

ONEVOICE27
MISSION FOR ALL

DIGITAL EVANGELISM GUIDEBOOK

PRACTICAL STEPS TO BEGIN
DIGITAL ENGAGEMENT

MINISTERIAL ASSOCIATION
GENERAL CONFERENCE OF SEVENTH-DAY ADVENTISTS

OneVoice27

DIGITAL EVANGELISM GUIDEBOOK

Practical Steps to Begin Digital Engagement

MINISTERIAL ASSOCIATION

GENERAL CONFERENCE OF SEVENTH-DAY ADVENTISTS

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Written by Jounghan "Justin" Kim

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The ministry stories in this book are true; names have been changed to protect privacy.

ministerialassociation.org/onevoice27

To every praying member with a phone — the digital missionaries God is calling for such a time as this.

ABOUT THE AUTHOR

Jounghan “Justin” Kim is an assistant ministerial secretary at the General Conference of Seventh-day Adventists, where his passion is equipping every member to become a digital missionary. A pastor and the author of *Click to Digital Evangelism* (AdventSource), he is completing his Doctor of Ministry dissertation on media ministry at Andrews University.

A WORD OF RECOMMENDATION

Every generation of Seventh-day Adventists has been entrusted with the same unchanging mission while being given new tools to fulfill it. The mission has not changed: to proclaim the everlasting gospel, make disciples, and prepare people for the soon return of Jesus. What has changed are the opportunities God places in our hands. For our generation, one of those opportunities is already in our pockets.

This guidebook shows, simply and practically, how every church member — anyone who can pray, anyone who can send a message — can use a smartphone as a tool for mission. Through a simple message offering prayer, a member can reach out to a neighbor, build a friendship, discover a spiritual need, share the hope of the Second Coming, and ultimately help lead that person to Christ and His church.

I have seen the ministry described in these pages bear real fruit: prayers answered, friendships formed, doors opened, Bible studies begun, and lives transformed by the Holy Spirit. It works because it begins where all effective evangelism should begin — with prayer. Prayer opens hearts, builds bridges, and invites God to work in ways we cannot.

This approach also reminds us that evangelism is not only the responsibility of pastors, evangelists, or specially trained workers. Every member is a missionary. Every believer can pray. Every believer can show compassion. Every believer can reach out. And every believer can become a bridge between a neighbor and Jesus.

As we prepare to reach people for Jesus, I recommend this guidebook to every pastor, elder, and church member. Read it carefully and prayerfully. Read it with an open heart. Then put it into practice. Do not wait for the perfect opportunity, the perfect training, or the perfect words. Start with what you already have and place it in God's hands.

Send your first prayer message today.

One message could open a door. One prayer could change a life. One friendship could lead to a Bible study. One Bible study could lead someone to Jesus. And one willing member could become the bridge that leads a neighbor into the family of God.

The mission is unchanged. The opportunity is before us. The tool is already in our hands. Now, let us reach people for Jesus.

Ramón J. Canals

MINISTERIAL SECRETARY
GENERAL CONFERENCE OF SEVENTH-DAY ADVENTISTS

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FOREWORD

A WORD BEFORE YOU BEGIN

In September 2027, the worldwide Seventh-day Adventist Church will mark the 2,000th anniversary of Jesus' baptism — His anointing by the Holy Spirit as the Messiah, in the very year the seventy-week prophecy of Daniel 9 pointed to (Daniel 9:25) — the moment He stepped out of the Jordan River and began His public ministry. The church has set that month aside for one of the largest unified gospel proclamations we have ever attempted: OneVoice27.

> *"Behold, I make all things new."*
>
> REVELATION 21:5

The theme is *All Things New: Hope Starts Here*. The vision is three words: *Mission for All*. Not mission for pastors. Not mission for the young. Not mission for the tech-savvy. Mission for all.

THE BIGGEST MISCONCEPTION ABOUT DIGITAL EVANGELISM

Before you begin, let one misconception fall — the biggest one. Many believe digital evangelism belongs to the young: that unless you grew up with a phone in your hand, this work is not for you.

Over the last several years, I have visited many churches to lecture on digital evangelism. And almost every time, when an elder or pastor stands up to introduce me, they say the same well-meaning sentence: "Young people, listen carefully — this is your ministry." I understand the heart behind it. But that single sentence has quietly become one of the greatest misunderstandings in our church today.

At a local church in Silicon Valley — in the very capital of technology — a digital missionary team with an average age of sixty to seventy, the coordinator herself over seventy, has seen more than seventeen people join their church through prayer-first engagement. Grandmothers and grandfathers, winning souls in the very shadow of the tech giants. Digital evangelism is not the work of the young. It is the work of the willing.

A PHONE, A PRAYER, AND A RUNWAY TO 2027

If you can hold a smartphone, you already hold one of the most powerful media tools in human history. And if you can pray, you already know the one practice this ministry is built on. Through this book, you will see it for yourself.

The months between today and September 2027 are a runway. And this little book is about the one tool for that runway that is already in your pocket — your phone — and the one practice you already know — prayer. What happens when the oldest practice of God's people meets the newest technology in our pockets?

So let me open this book with the question OneVoice27 keeps asking the whole church — the same question this book will ask you again at its close: Are you in?

ARE YOU IN?

BEFORE YOU BEGIN

HOW TO USE THIS GUIDEBOOK

This is a small book with one purpose: to be practiced, not merely read. Take it at your own pace, a few sittings, or one short chapter a day, and let it walk you into action.

> *It has one goal: before you reach the last page, you will have sent your first digital prayer. Not just planned it. Not just thought about it. Sent it. Digital prayer is not the only way to do digital evangelism — it is one way, and a good place to start.*

Part One gives you the mission — why you can do this, and why now. Part Two gives you four steps you can simply follow. Part Three helps you start now, stay safe, and keep going. Every chapter ends with one small action in a box marked **START HERE**. Do the action before you turn the page. That is the whole method.

I **THE MISSION**
Why you can do this — and why now

II **THE FOUR STEPS**
Simply follow them — one at a time

III **START NOW**
Launch, stay faithful, and keep going

This guidebook is the starting point. When you are ready for more — campaign setup, team training, deeper online pastoral care — the full manual is *Click to Digital Evangelism*, available to download at **ministerialassociation.org/onevoice27**.

PART ONE

THE MISSION

Why you can do this — and why now

1 You Can Do This

2 The Mission Has Not Changed

3 The God Who Communicates

4 From Stone Tablets to Glass Tablets

5 OneVoice27 — One Voice, Many Screens

CHAPTER ONE

YOU CAN DO THIS

Small beginnings. Faithful presence. Real people.

The nudge came on a Sabbath morning, between her driveway and the church parking lot.

What if you used social media for ministry?

It wasn't audible. It didn't have to be. Anyone who has walked with the Holy Spirit knows the feeling — that quiet, persistent thought that doesn't quite belong to you.

Monica, a faithful Adventist member in California, tried to brush it off. Then, that very Sabbath, I happened to be the guest speaker at her church, and I shared a vision for digital evangelism: how God is opening a new mission field through the screens already in our hands. She sat there stunned. God wasn't whispering anymore. He was confirming.

After the closing prayer, Monica walked straight up to me and said, "I want to volunteer. Whatever this is, I want in."

ONE MESSAGE, 350 NEIGHBORS

Working with her local pastor, her church sent one message through social media to the community: "We're part of your community, and we want to pray for you." In just two months, 350 people responded — every one of them from her own local community. These were neighbors who lived on her streets and drove past her church without ever stepping inside. They sent in their burdens, fears, marriages, cancer scans, grief. Monica and her team didn't preach at them. They prayed with them.

1	2	350
MESSAGE	MONTHS	RESPONSES

Every one of them from her own local community

ONE SHY REQUEST

One message came from a woman named Emily, a neighbor minutes from the church. Her request was almost shy: “Please ask Jesus to help me do something meaningful with my life.”

Monica stayed connected through the quiet rhythm of consistent care. She prayed for Emily. She messaged her again the next day, and the next. She sent Bible verses through her phone. Day after day, she kept appearing in Emily’s inbox the way a faithful friend would.

This is the heart of digital evangelism: not a single touchpoint, but a continuous flow of love and prayer through the device already in your hand. Notice what it took: no studio, no budget, no special title. A phone. A message. God’s name.

FROM PRAYER REQUEST TO TESTIMONY

Three weeks later, Emily walked through the church doors for the first time — invited by the friend who had been praying for her. The next Sabbath, she came back. The Sabbath after, she brought her young son. And during the appeal, Emily stood. She committed to Bible studies. She committed to baptism.

Today, Emily is a baptized Seventh-day Adventist — a daughter of God worshiping every Sabbath beside the very friend who first prayed for her through a screen. Her story is no longer a prayer request. It is a testimony.

THIS IS DIGITAL EVANGELISM — AND YOU CAN START TODAY

Do not miss what this story actually is. It is not a program for specialists. It is digital evangelism.

Whenever you use your phone to send a good message in God's name — a gospel truth, a written prayer, a Bible verse, or even a simple word of encouragement — you are using a media device for mission. **That is digital evangelism. And Monica — a praying woman with a phone — is exactly what a digital missionary looks like: a content creator in her own right, writing prayer messages and sharing them through her digital devices, engaging people online, making friends — and bringing those friends into her own local church community.**



A Digital Missionary Sending a Prayer Message from Her Phone

NOT ACROSS THE OCEAN — ACROSS THE STREET

And catch one more detail, because it corrects a common assumption. When we hear "digital evangelism," many of us picture evangelizing strangers on the other side of the planet. It can be that. But look where Monica's 350 responses came from — not from overseas, but from her own city. Her church deliberately aimed its digital invitation at the neighborhoods around the sanctuary. Using geo-targeting ad technology — the same tool businesses use to reach customers within a chosen radius — the message was shown only to the very streets its members drive every week, and the prayer burdens that came back belonged to neighbors. The internet is not only a bridge to the ends of the earth but also a doorbell for the street next door. Monica was simply a praying woman with a phone. That was enough for Emily.

DIGITAL EVANGELISM IS NOT THE WORK OF THE YOUNG. IT IS THE WORK OF THE WILLING.

START HERE *Settle it now: "If I can pray, and I can send a message, I am qualified." You are. Keep reading.*

CHAPTER TWO

THE MISSION HAS NOT CHANGED

The everlasting gospel in a digital world.

THE DINOSAUR AT GOOGLE

There is a life-size dinosaur standing in front of Google's headquarters in California. Of all things — a dinosaur, greeting the people of a tech giant.



The dinosaur at Google headquarters, Mountain View, California

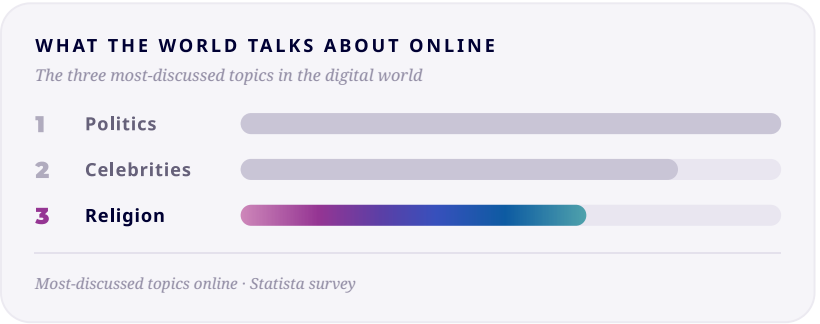
I wondered for a long time why it was there. So I asked an Adventist friend of mine who works at Google, and he told me it was part of his orientation as a new employee. The message he heard was simple: the dinosaurs are gone because they failed to adapt to a changing environment. If Google — one of the most powerful companies on earth — fails to adapt, Google will disappear too. Even a tech giant preaches this sermon to itself.

UNCHANGING MESSAGE, CHANGING METHODS

What about us? The truth of the Bible cannot be changed. Jesus Christ is the same yesterday, today, and forever. The everlasting gospel of Revelation 14 is still our message. But the way we deliver that truth — the method — must change according to the new environment. If we freeze our methods the way we rightly freeze our message, we make the dinosaur's mistake.

THE WORLD IS SEARCHING — EVEN FOR THE ADVENTIST MESSAGE

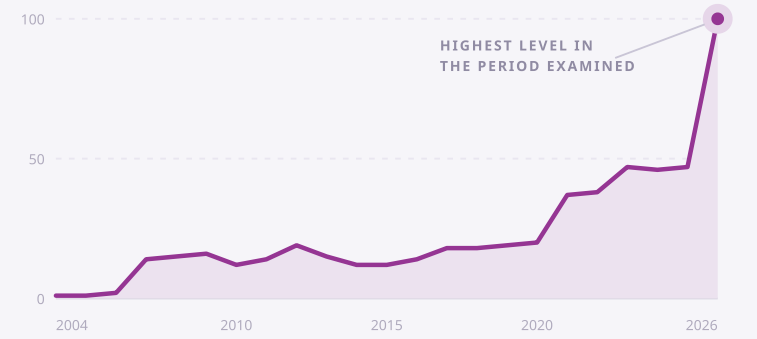
What do people talk about most in the digital world? According to a Statista survey, number one is politics, and number two is celebrities. But the third may surprise you: religion. Think about what that means. The digital world overflows with politics, entertainment, and endless distraction, yet even there, among its three biggest conversations, people are searching for God. They are looking for the gospel online.



And what interests us most as Adventists? The Second Coming — the blessed hope that gives our church its very name. Now look at Google Trends. For many years, online searches for "second coming" remained relatively modest. In recent years, however, search interest has increased steadily, reaching its highest level during the period examined:

SEARCHES FOR "SECOND COMING"

Google Trends · worldwide search interest · 2004–2026

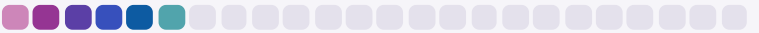


Annual index (100 = peak) · 2026 = year to date · Google Trends

The world types its questions into a search bar — and it is searching for the distinct Adventist message of the Second Coming. The digital world is our new mission field.

WHERE PEOPLE LIVE TODAY

6 HRS SPENT ON DIGITAL MEDIA EVERY DAY
SIX OF OUR TWENTY-FOUR HOURS



6 HOURS ONLINE 24 HOURS IN A DAY

Digital 2026 Global Overview Report

And people live there. According to the Digital 2026 Global Overview Report, the average person spends about six hours every day on digital media. Six out of twenty-four hours. That is where people live today — and if we want to reach people where they are, we now know the address.

REACH THE PEOPLE WHERE THEY ARE.

Let every worker . . . study, plan, 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, PP. 122–123

She wrote that a century before the smartphone.
And I am convinced that if she stood in our pulpits today,
she would point at the device in your pocket.

START HERE *Ask yourself one question today: where do my neighbors actually spend their time? The answer is probably glowing in your hand right now.*

CHAPTER THREE

THE GOD WHO COMMUNICATES

A short biblical and theological foundation for digital evangelism.

Digital evangelism does not rest on trends or technology but on the character of God. Our God is, from first to last, a communicating God — and that truth is the theological floor under everything else in this book.

HE HAS ALWAYS SPOKEN — IN VARIOUS WAYS

> *"God, who at various times and in various ways spoke in time past to the fathers by the prophets, has in these last days spoken to us by His Son."*
>
> HEBREWS 1:1–2 · NKJV

The universe began with communication: "God said, 'Let there be light.'" And He has never stopped speaking — through visions and dreams, through prophets and poets, through stone and scroll and song. God has never limited Himself to a single way of revealing Himself and communicating with His children; He makes Himself known in various ways, and He does not ask His church to use only one.

BY ALL MEANS — THE APOSTOLIC PATTERN

> *"I have become all things to all men, that I might by all means save some."*
>
> 1 CORINTHIANS 9:22 · NKJV

The apostles practiced what Jesus embodied. Paul preached in the synagogue and at the Areopagus, the cultural forum of his day (Acts 17). He used the empire's own infrastructure — Roman roads and the letter — so effectively that most of the New Testament is evangelism through media: inspired messages written, copied, and shared across a network of congregations.

Scripture shows us the distribution system at work. Paul directs that his letters be circulated: "Now when this epistle is read among you, see that it is read also in the church of the Laodiceans" (Colossians 4:16). He charges, "I charge you by the Lord that this epistle be read to all the holy brethren" (1 Thessalonians 5:27). And on Patmos the risen Christ commands John, "What you see, write in a book and send it to the seven churches" (Revelation 1:11). Written. Copied. Distributed. Read aloud to every congregation.

In today's terms, Paul was the influencer of his age: from city after city he sent out messages that carried good influence across a whole network of communities — content the churches shared, re-read, and passed along. And he never let the media eclipse the message-bearer. "You are our epistle," he told the believers, "known and read by all men . . . an epistle of Christ" (2 Corinthians 3:2–3). The apostle's point still stands: before you send a message, you are the message. "By all means" is not a slogan. It is the apostolic missionary method.

And notice what those Roman roads were built for. Rome laid them for the movement of its legions and the expansion of its empire, and those same roads soon became the arteries of trade, administration, and travel. The famous Via Appia was conceived from the first as a strategic road for military conquest, and the Via Egnatia that carried Paul across Macedonia was likewise engineered so that legions could march fast, yet it ended up carrying merchants, mail, and missionaries.

God turned the empire's own infrastructure into highways for the gospel. The same holds true today. The internet was born of military research and grew up on commerce, but in God's providence it now connects more than six billion people. Like the apostles on Rome's roads, we can use the worldwide network to spread the message wide, loud, and fast — farther in a moment than Paul could travel in a lifetime.

A MESSAGE EVERY MEDIUM MUST CARRY

> *"Then I saw another angel flying in the midst of heaven, having the everlasting gospel to preach to those who dwell on the earth — to every nation, tribe, tongue, and people."*
>
> REVELATION 14:6 · NKJV

Our prophetic identity points the same way. Revelation pictures the everlasting gospel going to every nation, tribe, tongue, and people — a proclamation far larger than any single voice or pulpit. Adventists have long understood this as the calling of God's end-time people: to join in carrying the good news to all the world, using every means He provides.

> *"Write the vision and make it plain on tablets, that he may run who reads it."*
>
> HABAKKUK 2:2 · NKJV

Look closely at what God actually told Habakkuk to do. The prophet was not merely to receive the vision — he was to publish it: write it on tablets, and write it so plainly that a person running past could catch it at a glance. God's message was to be made visible, public, and portable, on the writing media of that age.

Our Adventist forefathers followed this very word. The great prophetic charts of the early Advent movement were painted in conscious obedience to Habakkuk 2:2 — truth made large, plain, and readable at a glance — and Ellen White affirmed that the 1843 chart "was directed by the hand of the Lord" (*Early Writings*, p. 74). The command has not expired, and the principle has not changed: God still wants His vision written where hurrying people actually look. In Habakkuk's day, that was a tablet of clay or wood. In ours, it is a tablet of glass — the screen your neighbor is reading right now.

> *"Truth will be made so prominent that he who runs may read. Means will be devised to reach hearts."*
>
> ELLEN G. WHITE · EVANGELISM, P. 129

Notice that Ellen White reached for Habakkuk's very language — truth made so prominent that "he who runs may read" — and then added a prediction: "Means will be devised to reach hearts." Now step back and trace the line this chapter has drawn. God has always spoken in various ways. His apostles seized every means at hand to save some. His final message is addressed to every nation, tribe, tongue, and people. And His standing instruction is to write the vision plainly, on media that moving people can read. Put those together and the conclusion is unavoidable: digital evangelism is not a modern add-on to mission. It *is* mission — the communicating God inviting His communicating people to speak, by all means, to everyone. The only question left is practice. That is what the rest of this guidebook is for.

DIGITAL EVANGELISM IS NOT A MODERN ADD-ON TO MISSION. IT IS MISSION.

The communicating God inviting His communicating people to speak, by all means, to everyone.

START HERE *Read Hebrews 1:1–2 tonight and count the "various ways." Then add one more to the list: the message you will send this week.*

CHAPTER FOUR

FROM STONE TABLETS TO GLASS TABLETS

The Adventist story of media, mission, and present truth.

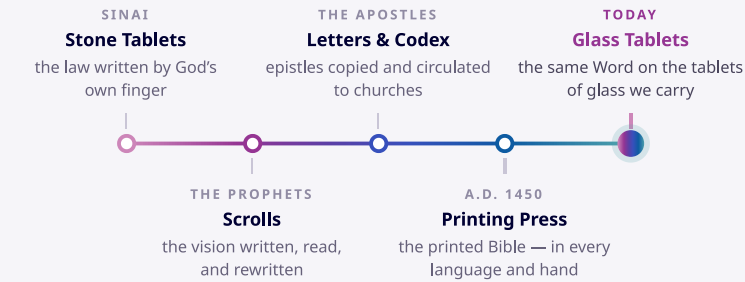
GOD HAS ALWAYS USED THE MEDIA OF THE AGE

From the beginning, heaven has delivered unchanging truth through the changing media of every age. At Sinai, God wrote His law with His own finger on tablets of stone (Exodus 31:18). The prophets committed God's Word to scrolls — and when King Jehoiakim burned Jeremiah's scroll, God simply told the prophet to write it again (Jeremiah 36). The apostles carried the gospel in letters on papyrus along the roads of Rome, and the early church embraced the codex — the new book format of its day — because it put the Scriptures into traveling hands.

Then, around 1450, Gutenberg's printing press changed the world — and the first great book it printed was the Bible. The Reformation rode the printed page: tracts, translations, and Testaments carried the truth faster than any empire could stop it. Notice the pattern. The message never changed. The media always did. Stone, scroll, codex, press — whenever new media arose, God's people placed His unchanging Word upon it.

GOD'S WORD IN EVERY AGE

Unchanging truth, carried on the changing media of every age

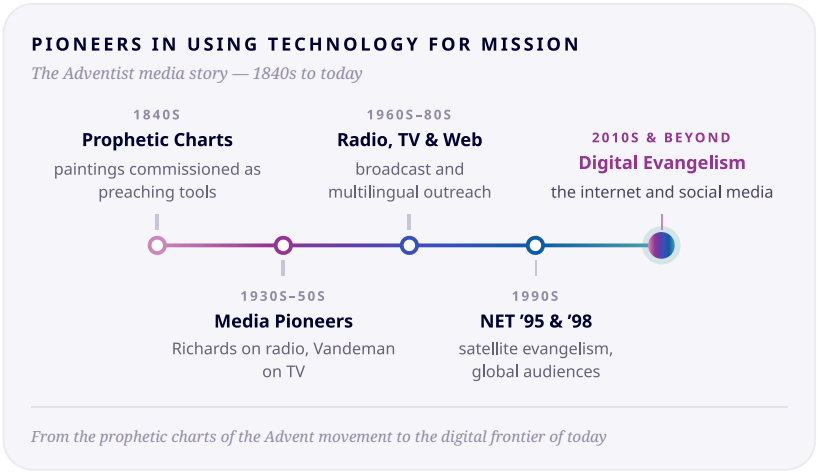


The message never changed. The media always did.

THE ADVENTIST MEDIA STORY

The Advent movement was born straight into that story. In 1849, with a handful of believers, James White began printing a little paper called *The Present Truth* — and the Advent movement has been picking up the newest tool of every age ever since.

The grand prophetic charts of the early Advent movement, painted as preaching tools. Media pioneers like H.M.S. Richards and George Vandeman carrying the message onto radio and television. Broadcast and multilingual outreach through radio, TV, and the web. The NET '95 and NET '98 satellite series reaching global audiences. The digital evangelism of the 2010s and beyond, through the internet and social media. Every generation of Adventists has pointed the newest tool of its age toward mission.



Digital evangelism is not a departure from our heritage. It is the next chapter of it — present truth, carried by the present tools.

And today the story has come full circle. We hold tablets again — tablets of glass. The God who once wrote His law on tablets of stone is waiting to write His message of hope across the glass tablets we carry everywhere we go.

PRESENT TRUTH, CARRIED BY THE PRESENT TOOLS.

The message never changed. The media always did.

START HERE *You are not starting something new. You are stepping into a 180-year Adventist story. The next entry on that timeline is yours.*

CHAPTER FIVE

ONEVOICE27 — ONE VOICE, MANY SCREENS

Why every member can become a digital missionary.

THE DIGITAL WORLD CHANGED

When most of us think about digital evangelism, we think about content — a Bible study video, a Scripture image, a sermon clip. Content matters. But content alone is not what digital evangelism is built on. The currency of the digital world is engagement.

In the early internet — Web 1.0 — communication ran in one direction. A website spoke; the visitor listened. We posted, they read. But we no longer live in that world. We live in the era defined by social media, where communication runs both ways. People don't just consume; they respond. The platforms our neighbors live on were built for conversation:

FROM AUDIENCE TO CONVERSATION

How the digital world changed

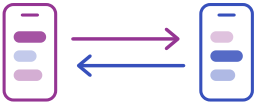
WEB 1.0 · THE EARLY INTERNET



One direction

A website spoke; the visitor listened. We posted, they read.

WEB 2.0 · SOCIAL MEDIA



Two-way conversation

People don't just consume; they respond. Built for conversation.

Web 1.0 spoke to an audience. Web 2.0 started a conversation.

And conversation — engagement — is exactly what most of our church members are already good at. Not everyone can film, edit, or design; those are gifts some have. But everyone can create the simplest content of all: a written prayer. Everyone can engage: a prayer warrior with a phone, leading a soul toward the Lord, one faithful message at a time.

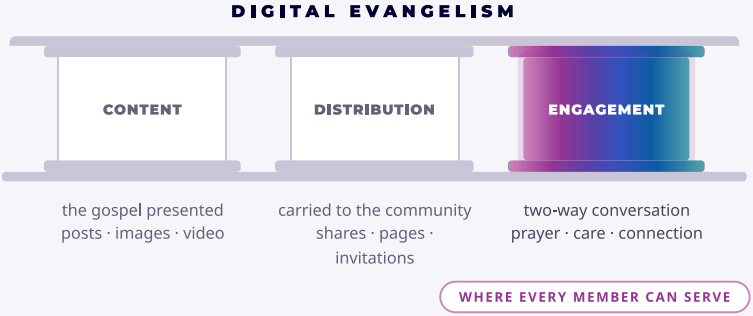
Some years ago I preached about digital evangelism at a small country church — white-haired heads in the pews, a projector on an old VGA cable. Afterward a man in a wheelchair came up to me. “Pastor,” he said, “you are the answer to my prayer. Because of my health, I cannot go out. But I have a phone, and I know how to pray. I can send my prayers to others. From today, I will begin my digital evangelism.” He may never film a video. But every day he knocks on the door of a heart — his own neighbor across the street, and a soul on the other side of the world — both mission fields within reach of the phone in his hand.

THE WHOLE PICTURE: THREE PILLARS

Seen whole, digital evangelism stands on three pillars. Content — the gospel presented in posts, images, and video. Distribution — carrying that content to the community, from a shared post to a geo-targeted invitation. And engagement — the two-way conversation where one heart meets another in Jesus’ name. All three matter; this guidebook majors on the third, because engagement is where most members can serve, and it is where souls actually move from the digital world into the local church.

THE THREE PILLARS

The whole picture



All three matter — and engagement is the bridge from the digital world into the local church.

ONE VOICE, MANY SCREENS

This is how a worldwide church speaks with one voice in September 2027: not through one method but through every method, carried by every member. "I have become all things to all men, that I might by all means save some" (1 Corinthians 9:22). Old means and new. Sanctuary and screen. Pew and inbox. Personal visit and digital evangelism. And underneath every method, the engine is evangelistic prayer.

> *"And this gospel of the kingdom will be preached in all the world as a witness to all the nations, and then the end will come."*
>
> MATTHEW 24:14 · NKJV

SOMEWHERE, SOMEONE IS TYPING

Why does this matter so urgently? One more story — the last words that were never written. Today, when a young person loses hope, the last words are often typed on social media. A young man, about to end his life, opened his social media one last time. He felt completely alone. And there on his screen was our message: "We care about you. The Seventh-day Adventist Church wants to pray for you. Send us a message."

Instead of typing his final words . . . he clicked. He sent a prayer request to our church. The prayer team prayed — and sent those prayers back to him. When he read them, the Holy Spirit touched his heart. He survived. He is alive today.

When the most traditional practice of our faith meets the newest technology in human history, God saves His precious souls. Somewhere tonight, someone is typing what they believe are their last words. Your prayer may be the message that reaches them first.

THREE WAYS TO BEGIN

You can implement this immediately, in three ways:

1. **Personally.** Send your prayers to people you already know — friends, neighbors, family members, coworkers. The four steps ahead show you exactly how.

2. **Church-wide.** Implement the digital prayer initiative as a whole church, utilizing digital marketing to invite your entire community. Steps Two and Three explain the church track; Chapter 14, “For Pastors and Elders,” completes it.

3. **On your own social media.** Post a short prayer invitation on your personal page — “I want to pray for you. How can I pray for you today?” — and invite friends to reply or comment with a request. Every comment gives you a chance to respond with a prayer, and every post is content creation in its simplest form. This is digital mission beyond your phone’s contact list: your own social media is a mission field.

ONE VOICE.
MANY SCREENS.

Not through one method but through every method, carried by every member.

START HERE *Turn the page and start Step One. The four steps take less time to begin than it took to read this chapter.*

PART TWO

THE FOUR STEPS

Simply follow them — one at a time

6 Step One: Pray, Choose, Focus

7 Step Two: Build Your Digital Front Door

8 Step Three: Serve Every Week

9 Step Four: Respond, Invite, Disciple

CHAPTER SIX · STEP ONE

PRAY, CHOOSE, FOCUS

One list of names. One need. One next step.

Digital evangelism is wider than any single method. It shares sermons and Scripture, streams Bible studies, offers health content, answers seekers' questions. Many forms of gospel work are possible in the digital world. Let me be clear: sending digital prayers is not the only way to do digital evangelism. It is one way among many. But it is a good starting point — the simplest door into that wide field, the one where the evidence points, and the step every member can take today. This guidebook walks you through that door first. And even this first step does not begin with an app. It begins with a text — not a text message, but a Bible text.

> *"But seek first the kingdom of God and His righteousness, and all these things shall be added to you."*
>
> MATTHEW 6:33 · NKJV

ONE VERSE, TWO PARTS

Jesus is teaching us how to pray and how to ask. The verse has two parts. First: "Seek His kingdom and His righteousness." Second: "All these things shall be added to you."



ONE VERSE · TWO PARTS

Matthew 6:33 — the order Jesus gave

FIRST

SEEK FIRST

"His kingdom and His righteousness"

our community · God's precious souls

SECOND

SHALL BE ADDED

"all these things"

family · health · children · jobs · finances

Where does your prayer time go — and where did Jesus say to begin?

Let us examine ourselves: where does most of our prayer time go? Family. Health. Children. Jobs. Finances. Those are the "all these things." They matter, and God invites those prayers. But Jesus gave us an order: seek His kingdom first. When we focus on praying for our community and for God's precious souls, He takes care of everything else.

After studying many Bible passages and the writings of Ellen White, I can summarize Matthew 6:33 in two words: **evangelistic prayer.** This kind of prayer asks God for souls before it asks Him for anything else. Everything in this guidebook flows out of those two words.

THE INTROVERT'S TRANSFORMED PRAYER LIFE

After a digital evangelism seminar, a quiet woman from the local church began walking toward me. Then she stopped. She tried again, hesitated again, and finally came over. She introduced herself as one of her church's digital missionaries.

She had been raised Adventist, but evangelism had always felt heavy to her. Speaking to strangers about faith did not come naturally; the thought of beginning a gospel conversation left her anxious. "That is just not my personality," she explained.

Then she discovered a ministry she could do faithfully. Each day, using her phone, she connected with people in her own neighborhood. She sent a brief Bible promise and a personal prayer. Sometimes she first asked, “How may I pray for you today?” Other times she responded to a burden a neighbor had already shared. It was not a mass message. It was prayer offered to a real person, by name.

Over time, spiritual conversations grew. A few people eventually began worshiping at her church. But that was not the part of her testimony she wanted to emphasize. “More than anything else,” she said, “my prayer life has changed.” Before, she had prayed for “all these things” — herself, her health, her family, her finances. Now she prays for His kingdom and His righteousness — His precious souls in her community. Through this ministry of sending prayers, before we change the world, before we change the community, our own prayer life is changed first.

Before we change the world, before we change the community, our own prayer life is changed first.

CHOOSE YOUR FIVE, FOCUS ON ONE

Now make the prayer concrete. Choose five names — people the Holy Spirit brings to mind. Then focus: for each person, name one need you know of, and one next step you can take this week. A next step can be small — asking about your coworker’s surgery during a break, or inviting a neighbor to walk with you in the morning. One list of names. One need. One next step. That focus is what turns good intentions into ministry.

START HERE

YOUR FIVE NAMES

Write five names: a friend, a neighbor, a family member, a coworker — whoever the Holy Spirit brings to mind.

1 NAME

ONE NEED | ONE NEXT STEP

2 NAME

ONE NEED | ONE NEXT STEP

3 NAME

ONE NEED | ONE NEXT STEP

4 NAME

ONE NEED | ONE NEXT STEP

5 NAME

ONE NEED | ONE NEXT STEP

Beside your first name, write one need and one next step. Pray for all five by name, today and every day. **These five people are your mission field.**

CHAPTER SEVEN · STEP TWO

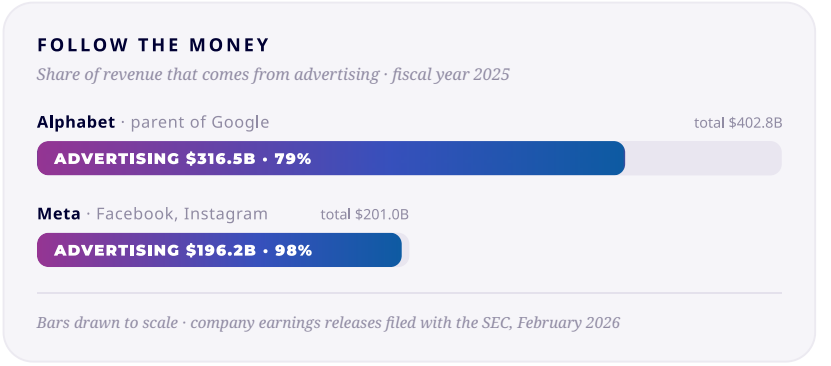
BUILD YOUR DIGITAL FRONT DOOR

Be easy to find, easy to trust, and easy to contact.

Before you knock on your neighbor's door, make sure yours is open. In the digital world, your profile — and your church's page — is your front door. When someone receives your prayer and wonders who you are, this is where they look first.

WHY IT MATTERS: THE WORLD RUNS ON DIGITAL ATTENTION

Facebook looks like a social media company. Google looks like a search engine. But follow the money:



About four-fifths of the revenue of Alphabet (Google's parent company) and nearly all of Meta's (the parent of Facebook and Instagram) comes from advertising. In 2025, Google's advertising brought in $316.5 billion, or 79 percent of Alphabet's $402.8 billion total, and Meta's advertising earned $196.2 billion, or about 98 percent of everything Meta makes. Countless individuals, ministries, organizations, and businesses gladly pay to use their tools, because in the online age this is one of the most effective ways to connect with people — and we can use the very same tools to reach people with the gospel. So here is what it means for your church: if the world's largest companies stake everything on being found, trusted, and contacted online, the least a church can do is make sure its own front door is open.

THREE TESTS: EASY TO FIND, EASY TO TRUST, EASY TO CONTACT

EASY TO FIND	Your church appears in a simple search: correct name, address, worship times, and an active page or profile. Your personal profile shows a real name and a friendly photo.
EASY TO TRUST	Real photos of real people (not stock photos), a recent post (something from this month, not last year), and a warm, authentic voice. Your page is not a bulletin board for members — it is a billboard of welcome for neighbors.
EASY TO CONTACT	Messaging is turned on, and someone is assigned to answer — ideally within a day. An unanswered message is a knock at a door no one opens.

SET UP YOUR CHURCH PAGE

- Create a page with the church's official name; add a friendly photo of real members (not just the building) and a clear cover image.
- Fill in the About section: address, worship times, contact, the current pastor's name, and one warm sentence about who you are.
- Publish three first posts: a welcome, a short prayer or verse, and the invitation — "We are your neighbor. We want to pray for you."
- Turn on messaging and assign two people to check the inbox daily.

START HERE

FRONT DOOR CHECKLIST

Be easy to find, easy to trust, and easy to contact.

- [ ] My profile has a real name and friendly photo.
- [ ] My church can be found by name, with correct address and worship times.
- [ ] Our page has at least one post from this month.
- [ ] Messaging is on, and someone answers within 24 hours.

FIX ONE UNCHECKED BOX THIS WEEK.

For the full technical setup — creating a church page, business account, and message inbox — see *Click to Digital Evangelism*, chapters 8–10, available to download at **ministerialassociation.org**.

CHAPTER EIGHT · STEP THREE

SERVE EVERY WEEK

A simple rhythm of hope, help, story, and invitation — carried by prayer.

Ministry is not a launch. It is a rhythm. This step gives you a simple weekly pattern you can keep for years. It is built around an invitation we have actually implemented — and it works.

PRESENTATION VS. MARKETING — THE POWER OF AN INVITATION

First, learn the one lesson the digital world teaches best. If I present a phone beautifully — its camera, its screen, its design — that is presentation. Marketing adds one more step: the call to action. "You must buy this phone. You need it because without it you will fall behind and be disconnected from the world." Without that step, nothing happens. Watch the gospel parallel:

NEVER PRESENT WITHOUT A CALL

The one lesson the digital world teaches best — and its gospel parallel

PRESENTATION		CALL TO ACTION		RESULT
THE PHONE its camera, its screen, its design	+	THE CALL *"You need this phone."*	=	MARKETING
THE BIBLE the prophecies, the promises, the love of God	+	THE ALTAR CALL *"Accept Jesus as your personal Savior."*	=	EVANGELISM

Marketing and evangelism share the same secret: never present without a call to action.

We present the Bible beautifully — the prophecies, the promises, the love of God. That is presentation. Evangelism takes one more step — the altar call: "Accept Jesus as your personal Savior." Marketing and evangelism share the same secret: never present without a call to action. Your weekly serving will always end with one.

THE DISCOVERY — PRAYER

In 2019 the General Conference digital evangelism team ran a global campaign — a sample of more than one million people — testing our classic invitations: Bible study, the health message, a free gift. Then they tested one more. Here are the results, per dollar spent:



Bible study drew about four responses per dollar. Health, about six. A gift, about five. And prayer — "We are your neighbor. We want to pray for you. Send us a message." — drew **thirty-three responses per dollar. Almost eight times more.** Hearts that stayed closed to a brochure opened wide for prayer. People need your prayer; prayer opens the door to conversation — and when someone asks, "May I pray for you?", who says no?

The mission field has proven this across every culture. A missionary who served more than ten years in a Muslim country was once asked the best way to reach people. His answer came without hesitation: "Prayer." Even when people recognized him as a Christian missionary, they still welcomed his prayers. Prayer builds bridges and opens hearts across every culture — including the cultures living on your street.

WHY HEARTS OPEN ONLINE — THE RESEARCH

Now, why does prayer work so powerfully online, of all places? Because of something researchers have measured again and again: in digital communication, people open their hearts more.

In a study published in the European Journal of Social Psychology, psychologist Adam Joinson compared face-to-face and text-based conversations. The result was striking: participants communicating by text made more than four times as many spontaneous personal disclosures—an average of 3.1 per conversation compared with 0.7 face to face.
Joinson's follow-up experiments suggested that visual anonymity matters: when people feel less observed, they tend to open up more.
The implication is simple: sometimes the distance of a screen does not close the heart. It creates space to say what might be difficult to say face to face.



> *"Prayer is the opening of the heart to God as to a friend."*
>
> ELLEN G. WHITE · STEPS TO CHRIST, P. 93

Now connect the dots. Prayer is the opening of the heart to God as to a friend — and when we send our written prayer to someone, we open our heart to them as well; when they send us a prayer request, they are opening their heart to us. So in the very place where research says hearts are already most willing to open — the text message — prayer becomes the most natural bridge of all. Technology didn't close hearts. For this purpose, it opened them. From click . . . to heart.

YOUR WEEKLY RHYTHM: HOPE · HELP · STORY · INVITATION

Serve your five names — and your church's community — with a simple weekly rhythm. Each week, send or post one of each:

HOPE	a Bible promise or short encouragement in God's name.
HELP	something genuinely useful: a health tip, a family resource, a practical act of service.
STORY	a testimony or a glimpse of real church family life.
INVITATION	the proven one: "Is there something we can pray with you about? Send us a message."

A MONTH OF IDEAS

FOUR WEEKS OF HOPE · HELP · STORY · INVITATION

	HOPE	HELP	STORY	INVITATION
1	we have a heavenly Father, the Creator, who cares for you	a simple health tip	"why I love my church" from a member	*"What would you bring to a Father who cares? We'll pray it with you."*
2	a promise for the anxious (Phil. 4:6–7)	a practical tip for families	a moment from last Sabbath's worship	*"What's weighing on you today? Send it to us and we'll pray Philippians 4 over it."*
3	a short encouragement in God's name	invite neighbors to a free event	an answered prayer (with permission)	*"Is there a prayer you're still waiting on? Let us wait with you."*
4	"Jesus is coming again" — the blessed hope	offer practical help to one need	your own one-sentence testimony	*"What are you longing for Jesus to make right? We'll pray toward that day with you."*

Each week, send or post one of each — and let the invitation echo the week's theme.

SEND YOUR FIRST DIGITAL PRAYER — TODAY

A digital prayer message has a simple shape: a warm greeting, a short written prayer with one Bible verse, the person's name, and a closing in Jesus' name. (Chapter 12 shows the pattern in detail.)

SAMPLE MESSAGE — COPY AND PERSONALIZE

Hello, my friend. I thought about you today and I want you to know you are in my prayers. "Heavenly Father, I lift up [name] before You. You promised in Isaiah 40:31 that those who wait on the Lord shall renew their strength. Grant [name] strength, healing, and peace today. In Jesus' name, amen."

You do not need to write a long, essay-style prayer. Short and sincere is more powerful than eloquent.

And you do not need to send it one contact at a time. Post the same invitation on your own social media: "I want to pray for you. Leave a comment or send me a message, and I will pray for you by name." When friends reply, pray for each one — in a comment, in a message, or in a short video. Your personal page becomes a place of prayer, and every reply is a prayer conversation begun.

ANNA'S FIRST VIDEO

Anna, a grandmother and a longtime Adventist member, had never made a video before. With her grandsons, she decided to record a thirty-second prayer invitation for her neighbors. Her message was simple: "I'm your neighbor, and I would like to pray for you."

It took more than an hour. Record. Stop. Try again. Delete. Start over. But when the video was finally finished, Anna was thrilled. No one had to tell her to share it — she gladly sent it to friends and neighbors, and the church showed it during worship and shared it online.

Through that one imperfect prayer video, a non-Adventist family found the church and asked for prayer. The members did not only pray for them but also sent their prayers, and kept sending them. The family asked for Bible studies, and the whole family was baptized. Anna did not need a studio, a script, or a title. She needed an hour, a phone, a willing heart — and a prayer to send.

SERVE EVERY WEEK — AND NEVER PRESENT WITHOUT AN INVITATION.

Ministry is not a launch. It is a rhythm — hope, help, story, invitation — carried by prayer.

START HERE *Send your first digital prayer to name #1 — a text message, a voice recording, or even a short video; whatever form you can start with — today, before sunset. Then put the weekly rhythm in your calendar: hope, help, story, invitation.*

CHAPTER NINE · STEP FOUR

RESPOND, INVITE, DISCIPLE

From a message to prayer, Bible study, belonging, and mission.

RESPOND: THE GOLDEN MOMENT AND THE 72-HOUR RULE

Sooner or later, a request will come back: “Please pray for my son.” “Pray for my faith.” Pause right there. That is the golden moment — a heart has just opened to you, and a spiritual relationship is waiting to begin. We say “I’ll pray for you,” we mean it, and we pray quietly at home. Usually we stop right there. Today, take one more step:



Write your prayer and send it, so they can read it with their own eyes. Then comes the most important habit in this book: **the 72-hour rule.** Within two or three days, reach out again. “I’m still praying for you. How are you today?” Now you share something sacred. A spiritual friendship is born.

Suppose someone asks you to pray for their back pain. Send your prayer that day — and now you have a reason to return. Two or three days later: “How is your back pain? I am still praying for you.” The request itself becomes your shared topic of conversation, and every follow-up gently reminds them that someone is still praying for them.

What will people ask for? From 61,556 real prayer requests in a single campaign season:



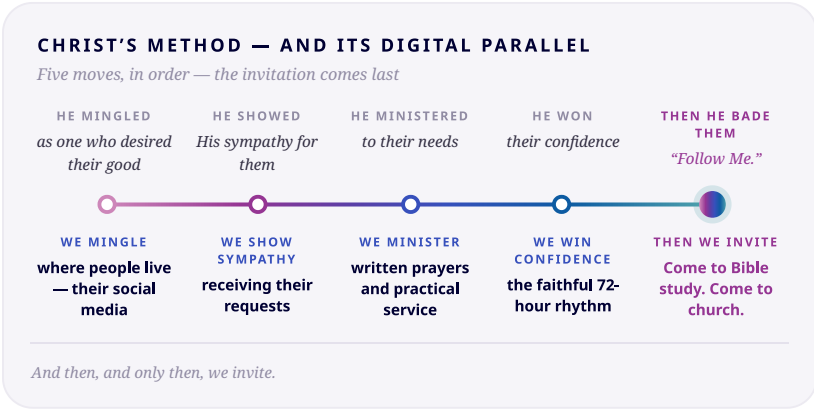
Health is number one—9,981 prayer requests. Faith is number two—with 8,012 prayer requests. Together, they account for nearly one in three requests. Then come employment, finances, family, and relationships.

People are already asking for prayer about faith—by the thousands. **A prayer conversation can naturally open the door to deeper conversations about faith and Jesus.**

INVITE: CHRIST'S METHOD AND THE HYBRID APPROACH

> *"Christ's method alone will give true success in reaching the people. The Saviour 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.'"*
>
> ELLEN G. WHITE · THE MINISTRY OF HEALING, P. 143

Digital prayer ministry walks Christ's exact sequence: we mingle where people live (their social media), we show sympathy (receiving their requests), we minister to their needs (written prayers and practical service), we win their confidence (the faithful 72-hour rhythm) — and then, and only then, we invite: "Follow Me." Come to Bible study. Come to church.



This method has been used in many churches and ministry settings. Yet even among Adventist churches in the same area, the results have not been the same. Some churches see meaningful connections and growing interest; others gain views and reactions online but struggle to move people toward real relationships. Why? The difference is a hybrid approach. Digital evangelism is not complete when someone watches a video, clicks "like," or sends a message. Online engagement is the beginning — not the destination. The goal is to connect people to a real church family, and through it to Jesus. The fruitful churches treat this as a whole-church initiative, combined with the ministries they already have — community services, prayer ministry, and Bible study groups:



A single mother sent our church a prayer request. A plumbing problem had taken over her home, and finding a trustworthy plumber at a price she could afford was proving even harder. She was frustrated and asked for prayer. Our church receives requests like this all the time. Of course the church sent her a written prayer that same day. But a need like this is exactly where the hybrid approach comes in: don't stop at the prayer — offer practical help. Our community services team went to her home and fixed it. Now the people who had been praying for her were standing in her kitchen. Online engagement became in-person engagement, and a stranger on a screen became a friend of the church, one step closer to walking through its doors.

A Buddhist woman kept sending our church the same request: "Please pray for my faith. I am a Buddhist." Think about that — a Buddhist, asking the Seventh-day Adventist Church to pray for her faith. One of our elders connected with her and sent prayer after prayer. A couple of months later, she said, "I think I should read the Bible. Where can I get one?" Our elder was thrilled. She asked for the woman's address, purchased a Bible at the local ABC store, engraved the woman's name on it, and delivered it personally. Later the woman said, "I think I should study the Bible." The elder began studying with her, and eventually she came to church.



Prayer Opened the Door to Bible Study

Someone writes, "Tomorrow I have surgery. I'm scared." Send the prayer, and offer more: an anointing service, a visit, prayer in person. When digital prayer is combined with in-person care, people don't just read our messages but end up walking through our doors. In the end, digital engagement must become in-person engagement. The goal is never to keep people online; it is to bring them into the actual church, into a real community of faith. That is why the hybrid approach matters.

DISCIPLE: FROM BELONGING TO MISSION

The goal was never to get a reply; it is to make a disciple. There were dozens of churches closer to Emily's home, yet she joined the church of the people who were praying for her. People are drawn to the place where their name is already being spoken before the throne of God.

I have asked many pastors and members what it was like when the church members who had been praying finally met, face to face, the very people they had been praying for — neighbors who had received their prayers online and then walked through the church doors. One pastor said it simply: "Jumping with joy." And that joy tells you something. Digital evangelism does not only change the person being prayed for; it changes the one praying. Imagine watching someone accept Jesus as their personal Savior and become part of your church family, and knowing: God did that through my prayers, sent from my phone. No sermon about mission can give a member that experience. Mission itself can.

One day I received a text message from a pastor: "Digital evangelism works. Daniel is a great young man who wants to be baptized." Daniel had been searching online when he came across our advertisement: "We want to pray for you. Send us a message." He clicked it and wrote, "Please pray for my faith." A college student in the church was assigned to send him prayer messages. About two or three months later — without ever speaking face to face with the person praying for him — Daniel simply showed up at church and said, "Over the past two or three months, my spiritual life has been transformed. I want to join this church. I want to study the Bible. I want to be baptized." He studied with the pastor and was baptized; about a year later he was ordained a deacon, and today he leads that church's digital evangelism. It all happened because a college student prayed. The person you pray for today may lead this ministry tomorrow.

Emily. Daniel. The Buddhist woman with her first Bible. The young man who is alive today. Behind every story stands the same quiet engine: a praying member with a phone. We need more praying members with phones. ***The next story is yours.***

ONLINE ENGAGEMENT IS THE BEGINNING — NOT THE DESTINATION.

The goal is to connect people to a real church family, and through it to Jesus.

START HERE *Put a reminder in your phone: three days from today, follow up with name #1. When a friendship warms, take one offline step — an invitation, a visit, an act of service — and tell your pastor or an elder. You are not meant to carry souls alone.*

PART THREE

START NOW

Launch, stay faithful, and keep going

10 Your First 30 Days

11 Faithful, Safe, and Trustworthy

12 Digital Prayer — Templates and Samples

13 Questions You Might Be Asking

14 For Pastors and Elders — Sharing the Vision

My Commitment & a Final Commissioning Prayer

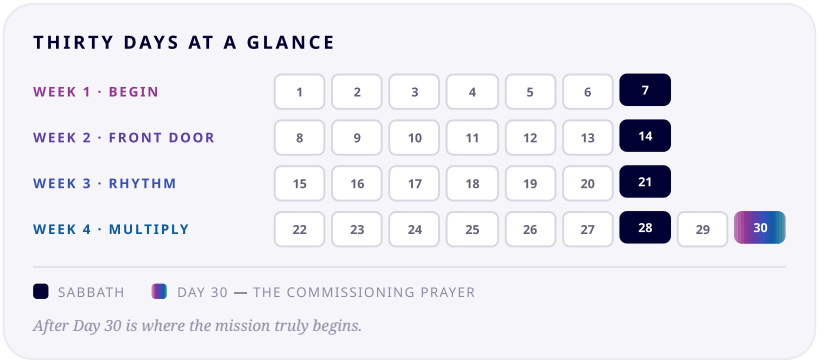
Reference: Key Statistics and Resources

CHAPTER TEN

YOUR FIRST 30 DAYS

A week-by-week launch plan.

A simple day-by-day plan to turn one prayer into a habit — and a habit into a ministry. Miss a day? Grace. Just pick up at the next one.



WEEK 1 — BEGIN STEP ONE

Day 1	Write your five names, one need, one next step. Send your first digital prayer before sunset.
Days 2–6	Send one written prayer each day to the next name on your list. Five days, five people.
Day 7	Sabbath: rest, worship, and thank God for the five names in your pocket.

WEEK 2 — OPEN YOUR FRONT DOOR STEP TWO

Day 8	Run the front-door checklist on your own profile. Fix one thing.
Day 9	Run it on your church page with your media team; fix one thing together.
Days 10–13	Follow up with each of your five — the 72-hour rule. Include one verse in every message.
Day 14	Sabbath: greet one visitor in person the way you greet people online.

WEEK 3 — FIND YOUR RHYTHM STEP THREE

Day 15	Send or post something of hope.
Day 16	Something that helps.
Day 17	Share a story.
Day 18	Post the invitation: “How can we pray for you?”
Days 19–20	When a request comes back, treat it as the golden moment: written prayer the same day.
Day 21	Sabbath: tell your church family what God is doing.

WEEK 4 — RESPOND AND MULTIPLY STEP FOUR

Days 22–24	Keep the 72-hour rhythm with everyone who has replied.
Day 25	Take one offline step with your warmest connection: an invitation, a visit, an act of service.
Day 26	Hand this guidebook to one person and help them write their five names.
Days 27–28	Ask your church: “Could we send one message to our community — we want to pray for you?”
Day 29	Look back over your first month: conversations begun, prayers sent, follow-ups kept, studies started.
Day 30	Pray the commissioning prayer at the end of this book. Then keep going.

AFTER DAY **30** *is where the mission truly begins.*

CHAPTER ELEVEN

FAITHFUL, SAFE, AND TRUSTWORTHY

Privacy, safeguarding, truth, and healthy boundaries.

Trust is the currency of this ministry. Guard it with four simple commitments.

1	2	3	4
PRIVACY	SAFEGUARDING	TRUTH	HEALTHY BOUNDARIES

PRIVACY

A prayer request is sacred. Remember why many people reach out through a screen in the first place: online they feel a measure of anonymity — no one is watching their face, and no one in their circle needs to know. That sense of privacy is exactly what gave them the courage to open their heart (see the research in Step Three). Honor it. Keep requests confidential; never share someone's story, name, or photo without their permission. What is shared with you in a message stays with you and, where needed, your pastor.

SAFEGUARDING

Protect minors online exactly as you would in person. Adults minister to minors only through channels parents can see, never in private messages. Three essentials: work in pairs on the church inbox, never alone; keep the record — do not delete message history, especially with minors; and know your duty to report — when a message reveals abuse or danger, report it as local law requires. These basics belong to everyone.

TRUTH

Be exactly who you say you are — a real neighbor from a real church. Never judge, never impose, and never promise outcomes on God's behalf. Encourage with Scripture instead; His promises are enough.

HEALTHY BOUNDARIES

This is a marathon of faithfulness, not a sprint of screen time. Set times to be offline. Hand heavy situations — crisis, abuse, self-harm — to your pastor and, where needed, advise professional help immediately. You are a praying friend, not a counselor of last resort.

AGREE ON IT TOGETHER

Read the four commitments aloud with your prayer partner or team, and check each one you agree to keep.

- [ ] 1 **Privacy — what is shared with me stays with me**
- [ ] 2 **Safeguarding — minors only in the open, never alone, keep the record**
- [ ] 3 **Truth — a real neighbor, no judging, no promises on God's behalf**
- [ ] 4 **Healthy Boundaries — offline hours, heavy situations handed on**

TRUST IS THE CURRENCY OF THIS MINISTRY.

People opened their hearts because they felt safe. Keep them safe.

START HERE *Review the four commitments with your prayer partner or team, and agree on them out loud before your church campaign begins.*

CHAPTER TWELVE

DIGITAL PRAYER — TEMPLATES AND SAMPLES

How to write a digital prayer message — with samples ready to personalize.

You do not need to copy anything word for word; in fact, you shouldn't. Learn the simple shape of a prayer message, and every message you send will be your own:

THE SHAPE OF A PRAYER MESSAGE

Five parts — shown at work in the sample from Step Three

1. Open with a short, warm greeting.
2. Pray — a few sincere sentences, not an essay.
3. Include one short Bible verse.
4. Call the person by name, so the prayer is truly theirs.
5. Close in Jesus' name: "In Jesus' name, amen."

Hello, my friend. I thought about you today and I want you to know you are in my prayers. *"Heavenly Father, I lift up* **[name]** *before You.* *You promised in Isaiah 40:31 that those who wait on the Lord shall renew their strength.* *Grant* **[name]** *strength, healing, and peace today.* *In Jesus' name, amen."*

Short and sincere beats long and eloquent, every time.

The templates below simply show this pattern at work. Short and sincere beats long and eloquent, every time.

PRAYER INVITATIONS (POST OR AD)

- *"We are your neighbor. We want to pray for you. Send us a message."*
- *"Is something weighing on you right now? Or maybe there's a joy you'd love someone to celebrate with you. Either way, we'd be honored to pray. Just send us a message — we'll pray for you by name."*

WRITTEN PRAYERS — HEALTH (#1 REQUEST)

- *"Lord, I bring [name] to You today. You know exactly what they are facing. Your Word says, 'Heal me, O Lord, and I shall be healed' (Jeremiah 17:14), so I ask You to touch [name] with Your healing hand and wrap them in Your peace. In Jesus' name, amen."*

- *"Father, [name] is not feeling well, and I am asking You to be their strength today. You said, 'Fear not, for I am with you' (Isaiah 41:10). Please let [name] feel that You are near. In Jesus' name, amen."*

WRITTEN PRAYERS — FAITH (#2 REQUEST)

- *"Lord, as [name] walks through a season of questions, meet them the way You met the father who cried, 'I believe; help my unbelief!' (Mark 9:24). Draw [name] close and make Your presence unmistakable. In Jesus' name, amen."*

WRITTEN PRAYERS — WORK · FINANCES · FAMILY

- *"God, You know the pressure [name] is under right now. You promised to supply every need (Philippians 4:19), and I am holding You to that promise for them. Open the right doors, and give [name] real peace while they wait. In Jesus' name, amen."*

- *"Lord, I am praying for [name]'s family today. Fill their home with the kindness and forgiveness You describe in Ephesians 4:32. Heal whatever is hurting, and draw them closer to each other and to You. In Jesus' name, amen."*

WRITTEN PRAYERS — DELIVERANCE & STRENGTH

- *"Father, [name] is in a hard fight right now, and I am asking You to fight alongside them. You promised that You are faithful and will always provide a way out (1 Corinthians 10:13). Give [name] courage for today — just today — and let them know they are not walking this road alone. In Jesus' name, amen."*

DAILY ENCOURAGEMENT MESSAGES

GUIDANCE	*"I know you've got a big decision ahead. I prayed for you this morning and this verse came to mind: 'I will instruct you and teach you in the way you should go' (Psalm 32:8). Anything specific I can pray about?"*
WORK	*"Thinking of you and the job situation today. I asked God to lead you to the right door — He really does have plans to give you hope and a future (Jeremiah 29:11). Hang in there."*
FAMILY	*"Prayed for your family this morning — for a home full of love and a lot of patience with each other (Joshua 24:15 came to mind). Anything in particular going on that I can pray about?"*

FOLLOW-UP MESSAGES (THE 72-HOUR RULE)

- *"I'm still praying for you. How are you feeling today?"*
- *"You were on my mind again this morning, so I prayed for you. Psalm 34:18 says the Lord is near to those who have a broken heart. I believe that for you. Anything new I can pray about this week?"*

SOCIAL POSTS

- *"Every week our church family gets together to pray, and we'd love to add you to the list. Is there something on your heart? Send us a message. No strings attached, just prayer."*
- *"Wherever this finds you today: you are not alone, and you are not forgotten. God knows your name. May we pray with you?"*

SOCIAL POSTS — YOUR PERSONAL PAGE

- *"Quick one from me today: I'd like to pray for you. Drop a comment or send me a message with one thing that's on your heart, and this week I'll pray for you by name. Seriously — anything."*

- *"Rough week? You don't have to carry it by yourself. Just comment 'pray' below — you don't even have to say what it's about — and I'll write a short prayer for you."*

- *"To everyone who sent me a request this week: thank you for trusting me with it. I prayed for each of you by name this morning. 'The Lord is near to all who call upon Him' (Psalm 145:18). And if you missed it, the door's still open. How can I pray for you?"*

BIBLE-STUDY REPLY

- *"That's a great question. Honestly, I love that you're asking it. If you'd like to dig into the Bible a bit more, our church does a simple, friendly study — online or in person, at whatever pace works for you. Want me to connect you? No pressure at all. Either way, I'm still praying for you."*

VISITOR WELCOME

- *"So good to see you this Sabbath. Thanks for spending the morning with us. I prayed for you today. If anything comes up this week, big or small, I'm just a message away."*

Short and sincere beats long and eloquent, every time.

CHAPTER THIRTEEN

QUESTIONS YOU MIGHT BE ASKING

Honest answers to common hesitations.

“I’m not good with technology.”

If you can send a text message, you have all the technology this ministry requires. The man in the wheelchair never filmed a video. Start where you are.

“What if no one replies?”

The harvest is rarely in the first message. Keep the 72-hour rhythm. Emily replied to a faithful friend, not to a first message. God gives the increase (1 Corinthians 3:6).

“What if they ask hard doctrinal questions?”

At this stage, don’t debate — relate. Acknowledge the question, keep supporting them, and let curiosity grow. Rather than engaging the question directly, point them to a trusted site where they can explore answers for themselves, such as Bibleinfo.com. Remember, the Buddhist woman asked for a Bible before anyone offered her one.

“What if I say the wrong thing?”

Follow the three “nevers” of truth in Chapter 11: never judge, never impose, never promise outcomes on God’s behalf. Encourage with Scripture. His promises are enough.

“How much time does this take?”

A digital prayer takes two minutes. Five names, a few messages a week, one follow-up rhythm. This is a ministry of consistency, not hours.

“Does our church need a big budget?”

No. Every member can begin free, today, with the phone they own. A church campaign can start small and geo-target its own neighborhood. The setup guide is in *Click to Digital Evangelism,* available to download at ministerialassociation.org.

“Is this really evangelism, or just kindness?”

It is both, and it bears fruit: prayer conversations open the door to Bible studies, church doors, and baptisms. Ask Emily. Ask Daniel. The purpose is always to lead people to Jesus and His church.

If you can send a text message, you have all the technology this ministry requires.

CHAPTER FOURTEEN

FOR PASTORS AND ELDERS — SHARING THE VISION

Envision your praying members. A vision worth pursuing.

ENVISION YOUR PRAYING MEMBERS

Pastor, elder, leader — the question is no longer whether your church will engage in digital evangelism. The question is whether you will envision the Monicas already sitting in your pews.

And it begins with you. Members may catch the vision first — Monica did — but it rarely spreads through a church until its leaders see it too. When a pastor envisions digital evangelism — prays over it, owns it, and paints the picture before the congregation — members find the courage to begin. Vision is not a luxury here; it is the ignition. Where the pastor carries the vision, the church makes it happen.

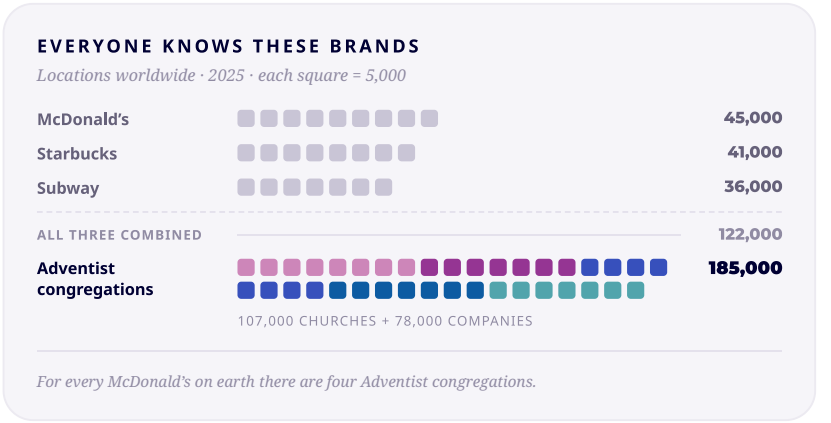
They are there. The praying grandmother in the third row. The quiet deacon who texts more than he speaks. The young mother who runs three group chats before breakfast. They are not waiting for permission to scroll — they are waiting for permission to minister.

OneVoice27 is not a program to attend but a movement to mobilize. Identify your praying members. Hand them the vision. Stop saying “this is for young people.” Start saying “this is for whoever is willing.”

But before you mobilize anyone else, the call comes to you. Do you feel it? That quiet nudge as you have read these pages: what if God could use my phone, my hands, my prayers? That is the same nudge Monica felt on a Sabbath morning. The same nudge that became 350 prayer requests, one Emily, and one baptized sister in Christ.

Somewhere out there your Emily is waiting, whispering the same shy prayer: “Lord, help me do something meaningful with my life.” Monica said yes on a Sabbath morning drive. What will you say today? One prayer. One message. One faithful connection can help lead one soul to Christ.

A VISION WORTH PURSUING



Worldwide there are roughly 45,000 McDonald’s, 41,000 Starbucks, and 36,000 Subways — about 122,000 in all. The Seventh-day Adventist Church has nearly 185,000 congregations — including 107,000 organized churches and 78,000 companies — more than all three combined. For every McDonald’s on earth there are four Adventist congregations — and our message is much better than a Big Mac: it’s free, and it’s healthy. Yet everyone knows these brands, and not everyone knows the Adventist Church. We clearly need to do something better.

WHAT IF?

One message, from every member and every congregation

24M

MEMBERS
SENDING PRAYERS

185K

CONGREGATIONS
SENDING ONE MESSAGE

"We are your neighbor. We want to pray for you."

A house of prayer — known by every neighborhood on earth

What if 24 million members began sending prayers to their friends, family, and neighbors — and all 185,000 congregations sent one message to their communities: "We are your neighbor. We want to pray for you"? What if our communities recognized the Adventist Church as a house of prayer, and Adventists as men and women of prayer? The world would know this church far better than it does today. And I believe Jesus Christ would come sooner. Peter speaks of "hastening the coming of the day of God" (2 Peter 3:12), and Ellen White put it plainly: "By giving the gospel to the world it is in our power to hasten our Lord's return" (*The Desire of Ages,* p. 633).

PREACH IT — A SERMON STARTER

The fastest way to envision your praying members is to preach this message. As a sample, a full sermon package is available to download at ministerialassociation.org. You'll find a 30-minute manuscript, a video, and a PowerPoint presentation. Use it as a starting point, not a script. The message will land best when you preach it in your own voice, with your own stories, shaped for your own congregation.

In brief: the sermon introduces OneVoice27, corrects the greatest misunderstanding (that evangelism is the work of specialists rather than of the willing), shows how digital prayer opens hearts through the golden moment and the 72-hour rule, and closes with a simple altar call: every member sends one prayer message before sunset today, and every heart answers one question: "Are you in?"

WHERE THE PASTOR CARRIES THE VISION, THE CHURCH MAKES IT HAPPEN.

What if your church were known as a house of prayer by every neighborhood around it?

A LEADER'S CHECKLIST

1. Send your own first digital prayer this week. Lead from the front.
2. Name three praying members who would say yes if you asked. Ask them this Sabbath.
3. Give the ministry a home: connect it to prayer ministry, community services, and Bible study groups.
4. Put one sentence before your community: "We are your neighbor. We want to pray for you."
5. Envision and motivate your own members to start today.

CLOSING

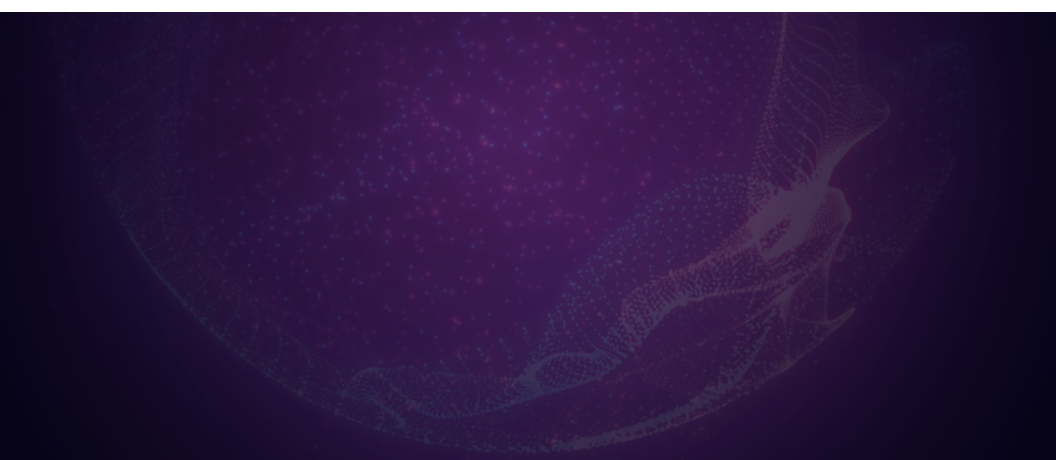
MY COMMITMENT & A FINAL COMMISSIONING PRAYER

Make it personal — and go.

Before you close this book, make it personal. This was never a book to finish but a ministry to begin. Put your yes into words:

- [ ] **I'm in.** *Today I will write my five names and send my first digital prayer.*
- [ ] *I will keep the 72-hour rhythm — praying for my five, following up, week after week.*
- [ ] *I will take one offline step with my warmest connection — an invitation, a visit, an act of service.*
- [ ] *I will hand this vision to one more person and help them write their own five names.*

NAME _____ DATE _____



A FINAL COMMISSIONING PRAYER

Lord Jesus, You crossed every distance to reach me. Take my phone and make it a tool in Your hands; take my words and fill them with Your Spirit. Give me eyes for the searching, courage for the first message, and faithfulness for the follow-up. Use my hands to prepare the way, so that in September 2027 — and every day until You come — Your church may speak with one voice: "Come, Lord Jesus." In Your name I go. Amen.

REFERENCE

KEY STATISTICS AND RESOURCES

The numbers behind this guidebook — and where to go deeper.

THE NUMBERS BEHIND THIS GUIDEBOOK

- Religion is the #3 most-discussed topic online, after politics and celebrities (Statista survey).
- Worldwide searches for "second coming" have risen steadily, reaching their highest level in the period examined (Google Trends, 2004–2026).
- The average person spends about six hours a day on digital media (Digital 2026 Global Overview Report).
- People disclose personal matters more than 4× as often in text-based conversation as face to face — 3.1 vs. 0.7 spontaneous self-disclosures per conversation; adding a video camera nearly erased the effect (A. Joinson, "Self-disclosure in computer-mediated communication," *European Journal of Social Psychology* 31, 2001, pp. 177–192; see also J. Suler, "The Online Disinhibition Effect," *CyberPsychology & Behavior* 7, 2004).
- Responses per $1 in a 1M+ person campaign (2019): Bible study 4 · health 6 · gift 5 · prayer 33 — almost 8× more (AWR & Hope Channel campaigns).
- 61,556 prayer requests in one campaign season: health 9,981 and faith 8,012 — nearly 1 in 3 (AWR & Hope Channel, Jan–Sep 2020).
- 350 prayer requests in two months for one local church; a team with average age 60–70 saw 17+ people join their church.
- Advertising share of revenue, FY2025: Google advertising $316.5B of Alphabet's $402.8B (79%); Meta advertising $196.2B of $201.0B (98%) (company earnings releases filed with the SEC, February 2026).
- Seventh-day Adventist Church, December 31, 2025: 24.4 million members; 106,936 churches and 78,061 companies = 184,997 congregations (GC Office of Archives, Statistics, and Research). Restaurant counts: McDonald's 45,356 (year-end 2025); Starbucks ≈41,000 (fiscal 2025); Subway ≈36,000.

GO DEEPER

- *Click to Digital Evangelism* — the complete manual: campaigns, marketing setup, online pastoral care, prayer templates. Available to download at ministerialassociation.org.

- ministerialassociation.org — sample prayers, training resources, and the full OneVoice27 sermon, “When Prayer Meets Technology.”

ONEVOICE27
MISSION FOR ALL

DIGITAL EVANGELISM IS FOR EVERYONE.

If you have a smartphone, you have a powerful media tool.

If you can pray, you can create meaningful prayer content.

If you can send a message, you can share hope.

YOU CAN BE A DIGITAL MISSIONARY.

