

**CALLED  
TO BE**  
*Faithful*  
**COMMANDMENTS  
OF GOD AND  
FAITH OF JESUS**





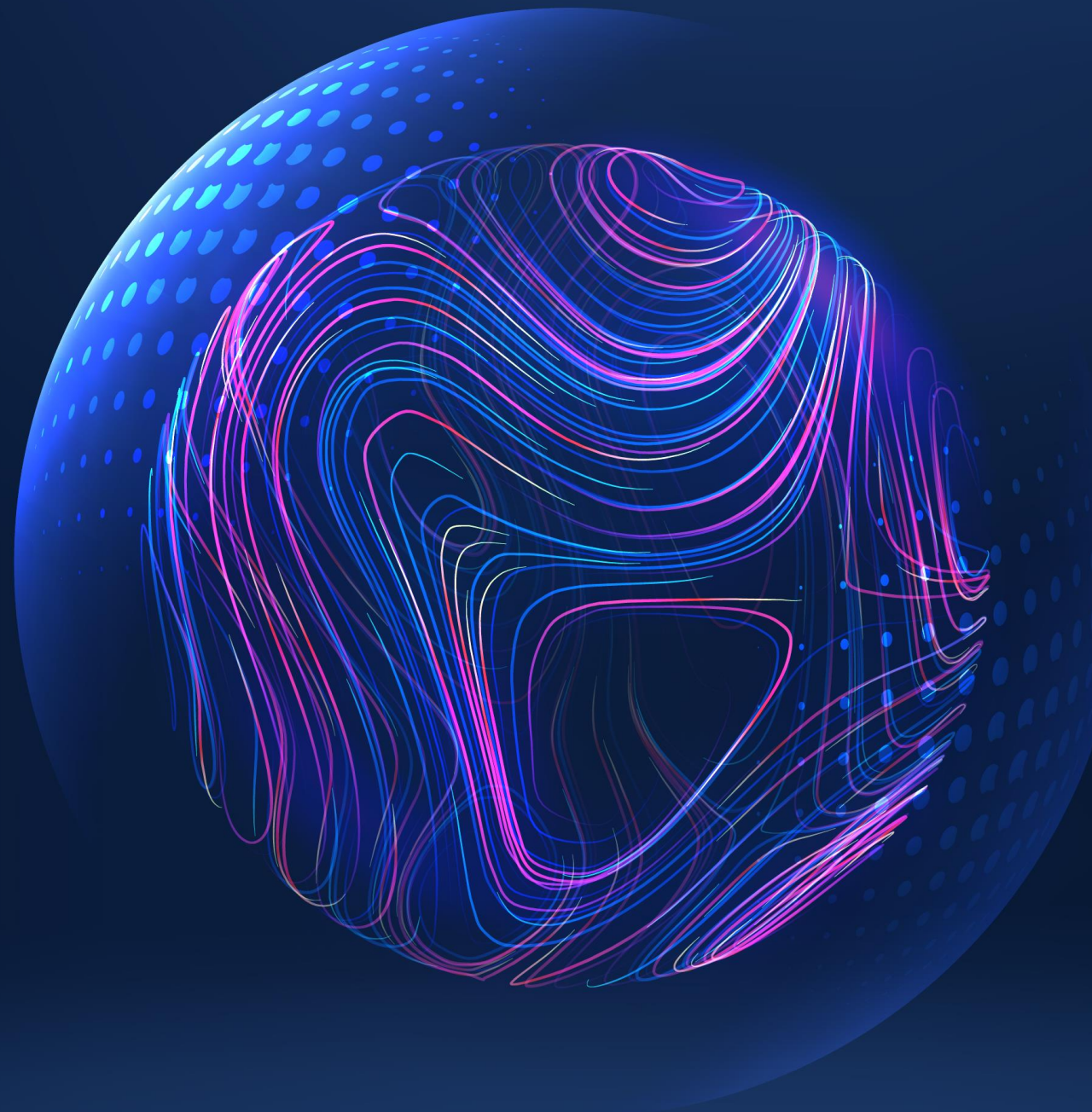


Seventh-day  
Adventist® Church

DEFINING OUR



LEAD24







Leadership Education and Development  
**LEAD24**





Leadership Education and Development  
**LEAD24**



# Why talk Strategy when we can talk Evangelism?

*Scripture teaches us to “not begin until we have counted the cost”.*





**“But don’t begin until you count the cost.** For who would begin construction of a building without first calculating the cost to see if there is enough money to finish it?

“Or what king would go to war against another king without first sitting down with his counselors to discuss whether his army of 10,000 could defeat the 20,000 soldiers marching against him?

Matthew 14:28, 31 NLT





Let every worker in the Master's vineyard, **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. {Ev 122.4}





**Digital Evangelism is the  
*implementation* of our  
Digital Strategy for Mission.**



# DIGITAL STRATEGY

for **MISSION**





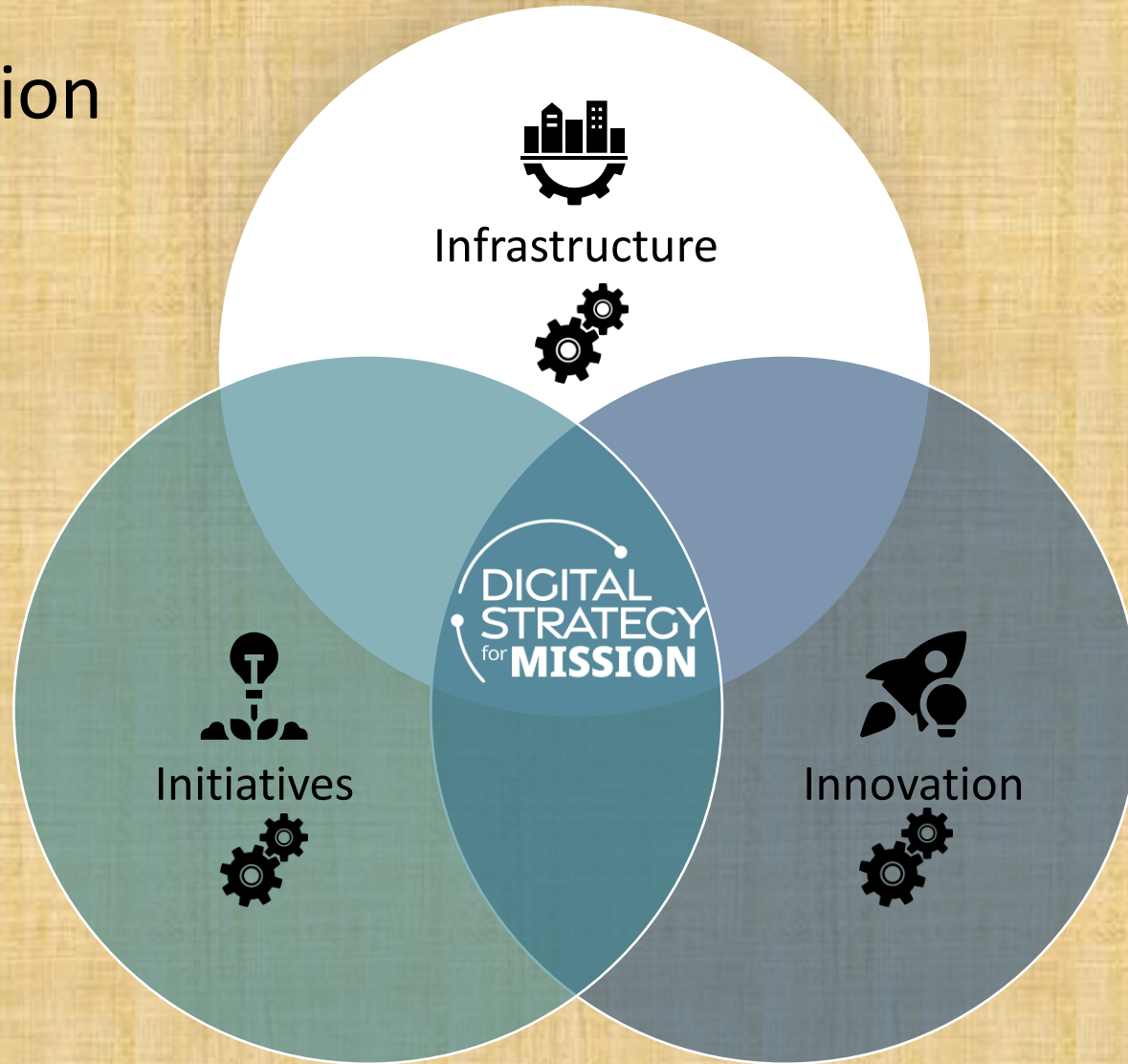
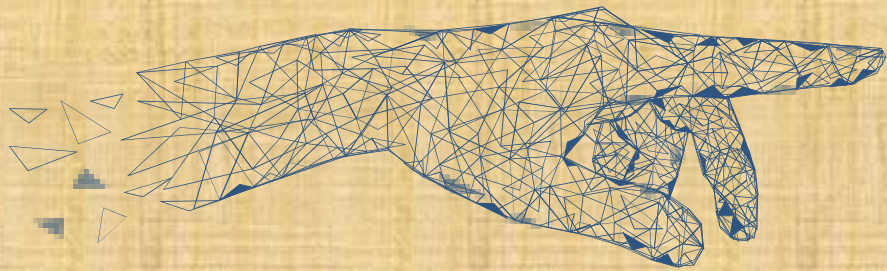


# DIGITAL STRATEGY for **MISSION**

The Gears of DSM



# Digital Strategy for Mission Governance Model











# STRATEGY 1

*Ensure the Sustainability and Accessibility of the Church's Digital Evangelistic Efforts Connecting Interests to a Local Church Community.*

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# Strategy 1 Objectives

*Ensure the Sustainability and Accessibility of the Church's Digital Evangelistic Efforts Connecting Interests to a Local Church Community.*

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**1**

Develop and adhere to a plan and budget for maintaining and sustaining Digital Evangelism.

**2**

Ensure the Adventist Church has a presence in the most prominent social media platforms.

**3**

Increase the reach and engagement of digital evangelistic content.

**4**

Encourage the Missional Use of Emerging Technologies such as VR, AR, and AI.

**5**

Encourage active and sustained hybrid evangelism that results in lasting relationships anchored in a local congregation.

**6**

Encourage Responsible Youth and Young Adult Engagement for missional social outreach.

**7**

Broaden the number of languages that the post evangelistic content.







## Strategy 1 GOALS

- ⇒ Implement a regular budgeting review process to ensure faithful stewardship of digital initiatives. Live within these budgets.
- ⇒ Allocate budget for paid advertising (social media ads, Google Ads) based on goals and target audience.
- ⇒ Achieve a 20% increase in online engagement (views, likes, shares) within the next year.
- ⇒ Expand accessibility features on digital platforms to reach a broader audience, including those with disabilities.
- ⇒ Invest in tools for SEO, writing, scheduling, analytics, and design software as appropriate.
- ⇒ Consider outsourcing content creation or design for high-quality output.
- ⇒ Provide training to Church Members and ecclesiastical staff alike on how to safely and effectively engage on social media.
- ⇒ Further gamification of gospel outreach.



## STRATEGY 2

*Ensure Responsible Use of Data by  
Implementing Robust Data Collection,  
Usage, and Security Protocols*

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## Strategy 2 Objectives

### Ensure Responsible Use of Data by Implementing Robust Data Collection, Usage, and Security Protocols

1

Establish comprehensive data protection and privacy policies.

2

Foster trust and transparency with church members, employees, and the public regarding responsible data use.

3

Implement minimalization of data.

4

Encourage Digital Literacy among our Leadership and staff alike.

5

Encourage data-driven decision making, as led by the Holy Spirit.

6

Designate an individual to oversee data protection responsibilities.





## STRATEGY 3

*Develop Tailored/Custom  
Digital Strategies for each  
Department and Ministry*

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## Strategy 3 Objectives

### Develop Tailored, contextualized Digital Strategies for each Department and Ministry

1

Meet with each department and ministry to craft their unique digital strategies, as appropriate.

2

Identify similar strategies across departments, and then coordinate and collaborate across those departments.

3

While crafting these departmentally unique strategies, ensure the use of common tools and look for opportunities to collaborate.

4

Align departmental digital strategies with the GC's Digital Strategy for Mission as well as the GC Strategic Plan 'I Will Go'.





## STRATEGY 4

*Adopt a Strategy for Enterprise Services, including the adoption of World Church Platforms*

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## Strategy 4 Objectives

### Adopt a Strategy for Enterprise Services, including the adoption of World Church Platforms

1

Develop a Technology Strategy & Plan that seeks to increase operational efficiency and productivity by automating processes and optimizing resources

2

Champion the sharing of services across all denominational entities to ensure continuity and radically increase efficiency.

3

Promote the adoption of World Church Platforms across the denomination.

4

Standardize and normalize digital tools and platforms to streamline operations and gain economies of scale.





# STRATEGY 5

*Integration and Centralization  
of Resources*

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## Strategy 5 Objectives

### Integration and Centralization of Resources

1

Centralize evangelistically and ecclesiastically focused materials and resources.

2

Establish and promote a web repository of these resources and materials to local entities.

3

Ensure there are two categories of materials that are widely available:  
evangelistically focused and ecclesiastically focused materials and resources.

4

Where possible, consolidate these resources into the next higher organization's repository of evangelistically and ecclesiastically focused resources to maximize the diversity of content.





## STRATEGY 6

*Ensure Our Digital & Hybrid  
Evangelism is Relevant, Engaging,  
and Anchored & Attached to Local  
Churches*

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## Strategy 6 Objectives

### Ensure Our Digital Evangelism is Relevant, Engaging, and Anchored/Attached to Local Churches

1

Strengthen the connection between digital evangelism efforts and local church activities.

2

Ensure digital content is culturally relevant and contextually appropriate.

3

Focus on building and growing the local church congregation through hybrid evangelism and online outreach to the local community.

4

Encourage 10% of every church's local membership to be Digital Disciples, connecting and engaging with seekers online, inviting them 'home' to their local church.





## STRATEGY 7

*Secure the Church's Online  
Identity Through Effective  
Brand Management and SEO*

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## Strategy 7 Objectives

### Secure the Church's Online Identity Through Effective Brand Management and SEO

1

Proactively protect and enhance the Church's online presence. (Speak with one voice.)

2

Improve search engine visibility and brand recognition.

3

Increase Organic Traffic by focusing on improving keyword rankings and optimizing content to drive more traffic to the entity's websites.

4

Work to ensure Technical Optimization by completing regular audits and making adjustments to ensure fast loading times, mobile responsiveness, and error-free navigation across websites.

5

Retire older websites that are no longer relevant or no longer in use.

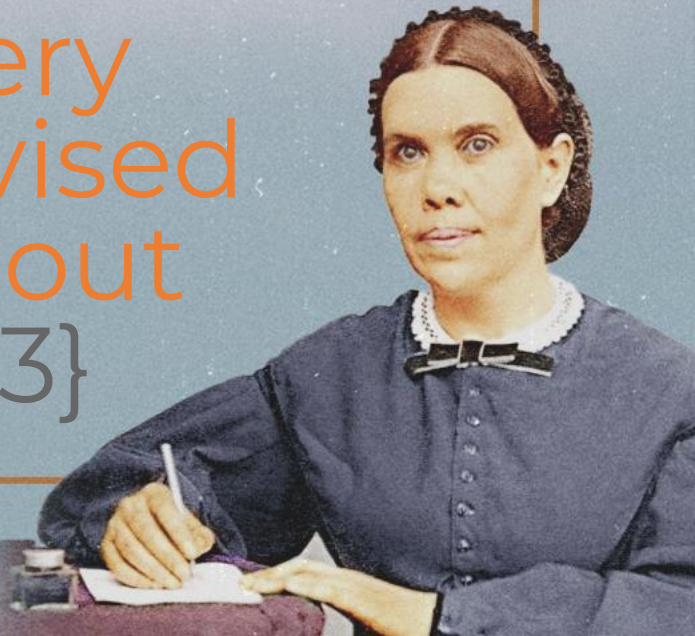


Some of the methods used in this work will be different from the methods used in the work in the past; but let no one, because of this, block the way by criticism. {Ev 105.2}





In the cities of today, where there is so much to attract and please, the people can be interested by no ordinary efforts.... put forth extraordinary efforts in order to arrest the attention of the multitudes.... make use of every means that can possibly be devised for causing the truth to stand out clearly and distinctly. {Ev 40.3}





“If it is not about MISSION...



*...It should not matter!”*