



JAMIE DOMM - MARCH 5, 2021

The Digital Discipleship & Evangelism Model

Discussion Outline

Topics to be Covered

The Digital Mission Field

The Digital Discipleship & Evangelism Model

 Content Creation

 Community Building

 Digital Discipleship

 Distribution

 Resources

 Q&A

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You might be tempted to think
that we will return to normal
in a few weeks or a few
months. We will return to
normal, but it will be a new

- CHUCK NORRIS

Where is your God now?

**WE MUST WORK TO EXTEND
THE CHURCH EXPERIENCE**

beyond the confines of time and
space in a building.





But isn't social
media
dangerous?

Why Digital Discipleship & Evangelism?



We spend 3x as
much time on
socializing
online than we
do in person.

WATCHING TV



**7 YEARS +
8 MONTHS**

ON SOCIAL MEDIA



**5 YEARS +
4 MONTHS**

EATING • DRINKING



**3 YEARS +
5 MONTHS**

GROOMING



**1 YEAR +
10 MONTHS**

SOCIALIZING



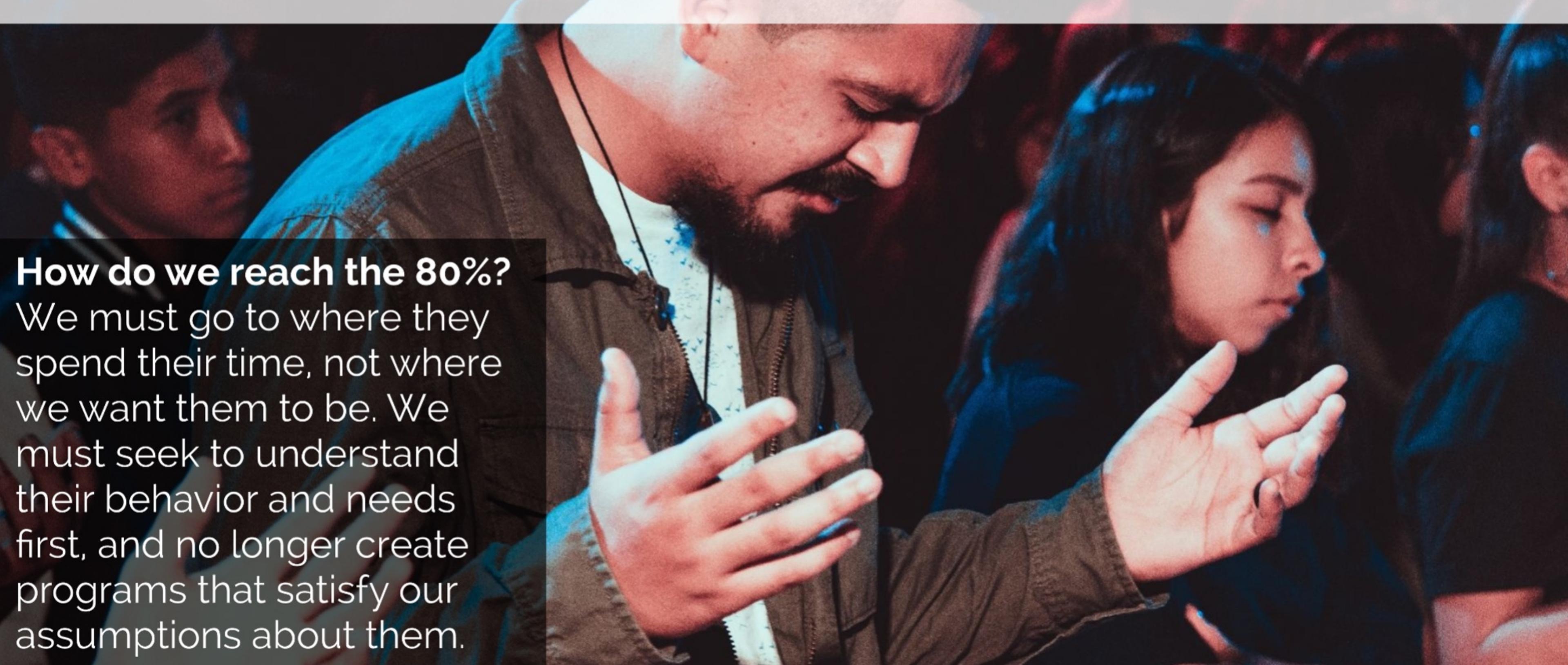
**1 YEAR +
3 MONTHS**

DOING LAUNDRY



6 MONTHS

Only 20% of American's Attend a Church -Gallup



How do we reach the 80%?

We must go to where they spend their time, not where we want them to be. We must seek to understand their behavior and needs first, and no longer create programs that satisfy our assumptions about them.

A black and white photograph of a woman with long hair, seen from the side and back. She is wearing a light-colored, short-sleeved shirt. Her head is resting in her hands, which are clasped together, conveying a sense of distress or deep thought.

People are Googling for God

**Each year there are millions of searches
for answers to questions like:**

- Is God real?
- What happens when we die?
- How do I know I'm saved?
- Why is there so much suffering in the world?

A photograph showing a person from the waist down, sitting in a dark wooden church pew. They are wearing a white and blue striped t-shirt, brown pants, and a black belt. A tattoo is visible on their left thigh. They are holding a silver smartphone in their right hand, looking at the screen. The background shows the curved wooden pews of the church.

**30,000 people search "Church online"
every month. What do they find?**

*...mostly watching people
in a building.*

People searching for answers need more than a program to watch.



The Digital Discipleship & Evangelism Model

An integrative approach

A long-term strategy for outreach,
community service, growth
and evangelism.

3 Roles

CONTENT CREATORS

are those who package the gospel message and teachings of Jesus into various digital friendly formats such as: video, blogs, images, podcasts, etc.

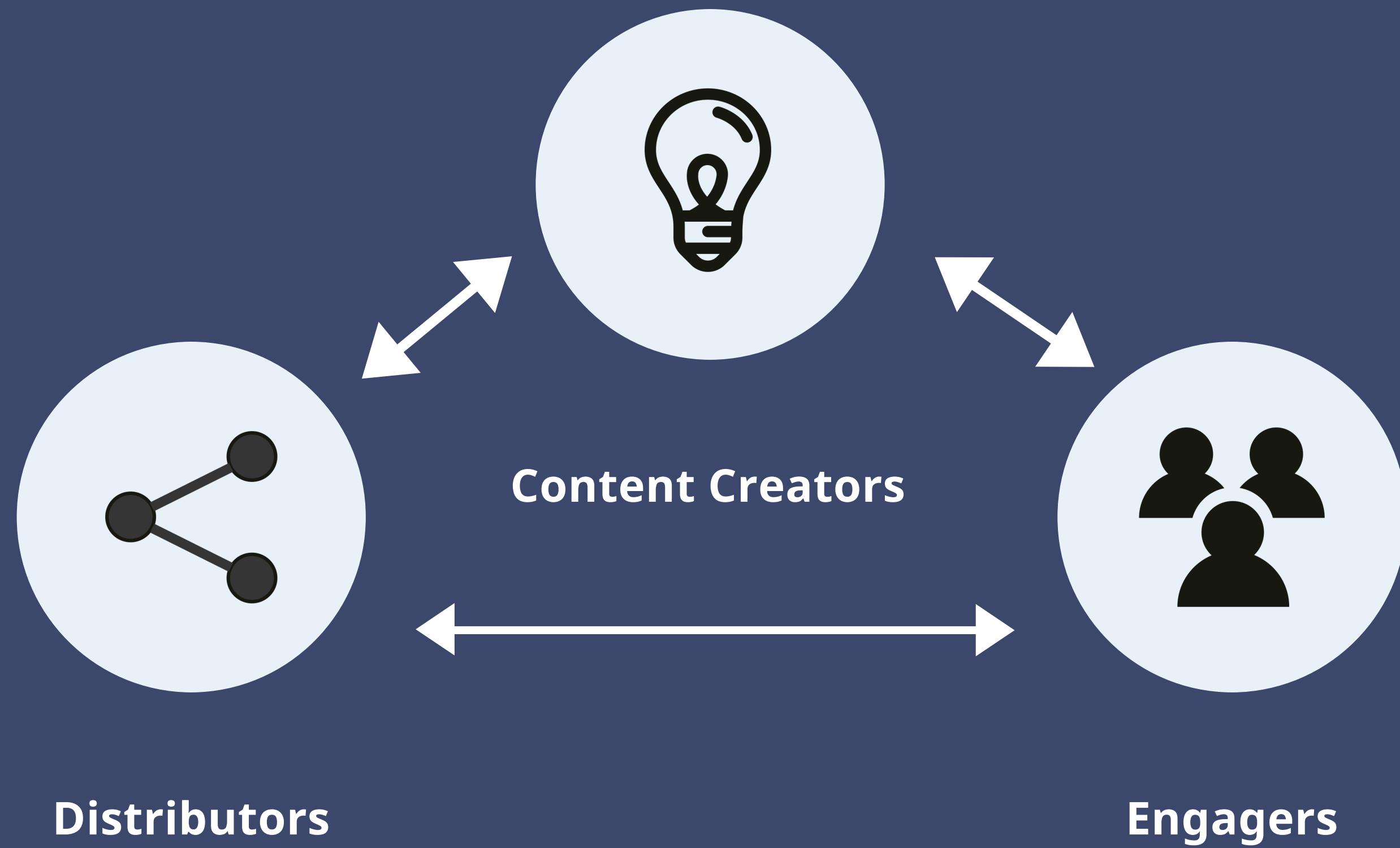
ENGAGERS

are empathic individuals within an organization, or operating independently, who engage in online conversations for the purpose of building meaningful relationships, better understanding needs, and determining meaningful ways to serve others in the community.

DISTRIBUTORS

are organizations or individuals who use digital tools and technologies to share content within their sphere of digital influence.

The Model





The integrated model utilizes every active member in a holistic approach that aims to scale up the traditional friend/community evangelism and discipleship models, not replace them.

It all begins with a
strong foundation.

STRATEGIC PLANNING IS SIMPLY THE
PROCESS OF BEING INTENTIONAL AND
THOUGHTFUL WITH YOUR COMMUNICATIONS.

A STRONG FOUNDATION INCLUDES

- **Setting Goals**

Choose the right key performance metrics to implement measures for success.

- **Choose the Right Platforms/Software**

Meet your audience where they are, just like the physical mission field.

- **Determine Your Target Audience(s)**

The first step in reaching your audience is to develop a clear picture of who you are talking to.

- **Plan Integratively**

Get organized and plan communication strategies across all available channels (both digital & analog).

UNDERSTANDING YOUR AUDIENCE

SDAdata.blog/understandingaudiences

HOW TO DEVELOP A STRONG FOUNDATION

SDAdata.blog/foundation

Resources

Content Creators (Creatives)

Content As Mission

People search online for answers to their problems. What better place for the Church to share its message of hope and wholeness?





Created

Create content that focuses on mental, physical, and spiritual needs specific to your community.

Curated

The burden is not on you to create everything.





Jesus Model

Jesus sought first to fulfill people's needs; He then invited them to follow.

DURING HIS THREE-AND-A-HALF-YEAR MINISTRY, JESUS:

- shared stories
- shared Godly (and scripture-based) wisdom
- attended to people's needs, physically and spiritually
- answered people's questions regarding spiritual matters and everyday challenges
- gave them hope
- created community
- developed an engaged/active church body
- lead people to wholeness
- equipped people to be disciples and to replicate the model He developed

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Don't just create content,
Consider: How will their
attitude and perceptions of
God or themselves change
because of your
[article/letter/post/video]?

WHAT ROLE TO CONTENT CREATORS PLAY?

SDAdata.org/digital-evangelism-blog/what-role-do-content-creators-creatives-play

BASICS OF CONTENT STRATEGY

SDAdata.org/digital-evangelism-blog/basics-of-content-creation-and-strategy

Resources

Engagers (Community Building)

What does community in the digital space look like?

Every opportunity to connect is an opportunity to advance the kingdom of God.



“ Being listened to is so close to being loved that most people cannot tell the difference.

- DAVID OXBERG (Augsburger)

Suicide

10 Leading Causes of Death

Cancer

2016 Florida Hospital Center for Community Health Ministry

9 Contributing Factors

Kidney Disease

Illicit Drug Use

Stroke

Motor Vehicles

Influenza & Pneumonia

Sexual Behavior

Firearms

Pollutants & Toxic Agents

Tobacco Use

Infectious Agents

Diet & Activity Patterns

External & Internal Stress

Meaningless Existence

Lack of Information or Education

Anger & Frustration

Loneliness & Social Isolation

Low Self Esteem or Self Worth

Economic Disparity

Helplessness & Emotional Despair

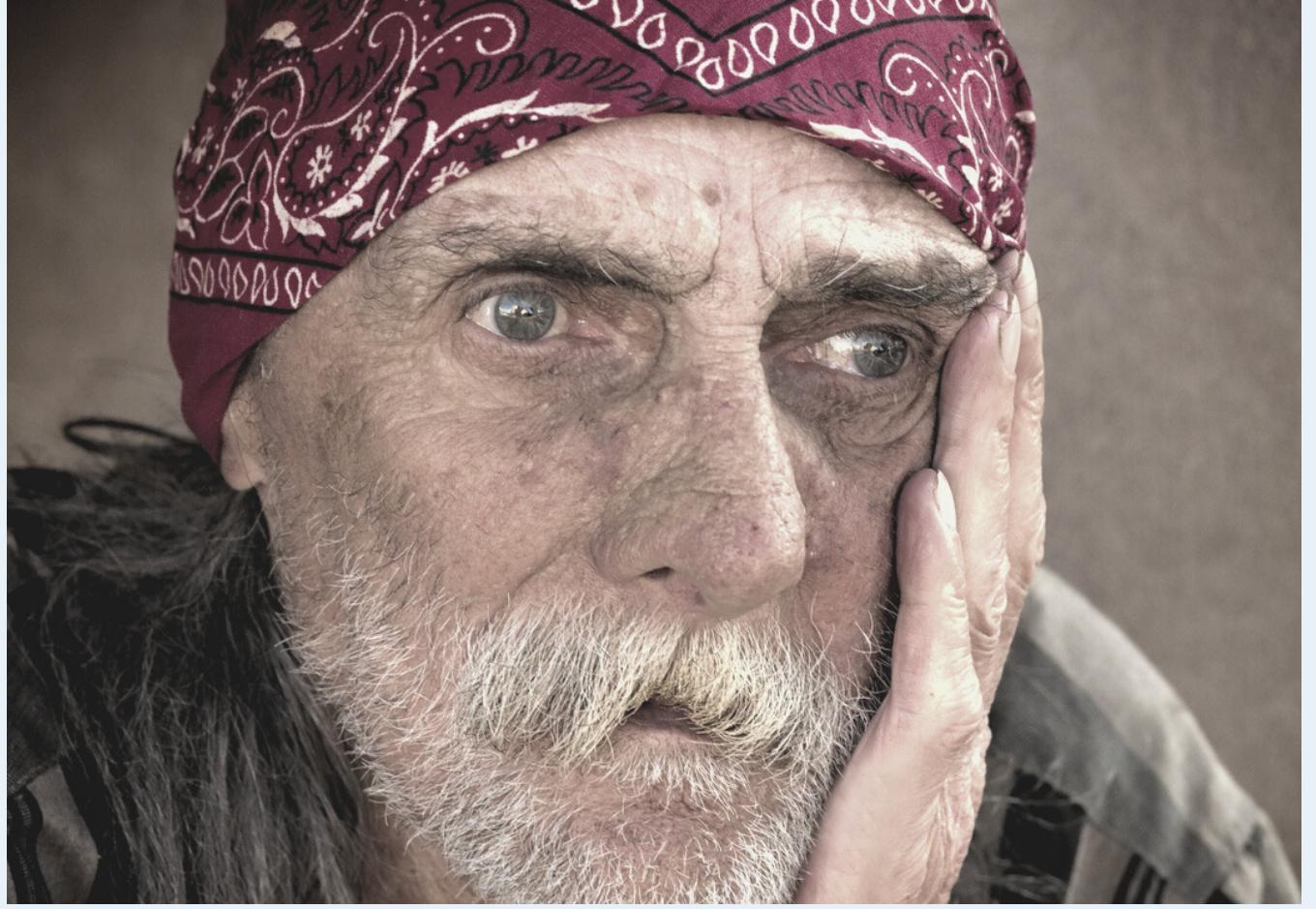
Chronic Lung Disease

Diabetes

Heart Disease

Alzheimer's Disease

Accidents



360° Community Care Strategy

Your goal in using social media for ministry ultimately should be to understand and fulfill a need, making a tangible impact in the real world. This means listening and taking action on a daily basis.

SCALE UP FRIENDSHIP EVANGELISM BY:

- Being connected through social media and other digital tools
- Learning more about people's lives through social media in addition to socializing in person
- Taking the time to engage and show interest
- Using digital tools to inform and invite friends to fellowship opportunities/events
- Taking advantage of opportunities to serve people by better understanding their expressed needs, for example, help with moving, distress after loss of a loved one, etc.
- Starting meaningful conversations
- Listening more than you speak
- Utilizing digital tools to follow up and stay in contact with people

WHAT DOES COMMUNITY LOOK LIKE IN THE DIGITAL SPACE?

SDAdata.org/digital-evangelism-blog/what-does-community-in-the-digital-space-look-like

COMMUNITY CARE STRATEGY

SDAdata.org/digital-evangelism-blog/what-does-a-360-community-care-strategy-look-like

Resources

Digital Disciples

Empower People: Small Actions, Big Impact

Train all the generations in your church to:

- Be intentional online with how they spend their time
- Pay attention to the posts of their friends/contacts
- Proactively reach out to friends online or via digital tools
- Take action in appropriate and timely ways





Develop a Relationship-first, Empathy-first Engagement Strategy

This means redefining our notion of success to include metrics outside of attendance and baptisms.

EXAMPLES OF QUESTIONS YOU CAN ASK TO GAUGE SUCCESS:

- How many times did you (or your team) share the love of Christ?
- How many conversations did you start or engage in on social media?
- How are you painting a more authentic picture of yourself, faith, or the church?
- How are you building relationships?
- Do you better understand the needs of those you are connecting with online?
- Have you found meaningful and practical ways to help people?

PRACTICAL TIPS FOR DIGITAL DISCIPLESHIP

SDAdata.org/digital-evangelism-blog/practical-tips-for-digital-discipleship-and-engagement

GROWING AS DIGITAL DISCIPLES

SDAdata.org/digital-evangelism-blog/growing-as-digital-disciples

Resources

Distributors

Digital as a distribution tool.

Modern technologies have decentralized the gospel message. We can activate our membership to be a reach vehicle for souls.



We don't have a message problem; we have a distribution problem.

We have the gospel—the greatest story ever told—of Christ's birth, life, self-sacrificing death, resurrection, and soon return. As the Seventh-day Adventist Church, we also have the Three Angels' Messages, sent to all of God's children in every nation, tribe, tongue, and people. We, as a people, have the gift of prophecy, the guidance of Ellen G. White, and a health message for better living.

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Digital door-knocking is when you share spiritual content on your social media profiles or through messaging and email to create an opportunity for people to engage with you about your faith



Engage in Digital Door Knocking

Social media allows us to share our faith and engage with our community when it's most convenient for them. It allows our audience to self-select whether or not they want to engage.

HERE ARE SOME DIGITAL WAYS INDIVIDUALS CAN DISTRIBUTE OUR MESSAGES:

- Forward emails.
- Text invitations with an info link to contacts, or send invitations via messenger apps.
- Share content from your church's profiles or a ministry you follow and add a personalized message.
- Live-stream events, sermons, Bible study groups, etc., from your social media profiles.
- Hit "like," "love," or "wow" on ministry Facebook posts to increase organic reach.
- Post to community groups or apps like Next Door about upcoming events.
- Find digital ways to connect with neighbors and community; then share your faith with them.
- Follow, friend, or join online Christian groups to help increase their digital influence.

WHAT'S THE ROLE OF DISTRIBUTORS?

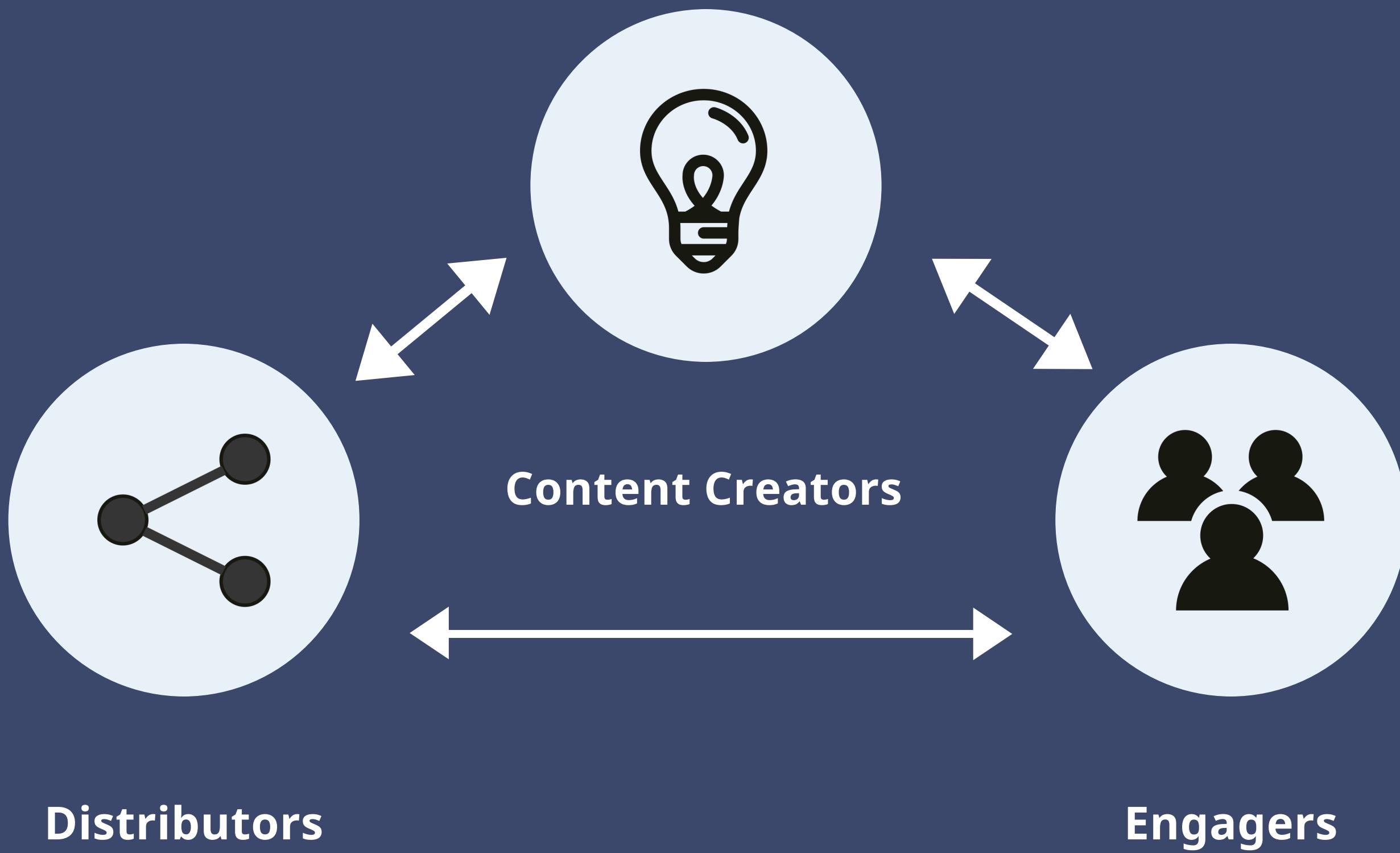
SDAdata.org/digital-evangelism-blog/what-is-the-role-of-distributors

HOW TO ENGAGE IN DIGITAL DOOR KNOCKING

SDAdata.org/digital-evangelism-blog/how-to-engage-in-digital-door-knocking

Resources

The Model



Coming Up Next!

- **Saturday, March 6 @ 1:30 pm MST/3:30 pm EST**
Foundation of Digital Strategy for Ministry
- **Saturday, March 6 @ 3:30 pm MST/5:30 pm EST**
Roles of the Digital Discipleship and Evangelism Model Part 1
- **Sunday, March 7 @ 10:00 am MST/12:00 pm EST**
Roles of the Digital Discipleship and Evangelism Model Part 2

SDADATA.ORG
JDIM.DIGITAL

FOR FREE RESOURCES



Digital Discipleship & Evangelism

A practical guide for outreach, community service, growth, and evangelism for conferences, local churches, and personal ministries.

Jamie Domm

The Digital Discipleship & Evangelism

Guide
Available in Print & Digital Formats

AdventSource & Amazon
JDIM.digital/book



Q&A