

Fold this paper on the dotted line and place on your desk to be reminded daily of the actions we should take to drive digital ministry while staying aligned to the true mission.

We've compiled these six points to help you navigate past distraction and successfully lead your digital ministry with wisdom.

“Without wisdom, digital ministry risks becoming our **biggest distraction** - and a costly **detour** from true mission.”
Jon Edmiston

Daily Reminders to Drive Your Digital Ministry



Break the Sunday Only Mold

We challenge our people not to be **Sunday-only Christians**, yet we often model a **Sunday-only church**.



Empower Our People

Work though our people not just on our people. **GPO** (God's People Optimization) **must precede SEO**.



Engage Two Audiences

Church Family and Seekers



Fuse Analog and Digital

The future is not digital or analog, but a fusion of the two.



Measure What Matters

Elevate **spiritual growth** and **life change** above views, likes, or follows.



Stay Rooted in Mission

Digital tools should not change your **mission**. Digital reach is a tool — **physical community is the goal**.