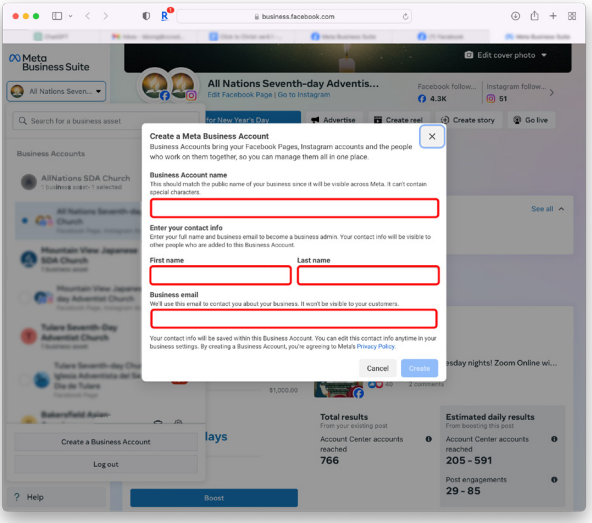
Meta Business Suite is a powerful tool for managing your church’s digital presence. This section will walk you through setting up a Meta Business account, which is a crucial step in managing your Facebook page and launching effective digital campaigns.

Click on your profile picture in the top left corner and it will display options (shown in the picture). From there, click “Meta Business Suite.” Remember, the Meta Business account should be created by someone with full access to the page.



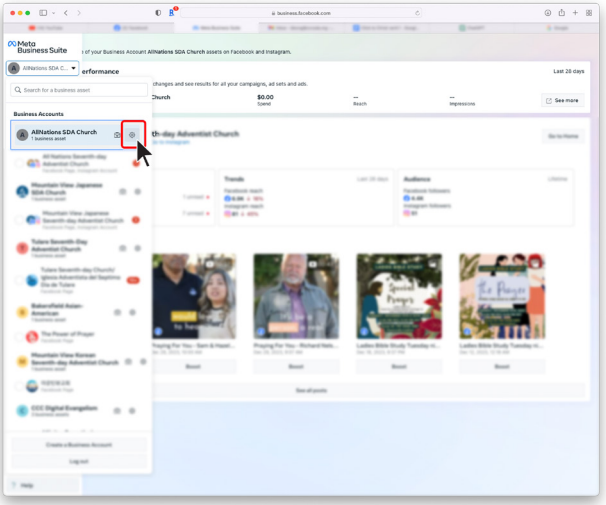
Creating a Business Account:

In the Meta Business Suite, click “Create a Business Account.” Use the church’s official name and the legal name of the account creator, who must have full access to the Facebook page.

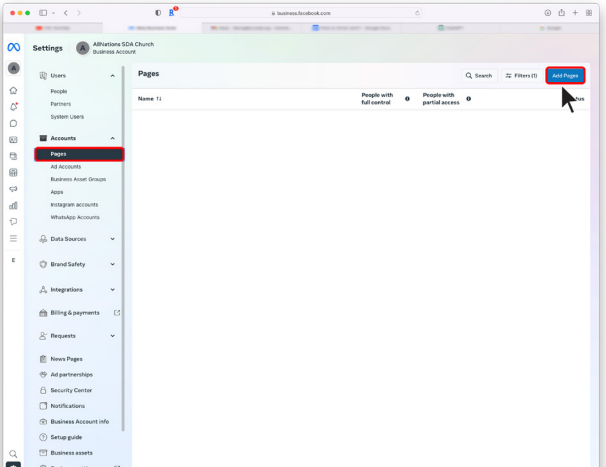


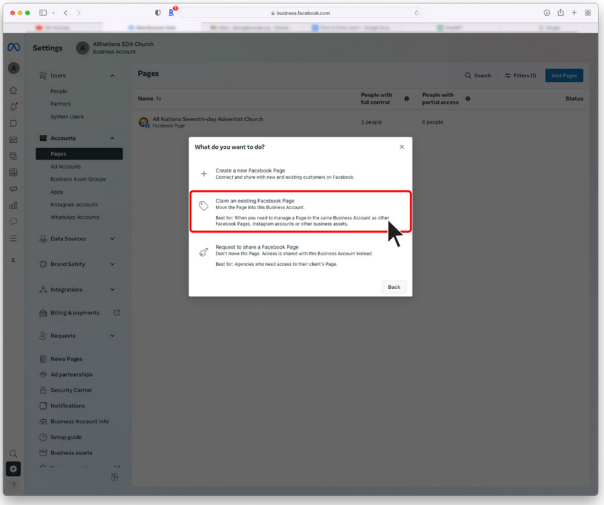
Linking Facebook Page to Meta Business:

After creating the Meta Business account, click on the profile in the top left, then the gear icon next to Meta Business.



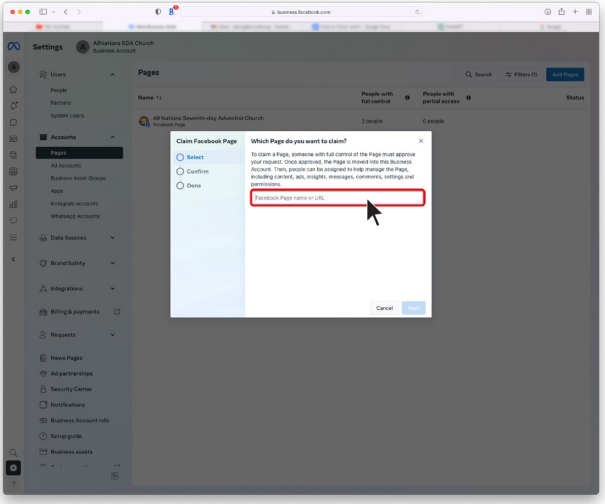
Connect your Facebook page by clicking “Pages” under “Accounts” In the left settings menu and then “Add Pages” in the top right corner.





Because the Facebook page is already created, click on “Claim an existing Facebook Page.”

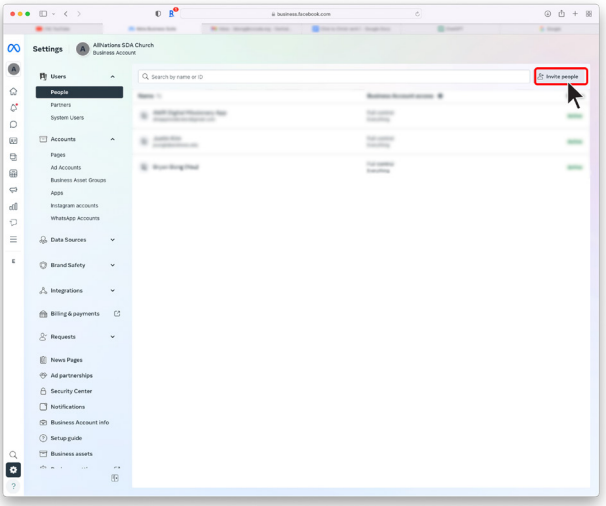
Copy the URL address of your Facebook page and paste it here to link the church’s Facebook page with Meta Business. Once you complete this process, the first step in preparing your digital evangelism prayer advertisements is finished.

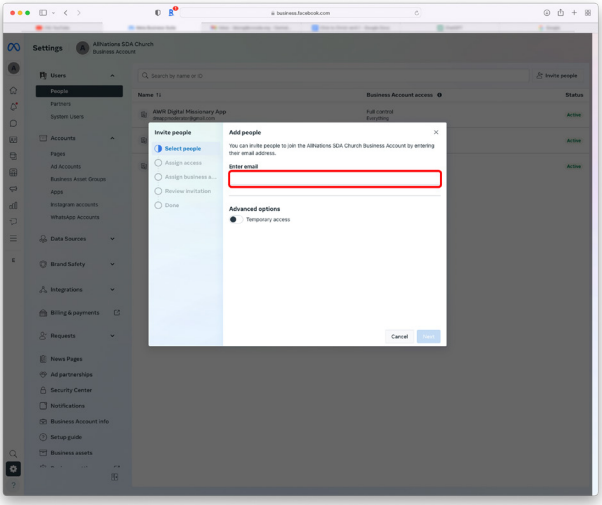


5. Inviting Your Church Digital Missionaries to Your Church Meta Business Account

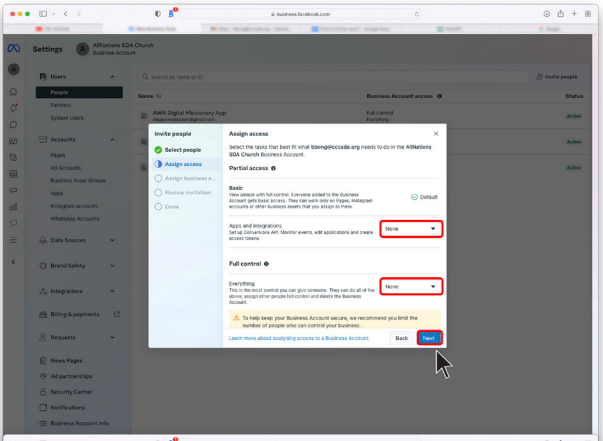
Expanding your digital ministry team is essential for handling online interactions and prayer requests. Learn how to invite digital missionaries to your Meta Business account, giving them the necessary access to engage with and support your online community.

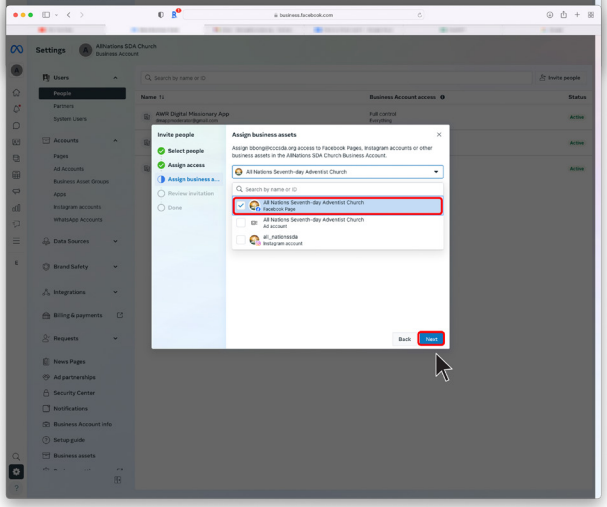
Adding Digital Missionaries: In Meta Business, click “People” under “Users,” then “Invite people” (in the top right corner). Grant them inbox access for responding to prayer requests.





In this section, we add digital missionaries. It’s important to grant them inbox access so they can respond to prayer requests from the community. When inviting digital missionaries, use their Facebook login ID email addresses. Send the invitations to these email addresses.

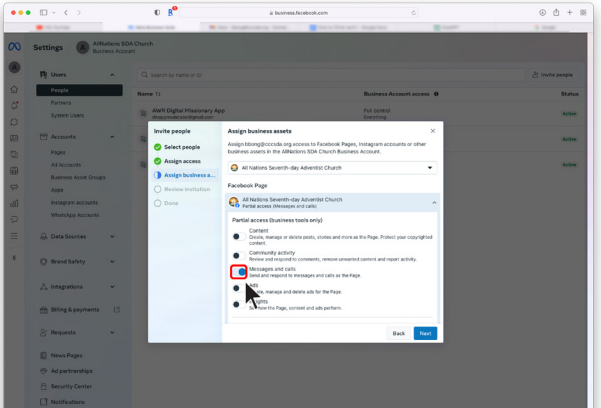




Assigning Access and Business Assets: After entering the email addresses and proceeding to the next step, you will see an “Assign access” section. Do not make any changes here. Simply proceed to the next step.

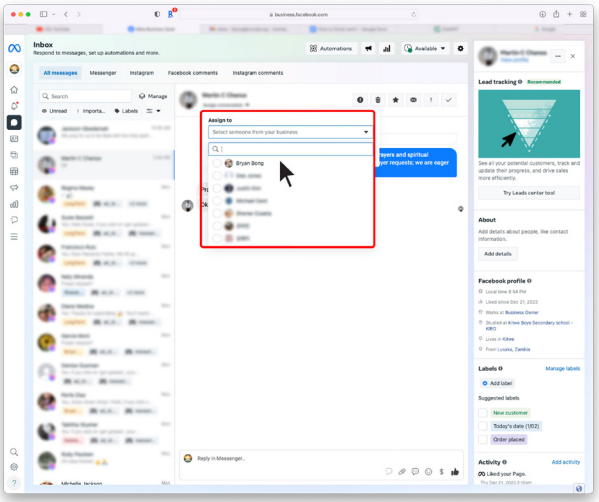
In the “Assign business assets” section, select the Facebook page of the local church.

Click on the Facebook page again and grant access only for “Messages and calls.” This ensures that the missionaries only receive inbox permissions for the Facebook page. After reviewing the invitation, you can then send it out.

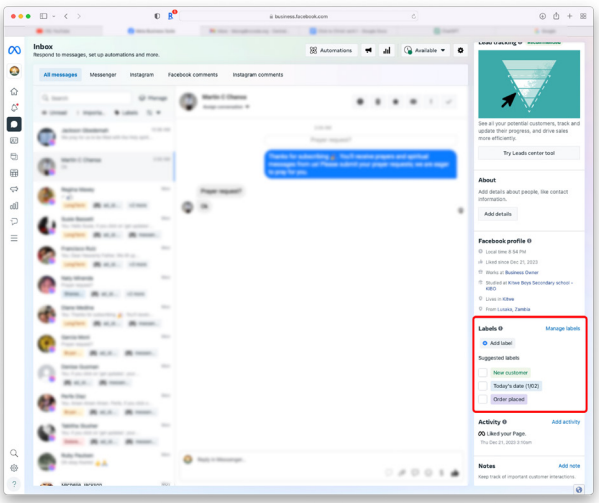


6. Utilize Meta Inbox for CRM (Customer Relationship Management)

Efficient inbox management is key to maintaining active and meaningful conversations with your community. This section focuses on organizing your inbox, ensuring that communication with church members and visitors is streamlined and effective.

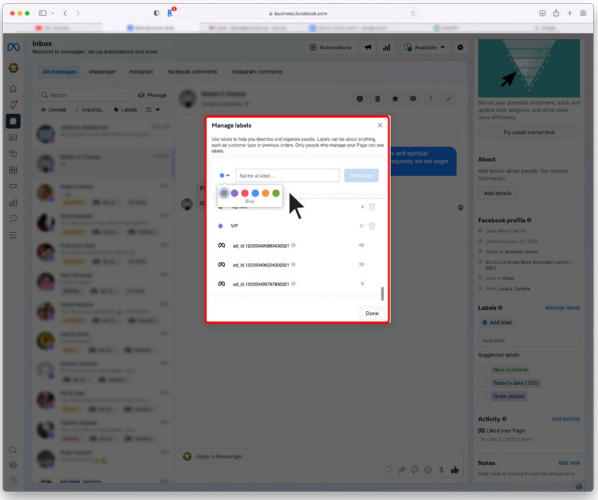


In the inbox, you (and the digital missionaries) can check all messages. There are a few features that should be noted. First, when you click on the person who sent the conversation, you can see an option under their name called “Assign conversation.” This allows you to assign the conversation to a specific missionary.

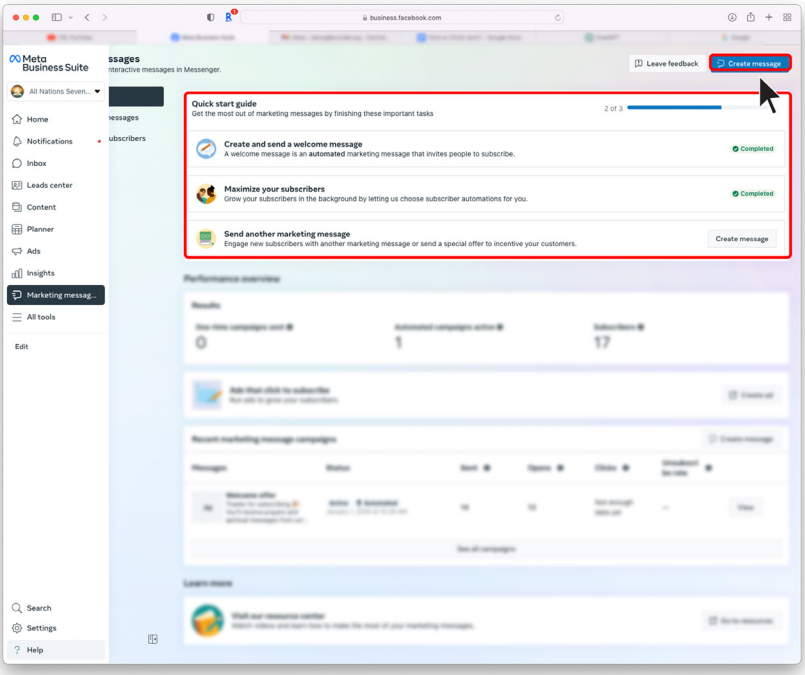


The second feature is the use of labels. Click on “+ Add label” located at the bottom middle right. By attaching labels to conversations, you can more easily distinguish which conversation was sent to whom, making it easier to navigate and manage.

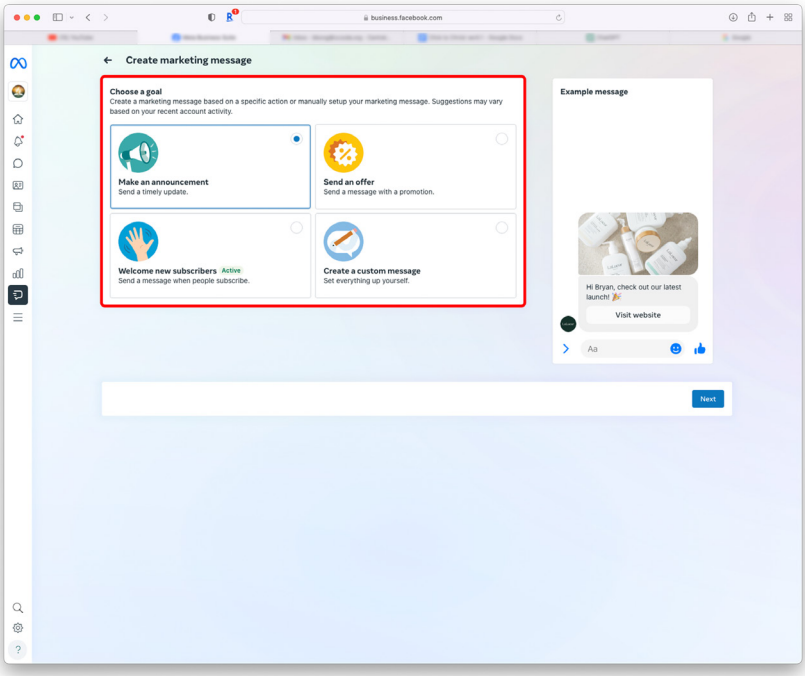
Before assigning labels to people, click on “Manage labels” to enter the names of individuals. Create labels for each digital missionary’s name and tag the corresponding conversations with these labels. This method allows for more effective management of the inbox.



7. Sending Group Messages through Marketing Messages



This feature is the “Marketing messages.” Here, you can encourage people who send prayer requests to your Facebook page to subscribe to the page. This allows you to send messages to all subscribers simultaneously with a single click. For example, you can send daily devotions or weekly prayers to many people at once. This is a powerful tool for engaging with your community and keeping them informed and connected. Customize your welcome message and strategies to maximize your subscribers to suit the unique characteristics of your church. Once these are set up, you can start sending out marketing messages. Tailoring these messages to reflect the spirit and values of your church make them more effective and engaging for your community.



By clicking on “Send another marketing message,” you can reach your subscribers in four different ways: make an announcement, send an offer, welcome a new subscriber or create a custom message. Creating a custom message to send prayers is an effective approach. This personalized communication enhances engagement and provides meaningful content to your subscribers.

Chapter 11.

Step-by-step Guide to Launching a Facebook Prayer Advertisement Campaign

Marketing is a vital tool in expanding your church's reach. This chapter will guide you through setting up and optimizing Facebook advertisements to effectively reach and resonate with the local community, inviting them to connect with your church and participate in prayer campaigns.

1. Understanding Essential Marketing Terms and Concepts

To effectively integrate marketing in digital evangelism, it's useful to understand key marketing terms.

CPC (Cost Per Click)

CPC stands for cost per click, a method of paying for advertising. Under this model, costs are incurred only when an ad is clicked, regardless of how many times it's displayed. This can be effective for branding advertisements that may not receive many clicks, as it allows for exposure while minimizing costs. CPC aligns with the specific goals of digital prayer campaigns, allowing for targeted engagement, budget efficiency, measurable impact and a personalized user experience. This approach ensures resources are effectively utilized to meaningfully connect with the audience, reflecting the essence of digital evangelism.

CPM (Cost Per Mille)

Another term for advertising is CPM, or cost per mille, meaning cost per 1,000 impressions. In this model, the advertiser pays for every 1,000 times the ad is displayed, regardless of whether it is clicked or not. This is particularly effective for event-based advertisements that are expected to generate a high number of clicks, as it can be cost-efficient. CPM is commonly used when the goal is to increase brand awareness and reach a larger audience. Banner advertisements on portal sites, apps and communities are often operated on a CPM basis.

CTR (Click-through Rate)

CTR, a fundamental metric in digital marketing, measures the ratio of clicks to impressions on an advertisement. Represented as a percentage, CTR is calculated by dividing the number of clicks by the number of impressions. For instance, if an ad is displayed 1,000 times and receives 5 clicks, the CTR would be 0.5 percent. It is a direct indicator of how engaging and effective your marketing content is. In the context of digital evangelism, a high CTR indicates that the digital content is resonating well with the audience and effectively drawing them to engage more deeply, such as visiting a church website or learning more about faith-based initiatives.

CVR (Conversion Rate)

The conversion rate, or CVR, is a critical performance metric in digital marketing, signifying the completion of a desired action by the audience. For example, in a digital prayer campaign, CVR might be defined as someone viewing the campaign, clicking on it and submitting a prayer request. Conversion rates are crucial across all digital marketing activities. They are a measure of how effectively your marketing channels and website pathways convert visits into desired actions, like participating in online services, joining a prayer group or engaging in church-related activities. The CVR is the percentage of website visitors who complete these desired actions, reflecting the success of your digital evangelism efforts.

KPI (Key Performance Indicator)

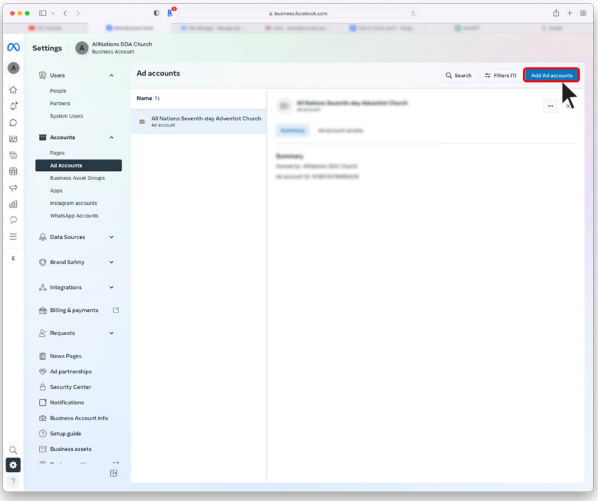
KPIs, or key performance indicators, are vital metrics used to measure the success in achieving primary objectives. In marketing, KPIs serve as a compass to guide and assess the effectiveness of campaigns toward set goals. Identifying and monitoring the right KPIs is crucial for understanding what improvements are needed to achieve these goals. In the context of digital evangelism, such as in a "Click to Christ" campaign, KPIs might include metrics like the number of prayer requests received, the growth of online community engagement or the increase in church attendance. These KPIs provide clear indicators of how effectively the digital campaign is fostering relationships and guiding individuals toward the church community.

Geofencing

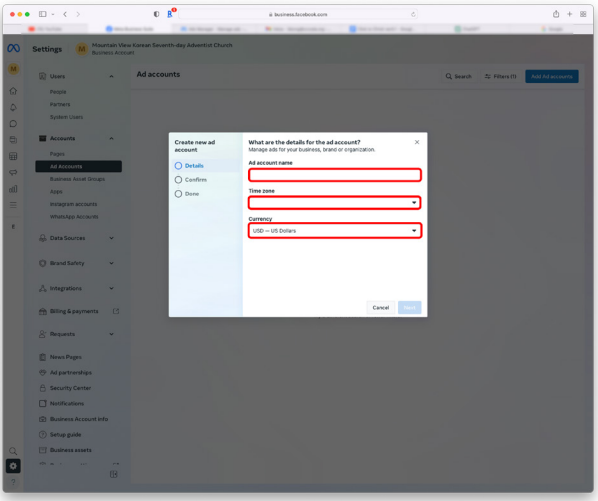
Geofencing is a location-based digital marketing tool that allows organizations to set up virtual boundaries around a specific geographical area. When potential audiences enter these geofenced areas, they are targeted with specific messages or advertisements on their mobile devices. This technology is effective for localizing digital prayer campaigns and outreach efforts, enabling churches to connect with communities in their immediate vicinity. For instance, a church can set up a geofence around its neighborhood to promote local prayer campaigns or seminars, ensuring the campaign is relevant and reaches people in the nearby community. This targeted approach enhances the effectiveness of digital evangelism by ensuring the message is tailored to and resonates with the local audience.

2. Creating an Ad Account for Your Church

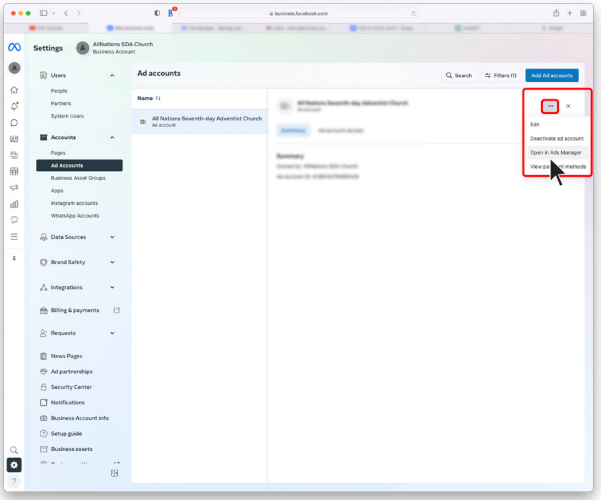
Before you start advertising, you need to create an ad account. This section guides you through the process of setting up an account to manage and run your church's advertisements.



Click on “Ad Accounts” and then on “Add accounts” in the top right corner to create a new ad account. This will allow you to manage and run advertisements for your church effectively.



Enter the correct information in this section to create your ad account. This will enable you to start setting up and managing ads for your purposes.

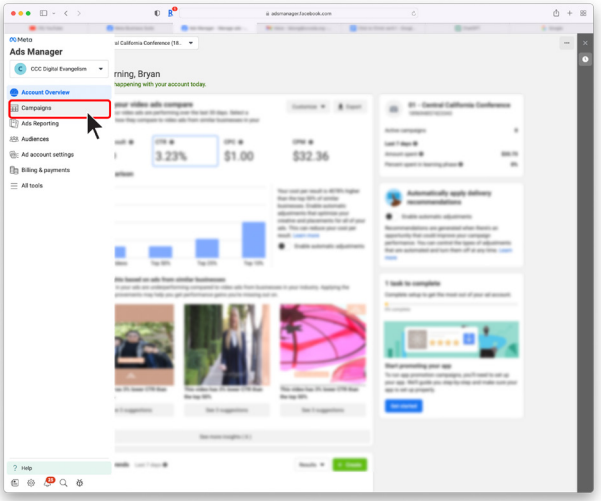


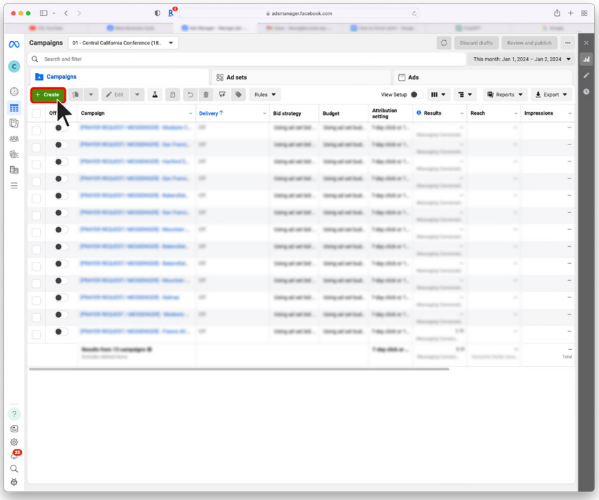
Once the ad account is created, click on the ellipsis (three dots) in the top right corner and select “Open in Ads Manager.” This will take you to the platform where you can manage and create your ads.

3. Setting Up Your Prayer Ads

Setting up your ad campaign involves several steps. This section explains how to start a campaign, select the right settings and target your audience effectively.

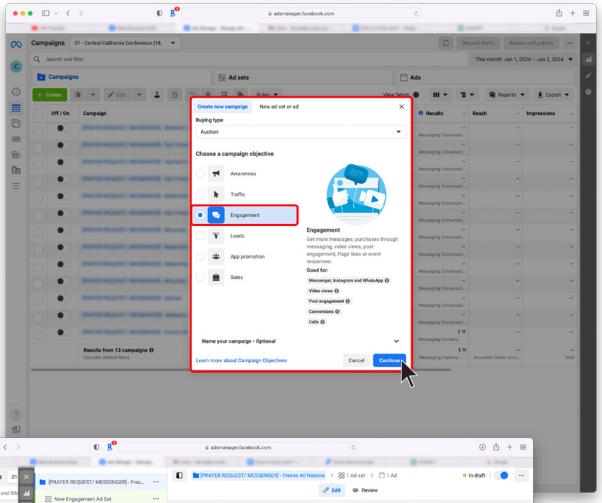
Click on “Campaigns,” which is located under “Ads Manager” on the left side.



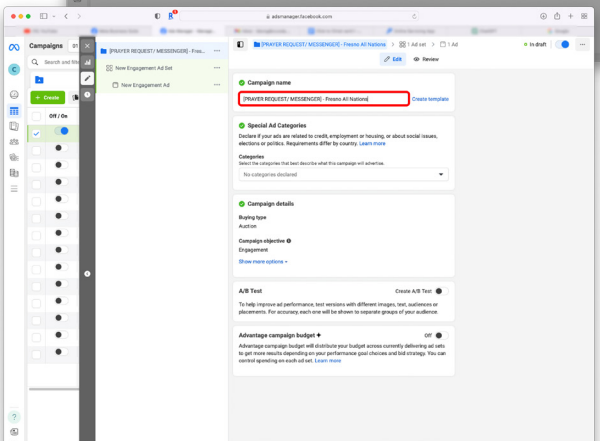


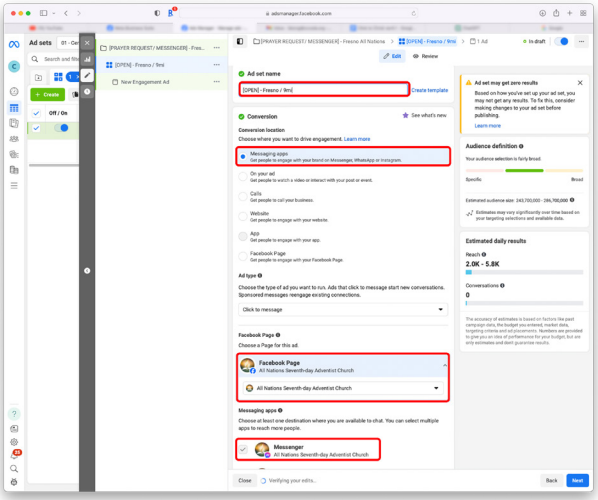
Click on the “+ Create” button located in the top left corner. This is where you will set up your advertisement.

Choose “Engagement” as your objective to focus on gathering prayer requests from locals.



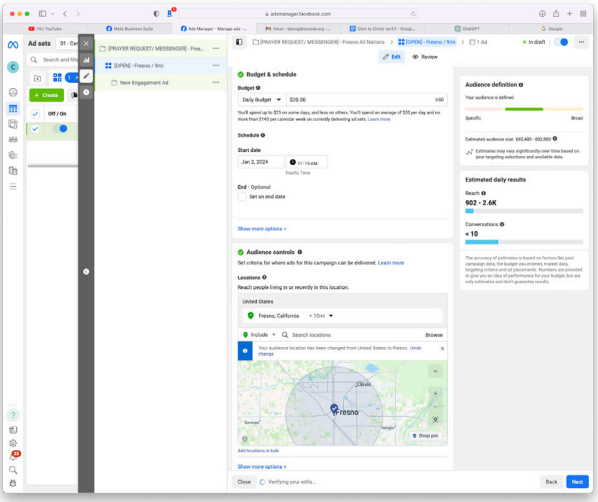
Name your campaign and proceed with the default settings. Do not alter anything else; simply proceed to the next step.





In your ad set, under "Conversations" choose "Messaging apps." Set your church's Facebook page and select Facebook Messenger as the messaging app.

Adjust the budget and start date according to the church's situation. Then, in "Audience controls" change the location targeting to a 10-mile radius around the church. Use "Search locations" to select the church or a nearby area.



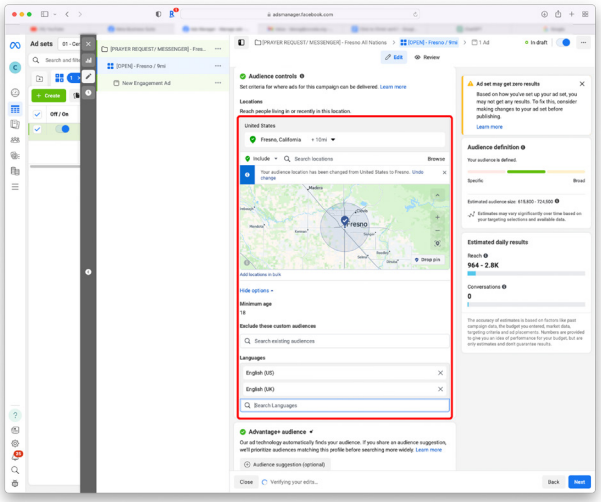
I recommend starting with a daily budget of $30 for your digital evangelism campaign, based on the insights from the Central California Conference project. This budget is expected to generate approximately four contacts per day. This

may seem modest initially, but it accumulates to about 28 contacts over a week, providing a significant number of individuals for follow-up and deeper engagement.

Importantly, this starting budget of $30 is not fixed and can be adjusted based on your needs and resources. The number of digital missionaries available for engagement plays a key role in this decision. If you have a larger team that can handle more contacts, consider increasing the budget to expand your outreach. On the other hand, with a smaller team you might find it more effective to maintain or even reduce the budget to ensure your outreach efforts are manageable and effective.

Regarding location targeting, I suggest setting it to a 10-mile radius around your church, a decision based on the average commute distance and effectiveness for local outreach. By concentrating on their geographical vicinity, local churches can reach potential members in their neighborhood, strengthening community bonds and ensuring a more tangible impact from the digital evangelism efforts. This radius is adjustable and can be tailored to better fit the specific location and reach of your church, using the "Search locations" feature in the campaign settings.

Under "Audience controls," click on "Show more" and set the languages to English (US) and English (UK). This ensures your ad reaches an audience that speaks these versions of English. However, feel free to adjust the language settings based on the specific needs of your church and the community you are aiming to reach.



Setting up an effective advertisement on Meta involves understanding its three main types of targeting. First, core targeting leverages Meta's basic user data such as age, gender, location, activities and interests. Second, custom targeting utilizes specific data from your own sources, including website traffic, customer databases and

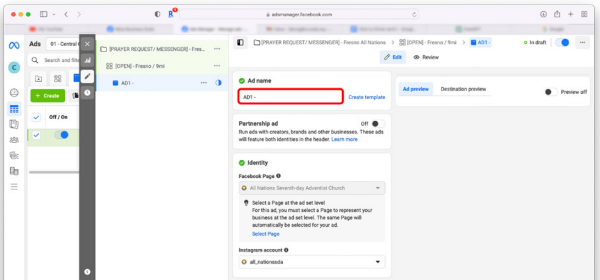
interactions on your Meta page. Third, lookalike targeting is designed to reach users whose behaviors are similar to those in your custom audience. It's important to prepare custom and lookalike targets in advance for seamless integration during the targeting setup process.

Moreover, a nuanced understanding of age, gender and language targeting is crucial. By reviewing your Meta account, you can glean insights from the data you've provided, including details like birthday, residence and language. Meta leverages this information for targeting, but the precision of such data may vary. Parameters like location, age and gender are indeed valuable, yet language targeting demands a strategic approach. It hinges on the language set in the user's account and the language used in their browser or app. This means that targeting a specific geographic area alongside a particular language effectively focuses your audience to the intersection of these two criteria.

This method is especially pertinent for churches aiming to reach specific language communities. For example, a church catering to Spanish-speaking individuals would benefit from setting their target language to Spanish, ensuring their message is accurately conveyed to the intended audience. Despite appearing restrictive, language targeting can be an incredibly efficient way to forge connections with distinct linguistic groups.

It's essential to consider that Meta's demographic targeting, encompassing categories like education, finance, life events, parenting, politics, relationship status and employment, is dependent on user-submitted profile data. The success of this targeting hinges on the accuracy and relevance of the data your target audience has provided.

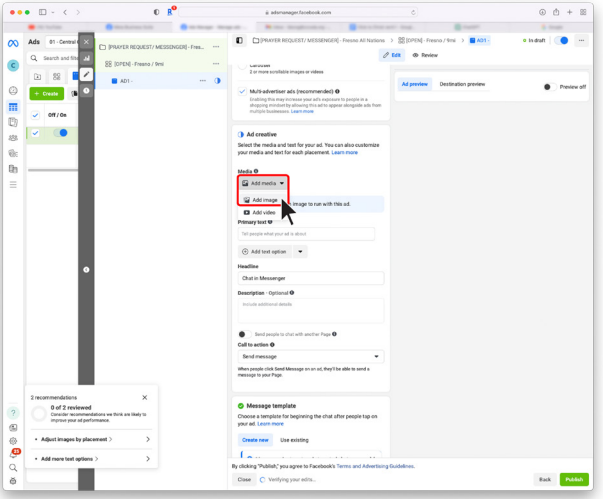
Incorporate into your marketing strategy the understanding that more narrow targeting can lead to increased marketing costs. During our prayer advertisement campaign for the Central California Conference, we focused on targeting individuals over the age of 18 and utilized language and geo-targeting. This targeted approach ensured a balance between cost-effectiveness and the necessity to engage a relevant audience, thereby making the digital evangelism efforts both impactful and sustainable.



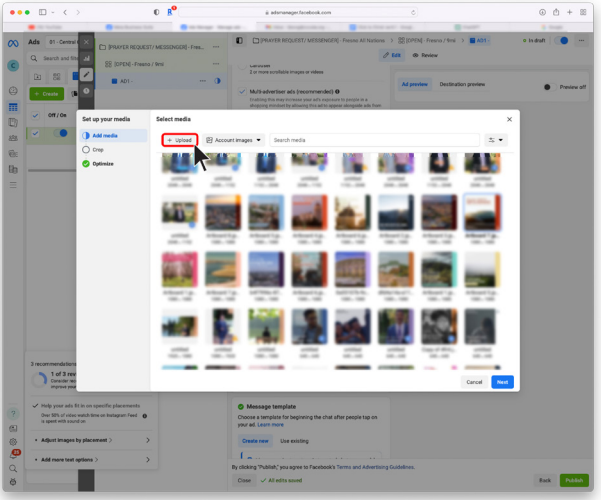
Set the name for your ad. Here, we will set up a total of seven advertisements. Six of these will be image

ads and one will be a video ad. This variety will help in reaching a broader audience and engaging them in different ways.

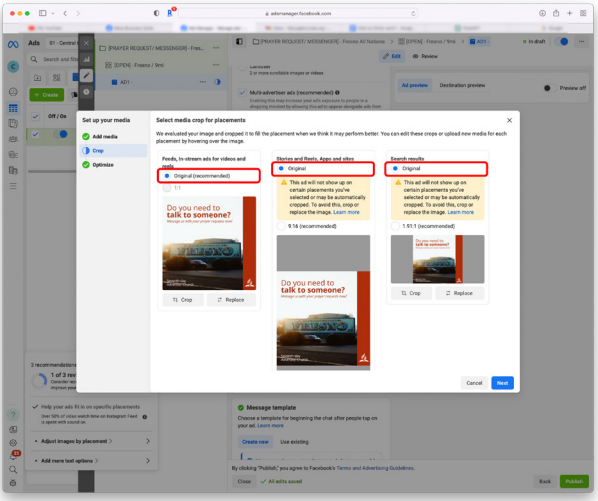
Click on “Add media” and “Add image” to choose your ad images.

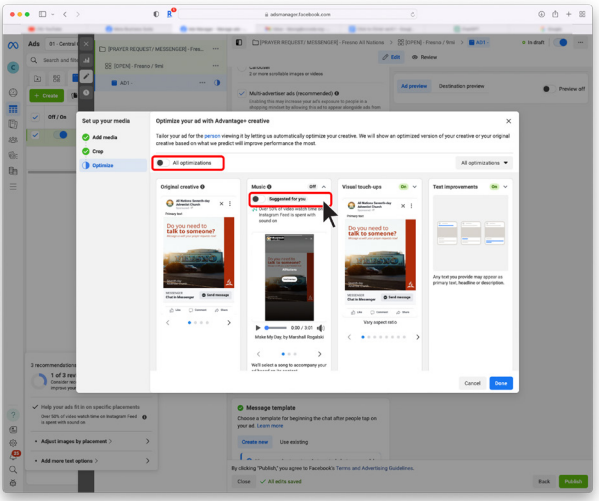


Upload your pre-designed images under “Add media.”



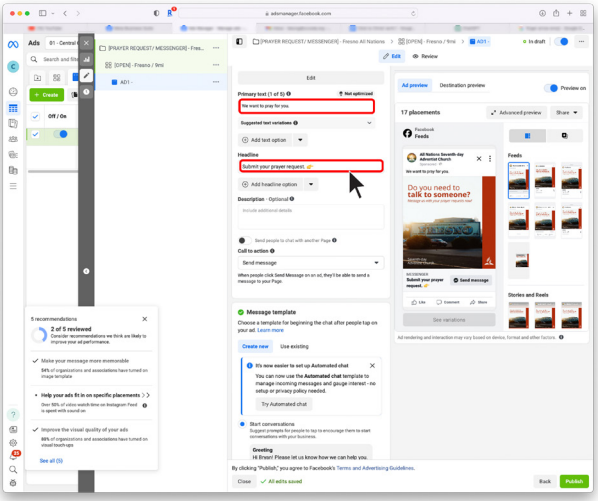
In the “Crop” section, ensure that all sizes are set to “Original” to maintain the original aspect ratio of your advertisement.



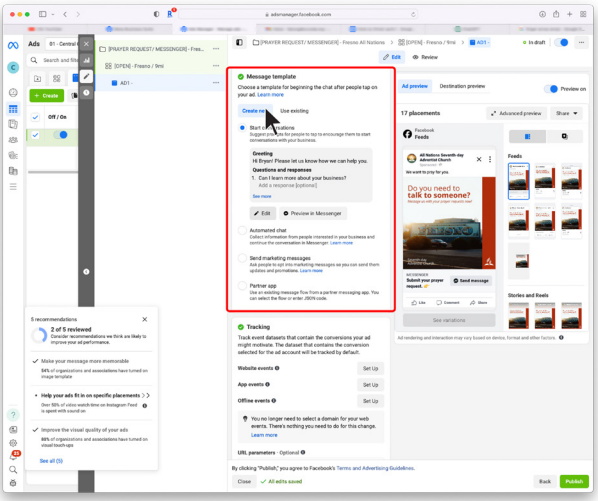


In the “Optimize” section, first select “All optimizations” then turn off the music option. This will optimize your ad for the best performance while excluding music, which may not be necessary for your ad content.

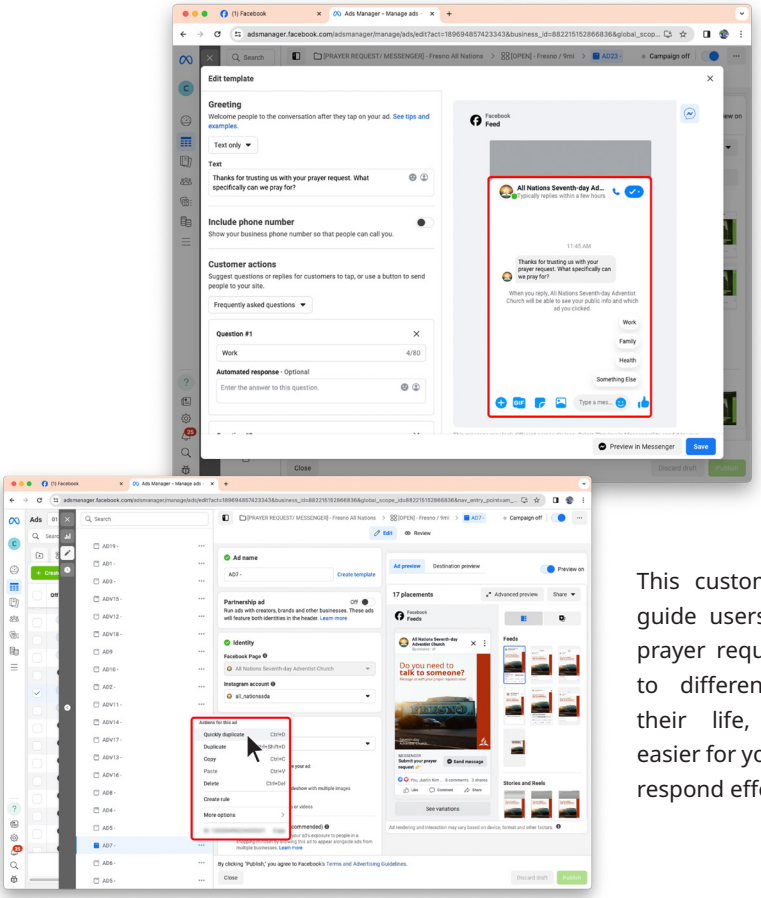
Set the Primary Text to “We want to pray for you” and the Headline to “Submit your prayer request. 👉”. This will make your ad appear to the local community as shown in the example. This approach makes the ad inviting and interactive, encouraging community members to engage with your church.



Next, edit the message template. Click on the “Edit” button. This allows you to customize the message that recipients see when they interact with your ad.

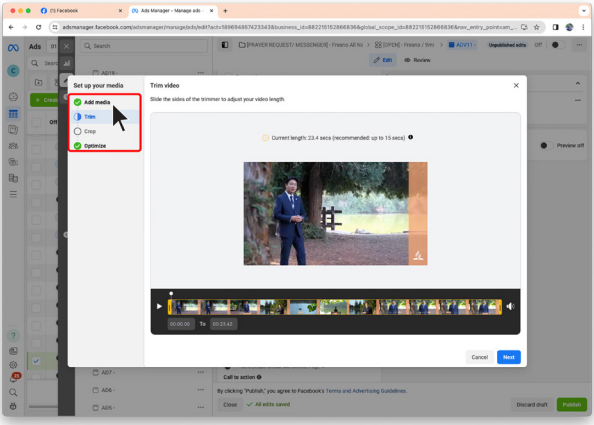


Modify the greeting text and customer actions as follows. Greeting text: “Thanks for trusting us with your prayer request. What specifically can we pray for?” Customer actions (in order): “Work,” “Family,” “Health,” “Something else.”

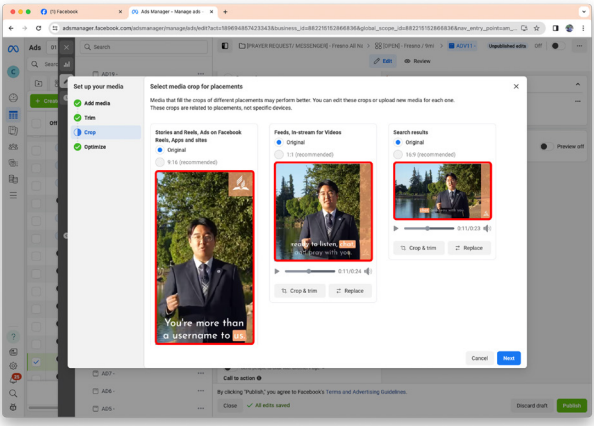


This customization will guide users to provide prayer requests related to different areas of their life, making it easier for your church to respond effectively.

Once the ad is complete, use the “Quickly duplicate” option to set up the other advertisement. Now let’s proceed to set up the video ad.

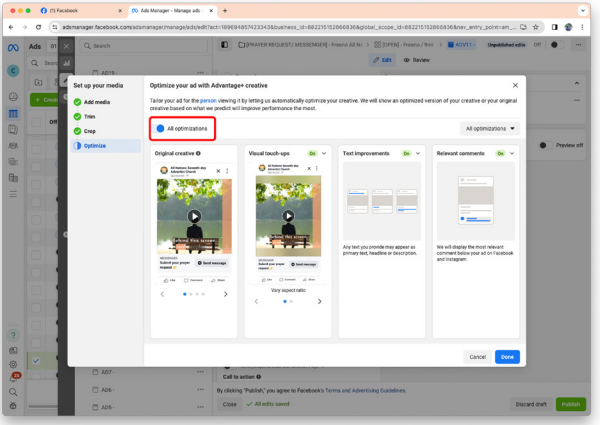


Click on “Add media” and select “Video.” Upload the video file. When creating a video ad, you need the same video file in three different sizes: 1:1, 16:9 and 9:16. This ensures your video ad displays correctly on various platforms and devices.



In the “Crop” section, replace the video with the appropriate format for each aspect ratio: 1:1, 16:9 and 9:16. This step ensures that your video ad displays correctly across different platforms and devices, such as phones, tablets and PCs.

Click on “All optimizations,” then click “Done.” Once everything is set up, publish all the advertisements. Your ad campaign is now ready to reach the local community and engage them effectively.



4. Managing Campaigns Cost-effectively: Monitoring and Analysis

After setting up your ad with a recommended daily budget of $30, it’s important to monitor it regularly. Begin by advertising approximately seven distinct ads, incorporating a mix of images and videos. After one week, assess the performance of each advertisement. Keep the ones that are performing well and disable those that are costly but receiving few clicks. Every week, add a new image or video advertisement to replace the underperforming ones. This process of continuous monitoring and updating is crucial for maintaining the cost-effectiveness of your campaign. It ensures that you’re always presenting fresh, engaging content while optimizing your budget.

PART

3



Online Pastoral Care

Chapter 12.

Understanding the Essence of Online Pastoral Care

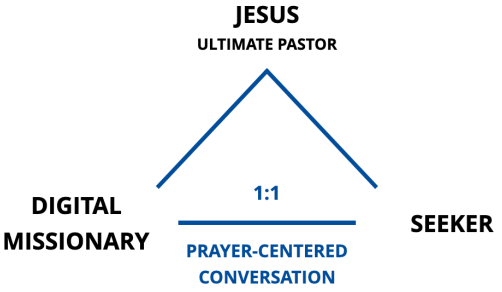
Online pastoral care is a contemporary adaptation of traditional ministry, utilizing modern technology to meet spiritual needs in the digital age. It parallels the way Jesus, our ultimate pastor, interacted with and nurtured people during His time on earth. In the virtual sphere, this care is manifested through prayer-centric communication and spiritual fellowship, seamlessly integrating age-old pastoral practices with new technological avenues. The goal is to guide individuals toward a meaningful encounter with Jesus in this digital world.

At the core of this concept is the emphasis on personal dialogue, reflecting the intimate nature of prayer as described by Ellen G. White in Steps to Christ:

> *"**Prayer is the opening of the heart to God as to a friend.** Not that it is necessary in order to make known to God what we are, but in order to enable us to receive Him. Prayer does not bring God down to us, but brings us up to Him."*

This emphasis on genuine, personal prayer aligns with White's depiction of a deep, personal connection with God, similar to a conversation with a close friend. Her interpretation highlights prayer's role in developing a significant, individual relationship with the Divine—fundamental to online pastoral care.

In the context of online pastoral care, it becomes imperative to underscore the importance of individualized conversations. While group chats and collective prayers have their place, forming a one-on-one relationship is crucial. The interaction between the seeker and the digital missionary is not just a dialogue between two people, but also a conversation with another friend—God Himself. This personal approach helps individuals open their hearts to God, fostering a more intimate and meaningful connection.



It's crucial to understand that pastoral duties extend beyond ordained pastors. Scripture, such as Psalm 23 and John 10, reveals

that while Jesus is the supreme shepherd, each Christian has an essential role in nurturing others. The key difference between lay members and ordained pastors is not in the significance or value of their contributions to the church community, but rather in the amount of time they dedicate to pastoral activities. This distinction highlights the collective responsibility within the church to provide care and support, underscoring the collaborative nature of pastoral care.



Jesus as the Exemplar of Online Pastoral Care: Christ's Method Alone

Jesus is often regarded as the ultimate model and example of pastoral care. His teachings and actions demonstrate the importance of compassion, empathy and love in caring for others. In the Bible, Jesus is described as a shepherd who cares for his flock, and he is often referred to as the "Good Shepherd."[7]

In online pastoral care, Jesus' ministry offers a compelling blueprint for digital connection. His skill in relating to diverse individuals, employing stories and parables, showcases an adept understanding of human nature. His integration of prayer in daily life underscores its importance in digital evangelism, fostering a deeper connection with God. Additionally, His approach to trust and confidentiality exemplifies creating a secure space for personal sharing and support.

The Ministry of Healing illuminates this, stating:

"Christ's method alone will give true success in reaching the people. The Savior mingled with men as one who desired their good. He showed His sympathy for them, ministered to their needs, and won their confidence. Then He bade them, 'Follow Me.'"

> *This strategy, crucial in online pastoral interactions, relies on understanding, patience and love.*

[7] Willmore D. Eva, "Jesus the ultimate pastor," *Ministry Magazine*, March 2004

In summary, online pastoral care can draw heavily from Christ's method alone. Demonstrating care and love, mirroring the divine love described in the Bible, is crucial in guiding and supporting others in the digital world. This approach ensures the core values of pastoral care are effectively translated into the online environment.

Incorporating Self-disclosure Research in Online Pastoral Care

Jesus' encouragement of open sharing aligns with Adam N. Joinson's research on self-disclosure in computer-mediated communication (CMC). This insight is fundamental to effective online pastoral care, highlighting the need for responsiveness.

Joinson's research highlights key aspects of self-disclosure in online settings, offering insights critical for online pastoral care:

- Higher Levels of Spontaneous Self-disclosure: CMC often leads to more openness than face-to-face interactions.
- Impact of Visual Anonymity: This anonymity in CMC can result in more personal disclosure.
- Influence of Self-awareness: The unique self-awareness in CMC encourages greater self-disclosure, essential for deep online pastoral connections.

Joinson notes a greater willingness to share personal details online, fostering meaningful interactions. The comfort and anonymity of digital platforms often build stronger relationships more quickly than traditional interactions. These dynamics underscore digital platforms' value in pastoral care.

These insights recommend using online communication as an outreach and spiritual care tool, tailoring methods to the nuances of digital interaction. Key is the readiness for deeper disclosures and providing compassionate responses.

Blending these principles with Jesus' pastoral approach enhances digital ministry effectiveness. This method leverages the unique opportunities for spiritual connection and support in the digital world, rooted in compassion, empathy and adaptability, drawing inspiration from Jesus' teachings and actions.

Practice Online Pastoral Care Today

Occasionally, a friend, who may not be Christian might request our prayers in challenging times. Typically, we respond with "I will pray for you," followed by a

prayer. However, it's crucial to recognize this as a golden opportunity to cultivate a spiritual relationship. Rather than merely saying you'll pray, take a step further. Send a heartfelt prayer through text or a voice recording. But don't stop there. Keep in touch with your friend. Follow up, offer more prayers and maintain this supportive connection. By doing so, you have the potential to significantly impact and transform someone's life. This approach is more than a gesture of kindness; it's an avenue to build lasting spiritual bonds.

Today, take the initiative to contact a friend. Send a message that conveys your thoughts and readiness to offer prayerful support. Inquire about their specific prayer needs and include an encouraging Bible verse in your prayer for inspiration and solace. Begin your journey in digital evangelism by forging these empathetic, prayerful links. You might reach out to your friend like this:

> *"I was thinking about you today and felt compelled to connect. I'm here to pray for you. Are there any particular requests or concerns you'd like me to include in my prayers? Remember, 'The Lord is near to all who call on him, to all who call on him in truth' (Psalm 145:18). Let's bring your concerns before God together."*

This method fortifies individual relationships and reflects the compassionate, adaptable approach of Jesus' ministry, a crucial element of online pastoral care. The use of digital communication for spiritual guidance emphasizes empathy and connection, marking a significant development in delivering Christ-like care in our digitally connected world. This contemporary approach to pastoral care effectively blends traditional values with the dynamic features of digital platforms, providing a meaningful avenue to nurture and support faith journeys in today's digital era.



Chapter 13.

Embracing the Nine Fruits of the Spirit in Online Pastoral Care

This chapter is structured around the Fruit of the Spirit as detailed in Galatians 5:22-23. It explores how virtues like love, joy, peace, patience, kindness, goodness, faithfulness, gentleness and self-control are essential, not just commendable, for those providing spiritual support in a digital context. Each section of this chapter focuses on one of these virtues, showing how to incorporate them into online pastoral care to enhance its effectiveness and impact.



1. Love: The Cornerstone of Online Pastoral Care Approach

In online pastoral care, each interaction should be guided by the biblical truth that God is love (1 John 4:8). This core belief is crucial for reflecting Jesus' love in our digital engagements, and its absence undermines our ministry's essence.

Emphasizing love and empathy is vital for impactful online pastoral care. Empathy means deeply connecting with others' emotions, fostering a supportive and affirming digital environment. Jesus Christ's earthly ministry exemplifies this.

Consider Jesus' healing of the crippled woman (Luke 13:10-17) where His love addressed both physical and emotional needs. In Matthew 9:36, His perception of the crowds as harassed and helpless prompted a response of hope-filled love, not mere pity. The story of the widow of Nain (Luke 7:11-17) also illustrates His compassionate action, deeply resonating with her grief.

These biblical narratives highlight the importance of integrating love into online pastoral care. When individuals share their personal stories, they deserve a response filled with love and empathy. This approach validates their experiences and creates a space for heartfelt expression, enabling our digital interactions to forge meaningful spiritual connections, akin to the relationships nurtured by Jesus.

Scenario: David, struggling with feelings of isolation and doubt about his faith, reaches out to a digital missionary for guidance and support.

- Digital Missionary: "David, I appreciate your openness. It's brave to voice such doubts. Remember, 'God is love' (1 John 4:8). In His love, you're never truly alone. Let's navigate these feelings together toward the light."

Love and compassion are fundamental in effective pastoral care. They enable a deep connection with individuals, offering a space for openness and vulnerability. Through empathetic listening and compassionate action, digital missionaries can mirror Christ's compassion, providing a comforting presence that nurtures healing and spiritual growth in the digital world.

From the beginning to the end of our digital interactions, demonstrating love and care is crucial. This visibility of love and care is what truly embodies Christ's method and makes our online pastoral care impactful, fostering a sense of community and support in the digital world.

2. Joy: A Beacon of Upliftment in Online Pastoral Care

In online pastoral care, conveying joy is essential in elevating those who are disheartened. Rooted in faith, joy's infectious nature can impart strength and encouragement. It serves as a beacon, cutting through the gloom of despair.
Ellen G. White's Steps to Jesus presents a tale of a woman in a garden, distressed by thorns on her path:

> *"'Oh,' she cried, 'what a pity that this beautiful garden is spoiled with thorns.' The guide in the garden advises her, 'Let the thorns alone, for they will only wound you. Gather the roses, the lilies, and the pinks.'"*

This story emphasizes the value of concentrating on life's positives, symbolized by the roses, lilies and pinks, rather than fixating on the negatives, represented by the thorns. Our responses should acknowledge current hardships but also emphasize

hope and positivity. Like the guide, we can direct those we counsel to the roses, lilies and pinks in their lives, fostering a mindset that values the good and cultivates optimism as digital missionaries.

Scenario: Shelly contacts a digital missionary, overwhelmed by sadness and feelings of hopelessness due to personal challenges.

- Digital Missionary: "I understand things seem tough right now. Remember, even in dark moments there can be light. Can you recall something that recently brought you joy?"
- Shelly: "Nature brings me peace. Last week's walk in the park was beautiful."
- Digital Missionary: "That's wonderful. Nature often reflects God's beauty and presence. When you're feeling down, another walk could be a time for reflection and feeling connected to God's creation."

Through this emphasis on joy and the positive aspects of life, online pastoral care can effectively uplift and support those in need, steering them toward a more hopeful and joyous outlook.

3. Peace: Cultivating Serenity in Online Pastoral Care Amidst Rising Mental Health Concerns

In online pastoral care, cultivating a sense of peace in the midst of challenges, especially emotionally charged or difficult situations, is vital. This peace is more than just the absence of conflict. It's a deep expression of trust in God's overarching plan, offering comfort and reassurance to those caught in life's turbulent moments.

With mental health concerns escalating—as evidenced by a 2023 Gallup report showing that 29 percent of U.S. adults have been diagnosed with depression at some point in their lives—the demand for a pastoral approach that imparts peace and hope is increasingly important.

Jesus Christ's peace, as demonstrated in the calming of the storm (Mark 4:35-41), is a prime example. Amidst His disciples' fear and turmoil, He remained composed, and through His command "Peace, be still" He reinstated tranquility. This story was not just a display of His dominion over nature but a testament to the deep peace born from unwavering trust in God.

Scenario: Alex, overwhelmed by anxiety and uncertainty about the future, reaches out to a digital missionary.

- Digital Missionary: "Hello, Alex, I understand your anxiety and uncertainty in these challenging times. It's a natural response. I'm here to support you and impart a sense of peace."
- Alex: "Everything feels overwhelming. Finding peace seems impossible right now."
- Digital Missionary: "I hear you. It's normal to feel this way amidst stress. Let's remember Jesus' words in John 14:27, 'Peace I leave with you; my peace I give to you. I do not give as the world gives. Do not let your hearts be troubled and do not be afraid.' Jesus, who calmed the storm, extends His peace to us in life's upheavals. This peace isn't about escaping our troubles but finding strength and comfort in God's embrace. Let's seek this peace together, trusting in His guidance amidst these rough waters."

In this interaction, the digital missionary acknowledges Alex's distress and guides them toward the peace that Jesus Christ embodies. This approach is crucial in online pastoral care, especially in an era marked by widespread mental health concerns, offering a pathway for individuals to navigate their struggles with serenity and faith.

4. Patience: A Key to Hope and Encouragement in Challenging Times

In online pastoral care, patience is essential for effectively engaging with diverse individuals and situations. This involves enduring challenges with calmness and grace, reflecting strong faith. Patience is crucial in imparting hope and encouragement, requiring communications that uplift and support while recognizing that God's timing may differ from ours. This understanding holds great potential for hope.

Jesus Christ's ministry beautifully demonstrates this patience, presenting a perspective that transcends our immediate understanding of time. He encourages us to look beyond our current circumstances to a larger, divine plan, providing comfort in the knowledge that our struggles are part of a meaningful journey.

Jesus assures believers of suffering's temporary nature, promising a future devoid of pain, as Revelation 21:4 states: "He will wipe away every tear from their eyes, and death shall be no more." This promise serves as a beacon of hope, affirming that our present trials are transient, and a time of healing and peace lies ahead.

In online pastoral care, our responsibility is to acknowledge immediate challenges while guiding toward a hopeful, restorative future. Our empathetic and patient communication offers significant solace, especially when individuals feel detached from God's plan.

Scenario: Jenny reaches out to a digital missionary, struggling with prolonged challenges and feelings of hopelessness.

- Digital Missionary: "Jenny, I understand your feelings in these tough times. It's crucial to recognize, as Jesus taught us, that our present struggles are part of a greater journey. His lessons on patience and steadfast faith remind us that in time 'He will wipe away every tear from their eyes and there will be no more death or mourning or crying or pain' (Revelation 21:4). Although it may be hard to envision now, there is hope and peace in the future. I'm here to walk patiently with you, offering support and understanding at every step."

In practicing patience, digital missionaries can effectively support and guide individuals, helping them navigate their difficulties with a sense of hope and the reassurance of God's enduring love.

5. Kindness: Integrating Online Pastoral Care with Tangible Community Support

Kindness in online pastoral care goes beyond mere verbal expressions. They are actionable qualities that effectively link virtual support with real-life assistance. This approach encompasses deep empathy and understanding, facilitating a heart-to-heart connection that naturally extends into practical acts of service and community engagement.

In practicing kindness in online pastoral care, acknowledging and responding to individual struggles is crucial. Additionally, finding ways to offer tangible support beyond digital interactions is important. This mirrors the compassionate nature of Jesus Christ, who consistently showed love and care through words and deeds, addressing spiritual and physical needs alike.

Consider a single mother dealing with plumbing problems. Online pastoral care can transition into organizing in-person support, possibly involving church volunteers or local resources for direct assistance. Such actions tackle immediate needs and strengthen the spiritual support given online, showing the church's comprehensive care approach.

This method exemplifies the fusion of online pastoral care with physical kindness, blending virtual engagement with real-world service. It highlights the digital ministry's ability to provide emotional and spiritual support while initiating community involvement. Bridging online and in-person care is key in strengthening community bonds and actualizing Christ's teachings in everyday life.

Scenario based on a real conversation: A single mother, struggling with plumbing issues in her home and facing difficulties in finding an affordable and reliable plumber, reaches out to a digital missionary for prayer and support.

- Digital Missionary: "Hello, it's wonderful to connect with you, and I appreciate you reaching out for support. Let's pray together for a solution to your plumbing issues."
- Single Mother: "I'm just so overwhelmed trying to find a good plumber who doesn't charge excessively. It's been really frustrating, and I could use some prayer."
- Digital Missionary: "Absolutely, let's pray. Dear Lord, we ask for Your guidance and help in finding a reliable and reasonably priced plumber for [Single Mother's Name]. Please provide her with the assistance she needs during this challenging time. Amen.
  "Additionally, I want to let you know that we have a team of capable volunteers in our church who would be willing to help. They can come to your place and fix the plumbing at no charge. This is our way of being an answer to your prayer and reflecting Christ's kindness."
- Single Mother: "That would be incredible! I can't thank you enough for this kind of support."

In this scenario, the digital missionary not only provides spiritual solace through prayer but also steps forward with a tangible solution, embodying the spirit of Christ's kindness. This approach not only meets the immediate need of the single mother but also offers comprehensive care, combining spiritual guidance with practical help.

6. Goodness: Active Support in Online Pastoral Care

Goodness in pastoral care goes beyond moral integrity; it includes proactive support for others. Online, this means providing thoughtful, timely responses and offering additional assistance as needed.

Jesus Christ's ministry exemplifies this kind of supportive engagement, offering valuable lessons for online pastoral care. His continuous interactions with disciples

and followers emphasized the importance of regular communication, a readiness to guide and the promotion of group learning and prayer. Jesus' empathetic, understanding and spiritually developmental approach offers a model for modern pastoral care. It involves active dialogue, constant availability and encouraging community involvement to guide individuals on their spiritual journeys.

Jesus was always accessible to His disciples and followers for guidance, prayer and conversation. Communicate to others that they can reach out to you for guidance, prayer or just to chat. Jesus frequently taught in groups, fostering collective learning and prayer, similar to encouraging participation in Bible study or prayer groups. He regularly revisited teachings and parables with His disciples to ensure comprehension and application, similar to how one might follow up on previous discussions in pastoral care. If you've discussed a specific challenge or prayer request before, check back to see how things have evolved.

Scenario: Lisa, dealing with the recent loss of her mother, reaches out to a digital missionary for comfort and support.

- Digital Missionary: "Your feelings are completely valid and understandable. Grief can be overwhelming, and it's important to allow yourself to feel and express these emotions. Remember, 'Blessed are those who mourn, for they shall be comforted' (Matthew 5:4). If you feel comfortable, I would be honored to hear more about your mother and the memories you shared. Sharing can sometimes be a healing experience."
- Lisa: "My mom was such a strong and loving person. She was always there for me."
- Digital Missionary: "She sounds like an incredible woman, and it's clear how much she meant to you. It's important to cherish and hold on to those beautiful memories you have of her. And as you navigate through your grief, remember that love never truly leaves us. It transforms into a lasting legacy in our hearts. I'm here to walk with you through this journey of mourning and healing, whenever you need someone to talk to or pray with."

Through this conversation, the digital missionary provides Lisa with a compassionate and loving presence, offering her a space to express her grief and remember her mother. This interaction exemplifies the love-centered approach in pastoral care, where empathy, understanding and support help individuals in their times of need.

7. Faithfulness: Consistency and Reliability in Online Pastoral Care

Faithfulness in pastoral care hinges on attention to the nuanced yet significant aspects of engagement. It involves consistent follow-ups and reliable interactions, crucial for building trust and a sense of dependability.

In online pastoral care, faithfulness is manifested through continuous outreach and sustained contact. This mirrors the dependable presence Jesus Christ exhibited with His followers, emphasizing the importance of regular communication through various mediums to provide a stable support system.

Being faithful also entails being a consistent source of spiritual support. This steady presence is vital in creating a trustworthy and stable environment, allowing individuals to share concerns and foster spiritual growth. It reflects Jesus' unyielding commitment to those He ministered to, not only in times of crisis but in everyday life as well.

When we launched our digital evangelism efforts, we firmly committed to our strategy, despite not seeing immediate results. Initial doubts and skepticism were present, but our unwavering dedication to online engagement, marked by consistent effort and patience, eventually led to significant outcomes. Two months into our digital evangelism journey, the results of our consistent efforts became clear as individuals started voluntarily participating in our church's in-person services. This change marked a significant testament to the faithful endeavors of our digital missionaries in the realm of digital evangelism

Ellen G. White, in her book Steps to Jesus, encapsulates the essence of faithfulness in prayer, which resonates deeply with our approach to pastoral care:

> *"Faithfulness in prayer has been made a condition of receiving. We must pray always if we want to grow in faith. We are to 'pray at all times.' Romans 12:12. Paul wrote, 'Be persistent in prayer, and keep alert as you pray, giving thanks to God.' Colossians 4:2."*

This quote underscores the importance of persistent prayer and vigilance in our faith journey, reflecting the commitment required in both our personal spiritual lives and online pastoral care.

This approach ensures every individual feels valued and heard, deepening spiritual connections and fostering a robust faith community. Timely responses,

regular check-ins and follow-up discussions, though seemingly small actions, play a significant role in reinforcing trust and exemplifying the reliability of pastoral relationships.

Scenario based on a real conversation: Mike, a Christian who drifted away from the church due to his struggle with alcoholism, reaches out to a digital missionary for prayer and support.

- Digital Missionary: "Hello, Mike. Reaching out for help shows incredible bravery, and I'm here to support you on your journey. You are not alone in this."
- Mike: "Thank you. I've been struggling and feel lost since my addiction led me away from the church. It's been hard to talk about this with anyone."
- Digital Missionary: "Feeling overwhelmed is a common response in such situations. Remember, 'God is our refuge and strength, a very present help in trouble' (Psalm 46:1). We are here to provide you with support through prayer, understanding and helpful resources to assist you in overcoming this challenge. Taking the first step to acknowledge it is a crucial part of the healing process, and we are here to accompany you on this journey with compassionate care."

Over the course of the next month, a dedicated digital missionary consistently engages with Mike, offering support and encouragement.

- Digital Missionary: "Hello, Mike. I'm checking in to see how you're doing today. Remember, 'The Lord is my strength and my shield; my heart trusts in him, and he helps me' (Psalm 28:7). I'm always here to listen and pray alongside you."
- Mike: "Sarah, your words of encouragement and the scriptures we've shared have been really comforting. Praying together has been helping me discover peace and strength. I'm feeling more optimistic about overcoming my addiction."

The ongoing contact and prayer sessions become a crucial turning point in Mike's battle with addiction.

- Digital Missionary: "Mike, it's inspiring to hear about your positive changes. Your progress reflects your inner strength and the power of faith. Hold onto hope and remember, 'With God all things are possible' (Matthew 19:26). We are here for you."
- Mike: "Thank you, Sarah, for your steadfast support. The regular prayers and

your unwavering presence have been key in helping me through my toughest days. I feel I've made a significant stride in my fight against addiction."

This one-month milestone in Mike's recovery highlights the crucial role of the digital missionary's dedication as an expression of faithfulness, reflected in their ongoing communication, prayers and encouragement. Mike's journey is a testament to the power of compassionate digital pastoral care in fostering hope and facilitating healing.

8. Gentleness: Strength in Compassion

Gentleness, especially when handling sensitive issues or conflicts, is more effective than being forceful. It demonstrates controlled strength and a compassionate, understanding heart. In online pastoral care, gentleness can break barriers and encourage open, honest communication.

In the digital realm, where tone and intent may be misunderstood, gentleness is essential. It requires active listening, empathy and kindness, even in tough situations. This aligns with the biblical concept of meekness, which embodies God's strength under control, rather than weakness.

In practice, gentleness in pastoral care involves creating a safe, nurturing space for individuals to express their struggles and uncertainties. It's about gentle guidance, understanding each person's context, and using healing words and actions. This method effectively resolves issues and mirrors the gentle demeanor of Christ in His interactions.

Scenario: James, a member of the online church community, expresses frustration and anger in a forum post over a recent church decision.

- Digital Missionary: "James, I understand your concerns and the strong feelings you have about this decision. It's important for us to have open dialogues about these matters. I appreciate your honesty in sharing your thoughts."
- James: "I just feel like nobody listened to us. It feels unfair."
- Digital Missionary: "Your feelings are valid, and it's crucial you feel heard. While decisions can be complex, involving various factors, I assure you your voice matters. Let's discuss this further. Can we set up a time to talk more about your concerns?"

The digital missionary's gentle approach helps de-escalate the situation, making

James feel heard and understood. This demonstrates the power of a compassionate and controlled response in handling sensitive issues.

9. Self-control: Navigating Online Interactions Wisely

Self-control is pivotal in managing personal emotions and reactions, especially in online interactions where misunderstandings are frequent. In digital evangelism and pastoral care, maintaining self-control is essential for constructive, respectful conversations.

The lack of physical cues in the digital environment often leads to misinterpretations. Exercising temperance is crucial to ensure responses are thoughtful, measured and align with Christian principles. It involves pausing to reflect before responding, ensuring our words and actions resonate with the fruits of the Spirit.

Practicing self-control requires awareness of the impact of our words, avoiding impulsive or emotionally charged responses. It's about responding with dignity and respect for everyone involved, preventing conflict escalation and setting a positive example for communication.

Ultimately, self-control in online pastoral care means embodying Christ's temperate nature, ensuring our digital interactions are marked by kindness, respect and understanding, even amidst challenges or disagreements.

Scenario: During an online chat, Sarah, a community member, misunderstands a comment made by the digital missionary and responds with frustration.

- Digital Missionary: "Sarah, I apologize if my comment caused any confusion or upset. It was not my intent. I value our conversation and would like to clarify my point to ensure we're on the same page."
- Sarah: "Your comment felt judgmental. I might have misinterpreted it."
- Digital Missionary: "Thank you for sharing how you felt. Open communication is key, and I'm here to listen and clarify. I believe our discussion is important and want to continue it with mutual understanding and respect."

By exercising self-control and not reacting defensively, the digital missionary addresses the misunderstanding calmly, fostering a respectful and productive dialogue. This scenario highlights the importance of managing emotions and reactions wisely in online interactions.

In summary, embracing the nine Fruits of the Spirit in online pastoral care provides



an exhaustive framework for digital missionaries. Each virtue, from love through self-control, is instrumental in shaping our interactions, assistance and guidance in the digital world. This method not only augments the quality of online pastoral care but also ensures our digital interactions mirror Christ's teachings. Embracing these virtues cultivates an empathetic, insightful and spiritually enriching online space, strengthening faith communities and promoting profound spiritual development.

Chapter 14.

Cultivating Effective Online Pastoral Conversations: Emulating the Approach of Jesus

This chapter delves into the art of fostering meaningful online dialogues that mirror the teachings and methods of Jesus Christ. This chapter begins with the concept of initiating prayer-centered conversations, an integral part of spiritual support. It emphasizes the significance of prayer as the starting point for opening hearts and building spiritual relationships, akin to Jesus' teachings on persistent prayer.

Various aspects of effective online pastoral communication are then explored, including active listening, the art of inquiry, personalized engagement, integrating scripture and encouraging consistent prayer. These facets are crucial in developing a deeper understanding, trust and connection in the digital space.

Commencing Prayer-centered Conversations

Prayer is a cornerstone of spiritual support, and its role in online pastoral care cannot be overstated. Asking for prayer requests is the very first step in opening their hearts and initiating a spiritual relationship. It's at this point that God's intervention begins.

Jesus' teaching on persistent prayer (Matthew 7:7-11) underscores the importance of continuous asking, seeking and knocking in prayer. This principle encourages us to persist in bringing prayer requests to God. In online pastoral care, we can apply this teaching by encouraging others to persistently present their needs and hopes in prayer, reassuring them of God's attentive and responsive nature. This approach not only fosters deeper spiritual connections but also nurtures a robust prayer life in those we minister to.

Examples of Starting a Prayer Conversation:

- Inviting Specific Requests: "Is there something specific you would like to pray about today?"
- Encouraging Openness: "Feel free to share anything on your heart that you would like to bring to God in prayer."
- Offering Support: "I'm here to support you in prayer. What's on your mind that we can pray for together?"
- Creating a Welcoming Space: "Our conversation is a safe space. Would you like to share a prayer request or concern?"
- Echoing Jesus' Teachings: "Jesus encouraged us to ask and seek. What would you like to ask for in prayer today?"

Examples of Follow-up on Prayer:

- "I remember your last prayer request. How has that situation been progressing?"
- "In our last conversation, you mentioned [specific issue]. How is that going now? I have continued to keep it in my prayers."
- "I have been keeping you in my prayers since we last spoke. Have there been any changes or new developments?"
- "I've been praying about [specific topic] for you. I'd love to hear if there's been any progress or new challenges."
- "I wanted to check in and see how you're doing after our last prayer together. Have there been any improvements or new concerns?"

In every interaction, aim to be a source of encouragement, positivity and spiritual strength. Through thoughtful words, uplifting scripture and heartfelt prayer, we provide significant support and hope to those in need.

Enhancing Active Listening Skills

Active listening is pivotal in digital pastoral care, as it helps in understanding and effectively responding to the concerns of those seeking help. One of our most impactful advertisement messages in our digital prayer campaign is "Do you need to talk to someone?" This question addresses a profound need in today's world: people are seeking someone to talk to, someone who will truly listen to them. The common issue is many people feel unheard in sharing their personal stories and situations.

In online pastoral care, the first step is to invite individuals to express themselves through prayer requests. Then let them know you are listening and God is hearing them too. This approach can be a significant touching point for them. When people realize their concerns are being heard and acknowledged, it encourages them to open up.

This active engagement goes beyond just hearing words. It involves understanding the emotions and thoughts behind them. It's about creating a space where individuals feel safe and valued in sharing their experiences. By doing so, we not only foster a deeper connection but also provide them with the comfort and reassurance they are not alone in their journey.

This approach is deeply rooted in the examples set by Jesus Christ. Mirroring His interaction with the disciples on the road to Emmaus (Luke 24:17-20), we actively inquire and listen, showing a genuine interest in different perspectives. Following



Jesus' example with the Samaritan woman at the well (John 4:7-26), we listen and engage without prejudice, ensuring everyone feels heard, regardless of their background. Similarly, as Jesus did with the sick and demon-possessed (Mark 1:32-34), we listen to address not just physical or surface-level issues, but also deeper emotional, social and spiritual needs, providing a holistic approach to care.

By integrating these biblical examples of Jesus' active listening, we enhance the effectiveness of our online pastoral care. This human connection is essential and leads to transformative experiences both for those seeking help and for us as digital missionaries.

Key Points in Active Listening:

- Give Full Attention: When someone reaches out, focus entirely on their message. Avoid multitasking. Give them the priority they deserve.
- Clarify and Acknowledge: Use clarifying questions to grasp their situation fully. Acknowledge their feelings and experiences without trivializing or dismissing their concerns.
- Handling Negative Emotions: Understand that expressions of frustration or anger toward you or God can arise from various sources, including fear, discomfort or overwhelming challenges. Recognize that these emotions might be rooted in deep pain.
- Navigating Misunderstandings: Digital communication lacks tone, facial expressions and body language, making misunderstandings more likely. Always give individuals the benefit of the doubt and avoid making assumptions.
- Avoid Arguments: Arguing typically escalates conflict. Instead, aim for understanding through active listening and gentle questions. This helps clarify their perspective and de-escalate tension.
- Pray for Insight: As you listen and before you respond, take a moment to pray. This invites divine guidance, providing you with the wisdom and words necessary for a peaceful and productive resolution.

Implementing these Active Listening Techniques:

- Scenario: A community member expresses anger about a personal crisis.
  - Response: "I hear the pain and frustration in your words. It's okay to feel these emotions. Would you like to share more about what's causing them?"
- Scenario: Someone is upset with God.
  - Response: "It's tough when we feel disconnected or upset with God. I'm here to listen. Tell me more about what's been going on with you."

By applying these active listening techniques, digital missionaries foster a more empathetic, understanding and supportive online environment. This approach not only aids in resolving issues more peacefully, but also strengthens the bond of trust and care between the digital missionary and those seeking support.

The Art of Personalized Engagement in Online Pastoral Care: Cultivating Deep Connections

The essence of effective online pastoral care lies in its personalization. Echoing the sentiment that "God loves you" and "God loves Ryan" carry distinct meanings because love is inherently personal. This personal aspect is the foundation of online pastoral care. It emphasizes the importance of making each conversation tailored to the individual, recognizing their specific needs and circumstances.

In the realm of digital communication, where automated responses are the norm, a personalized touch in messaging is crucial for fostering meaningful connections. The story of Jesus' interaction with Zacchaeus (Luke 19:1-10) exemplifies this personalized approach. By addressing Zacchaeus by name and understanding his unique situation, Jesus showed the transformative power of personalized communication. This approach not only established a deep connection with Zacchaeus but also set a precedent for how we should engage with others in a digital environment.

Personalized interactions are key to effective online pastoral care, resonating at a personal level and offering the human connection often missed in digital exchanges. This approach bridges the digital divide. It facilitates sincere and heartfelt interactions, which are essential in an era where authentic human connection is increasingly rare. Personalization not only enhances the quality of pastoral care but is critical in establishing deeper, more supportive relationships.

The Impact of Personalization

- Encourages Openness: Personalized messages make individuals feel seen and heard, encouraging them to open up about experiences and feelings.
- Builds Trust: Showing that you remember and care about their specific situation helps build trust, an essential component in pastoral care.
- Fosters Deeper Connection: Personalization leads to deeper and more meaningful relationships, as it shows a commitment to understanding and supporting the individual on a personal level.

Examples of Generic versus Personalized Messaging

- **Generic Response:** "I'll pray for you."
  A generic response, while well-intentioned, can feel impersonal and detached. It doesn't convey a deep engagement with the individual's specific situation.
- **Personalized Response:** "Ben, I'm deeply moved to be praying for you. You are valued and loved by God, and we care for you too. Would you like to share more about what's on your heart?"
  In contrast, a personalized approach demonstrates a deeper level of engagement and care. By addressing the individual by name and showing willingness to engage in their specific situation, it conveys a sense of personal attention and empathy. This approach is more likely to encourage the individual to open up and share more about their struggles or needs.

In online pastoral care, personalizing messages is not just about using someone's name. It's about connecting with their unique experiences and showing genuine interest and care for their individual journey. This level of personal attention makes a significant difference in the effectiveness of pastoral care and the overall spiritual support provided.

Deepening Understanding through Inquiry in Online Interactions

In online pastoral care, emulating Jesus' use of questions deepens understanding and connection. Thoughtfully framed questions, inspired by Jesus' approach, opens doors to insightful conversations and strengthens relationships.

Equally important in online pastoral care is the use of deeper, respectfully framed questions. These questions, while maintaining respect for privacy, encourage individuals to open up, thereby facilitating a more effective pastoral dialogue. For example, consider a scenario where an individual requests prayer for their health:

- Initial Request: "Please pray for my health."
- Deeper Inquiry: "I'm here to support you through prayer. If you're comfortable sharing, could you tell me a bit more about what you're facing with your health? Understanding more could help me pray more specifically for you."

Seeking Personal Desires: Echoing Jesus' inquiry, "What are you looking for?" (John 1:38), we might ask, "What are you seeking on your spiritual journey?" This encourages individuals to contemplate and articulate their personal spiritual goals and desires.

- Practical Question: "In your spiritual journey, what is the one thing you feel you are most in search of right now?"
- Further Inquiry: "Can you share a moment or experience that made you feel particularly close to or distant from your spiritual goals?"

Understanding Identity and Beliefs: Drawing from Jesus' question "Who do you say that I am?" (Matthew 16:13-15), we can explore individual beliefs by asking, "How do you perceive your relationship with God?" This question helps individuals express and reflect on their faith.

- Practical Question: "When you think about your relationship with God, what images or feelings come to mind?"
- Further Inquiry: "Has there been a time in your life where you felt your understanding of God change or grow?"

Exploring Readiness for Change: Reflecting Jesus' concern in John 5:6, we might ask, "What changes are you seeking in your life?" This question gauges a person's openness to transformation and support.

- Practical Question: "Looking ahead, what is one area of your life where you feel ready or hopeful for change?"
- Further Inquiry: "What do you think might be the first step toward this change, and how can I support you in that?"

Challenging Perspectives: Questions like "What brings true fulfillment in your life?" inspired by Jesus' teachings (Matthew 16:26) encourage individuals to reevaluate their life priorities and spiritual health.

- Practical Question: "In your day-to-day life, what activities or interactions bring you the most genuine sense of fulfillment?"
- Further Inquiry: "How do these fulfilling aspects align with your spiritual

values or your understanding of Jesus' teachings?"



By asking meaningful open-ended questions, digital missionaries effectively support and guide those seeking spiritual help, mirroring Jesus' empathetic and insightful approach to engaging with individuals.

Integrating Scripture: Sharing Relevant Bible Verses

The Bible stands as God's eternal guide for humanity, inspired by divine wisdom. It serves as a revelation from God, offering the ultimate guidance in life. In the realm of online pastoral care, integrating the Bible is crucial. God's Word is a vital instrument for directing lives and providing genuine counsel on life's issues to believers.

Digital missionaries must study the Bible, making its reading a core part of their daily practice and integrating scripture into online pastoral conversations. Jesus skillfully used Scripture relevant to the specific situations of His listeners, such as employing the Book of Psalms to console those in distress. Bible verses offer solace, direction and insight. When recommending scripture, considering the context of the individual's circumstances and their spiritual path is essential.

Selecting and Sharing Bible Verses:

Contextual Relevance: Choose verses that relate to the individual's current situation or feelings. For instance, the Book of Psalms for comfort in times of grief or the Book of Proverbs for wisdom in decision-making.
Avoid Overwhelm: Offer one or two verses rather than an entire chapter or book. This makes it more digestible and meaningful.
Explain the Relevance: Briefly explain why you've chosen a particular verse and how it might apply to their situation.
Invite Reflection: Encourage them to reflect on the verse and consider what it means for them personally.

Practical Example of Suggesting Bible Verses:
Suppose an individual is experiencing anxiety and uncertainty about their future.

You could suggest a relevant scripture such as Philippians 4:6-7: "Do not be anxious about anything, but in every situation, by prayer and petition, with thanksgiving, present your requests to God. And the peace of God, which transcends all understanding, will guard your hearts and your minds in Christ Jesus."

> **Explanation of Relevance:** "I chose these verses because they offer comfort in times of anxiety, reminding us to trust in God's plan and find peace through prayer."
> **Inviting Reflection:** "As you read these verses, consider how you can bring your worries to God in prayer and find peace in His presence."

Encouraging Consistent Prayer

Jesus' practice of regular prayer demonstrates His deep commitment to maintaining a connection with God. Frequently seeking solitude for prayer (Mark 1:35), He showed the importance of personal communion with God. His all-night prayers before significant decisions (Luke 6:12-13) reveal prayer's crucial role in seeking God's guidance. In times of distress, like in Gethsemane (Matthew 26:39), Jesus' prayers reflected His deep trust in and submission to God's will. Emulating Jesus' example in regular prayer nurtures a stronger, more intimate relationship with God, offering a profound source of strength and comfort.

We can not just pray, but also engage in conversations that encourage our contacts to pray independently. Encouraging regular prayer can be a significant aid in an individual's spiritual journey.

Guidance for Encouraging Regular Prayer:

Personalize Prayer: Suggest they speak to God in their own words, expressing their true feelings and thoughts.
Routine Development: Encourage setting aside a regular time for prayer, whether it's morning, evening or during a daily activity like a commute.
Prayer Topics: Offer ideas for what they might pray about—gratitude, guidance, strength or prayers for others.
Modeling Prayer: Lead by example. Share how regular prayer has impacted your own life.

Practical Example of Encouraging Regular Prayer:

- Digital Missionary: "I've found that speaking to God in my own words has brought me so much comfort and connection. It's like having a personal

conversation with Him. Have you ever tried expressing yourself to God in your own words? It might bring a different perspective to your prayer experience."

- Seeker: "Not really, but I'd like to."
- Digital Missionary: "That's great! It can be as simple as talking to a friend. And it's helpful to set aside a specific time each day for prayer. Whether it's in the morning, evening or during your commute, consistency can make it a habit. What time works best for you?"
- Seeker: "I think mornings would be ideal."
- Digital Missionary: "Perfect! You can start with gratitude for a positive mindset. Then, consider praying for guidance, strength or even for others. And remember, I'm here if you ever want to share your prayer experiences or have any questions."

By applying these principles, digital missionaries can effectively emulate Jesus' approach to pastoral care, creating an empathetic, understanding and supportive online environment that fosters spiritual growth and meaningful connections.

Chapter 15.

What to Avoid in Online Pastoral Care

This chapter discusses what to avoid in online pastoral care. It emphasizes the importance of a non-judgmental approach, steering clear of doctrinal debates, respecting diverse beliefs and refraining from making promises on behalf of God. The chapter provides practical guidance on maintaining an accepting environment and focusing on support rather than theological disputes. It highlights the significance of building relationships through online pastoral care before engaging in doctrinal discussions. The central theme is to respect individuals' unique spiritual journeys while offering loving support, guidance and prayer.

Avoiding a Judgmental Approach

Emphasizing a non-judgmental and accepting approach in online pastoral care is crucial for fostering a safe and supportive environment. This approach allows individuals to share openly without fear of judgment or criticism. Jesus exemplified a non-judgmental approach in his interactions. In the story of the woman caught in adultery (John 8:1-11), when the crowd wanted to stone her, Jesus responded with compassion and non-judgment. He said, "Let any one of you who is without sin be the first to throw a stone at her." By doing so, he prevented the judgmental crowd from condemning her and emphasized the importance of mercy and understanding in pastoral care.

Avoiding Assumptions: Avoid making assumptions to prevent misunderstandings and promote open communication in pastoral care.

Expressing Understanding: Demonstrate understanding by using language that acknowledges the individual's feelings and experiences, regardless of differences.

Scenario: When someone shares a struggle or doubt that might be controversial or outside of your own experiences, respond with phrases like, "I hear what you're saying and understand that this is a challenging situation for you. How can I support you through this?"

By adopting a non-judgmental and accepting approach, digital missionaries create a more inclusive, empathetic and supportive online environment. This approach not only aligns with the Christian principle of unconditional love but also encourages a deeper and more honest engagement from those seeking guidance and support.

Avoiding Engagement in Doctrinal Debates

In online pastoral care, it's crucial to focus on providing support and guidance rather than engaging in doctrinal debates, which can lead to division and

distraction. By concentrating on building relationships through online pastoral care, we open the door to deeper, more meaningful interactions. Once a solid relationship foundation is established, we can then invite individuals to doctrinal discussions. This approach, grounded in open hearts and stronger relationships, is more effective than initiating such discussions at the online pastoral care stage.

In his ministry, Jesus often avoided engaging in doctrinal debates as the initial approach. Instead, he prioritized building relationships and meeting people's immediate needs. For example, in the encounter with the Samaritan woman at the well (John 4), Jesus initially focused on her spiritual thirst and offered living water rather than delving into theological debates about worship. By establishing a connection first, he created an opportunity for deeper discussions later, illustrating the importance of relationship-building in pastoral care.

Steering Conversations Away from Doctrinal Debates:

- Acknowledge the Question or Concern: "I understand this is an important issue for many. Our main focus here is to provide support and guidance."
- Redirect to Personal Experience: "While doctrinal discussions can be valuable, I'm more interested in hearing about your personal experiences and how I can support you in your spiritual journey."
- Offer to Discuss Separately: "This is a complex topic. Perhaps we can explore this in a different setting or I can recommend some resources for you to consider."

Avoiding the Imposition of Personal Beliefs

Respecting diverse beliefs is essential in pastoral care. Our role is to guide and support, not to impose our beliefs. Through this digital evangelism project, we encounter individuals from various religious backgrounds. Our ultimate goal is to invite them to the church and hope they accept Jesus as their personal savior. However, online pastoral care is the first step in building these relationships.
In the context of avoiding the imposition of personal beliefs, Jesus demonstrated this principle in his interactions with people of different faiths.

For example, in the same story of the Samaritan woman at the well (John 4) he initially engaged in a conversation about living water without imposing his beliefs. Instead, he allowed her curiosity to lead to deeper discussions about faith. It highlights the importance of nurturing connections and respecting diverse beliefs in online pastoral care.

A testament to this approach is my experience with a Buddhist lady I met during our digital evangelism efforts. She continuously asked for prayer, fully aware that we were Christian. Over time, her curiosity about our religion grew, leading her to initiate a request for Bible study before we even suggested it. This story highlights the importance of nurturing connections and respecting each individual's journey, allowing them the space and time to explore faith organically.

Scenario: You are a digital missionary engaging with an individual who practices a different religion. Your goal is to build a respectful and supportive relationship without imposing your beliefs.

- Seeker: "I follow [mention religion]. It's essential for me, but I have some questions about spirituality."
- Digital Missionary: "I appreciate your openness. I'm here to listen and support you in your spiritual exploration, regardless of your beliefs. Let's explore your questions and journey together, respecting your unique path."

Avoiding Promises on Behalf of God

It is crucial in pastoral care to avoid definitive statements or promises on behalf of God to prevent misunderstandings and potential disappointments. Recognize that sometimes God's timing differs from ours, and occasionally receiving no answer is, in itself, an answer. We must be cautious not to promise specific outcomes.

However, remember that we can always offer encouragement through God's Scripture. Encouragement, rooted in biblical truths, is different from making promises. It provides hope and strength without the risk of misrepresenting God's will or creating unrealistic expectations. In this way, we respect the individual journey of faith, acknowledging that God works in diverse and often unexpected ways in each person's life.

- Focus on Prayer and Support: "Let's pray for guidance and strength in this situation. We trust in God's wisdom and love to lead us through."
- Encourage Trust in God's Plan: "While we can't know all of God's plans, we can trust that He has our best interests at heart. Let's focus on seeking His guidance together."
- Offer Comfort without Assumptions: "I can't say for certain what God's plan is, but I can assure you of His unchanging love and presence in your life."

It's important for digital missionaries to avoid doctrinal debates, imposing personal beliefs or making promises on behalf of God. The focus should always



be on providing loving support, guidance and prayer, respecting the individual's unique spiritual journey.

Chapter 16.

Learning Online Pastoral Care through Example Dialogues

This chapter provides a practical example of an online pastoral care conversation focused on health concerns, a common topic in prayer requests. The dialogue demonstrates the use of specific questioning techniques to encourage open sharing, and how to offer biblical encouragement and prayer in response.

The First Conversation

- Digital Missionary: "Hello, Ryan. How are you feeling today?"
- Ryan: "I'm managing. Thanks for asking."

Start the conversation with a general well-being check. This creates a comfortable opening for the person to share.

- Digital Missionary: "Ryan, I'm here to listen. If there's anything on your heart, especially regarding your health, that you'd like to bring to God in prayer, please feel free to share."
- Ryan: "Actually, I've been dealing with some health issues lately."

Invite specific prayer requests. This encourages the individual to open up more about their concerns.

- Digital Missionary: "I'm sorry to hear that, Ryan. Would you feel comfortable sharing more about what specific health challenges you're facing?"
- Ryan: "I've recently been diagnosed with a chronic condition, and it's tough."

Encourage them to share details, showing empathy and understanding.

- Digital Missionary: "That must be very hard, Ryan. Let's pray together for your health and strength during this tough time. Heavenly Father, In Your boundless compassion, we lift Ryan to You. Aware of his health struggles, we trust in Your healing. As Psalm 107:20 declares, send Your word to heal him. Grant Ryan strength and hope each day. In weariness, renew Ryan's spirit. We seek comfort and encouragement for Ryan, praying he feels Your presence and love, a testament to Your unceasing care. In Jesus' name, we pray for Ryan's healing and uplifted spirit. Amen."
- Ryan: "Thank you. That means a lot to me."

Offer a prayer that addresses their specific need, incorporating relevant scripture for encouragement.

- Digital Missionary: "Ryan, remember God's strength and comfort are always

with you. Isaiah 41:10 says, 'So do not fear, for I am with you; do not be dismayed, for I am your God. I will strengthen you and help you; I will uphold you with my righteous right hand.'"

- Ryan: "That's reassuring. Thank you."

End with a scripture that offers hope and reassurance.



This sample conversation of the first contact demonstrates the importance of specific questioning to understand the individual's needs better and the use of prayer and scripture to provide spiritual support and comfort. Such an approach helps deepen the spiritual connection and offers tangible support through the challenges they face.

Follow-up Conversation

Conducting a follow-up no later than three days after the initial discussion strikes a delicate balance. It ensures ongoing support and shows that the person is remembered and cared for, while also respecting their personal space and need for time to process their situation.

The follow-up conversation starts with a personal check-in, demonstrating that the digital missionary remembers the individual's specific concerns, establishing a sense of continuity and ongoing care. Acknowledging and empathizing with the individual's struggles is crucial, as it conveys understanding and validation of their feelings.

Encouraging the individual to share updates or ongoing challenges is a key aspect of active listening and shows genuine concern for their current state. Providing spiritual support through prayer, specifically tailored to the individual's needs, reinforces the digital missionary's role in offering comfort and guidance. Using scripture to affirm the individual's resilience and reminding them of the supportive community they are part of helps bolster their confidence and sense of belonging.

The conversation should ideally conclude with an open invitation for further interaction, indicating the digital missionary's ongoing availability and willingness to provide support. Finally, reassuring the individual that they remain in thoughts

and prayers emphasizes continuous spiritual care and concern, fostering a deeper, trusting pastoral relationship.

Overall, this approach to follow-up conversations in online pastoral care is integral to ensuring that individuals feel consistently supported, especially when navigating challenging circumstances such as health issues. It's a delicate balance of offering support, empathy and spiritual guidance while maintaining a respectful and caring presence.

- Digital Missionary: "Hello, Ryan. I've been thinking about you and praying for your health. How have you been feeling since our last conversation?"

Starting with a personal check-in demonstrates ongoing care and remembrance of Ryan's specific needs.

- Ryan: "Hey, it's been a bit tough, but I'm holding on. Thanks for keeping me in your thoughts."
- Digital Missionary: "I understand it's not easy, Ryan. Dealing with health challenges can be overwhelming. Remember, you're not alone in this journey. Have you found any moments of comfort or relief recently?"

By acknowledging Ryan's struggle and encouraging him to share recent experiences, the digital missionary shows active listening and empathy.

- Ryan: "Well, I've been trying to stay positive and keep up with my treatment, but sometimes it feels like too much."
- Digital Missionary: "It's perfectly normal to feel that way, Ryan. A chronic condition can be a heavy load to carry. How about we pray together for strength and perseverance through these challenges?"
- Ryan: "Yes, that would be really helpful."
- Digital Missionary: "Heavenly Father, we lift up Ryan to You, entrusting his health in Your caring hands. Amid his health struggles, we seek Your strength and endurance to sustain him. Comfort Ryan with the knowledge that You accompany him at every step. In challenging moments, fill him with courage, as promised in Joshua 1:9, to be strong and unafraid. May this assurance be his beacon of hope. We ask for wisdom for Ryan's health care providers, that they may offer him the best possible care. In times of doubt, let Ryan feel Your steadfast presence, providing him solace and strength. In Jesus' name, we pray for Ryan's healing and fortitude, comforted by Your ever-present love. Amen."

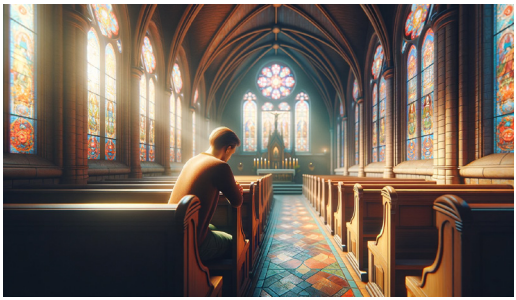
Prayer focusing on strength, perseverance and the assurance of God's presence in ongoing challenges

- Digital Missionary: "You're doing an incredible job navigating this, Ryan. Remember, as Philippians 4:13 reminds us, 'I can do all things through Christ who strengthens me.' You have a community here that cares for you and supports you."

This affirmation provides Ryan with spiritual support and a reminder of his inner strength and the support network around him.

- Ryan: "Thanks so much for your prayers and support. It's comforting to know that I'm not going through this alone."
- Digital Missionary: "Absolutely, Ryan. You're always in my thoughts and prayers. Feel free to reach out at any time if you need to talk or pray together. We're here for you, not just as your digital missionaries but as friends who care deeply."

Concluding with an open invitation for future conversation and emphasizing the friendship and support reaffirms the ongoing commitment to Ryan's well-being and spiritual journey.



Next Conversation

I recommend scheduling the third conversation with your contact within one week. However, it's important to note that this timeframe can be adjusted based on the specific needs and comfort level of the individual.

The key is to maintain consistent communication to remind them they are cared for and that a supportive friendship has been established. In this next conversation, continue to offer encouragement, weaving in relevant Bible verses to uplift and comfort them. This approach not only strengthens your pastoral relationship with them but also helps deepen their relationship with God.

It's crucial to convey through your words and actions that you are there for them not just as a digital missionary but as a friend who genuinely cares. Encourage them to lean on their faith and trust in God's plan, reassuring them they are never alone in their struggles. By doing so, you'll help foster a sense of hope and resilience,

pointing them toward a stronger reliance on God's guidance and strength.

- Digital Missionary: "Good morning, Ryan! It's been a week, and I've been thinking about you. How have you been managing with everything?"

Checking in after a week is a thoughtful way to show Ryan that his well-being is continually on the digital missionary's mind, balancing care without overwhelming him.

- Ryan: "Good morning! It's been a bit challenging, but I'm getting through it."
- Digital Missionary: "I'm glad to hear you're pushing through, Ryan. It's perfectly normal to find these times challenging. I want you to know I care about how you're doing, and I'm here to support you. How about we say a prayer together for encouragement and to strengthen your relationship with Jesus in this tough time?"

Offering to pray for Ryan emphasizes ongoing spiritual support and the desire to build a deeper, more personal relationship.

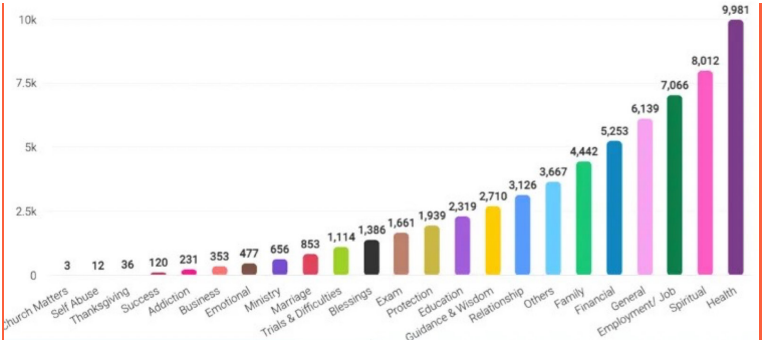
- Digital Missionary: "Heavenly Father, We come before You today with Ryan in our hearts. In these challenging times of health struggles, we ask for Your loving embrace to surround him. May he feel Your presence more strongly than ever, providing comfort and strength. Lord, we pray for encouragement for Ryan. In moments of doubt or pain, remind him of Your unending love and grace. May he find solace in Your word and peace in Your promises. Help him see Your hand at work in every aspect of his life, strengthening his faith and deepening his relationship with You. We ask that You guide Ryan in this difficult journey, showing him the path of hope and resilience. Let him feel connected to You, Jesus, drawing strength from Your example of perseverance and unconditional love. May Ryan's trust in You grow each day, finding in You a refuge and a source of unshakeable strength. Help him to lean on You, finding courage and solace in Your unwavering support. In Jesus' name, we pray. Amen."
- Ryan: "Thank you so much for that prayer. It really helps to feel this connection and support."
- Digital Missionary: "You're very welcome, Ryan. And remember, 'Come to me, all you who are weary and burdened, and I will give you rest' (Matthew 11:28). I am not just here to pray for you. I am a friend who is with you on this journey. Feel free to reach out whenever you need to."

Concluding with a scripture offers Ryan additional comfort and reinforces the message of the prayer. It also strengthens the bond of friendship, showing that the digital missionary is genuinely committed to Ryan's journey.

Chapter 17.

Frequent Prayer Requests—Guided Prayer Templates

Our digital prayer campaign has highlighted key concerns prompting individuals to seek divine intervention. These concerns predominantly include health issues, spiritual guidance, job opportunities, financial stability and prayers for family, education and relationships. The chart below details these request frequencies, illustrating the diverse needs in our community.



Data sourced from the Communication Department of the General Conference of Seventh-day Adventists

For these common prayer concerns, we have developed prayer templates enriched with pertinent Bible verses. Our goal is to offer spiritual support and connect with the unique challenges and hopes of our community. By tailoring our prayers to address specific needs, we aim to bolster faith, deliver solace in hard times and partake in celebratory moments. Each prayer showcases our commitment to accompanying them on their spiritual path, firmly grounded in the hope and assurances of God's Word.



Prayers for Health

For Physical Healing and Comfort

"Gracious Lord, we bring [Name] to You, seeking healing and comfort. Reminded of Jeremiah 17:14's promise, we ask for Your healing touch over [Name], restoring health and vitality and surrounding them and their loved ones with peace during recovery. In Jesus' name, Amen."

For Strength in Illness

"Heavenly Father, in the midst of [Name]'s

illness, we seek Your strength and grace. We are comforted by Your word in Isaiah 41:10, 'So do not fear, for I am with you; do not be dismayed, for I am your God. I will strengthen you and help you; I will uphold you with my righteous right hand.' May this promise uplift [Name] and provide a refuge in this challenging time. Grant them resilience, hope and a deep sense of Your unwavering presence. In Jesus' name, we pray. Amen."

For Mental and Emotional Well-being

"Loving God, we pray for [Name] who is struggling not just physically, but also mentally and emotionally. In Your word, Psalm 34:17-18, it says, 'The righteous cry out, and the Lord hears them; He delivers them from all their troubles. The Lord is close to the brokenhearted and saves those who are crushed in spirit.' We ask that You bring comfort to their heart and mind. Provide them with the peace only You can give, and guide those caring for them with wisdom and compassion. In Jesus' name, we pray. Amen."

Prayers for Family Relationships

For Unity and Understanding



"Dear Lord, we bring [Name]'s family before You, asking for Your spirit of unity and understanding to dwell among them. As Ephesians 4:31-32 encourages us, 'Let all bitterness and wrath and anger and clamor and slander be put away from you, along with all malice. Be kind to one another, tenderhearted, forgiving one another, as God in Christ forgave you.' May this spirit of forgiveness and kindness be the cornerstone of their interactions, healing any rifts and strengthening their bond as a family. In Jesus' name, we pray. Amen."

For Guidance in Parenting

"Heavenly Father, guide [Name] in the journey of parenting. Your word in Proverbs 22:6 teaches us to 'Train up a child in the way he should go; even when he is old he will not depart from it.' Grant them wisdom, patience and love as they raise their children in Your ways. Help them to be examples of Your love and grace, guiding their children with understanding and nurturing their growth in faith and character. In Jesus' name, we pray. Amen."

For Reconciliation and Peace

"Lord, we pray for reconciliation within [Name]'s family. Where there is hurt and misunderstanding, bring Your healing and peace. As Matthew 5:9 says, 'Blessed are the peacemakers, for they will be called children of God.' Inspire in them a spirit of peacemaking, helping them to seek understanding, extend forgiveness and rebuild trust. May Your love be the bond that unites them, and Your wisdom guide them to a path of reconciliation and renewed connection. In Jesus' name, we pray. Amen."

Prayers for Strengthening Faith



For Deepening Faith in Difficult Times

"Gracious God, we pray for [Name], who is seeking to deepen their faith amidst trials. We are reminded of Your encouraging words in James 1:2-4, 'Consider it pure joy, my brothers and sisters, whenever you face trials of many kinds, because you know that the testing of your faith produces perseverance.' May these challenges be a catalyst for growth in their faith, helping them to trust in You more fully and find peace in Your promises. Strengthen their resolve to follow You, even when the path is unclear, and renew their hope in Your unfailing love. In Jesus' name, we pray. Amen."

For Overcoming Doubts and Questions

"Lord, as [Name] navigates through a season of doubt and questioning, we ask for Your guidance. In Mark 9:24, a father cried out, 'I do believe; help me overcome my unbelief!' May this prayer be echoed in [Name]'s heart. Illuminate their mind with Your truth, provide answers to their questions, and reaffirm the assurance of Your presence. Let their doubts lead to a deeper understanding and a stronger faith, rooted in Your unfailing love and wisdom. In Jesus' name, we pray. Amen."

For Renewed Passion and Purpose in Faith

"Heavenly Father, rekindle the fire of faith within [Name]. In times when they feel distant or disconnected, remind them of Your constant presence. Your word in Psalm 51:10-12 says, 'Create in me a pure heart, O God, and renew a steadfast spirit within me. Do not cast me from Your presence or take Your Holy Spirit from me. Restore to me the joy of Your salvation and grant me a willing spirit, to sustain me.' May these words be a source of renewal and joy for [Name], guiding them back to a place of passion, purpose and peace in their spiritual journey. In Jesus' name, we pray. Amen."

Prayer for Deliverance from Sin or Addiction

For Strength and Deliverance from Addiction

"Heavenly Father, we lift [Name] to You, seeking Your strength and deliverance from addiction. In 1 Corinthians 10:13, You assure us, 'No temptation has overtaken you except what is common to mankind. And God is faithful.' Grant [Name] the courage to face this challenge, the strength to overcome and the peace of knowing Your ever-present help in this battle. Surround them with Your love and guide them toward the path of recovery and freedom. In Jesus' name, we pray. Amen."

For Breaking the Chains of Sin

"Lord God, we pray for [Name] as they strive to break free from the chains of sin. In Romans 6:14, Your word says, 'For sin shall no longer be your master, because you are not under the law, but under grace.' Let this truth resonate in [Name]'s heart, that through Your grace, they have the power to overcome sin. Provide them with the discernment to recognize temptations, the wisdom to avoid them and the conviction to live in righteousness. May Your grace be their strength, and Your love their guiding light. In Jesus' name, we pray. Amen."

For Restoration and Renewal

"Dear Jesus, we bring [Name] before You, praying for their restoration and renewal from the grip of sin or addiction. Psalm 51:12 pleads, 'Restore to me the joy of your salvation and grant me a willing spirit, to sustain me.' Renew [Name]'s spirit, Lord. Replace the emptiness or pain that drives their addiction with the joy of Your salvation. Heal their wounds, restore their hope and rebuild their life upon Your unshakable love. In Your mercy, guide them back to the fullness of life in You. In Jesus' name, we pray. Amen."

Prayers for Financial Difficulty

For Provision and Guidance

"Gracious God, in [Name]'s time of financial difficulty, we ask for Your provision and guidance. Philippians 4:19 promises, 'And my God will meet all your needs according to the riches of His glory in Christ Jesus.' Please provide for [Name]'s needs, Lord, and guide them in making wise financial decisions. Bring opportunities their way, offer clarity in managing their resources and infuse them with trust in Your providence. May they find peace in Your promise of provision and care. In Jesus' name, we pray. Amen."

For Wisdom and Financial Stability

"Heavenly Father, we pray for wisdom and financial stability for [Name]. In Proverbs 3:5-6, You encourage us to 'Trust in the Lord with all your heart and lean

not on your own understanding; in all your ways submit to Him, and He will make your paths straight.' Guide [Name] in this challenging time. Help them to make sound financial decisions, to find opportunities for stability and to trust in Your guidance. Provide them with the resources and wisdom needed to navigate these circumstances. In Jesus' name, we pray. Amen."

For Relief from Financial Burden

"Lord Jesus, we come to You on behalf of [Name], asking for relief from their financial burden. In Matthew 11:28, You invite us, saying, 'Come to me, all you who are weary and burdened, and I will give you rest.' Grant [Name] rest from their financial worries. Open doors for new opportunities, provide resources and assistance, and fill them with faith and hope in Your unfailing provision. May they experience Your peace and find rest in Your capable hands. In Jesus' name, we pray. Amen."

Prayer for Seeking Employment

For Finding the Right Job Opportunity

"Heavenly Father, we bring [Name]'s employment search to You, seeking Your wisdom and guidance. Proverbs 16:3 teaches us to 'Commit to the Lord whatever you do, and He will establish your plans.' We pray that [Name]'s efforts align with Your will, leading to a fulfilling opportunity that utilizes their gifts. In Jesus' name, we pray. Amen."

For Patience and Trust in God's Timing

"Dear Lord, as [Name] seeks a job, we ask for patience and trust in Your timing. Isaiah 40:31 promises, 'Those who hope in the Lord will renew their strength.' May [Name] remain strong and hopeful, finding solace in Your promises while awaiting the right opportunity. In Jesus' name, Amen."

For Confidence and Peace during a Job Search

"Gracious God, we pray for [Name] as they search for a job. In this period of uncertainty, imbue them with confidence and peace. Philippians 4:6-7 reminds us, 'Do not be anxious about anything, but in every situation, by prayer and petition, with thanksgiving, present your requests to God. And the peace of God, which transcends all understanding, will guard your hearts and your minds in Christ Jesus.' May [Name] approach their job search with a heart free from anxiety, trusting in Your provision. Provide them with the right opportunities and the wisdom to discern the best path forward. In Jesus' name, we pray. Amen."



Daily Messages Based on Frequent Prayer Requests

As you engage daily with seekers, ensure your messages resonate deeply with each individual. Start with a warm “Hey friend,” a direct “Hi [Name],” or a timely “Good morning” to add a personal touch, fostering relevance and connection. The sample messages below are intended for daily delivery. However, be mindful of cultural and personal preferences. Some may prefer contact every 2-3 days. Sensitivity to feedback is key to sustaining a supportive and respectful communication rhythm.

Health Issues

“I’ve been praying for your health today. Remember what Psalm 103:2-3 says: ‘Praise the Lord, my soul, and forget not all his benefits—who forgives all your sins and heals all your diseases.’ Our bodies may fail us, but God’s promise of healing and restoration is ever-present. How are you feeling today? Let me know so I can pray specifically for your needs.”

Spiritual Guidance

"As you seek spiritual direction, I am here praying for you. Psalm 32:8 assures us, 'I will instruct you and teach you in the way you should go; I will counsel you with my loving eye on you.' God's wisdom is always available to guide us in every decision. What guidance are you seeking today that I can bring to God in prayer?"

Job Opportunities

"Today, I asked God to lead you to the right job opportunity. Jeremiah 29:11 says, 'For I know the plans I have for you, declares the Lord, plans to prosper you and not to harm you, plans to give you hope and a future.' Remember, God has a plan for your career. What job opportunities are you considering now that I can include in my prayers?"

Financial Stability

"In my prayers today, I remembered your financial concerns. Philippians 4:19 reminds us, 'And my God will meet all your needs according to the riches of his glory in Christ Jesus.' Trust that God will provide for your financial needs in His perfect timing. How can I pray for you today?"

Prayers for Family

"I prayed for your family today. Joshua 24:15 says, 'As for me and my household, we will serve the Lord.' May your home be filled with love, understanding, and God's guidance. Are there specific family issues you'd like me to pray for?"

Relationships

"In my prayers, I lifted up your relationships. 1 Corinthians 13:4-7 teaches us about love: 'Love is patient, love is kind. It does not envy, it does not boast, it is not proud ...' May your relationships be grounded in this kind of love. Are there specific relationship concerns you'd like me to pray about?"

Chapter 18.

Ethical Principles in Online Pastoral Care

Online pastoral care, blending unique challenges and opportunities, especially in privacy and confidentiality, demands insightful best practices to protect individuals seeking spiritual guidance digitally.

The Value of Anonymity in Online Pastoral Care: Encouraging Openness

Anonymity in online pastoral care is a powerful tool that encourages individuals to open their hearts and share their prayer requests freely.

Creating a Safe Space: A setting of anonymity offers a judgment-free zone, crucial for those with sensitive issues they feel unable to share in their immediate circles. Reducing Hesitation: Anonymity diminishes the fear and hesitation often linked to sharing sensitive issues. Concealed identities encourage truer expressions of feelings and concerns.

Enhancing Comfort in Sharing: Anonymity lifts the burdens of social status and community expectations, allowing for unfiltered presentations of struggles and prayer requests.

Empowering Personal Expression: An anonymous backdrop often leads to more authentic self-expression. This privacy can result in more genuine, heartfelt prayer requests.

Maintaining Anonymity in Practice

Respecting Privacy: Digital missionaries should consistently respect and uphold the privacy of individuals, ensuring that the anonymity promised is diligently maintained in all interactions and shared prayer requests.

Awareness and Sensitivity: Digital missionaries should be aware and sensitive to the reasons individuals may choose anonymity and respond with the appropriate level of empathy and support, acknowledging the courage it takes to share personal struggles.

Anonymity in online pastoral care is not just a feature but a fundamental aspect that encourages individuals to open their hearts. By providing a platform where people can share their prayer requests without fear, anonymity becomes a powerful enabler of deeper spiritual connection and support.

Generalizing Prayer Requests

The primary goal in generalizing prayer requests is to maintain the privacy of the individuals involved while allowing the community to provide support through prayer. This process involves tactfully removing or modifying any personal or sensitive details that could reveal the identity of the person in need. Follow these steps for effective generalization:

- **Identify Sensitive Information:** Begin by discerning which details in the prayer request could potentially identify the individual. This includes names, specific locations, detailed medical conditions and unique situations.
- **Modify Details:** Alter these details to generalize the request. For example, change "Pray for Jane Doe, diagnosed with a rare heart condition" to "Pray for someone facing a significant health challenge."
- **Retain the Essence:** It's crucial to keep the core intention of the prayer request intact. The community should be able to understand the general nature of the need and offer their prayers effectively.

Consent for Sharing

Obtaining consent before sharing any prayer request is crucial. It respects the individual's autonomy and privacy and helps build trust between them and the pastoral care team. The process of obtaining consent should be as follows:

- **Explaining the Purpose and Manner of Sharing:** When seeking consent for sharing a prayer request, it's vital to clearly articulate both the purpose and the manner in which the request will be shared. This involves explaining to the individual that their prayer request will be shared with a specific group, such as prayer warriors during a prayer meeting, with the intent of collectively praying for their needs.
- **Sharing Options:** Present the options for how the prayer request can be shared. This could be either using just the individual's first name, to provide a level of personalization while maintaining a degree of privacy, or opting for complete anonymity, where no identifying details are disclosed.
- **Assuring Privacy and Generalization:** It's important to reassure the individual that their request will be handled with care and discretion. This includes confirming that their prayer request will be generalized to exclude any sensitive or personally identifiable information, thus ensuring their privacy is fully protected. This clear communication is essential to establish trust and transparency in the process.
- **Respecting Decisions:** If an individual opts not to have their request shared, respect their decision. Offer alternative forms of support, such as private

prayers by the pastoral team.

Setting Boundaries in Online Conversations

- **Focusing on Jesus:** In online pastoral care, it is essential to maintain a focus on Jesus. Avoiding secular conversations, the goal is to guide every interaction toward a spiritual, Jesus-centered dialogue.
- **Guiding Toward Spiritual Conversations:** While it's important to listen and empathize with individuals' stories, digital missionaries should gently steer conversations toward spiritual insights and prayers centered on Jesus' teachings and principles.
- **Establishing Boundaries:** Setting clear boundaries helps keep the conversation within the realms of spiritual guidance and prayer. This ensures that the online pastoral care provided remains focused on spiritual growth and support.

Upholding Confidentiality and Privacy in Communications

- **Confidentiality of Conversations:** It is imperative to not share any confidential private information from conversations with others. Digital missionaries must treat all interactions as strictly confidential.
- **Restricted Access to Conversations:** Digital missionaries should only access and read conversations specifically assigned to them. Reading or accessing others' conversations is strictly prohibited to ensure privacy and trust are maintained.



Balancing Privacy with Community Support

Navigating the balance between individual privacy and the supportive power of a praying community is key. While protecting privacy is essential, it is also important to allow the community to engage in meaningful support through prayer. Continuously seek feedback from both individuals and the community to refine the handling of prayer requests. This ensures that the approach remains sensitive to individual needs while effectively engaging the community.

Handling prayer requests in online pastoral care requires a delicate balance of respecting individual privacy, facilitating community support and maintaining a Jesus-centered approach. Through careful generalization, explicit consent, setting spiritual boundaries and a nuanced approach, digital missionaries can create a respectful and safe environment for sharing and support. The added emphasis on the confidentiality of conversations and restricted access underscores the importance of trust and privacy in these interactions. Setting boundaries to keep the focus on Jesus ensures online pastoral care remains spiritually centered, offering guidance and support that aligns with the core principles of the faith. A Jesus-focused approach in all aspects of online pastoral care is necessary, from the initial engagement to the sharing of prayer requests and beyond, ensuring that every interaction is an opportunity for spiritual growth and connection.

Chapter 19.

Frequently Asked Questions (FAQs)

In this chapter, we address some common questions and concerns related to online pastoral care. This FAQ section aims to clarify various aspects of this ministry and provide quick, helpful insights.

Digital Evangelism

What is digital evangelism?

Digital evangelism is using digital technology, such as social media, digital marketing and websites, to share the Gospel and invite people to meet Jesus. It involves more than spreading the word; it focuses on fostering online relationships for spiritual growth and discipleship.

How can church members engage in digital evangelism?

Church members can become digital missionaries, using their personal digital networks to spread the Gospel and engage in the digital community through simple actions like commenting, sharing and responding to messages.

What role does prayer play in digital evangelism?

The use of digital marketing focused on prayer has shown higher engagement and follow-up success rates compared to other evangelism methods. This suggests that digital evangelism centered around prayer can generate more interest and participation.

What is the three-step digital strategy?

The strategy consists of integrating prayer in advertising, providing online pastoral care and inviting individuals to local church activities. It aims to engage local communities digitally and guide them toward active participation in the church.



Implementing Digital Evangelism

How can I start digital evangelism in my church?

Begin by sharing your vision for digital evangelism with the organization's leadership, such as at a board meeting or executive committee meeting.

How do I recruit digital missionaries?

Begin by highlighting the importance and impact of digital evangelism. Showcase examples from other churches successfully engaging in this ministry and share their results, making the concept more tangible and understandable. It's essential to emphasize that digital evangelism is an accessible ministry, not exclusively for the young or tech-savvy. By demonstrating its wide-reaching appeal and effectiveness, you can encourage broader participation.

What is the role of a digital missionary?

The role of a digital missionary is primarily to engage in online pastoral care, effectively serving as the frontline in soul-winning through digital means. These lay members are trained and equipped to embody the spirit of the Gospel, contributing uniquely to digital evangelism initiatives by using their skills in online communication and pastoral care to nurture and grow spiritual connections in the digital realm.

How much time should digital missionaries commit?

Start with at least two hours per week. This allows you to follow up with about five people. More time committed can lead to engaging with more individuals.

What is the role of a digital evangelism coordinator?

The primary role of a digital evangelism coordinator is to inspire others with a clear and compelling vision. A crucial practical responsibility is to match and assign digital missionaries to individuals who have submitted prayer requests. Continuously encourage and support digital evangelism, ensuring there is consistent and necessary follow-up for effective outreach and engagement.

Can small churches participate in digital evangelism campaigns?

Yes, absolutely! The size of the church is not a limiting factor in the success of digital evangelism campaigns. The Central California Conference offers numerous successful examples of small churches excelling in digital evangelism. Despite their size, these churches have effectively utilized digital platforms to reach out and connect with their communities. By strategically adjusting the scale of their digital advertising efforts, they ensure the flow of prayer requests remains manageable. This approach allows even churches with limited resources and a small team of digital missionaries to engage deeply and meaningfully with each request.

Is it possible to run a digital evangelism campaign in the absence of a pastor?
Yes. The program is accessible to all lay members, regardless of their church role.

What steps are involved in setting up media platforms?
Appoint a media specialist to manage the church's Facebook page and provide technical support. Optimize the church's social media and website to focus more on evangelism, making them inviting and relevant for spiritual guidance.

How do I transition from online engagement to in-person church participation?
To transition from online engagement to in-person church participation, establish teams for personal visitations, focusing on those who have interacted online. Utilize community service teams to involve online participants in meaningful activities. Extend personal invitations for prayer meetings and church services to foster a sense of belonging.

Online Pastoral Care

What is online pastoral care?
Online pastoral care updates traditional ministry for the digital age, echoing Jesus' way of connecting with people. It combines prayer-centric communication and spiritual fellowship in the digital world, blending ancient practices with modern technology. The aim is to lead individuals to a meaningful connection with Jesus, the ultimate Shepherd, in the digital landscape.

Why is love considered the cornerstone of online pastoral care?
Love is fundamental because it reflects the core biblical truth that God is love (1 John 4:8). This principle is essential for mirroring Jesus' love in digital engagements and forming meaningful spiritual connections akin to Jesus' relationships.

What are common topics for prayer requests?
Typical requests include health, faith, family, financial struggles, employment and addiction.

How frequently should prayer requests be followed up?
Aim for follow-ups every one to three days. Continuous engagement, including daily prayers and messages, is recommended to maintain a strong connection.

Why is immediate response important in online pastoral care?
Immediate response (within three minutes) to prayer requests is vital for connecting with individuals' immediate emotional and spiritual needs. It significantly increases the impact of engagement and the likelihood of continued interaction.

What if the prayers we offer don't seem to be answered?
It's important to recognize that not all prayers may result in the outcomes we hope for. Continue to provide support and reassurance to those you're praying for, emphasizing the importance of maintaining faith and trust in God's plan. Encourage them that even when answers aren't immediate or clear, God is always working for their good. Offer to continue praying and exploring other ways

Avoiding Common Pitfalls in Online Pastoral Care

Why is a non-judgmental approach crucial?
It fosters a safe environment for open sharing, aligning with Christian principles of love and empathy.

How should doctrinal debates be handled?
Focus on support and guidance, prioritizing relationship-building over doctrinal debates.

Why should I respect diverse beliefs in online care?
It ensures an inclusive environment, allowing individuals to explore their faith.

How should I approach questions about different religions?
Engage with respect, focusing on listening and supporting the individual's spiritual exploration, regardless of their religious background.

How should I tackle sensitive or controversial topics?
Approach with empathy and understanding, avoiding assumptions and focusing on supporting the individual through their challenges.

Privacy and Confidentiality in Online Pastoral Care

Why is anonymity important in online pastoral care?
Anonymity encourages openness and comfort in sharing, creating a judgment-free zone. It reduces hesitation and fear linked to sharing sensitive issues and allows for more genuine self-expression.

How is anonymity maintained in practice by digital missionaries?
Digital missionaries respect and uphold privacy by ensuring anonymity in all interactions and shared prayer requests.

What is the significance of setting boundaries in online pastoral care?
Setting boundaries helps maintain a focus on Jesus, guiding every interaction

toward spiritual dialogue. It ensures that the conversation stays within the realms of spiritual guidance and prayer.

How are prayer requests generalized?
Prayer requests are generalized by removing or modifying personal details while retaining the core intention. Sensitive information like names or specific conditions are altered to maintain privacy.

What is the process for obtaining consent to share prayer requests?
Consent is obtained by explaining the purpose and manner of sharing, offering options for personalization or anonymity and assuring privacy. The individual's decision on sharing their request is respected.

How is confidentiality and privacy upheld in communications?
Confidentiality is maintained by treating all interactions as strictly private and not sharing any confidential information. Access to conversations is restricted, ensuring only assigned digital missionaries can read them.

Church's Digital Strategy

Why is it important to incorporate digital marketing into a church's digital strategy?
Integrating digital marketing into a church's digital strategy is critical for effectively communicating and engaging with the target audience, which is key to spreading the Gospel in today's digital-dominated world. Employing digital marketing tactics, like audience analysis, digital media strategies and engaging content creation, tailored to the context of faith, not only broadens the reach but also deepens the impact of evangelism, facilitating meaningful interactions and spiritual exploration online.

What shift is needed in church social media strategy?
A shift from internal bulletins to dynamic external engagement is necessary, sharing the Gospel beyond church walls.

Why is a church's website crucial for digital evangelism?
The website is often the first interaction point for spiritual seekers, influencing decisions about church attendance.
How should churches understand their online audience?
Cater to both regular attendees and new visitors, making the website engaging and an effective Gospel-sharing platform.

General Queries

Which social media platforms are best for the campaign?

Facebook and Instagram are preferred for their user engagement and direct messaging features.

Are specific CRM tools necessary?

No. Facebook's Meta Business Inbox is sufficient for managing messages.

Is personal Facebook profile exposure a concern?

No. Your personal profile remains private. When engaging, you represent the church, and only the church's name is visible to contacts.

What if individuals seek financial assistance or housing rather than prayer?

Although prayer is always something we can provide, when it comes to requests for financial aid or housing, it's advisable to direct them towards local service agencies. Should your church be in a position to offer community services, such as food parcels, we highly encourage doing so. Anticipate a high volume of these requests; thus, assembling a comprehensive list of local community services, encompassing food aid and homeless shelters, proves invaluable.



Chapter 20.

Conclusion

In examining the global landscape, it's insightful to juxtapose the reach of the Seventh-day Adventist Church with that of popular franchises. 151,000 congregations worldwide, the Adventist Church notably surpasses the likes of Subway with 36,592 stores, McDonald's with 40,275 stores and Starbucks with 35,711 stores. Intriguingly, this suggests that for every McDonald's, there are approximately four Adventist churches in proximity. Even when combining the total stores of Subway, McDonald's and Starbucks, Adventist churches still outnumber them globally. Yet, despite this extensive network, the Adventist Church's presence remains less recognized than these commercial brands.

Re-envisioning Our Brand through Digital Evangelism

My engagement in digital evangelism has inspired a vision of the Adventist Church being recognized by our neighbors as a true ally, one that is dedicated to actively praying for the community. In moments of seeking prayer and support, this image will naturally encourage them to turn to the Adventist Church. Incorporating this approach into our digital evangelism efforts, we have the potential to transform the brand image of the Adventist Church, enhancing our ability to spread the Gospel more swiftly and broadly.

Three Lessons: Mobilizing Members, Reachable Digital Evangelism, Revitalizing the Church

Our digital evangelism initiative, particularly the prayer-centered campaign, has taught us three valuable lessons. First, it enables lay members to actively participate in soul-saving efforts. This approach promotes online engagement and guides individuals toward transformative experiences with Jesus. Second, by centering digital evangelism around prayer, we've made it more accessible and reachable.



Initially, the general concept of digital evangelism met with limited enthusiasm, as many didn't see it as their calling. However, integrating prayer—a universally inclusive practice—has significantly increased participation. Lastly, this project has been instrumental in rejuvenating our church. Adopting a hybrid approach, we aimed not only for online engagement but also for bringing individuals into our local church community. This required the active involvement of various ministry teams. For instance, with numerous contacts from the community, visitation teams

were formed. An influx of prayer requests invigorated our prayer team, and the community service team addressed numerous physical needs. The welcoming team played a crucial role in greeting new visitors, followed by engaging Bible study groups. Collectively, these efforts have led to a vibrant and revitalized church community.

Faith in Action: Roberto Roberti's Journey

In 2016, Roberto Roberti embraced baptism and joined the Adventist Church in Brazil. His transformation into an Adventist led him to leverage Facebook for spiritual outreach, offering prayers through posts like "I will pray for you." This initiative deeply resonated, sparking numerous requests for prayers and inaugurating Roberto's venture into digital prayer evangelism. Committed to his faith, he consistently prayed for individuals, nurturing ongoing connections.



During his first year as a baptized believer, Roberto's fervent digital evangelism bore significant fruit, evidenced by 45 baptisms. Concurrently serving as a full-time police officer, he steadfastly continued his lay ministry, which has remarkably led to over 1,200 baptisms in the span of eight years.

Roberto's journey, as a layperson adeptly juggling his professional duties and evangelistic passion, stands as a beacon of inspiration.

Let us embrace this digital evangelism and collectively endeavor to disseminate the Gospel.

Acknowledgment

I am profoundly grateful to my family—my loving wife, Mina Yang and my two precious sons, Ben and Ryan Kim—for their steadfast support and enthusiasm for my ministry. Your encouragement has been a cornerstone in making this book a reality. We are a digital missionary family.

My deepest thanks go to Sam Neves, whose guidance was instrumental in igniting our passion for digital evangelism. His vision was a catalyst for this remarkable journey. Many of the ideas in this book were shaped by his influence.

A heartfelt thank you to Dan Serns, our Central California Conference president. Without your support, vision and belief in the power of this ministry, none of this would have been possible. Your leadership has been a driving force in this life-changing journey.

Thank you to the GC communication team, Karen Glassford and Alyssa Truman. Your expertise and insights have been instrumental in guiding us through the intricacies of digital evangelism. Your unwavering commitment and inspiring dedication to this cause are deeply appreciated.

I extend my deepest appreciation to Brent Hardinge, Marshall McKenzie and the NAD AIM team for their endless support and inspiration. Your contributions to the field of online pastoral care have been transformative and continue to shape the future of our ministry.

I am thankful to Adam Fenner, vice president for Digital Media at NAD, for his diverse and extensive support, which has enabled us to broaden our implementation.

I extend my gratitude to Antonio Huerta and Eddy Perez of the Evangelism Department of the Central California Conference. Your support has been invaluable and truly impactful.

Additionally, I would like to express my deep appreciation to the Digital Evangelism team of the Central California Conference, including Reiss Ramirez, Josue Hernandez and Valerie Thomas. A particular note of gratitude goes to Bryan Bong, whose exceptional work and steadfast dedication have influenced the field of digital evangelism.

I also want to extend a special thank you to my brothers James Lim, Youngjin Kim and Peter Shin. Your unwavering support and wise counsel have been instrumental in shaping my vision and approach in digital evangelism. Your insights and encouragement have been pillars of strength throughout this journey.

This book is a testament to the collective effort and shared vision of all those mentioned and many others who have contributed to the field of digital evangelism. May it serve as a beacon for all who are called to this vital and dynamic ministry.

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ISBN 978-1-57756-301-3