

Digital Evangelism Prototype Project Phase 2

A Hybrid Model for Outreach Combining In-Person and Online Components with Prayer Ads and Online Pastoral Care.

Written by Justin Kim

Introduction:

In response to the global shift towards digital platforms caused by the COVID-19 outbreak, the Digital Evangelism Team of the Central California Conference, in collaboration with the Digital Evangelism Team (General Conference) and Adventist Information Ministry (North American Division), intends to develop a unified digital evangelism strategy.

The plan is to create a hybrid evangelism model that blends in-person and digital outreach. This comprehensive strategy will enable more effective engagement with the community, utilizing tools such as prayer ads, online pastoral care, community involvement, Bible study, and public evangelism meetings. This collaborative proposal signifies a step towards an adaptive and inclusive approach, bridging traditional methods with digital avenues to better reach our community. Together, we will embrace the opportunities that digital evangelism presents, creating a well-rounded and impactful strategy.

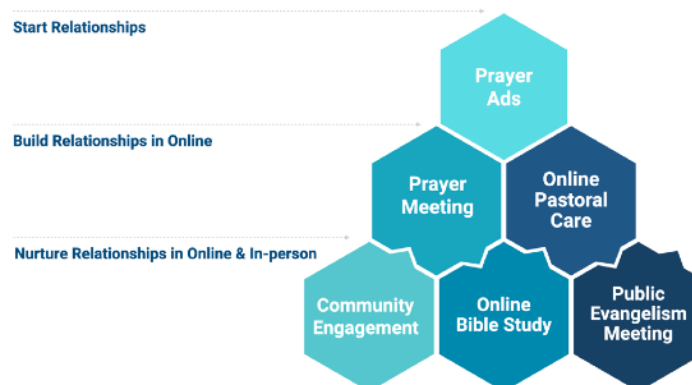


The objective for Phase 2:

Building upon the foundation laid in Phase 1 with 6 churches, Phase 2 represents a strategic shift in the approach to outreach, encompassing 20 churches. In this phase, local conferences and churches will take the lead, under the mentorship and support of the GC and NAD. Through this shift, we expect local conferences and churches will learn **how to run the whole project for long-term purposes**. By involving local church members in more digital engagement, this hands-on experience is anticipated to lead to a **higher ratio of success in bringing seekers from digital platforms to in-person church engagement**, enriching the community, and fulfilling the spiritual needs of new and existing members.

Key Components:

The proposed project will consist of the following components:



Prayer Advertisements: Six months before a public evangelism meeting commences, we will launch a series of Facebook and Instagram advertisements through local church social media accounts. These ads will encourage individuals residing within 30 minutes of the church to share their prayer requests.

Prayer Meeting: Prayer is a crucial part of this project. The local church will arrange prayer meetings to accommodate prayer requests from the prayer advertisements. All prayer requests will be redacted with personal details and generalized information to ensure privacy.

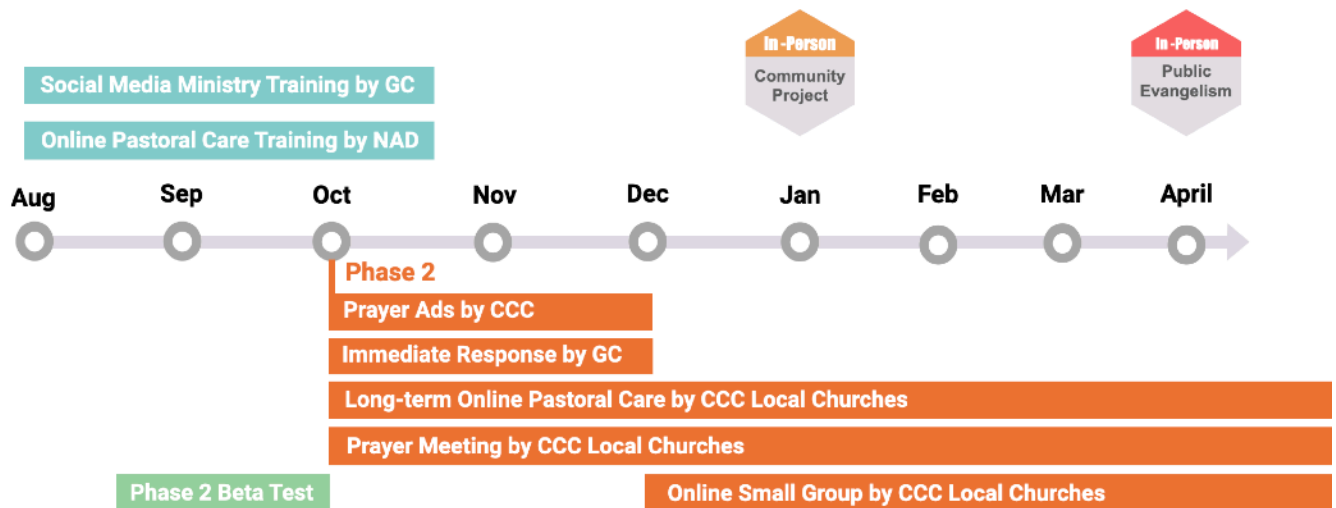
Online Pastoral Care: The Online Pastoral Care Team will promptly respond to each prayer request and maintain daily contact, fostering a meaningful pastoral relationship and offering genuine pastoral care.

Community Engagements: The online pastoral team will invite every seeker who has submitted a prayer request to participate in community-focused projects, such as volunteering at a local food bank or donating non-perishable items to a shelter. These activities will help build relationships as a community.

Online Bible Study: Bible study groups will meet over a three-month period, combining church members and community members in each group. The goal of these groups will be to provide a safe space for people to learn about the Bible and to ask questions in a supportive environment.

Public Evangelism Meetings: This project will culminate in a series of public evangelism meetings. The theme of these meetings will be Bible prophecy and seekers who have built relationships through this project will be invited to attend. The project will conclude with baptisms.

Timeline:



Responsibilities of the local church will include:

- Recruiting a team of online pastoral care specialists.
- Providing long-term online Pastoral care.
- Engaging and maintaining relationships with individuals who respond to the outreach campaign.
- Maintaining a list of service opportunities and assigning a contact person for each.
- Facilitating engaging weekly prayer gatherings.
- Organizing online Bible study groups.
- Coordinating public evangelism meetings.

Responsibilities of the Central California Conference will include:

- Equipped to manage the entire process of the digital evangelism project.
- Creating localized video and graphic Ads with local churches.
- Setting up and running the prayer ads for the local churches.

Responsibilities of the North American Division will include:

- Overseeing the whole process of online pastoral care.
- Training and mentoring local churches' online pastoral care, considering local churches as AIM branches.

Responsibilities of the General Conference will include:

- Overseeing the whole digital evangelism project
- Training and mentoring Central California Conference in digital marketing for prayer ads.
- Training local churches' social media ministry.
- Providing immediate responses to prayer requests.
- Providing resources for social media cross-posting to innovate local church Facebook.

Conclusion:

The primary goal of Phase 2 is to identify methods for implementing the digital evangelism project at the local conference level, as well as undertaking the digital transformation of the church's evangelistic approach. This transformation aims to change individuals' lives through the gospel message. Through this phase, we aim to create online connections with 4,000 seekers, facilitate 215 seeker's church visits, and achieve 43 baptisms, all in line with the church's commitment to digital transformation.