

First Principles: Rebuilding Digital Ministry from the Ground Up

Keynote Outline

We hope this outline sparks new conversations about the future of your digital ministry and how to equip your church to thrive in a tech-driven world.

[Watch the full session for free](#) to see how First Principles Thinking can help you cut through assumptions, refocus your mission, and reshape digital ministry for lasting impact.

| Digital Ministry



Digital ministry is the most **powerful amplifier of the gospel** the Church has ever known.



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



| Five Key Questions for Success in Digital Ministry

What is Our Why?

First Principles is building from truth and stripping away everything that's assumed to start with what's eternal.

Innovation always looks obvious in hindsight. **Mission over method.**



To help people **know Jesus**, be discipled in **physical community**, and live as **change-makers** in the world.

What is Digital Ministry?

Application of digital tools to amplify the mission of the church. It's not about doing **new things**; it's about doing things in a **new way**. **Same Mission – Additional Methods**



More Scripture



More Generosity



More Mission



More Prayer



More Community



More Worship



More Discipleship



More Serving



More Evangelism

How Can We Anchor Our Approach?



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 through 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**.

What Trends Should We Be Paying Attention To?

Application of digital tools to amplify the mission of the church. It's not about doing **new things**; it's about doing things in a **new way**. **Same Mission – Additional Methods**

How Content is Consumed

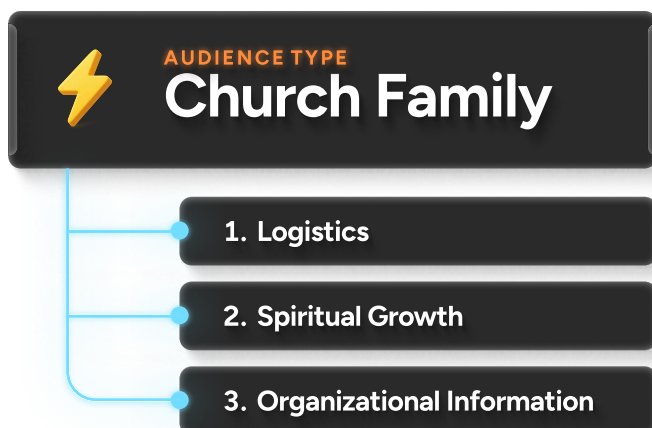
-  More people will use AI agents and assistants for content
-  Consumption will be highly curated
-  Content will be subjectively summarized
-  AI will hamper direct access to content sources

How Content is Discovered

-  More people will use AI agents and assistants for content
-  Consumption will be highly curated

Audiences

-  We must develop our own **outposts** and **drive direct** and **referral traffic** to them



How Should We Get Started?

People are starving for content and if you don't feed them, they will go hungry or find nourishment elsewhere. Feed my sheep - John 21:17.

Audiences - Create Content for These Audiences



Church Family

1. Provide customized growth paths and resources for each individual.
2. Offer personalized care in times of need.
3. Provide tools that allow individuals to reach the lost around them.



Seekers

1. Provide felt needs content to help individuals solve challenges in their lives.
2. Deliver spiritual content that points individuals closer to God.
3. Build digital connections that encourage individuals to move to physical community.

Empower your People - First Steps to GPO



Cast Clear Vision



Create Content Worth Sharing



Equip With The Right Tools

Changes We Must Make



We own the channels of **curation** and **consumption** driven by **GPO**.

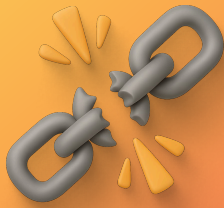


The Church must **work together** to build the **tools** that **power our channels**.



We must **jointly create content**.

| Five Key Points



**Break The Sunday
Only Mold**



**Focus On Mission
Not Method**



**Create And Source
Content**

Church Family

Seekers



**Empower Our
People (GPO)**



**Develop Our
Outposts**

| Next Steps



Leaders

1. Reallocate resources to support digital ministry 4-8% of budget.
2. Hold digital teams accountable to the mission.
3. Embrace the discomfort that comes with innovation.



Digital Teams

1. Steward leadership's trust faithfully.
2. Prioritize mission over methods.
3. Integrate volunteerism into digital ministry.

| Closing Thoughts



Evaluate **tools** and **services** with **discernment**.



Digital ministry is the next **gold rush**!



The **miner** is focused on the **value** of the outcome.



Some tool providers focus on **quick returns**.



There are no **silver bullets**.



“ Opportunity is missed by most people because it is dressed in overalls and looks like work.”

Thomas Edison



We should not **emulate business** - we should **borrow what's useful, reject what's not**, and leave with **conviction, not convention**.