

Utilizing Digital Connections to Further Discipleship



Jimmy Witcher, Trinity Fellowship Church

Matthew 28:18-20 NLT


Jesus came and told his disciples, “I have been given all authority in heaven and on earth. **Therefore, go and make disciples of all the nations, baptizing them in the name of the Father and the Son and the Holy Spirit. Teach these new disciples to obey all the commands I have given you. And be sure of this: I am with you always, even to the end of the age.**”



“The greatest revival in redemptive history is just around the corner.”



“Digital platforms will form the net that catches, develops, and connects the next generation of disciples.”



“Most of our church efforts towards digital discipleship have been to try and recreate an in-person experience in a digital space.

We need to see this the other way around: What can we accomplish digitally that we can not do in person?”

Historical Drivers of Change



Innovation Inflection Points


- Printing Press 1439
- Steam Engine 1781
- Steel 1850
- Ford Automobile 1908
- Airlines 1914
- Penicillin 1928
- Refrigerator 1930's
- TV 1950's
- Apple Computer 1976
- AOL 1983

Martin Luther

Protestant Reformation 1517

- Grace Through Faith
- Bible for Everyone
- Discipleship Model:
 - Gather People
 - Teach the Bible





“The key ideas of the Reformation—a call to purify the church and a belief that the Bible, not tradition, should be the sole source of spiritual authority—were not themselves novel. However, Luther and the other reformers became the first to skillfully use the power of the printing press to give their ideas a wide audience.”

<https://www.history.com/topics/reformation/reformation>



“In October 1517, Luther became Europe’s first best-selling author and first mass-media celebrity.”

The Washington Post, Richard Higgins, October 27, 2017



Is there a modern invention with a similar ability to impact culture?

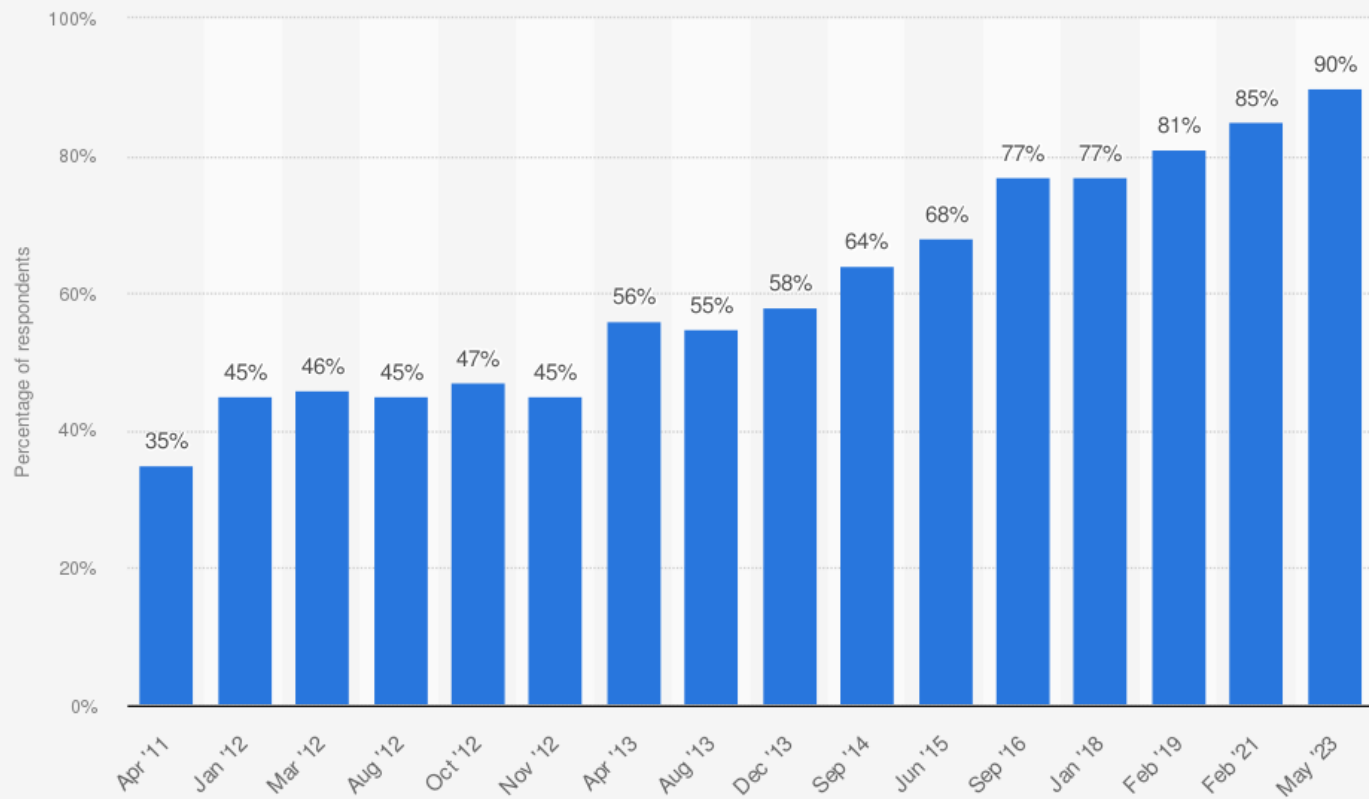


1439



2007

Percentage of U.S. adults who own a smartphone from 2011 to 2023



Source
Pew Research Center
© Statista 2024

Additional Information:
United States; Pew Research Center; 2011 to 2023*; 18 years and older; no data available for missing years; Telephone i

The Constants



Acts 2:42-47 NLT

All the believers devoted themselves to the apostles' teaching,
and to fellowship, and to sharing in meals (including the Lord's
Supper), and to prayer. ...

A deep sense of awe came over them all, and the apostles performed many miraculous signs and wonders. And all the believers met together in one place and shared everything they had. They sold their property and possessions and shared the money with those in need. ...

They worshiped together at the Temple each day, met in homes for the Lord's Supper, and shared their meals with great joy and generosity— all the while praising God and enjoying the goodwill of all the people. And each day, the Lord added to their fellowship those who were being saved.

Our Digital Discipleship Strategy





1. Use data to make personal connections as quickly as possible.

Additional Filters

Date Range

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1/1/2024 to 6/30/2024

Connection Bucket(s)

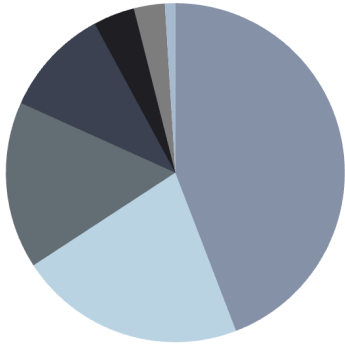
New Connections

Filter Reset Filters

Average # of Days Before First Activity

Hollywood
7 Days

How Created by Category

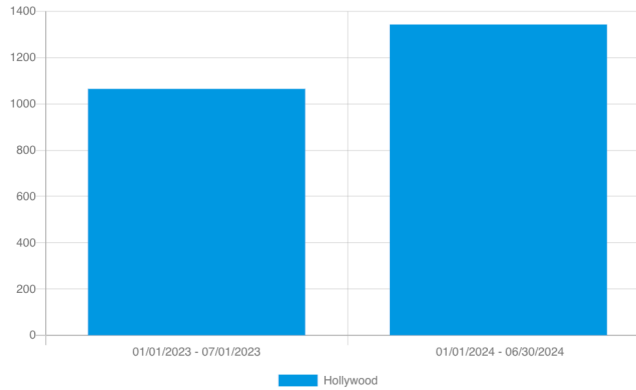


Generations Events Forms Discipleship Manual Add Other Giving

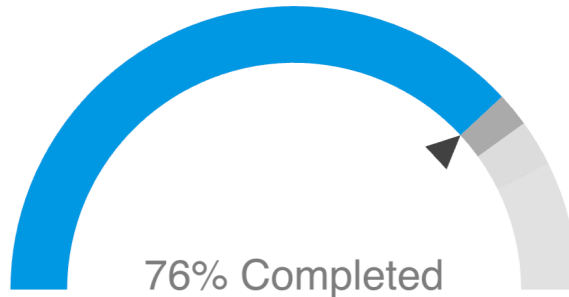
How Created Breakdown

Other: Easter Photo Booth- 28

New Leads Current vs Prior Year(s)



Hollywood Connection State Breakdown



1023 Completed of 1343 Total Requests
52 Requests in Follow Up
71 Active Requests
197 Inactive Requests

Created Between 01/01/2024 and 06/30/2024

Hollywood Campus Stats

(CRs Created 1/1/2024 12:00:00 AM - 6/30/2024 11:59:59 PM)

- Kate Slaydon - 0% to work
- Mystic Davis - 0% to work
- Ashton Mitchell - 0% to work
- Macy Smith - 0% to work
- Halle Whittington - 0% to work
- Tory Gordoa - 0% to work
- Kate Pybus - 0% to work
- Paul Clark - 0% to work
- Cody Watson - 0% to work
- Brandon Smith - 0% to work
- Kahn Souktakith - 0% to work
- Tyler Devenney - 16% to work
- Nicole Bartlett - 0% to work
- Rita Wilkinson - 10% to work
- Joab Perdue - 0% to work

Lead Sources

- First Time Children's Check-In
- First Time Giving
- Growth Track Sign-Up
- Baptisms
- Event Sign-Up (Men's, Women's Nights w/ Prizes to Incentivize)
- Ministry (Small Group, Prophetic Teams)
- APP Log-In

Lead Follow-Up Process

- Every Lead is Assigned to A Leader
- Leads are Contacted Within 72 Hours
- If a Message is Left, the Lead is Set to Reconnect in 72 Hours
- Team Meets Weekly to Review Lead Follow-Up Status
- Individual Follow-Up Scorecard is Reviewed

Additional Data Driven Pastoring

- Campus Pastors Weekly Lost ERA Report
(Estimated Regular Attender)



2. Use data to encourage taking your “next step” in being a disciple.

Discipleship Steps

- Define what a disciple is and what the steps are to be one.
- Develop criteria for achieving each step (and maintaining).



“Take Your Next Step” Marketing

- Email & SMS Campaigns for Next Step Opportunities
 - Growth Track
 - Baptisms
 - Classes
- Targeted Marketing to Focused Groups (Men’s, Women’s, Married Couples, Parents, etc.)
- Utilizing “For You” Marketing in App & Web



3. Produce and distribute content that encourages daily consumption on smartphone platforms.

Digital Discipleship Content

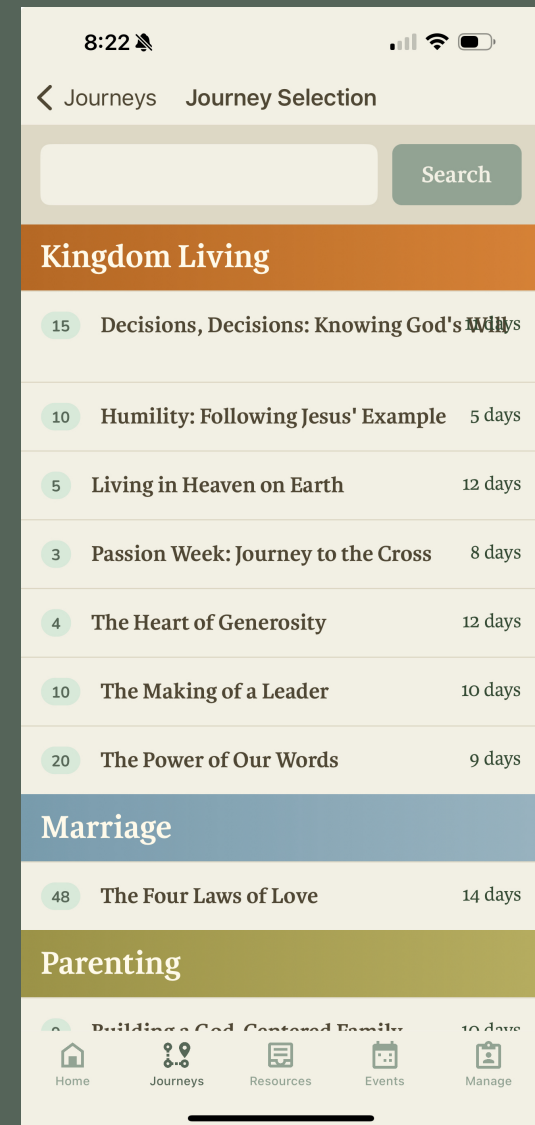
- Biblecast - 4 days per week, 10-minute video shared live on Facebook, YouTube, Podcasting Platforms, and Trinity App
- Interactive Message Podcast - weekly available on social platforms and Trinity App (uses App to send in questions)
- Prayer Wall available on Trinity App and Web (soon)



4. Create “Journeys” allowing “Guides” to take “Travelers” on short, daily devotions.

Journey's

- Devotionals built to take Travelers on a daily Journey
- Groups are Led by Guides who are a part of the Dream Team
- Provides community interaction at the user's convenience



Questions?

