

# Mobilising Mission in a Digital age

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SPD - Innovation & marketing



If someone in your suburb/town/village searched for hope this week, would they find your church?



Are you running programs and disappointed with the community response?

Are you struggling to see that social media is really making any difference?

Poll

# Serbia: “From Instagram to Baptism”



Nemanja Jurišić

Instagram Prophecy posts – 5000 followers - 10 young people

# 12,000 new members in Mexico

## **Adventist Church in Mexico Achieves Record Evangelism Digital Impact**

Initiative wraps up extensive mission and community outreach across the country.



- Food distribution, concerts, health initiatives, youth marches
- Creative Disciples, amplified the campaign on social media
- Reached 6.5m of social media

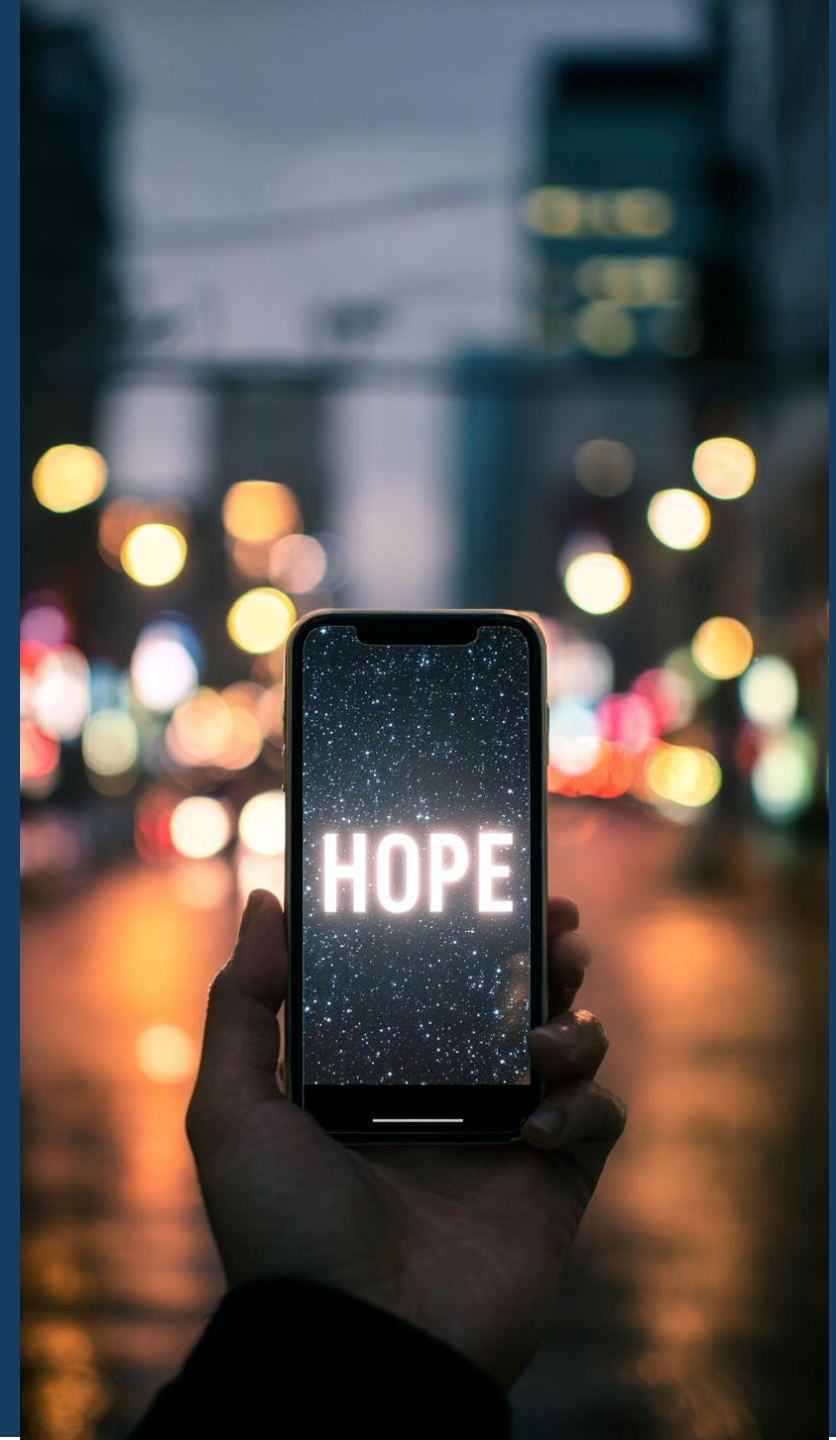


## **twelve month window**

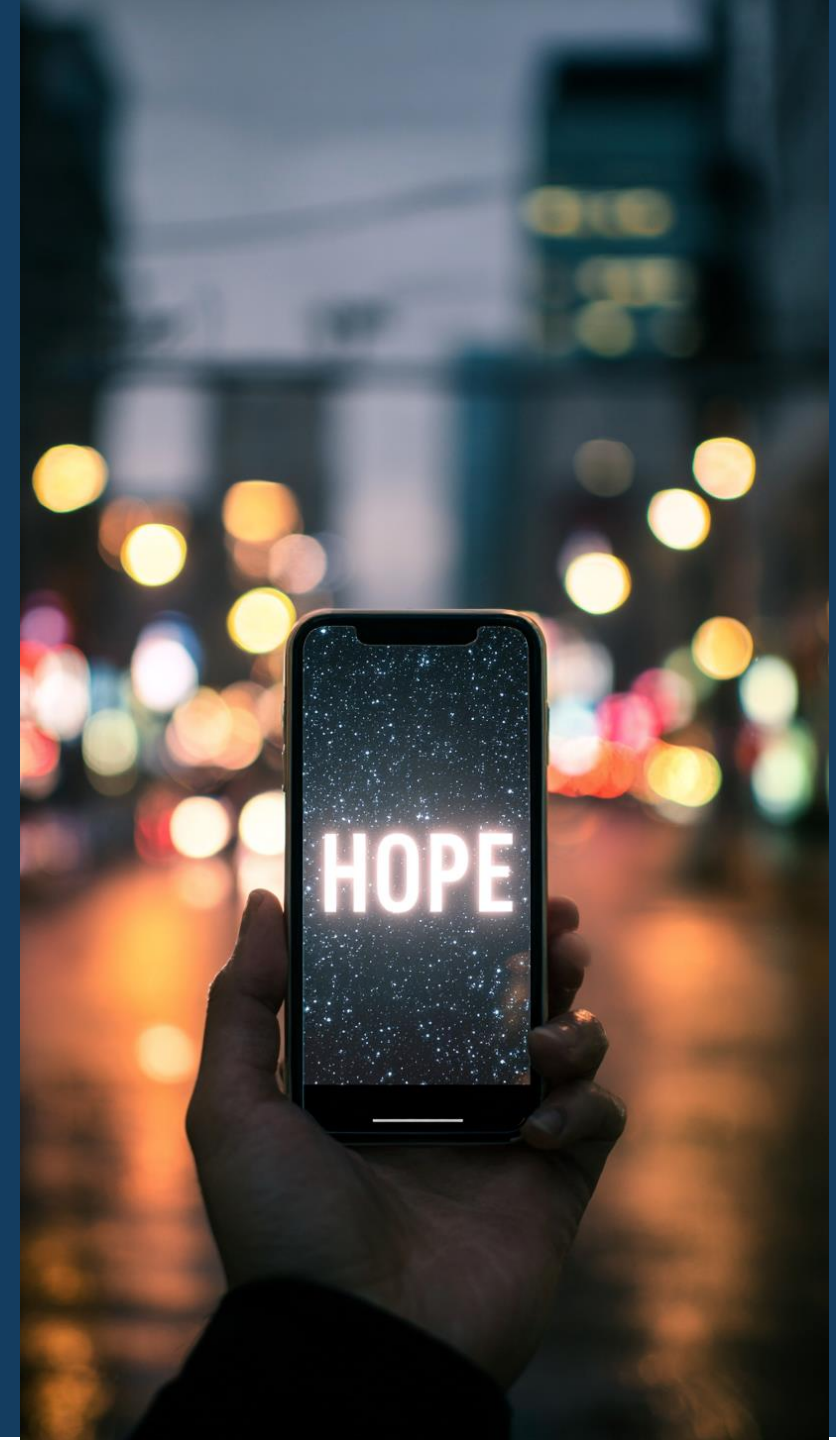
- **1.485+ million views**
- **48,000+ likes**
- **13,500+ comments**
- **11,500+ shares**
- **35,000+ subscribers**
- **2,300+ bible study requests**

From one person!

People are still searching  
for hope, meaning,  
healing, and truth — but  
they often begin that  
journey in digital spaces



Digital can create interest.  
Only discipleship can  
nurture it.



4 major shifts we  
can't ignore



# 1. People are increasingly shaped by digital life

Australia - 2 hrs 27min / day

NZ – 6 diff platforms a mth

Fiji – 79.3% internet access

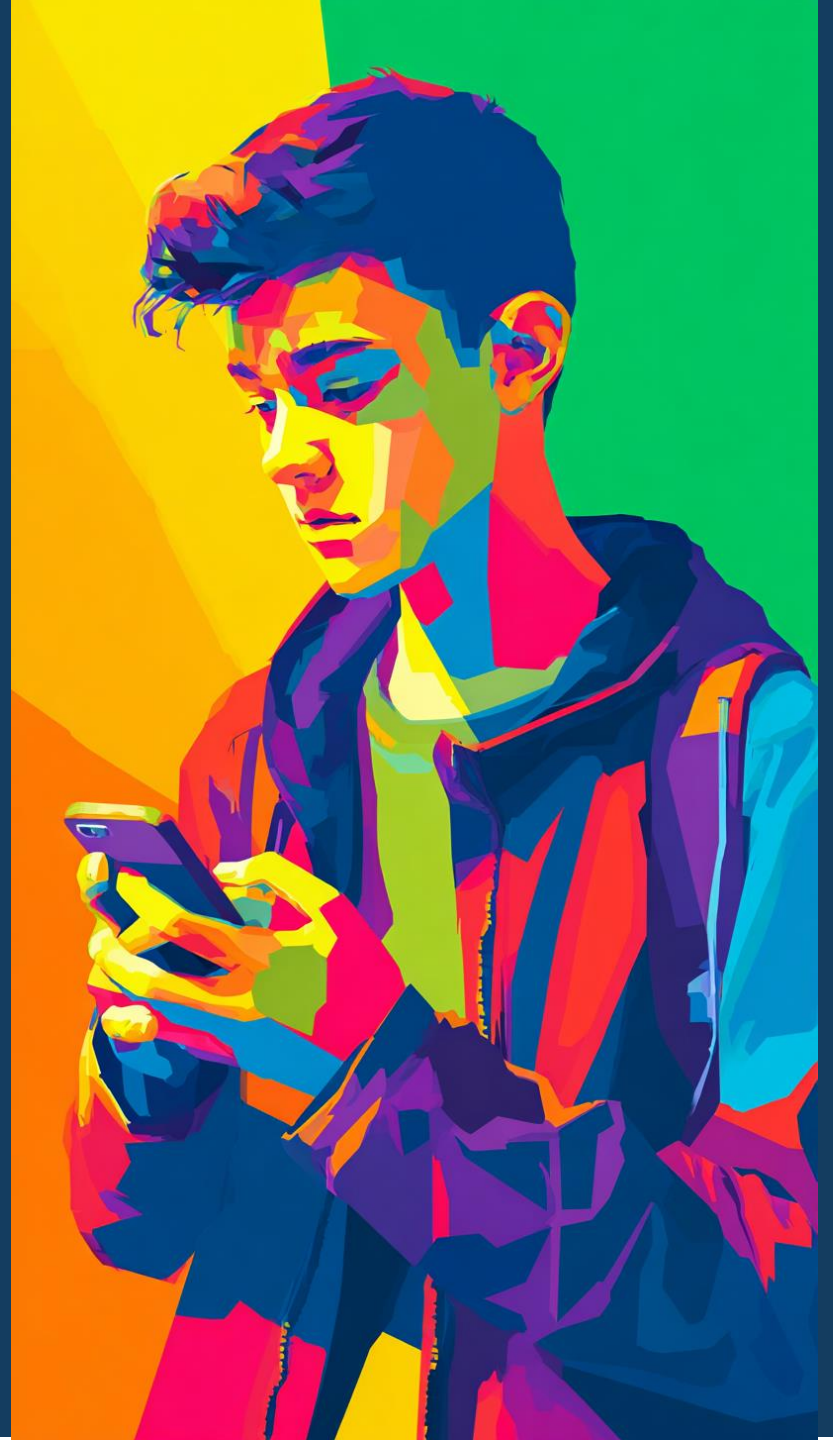
PNG – 5.2 million mobile

46%

Gen Z using TikTok weekly to help them with spiritual life

## 2. People increasingly search and discover through digital platforms

41% of Gen Z turn to social platforms first, making social now the #1 place they search, ahead of traditional search engines (32%) US/UK/AUS



3. We are in an  
abundance era, so  
attention is harder to win





boardies



# Three ways to stand out in an abundance era

- Start with people's real needs
- Use Hook, Hold, Help
- Paid social media
- Using AI to be effective



# 4. People move toward faith through **multiple connected touchpoints**



Website  
Short clip  
Google search  
Website  
Testimony  
Podcast  
Livestream

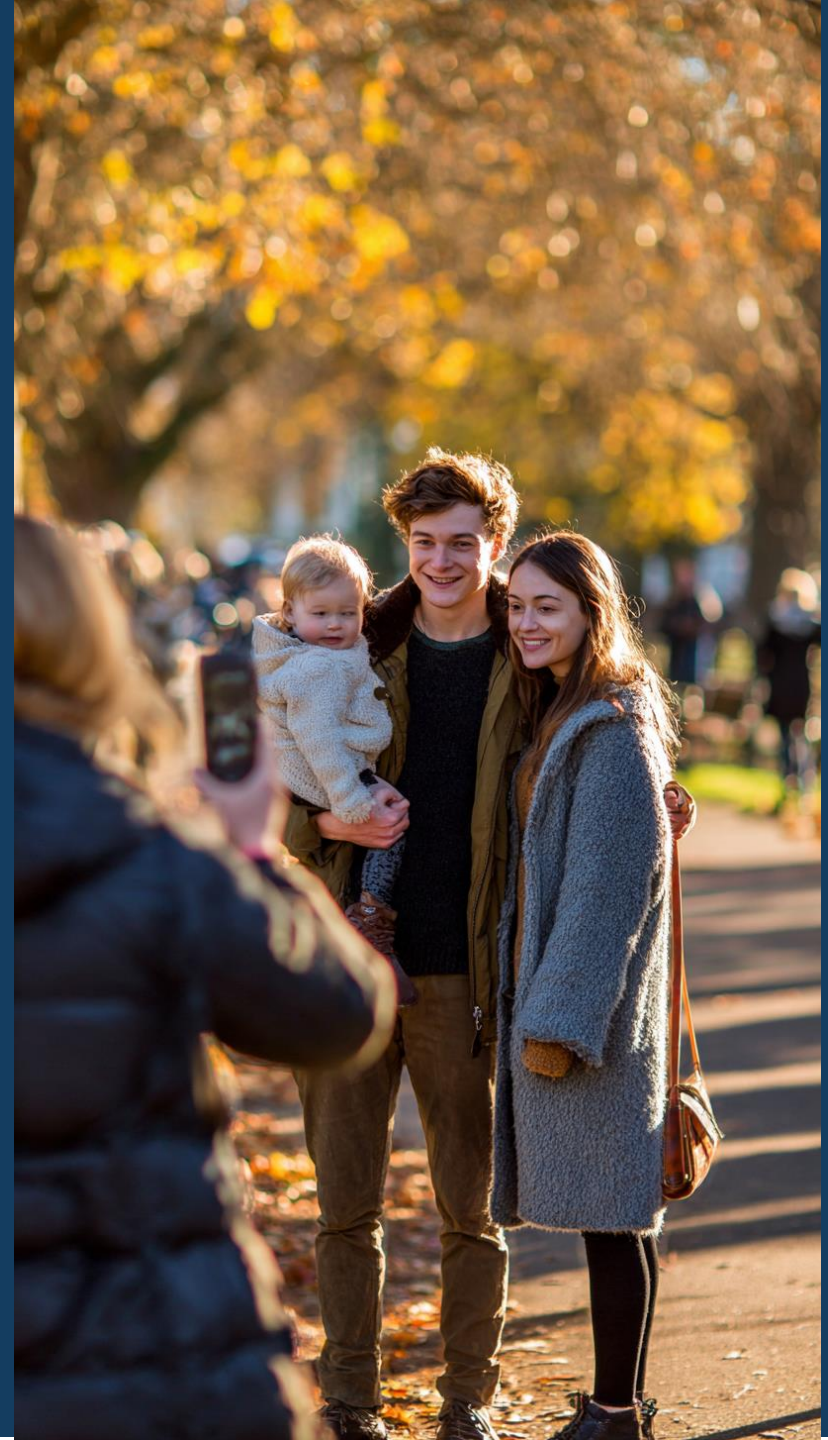
Think beyond single events or single platforms and build connected pathways that help people move from curiosity to discipleship.

## Journey may look like ...

- a friend shares a reel
- they see a short clip on Facebook or TikTok
  - later they Google the church
  - then they watch a YouTube testimony
  - then they message someone privately
- then they attend a local event eg. church community lunch
  - then they join a Bible study group chat

# How to be effective in a cluttered digital environment

3 questions to ask...



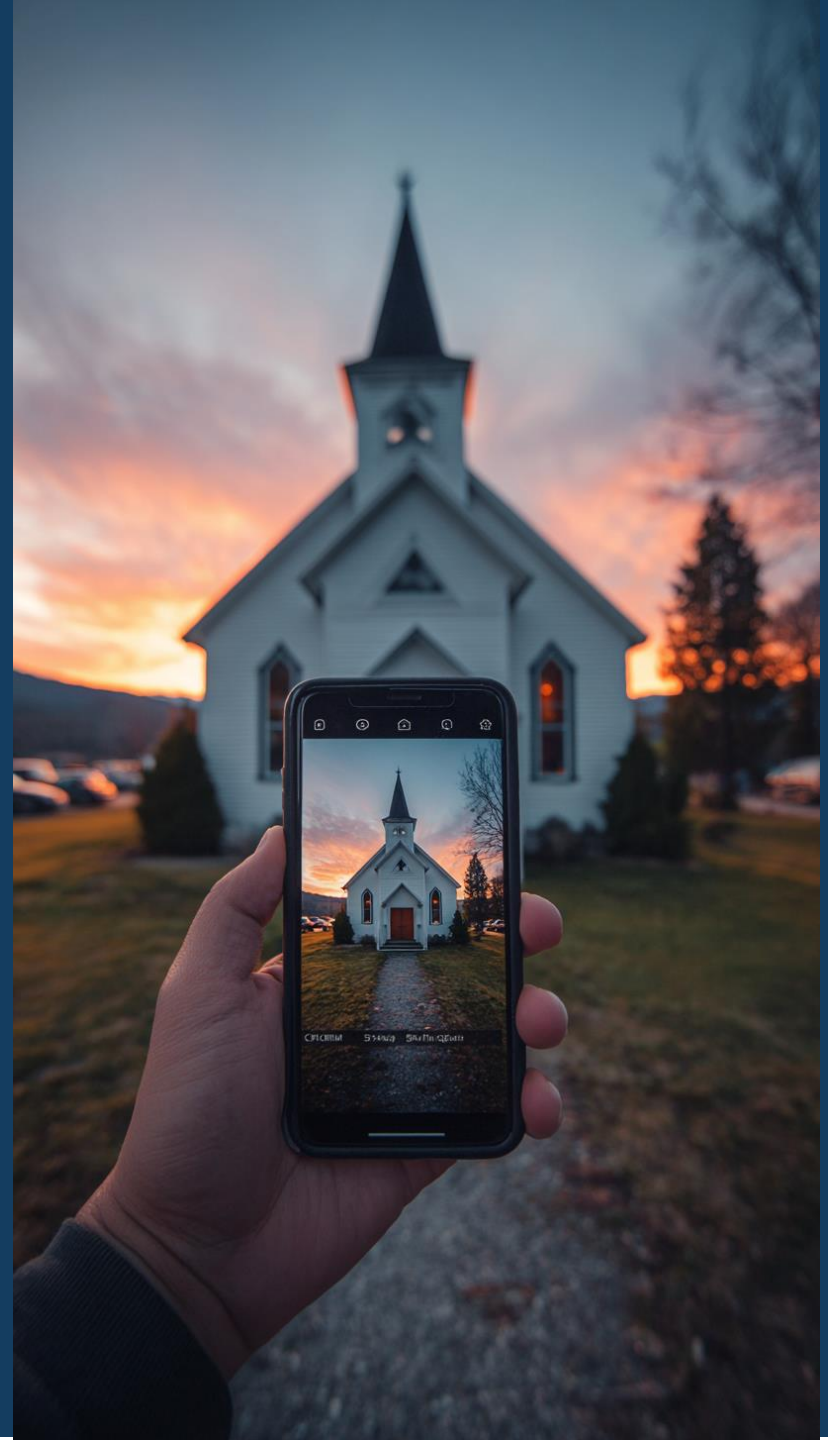
**Is my church....**

**Visible ?**

**Helpful ?**

**Effective ?**

*Pray for the Holy Spirit*



*Using digital tools to*

**Be visible**

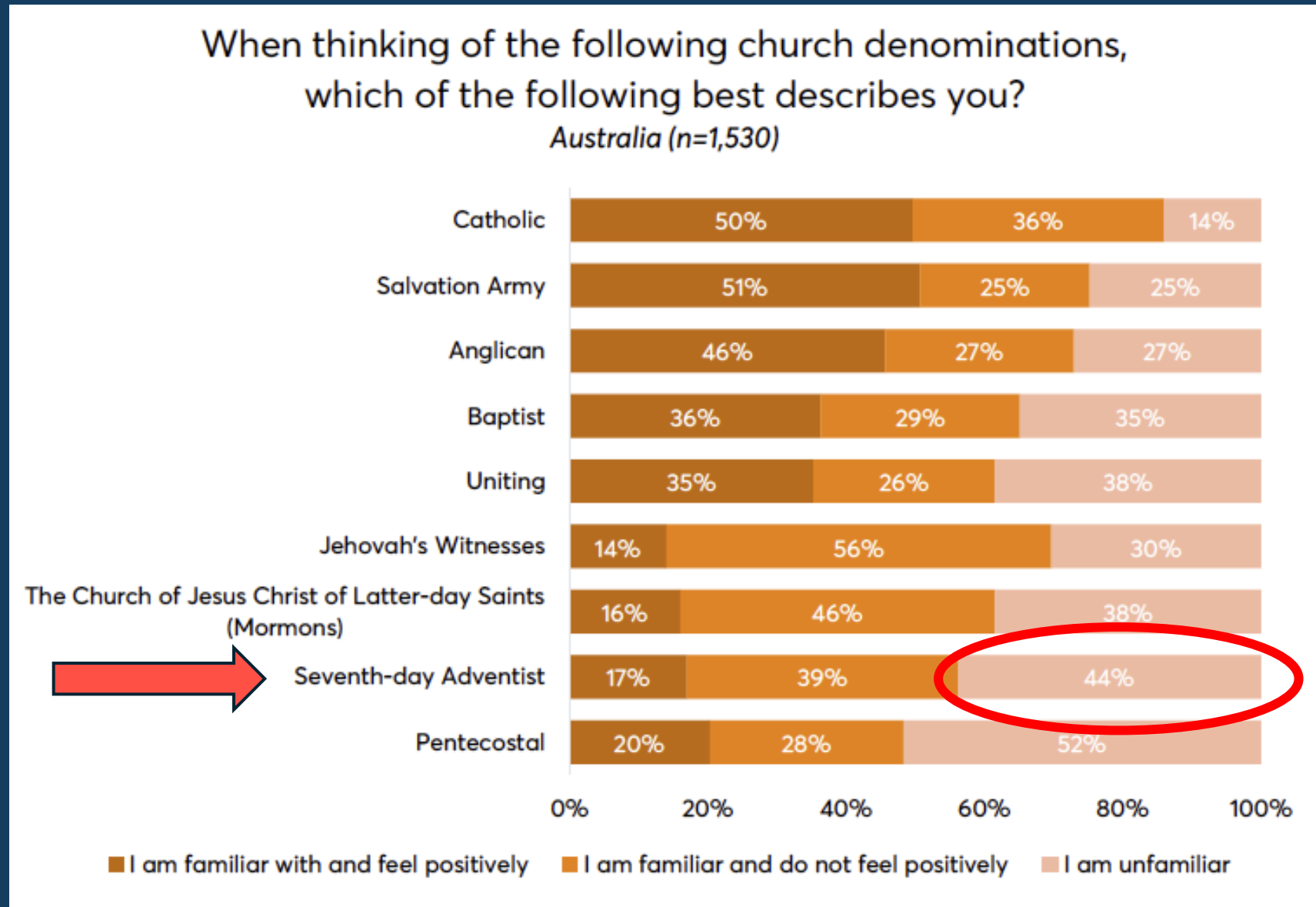


**Top Priority:** Fix visibility & discoverability before One Voice 27

McCrinkle Research Insights

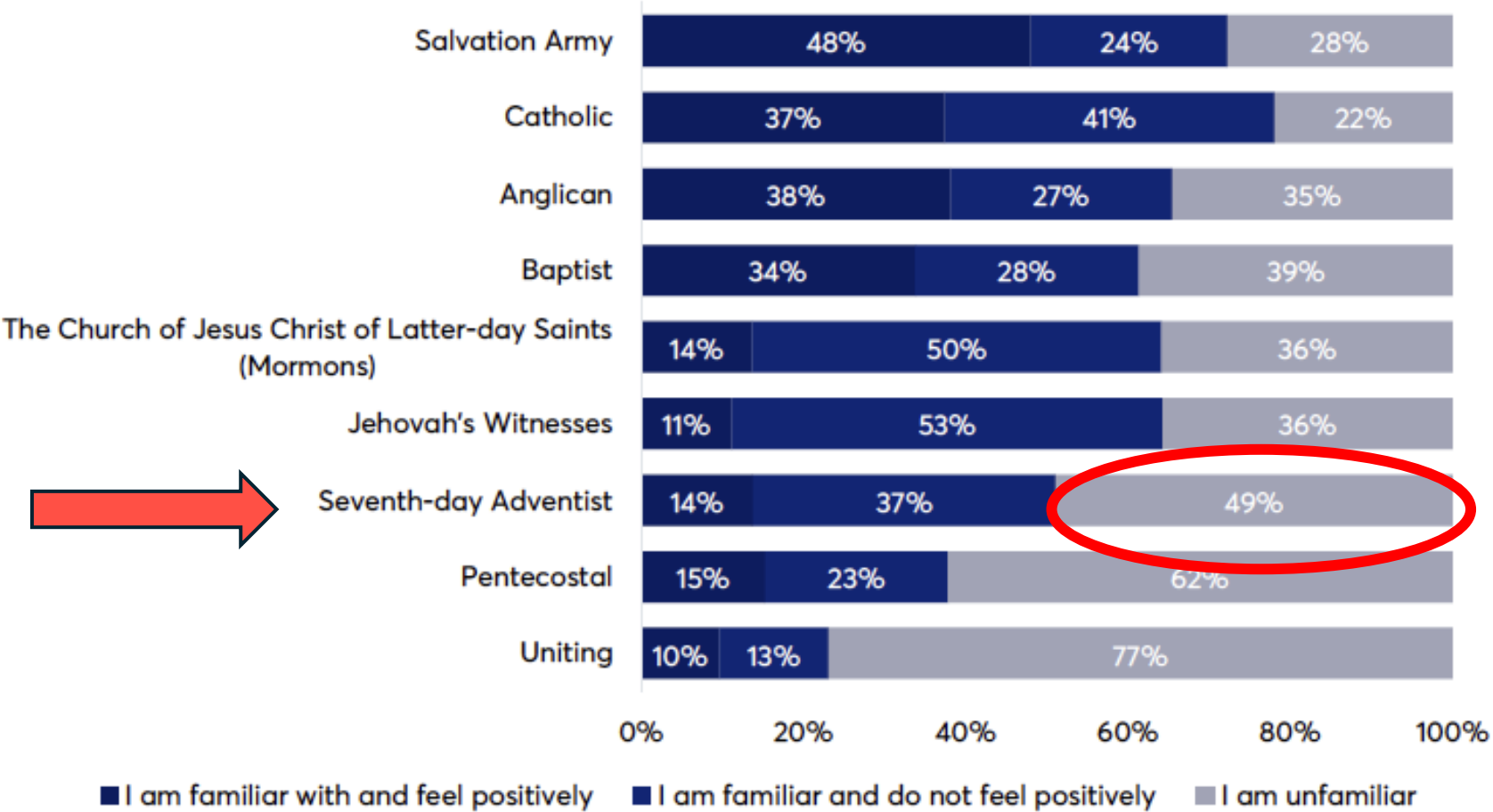


# 44% of Australians are unfamiliar with SDA church



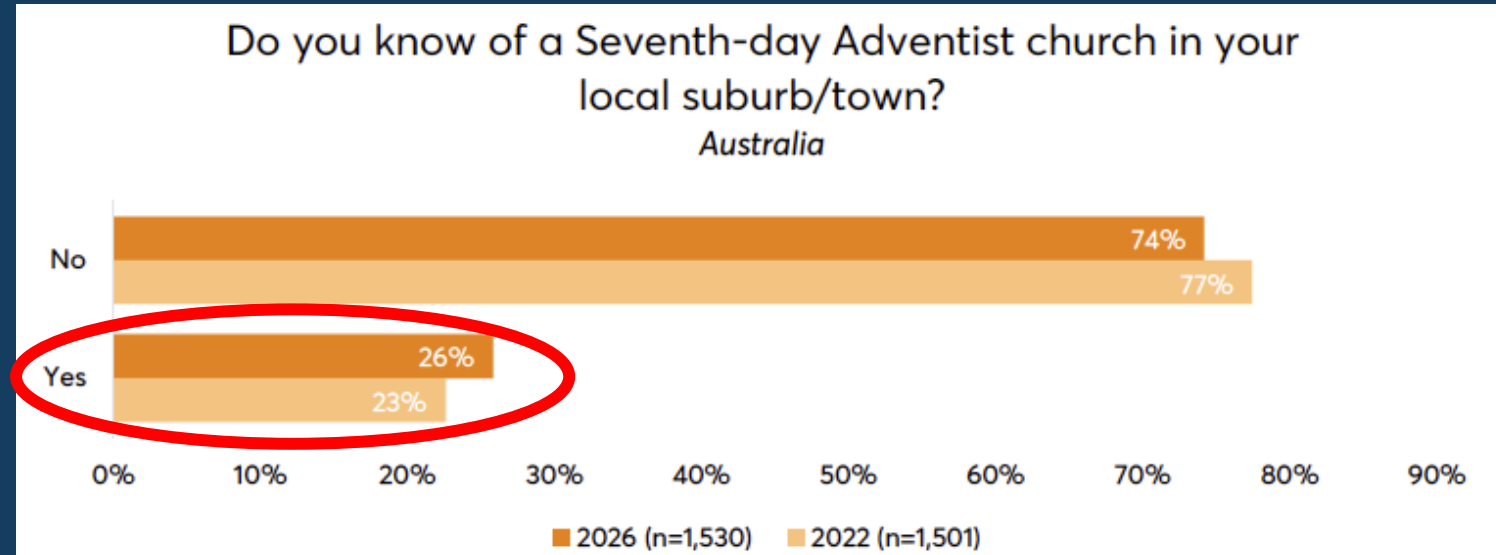
# 49% of New Zealanders are unfamiliar with SDA church

When thinking of the following church denominations,  
which of the following best describes you?  
*New Zealand (n=1,008)*

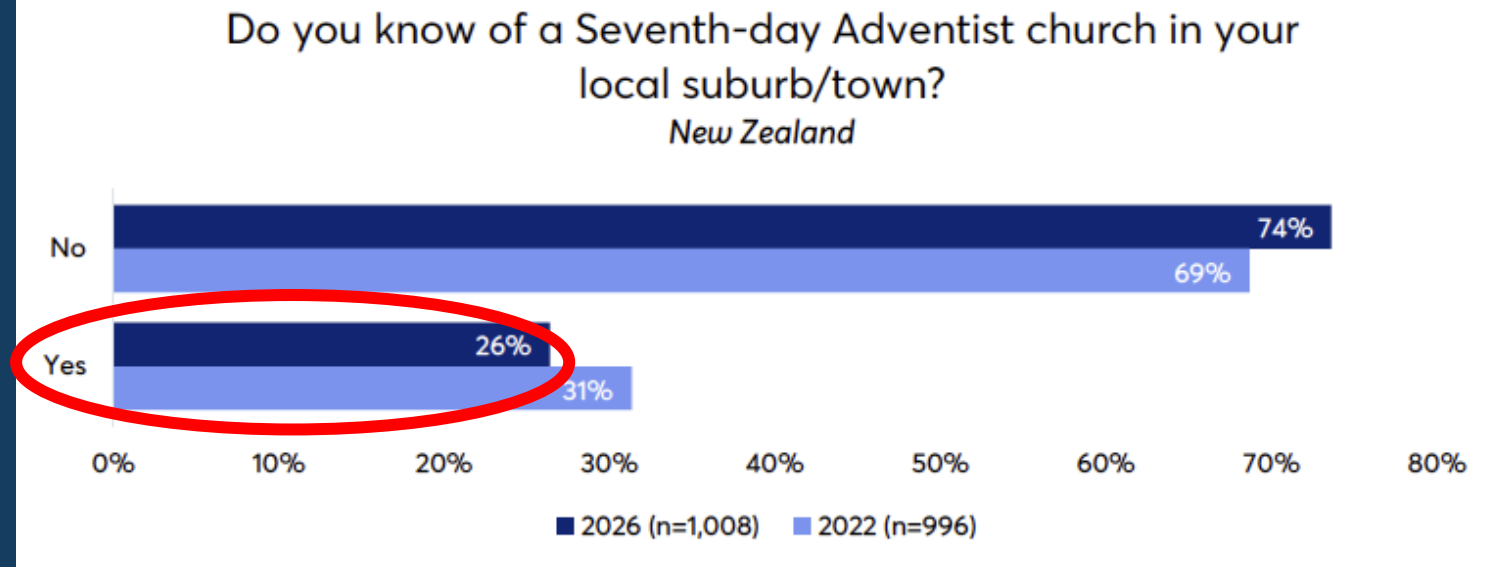


# 26% know of a SDA church in their town

AUS



NZ

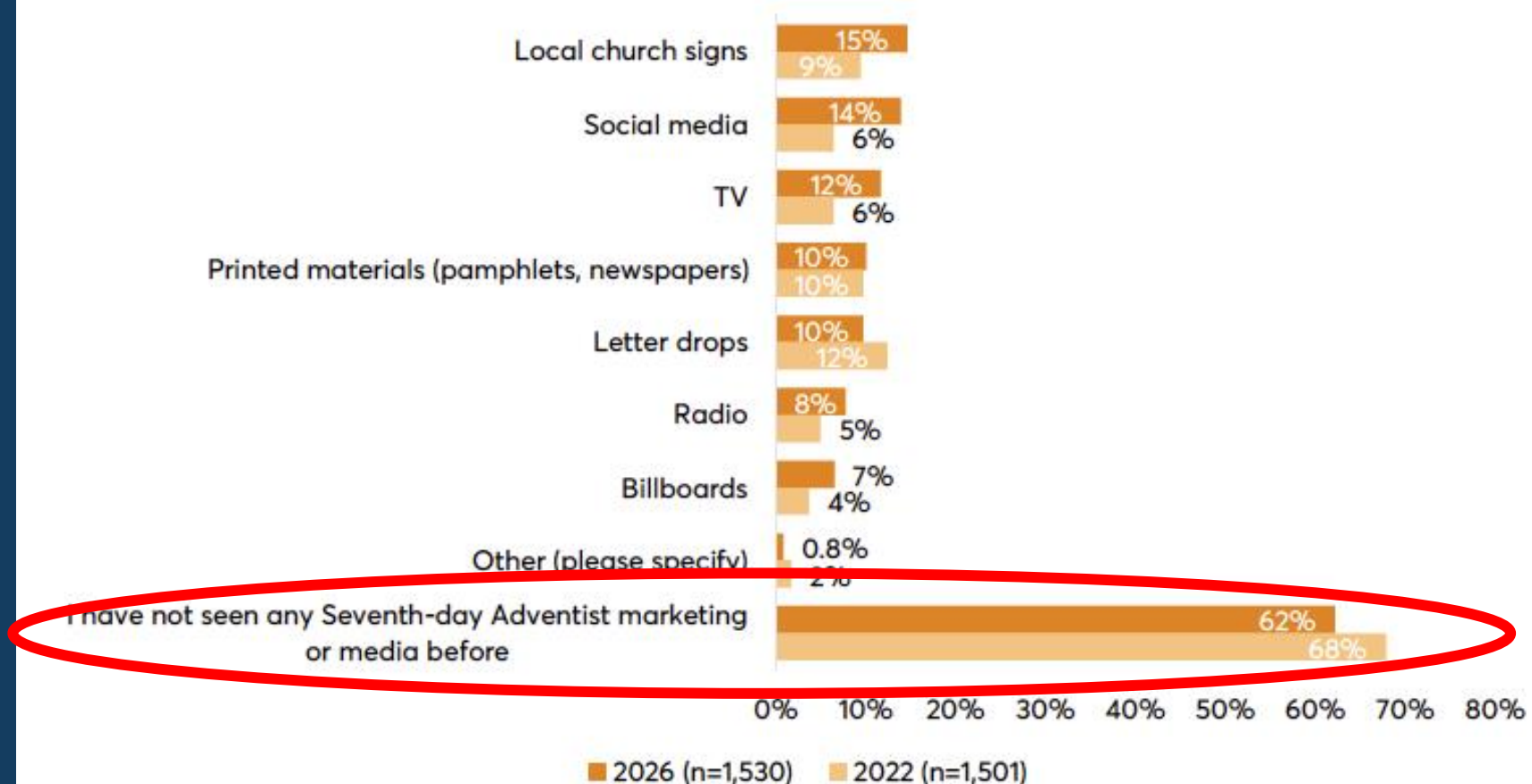


# 62% of people have not seen any marketing

Where have you seen Seventh-day Adventist advertising or marketing before?

Please select all that apply.

Australia



# Be visible

## 1. Be easy to find

- website appears in search
- social page on Facebook
- Google Business profile is set up

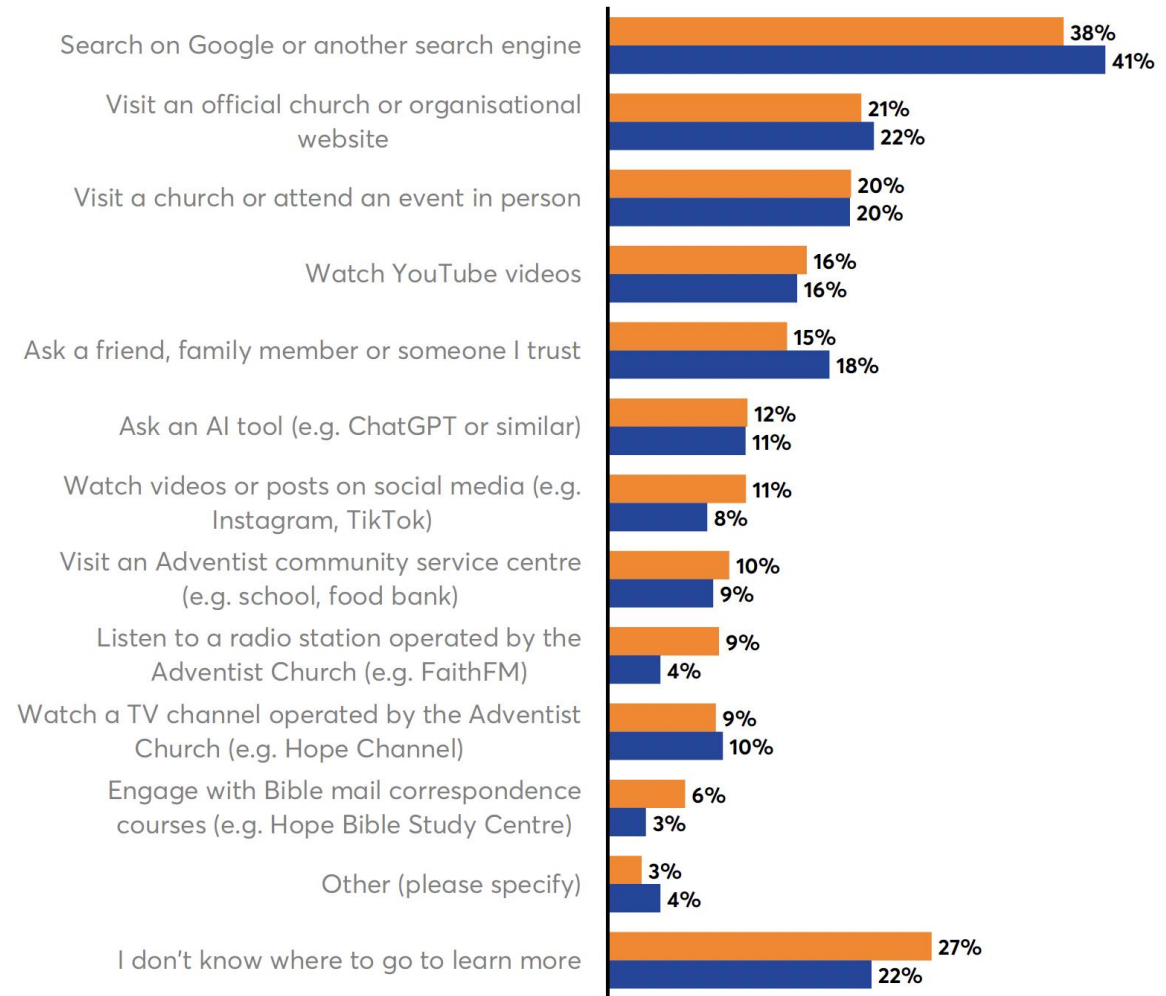


# Where do people learn more about your church?

**IF YOU WERE CURIOUS ABOUT THE SEVENTH-DAY ADVENTIST CHURCH, WHERE WOULD YOU MOST LIKELY GO TO LEARN MORE?**

PLEASE SELECT ALL THAT APPLY.

● Australia (n=1,530)  
● New Zealand (n=1,008)



Google, website and YouTube came up as popular digital options

Be visible

## 2. Make the first impression clear

A lot of churches are online, but it is not obvious:

- who they are
- what they care about
- what kind of church they are
- what to expect



Be visible

### 3. Keep information current

*An outdated page can make a church feel inactive or hard to trust.*

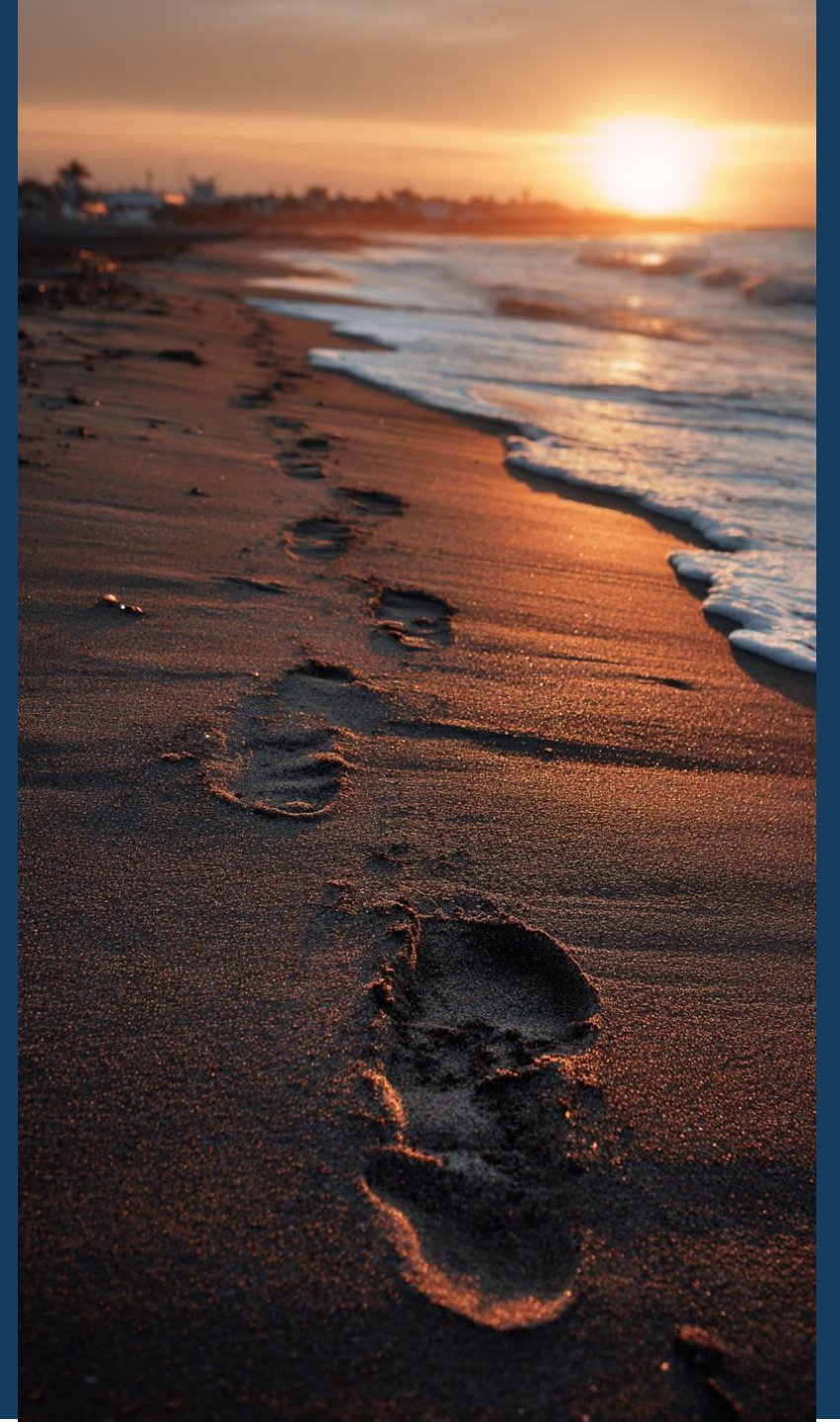


# Be visible

## 4. Make the next step obvious

Once someone finds you, what should they do next?

- plan a visit
- message the church
- register for an event
- ask for prayer
- join a Bible study
- watch a short welcome video





Chris Abbot

## 5. Show real people, not just information

A church becomes more visible when people can see:

- the pastor
- members
- testimonies
- community activity





## 3am Ryde Church

862 followers · 14 following

3am Ryde is a group of warm and friendly Christians in Ryde

Community



 WhatsApp

 Following

 Message

## 6. Reduce friction

Make it simple for someone new.

Ask:

- Can they find parking info?
- Do they know what to wear?
- Do they know if children are welcome?
- Do they know who to contact?



## 7. Paid online adverts

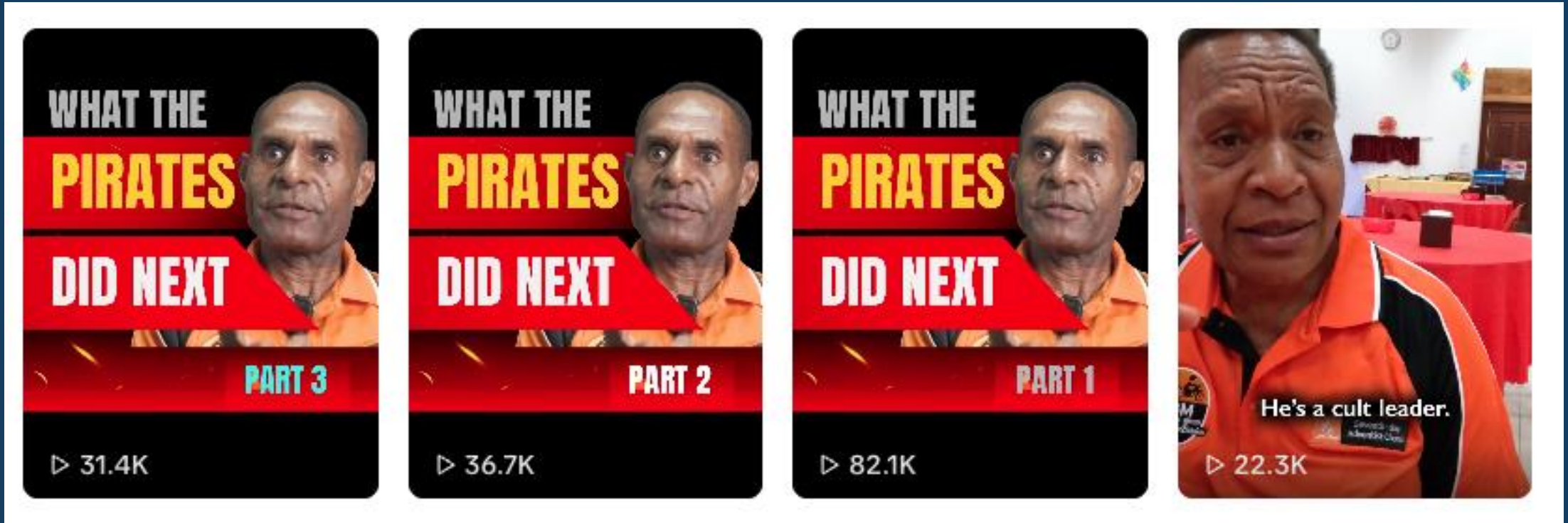
- Mother's day lunch
- One Voice 27 program
- Community lunch
- Kid's craft day
- Youth events
- Health program





2.6%

Facebook's organic reach



If you are running an inperson event – how do you reach local people?

## Facebook ads

- Set budget
- Time period
- Locations you want to reach
- Target age/gender/interests





# Poll 2

How many people could  
you reach for \$39 in the  
South Pacific  
(excl Aus and NZ)?



204,433 video plays  
103,812 engagements  
\$0.0004 per eng.

	How can you be the hands and feet of Jesus	<u>103,812</u> Post engagements	153,058	1.41	\$0.0004 Per Post Engagement	\$155.00 Lifetime	\$39.07
	Forgetting isn't harmless	<u>1,599</u> Post engagements	4,058	1.21	\$0.0004 Per Post Engagement	\$155.00 Lifetime	\$0.58

## Children's Easter program – Sydney Church

Budget \$200

**9,881 reached** - mums in part of Sydney

**257 engaged** in clicking on the ad

**1 registered**

**1 new family attended**



# Fail?

9,881 reached – increased awareness

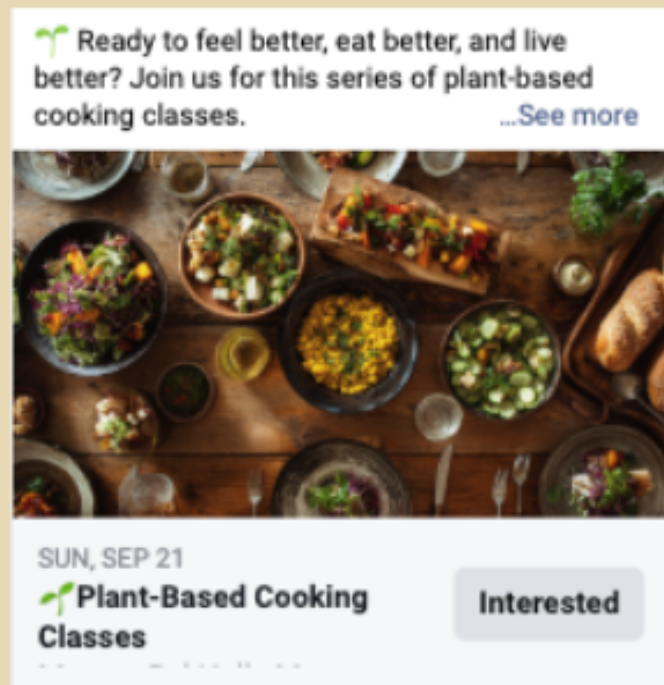
257 engaged – showed interest, better prospects of future engagement

**Remember** – it often takes multiple touch points to move people to action. It can take time to build trust.

**Investigate** landing page – focus on improving conversion

# HOW COST EFFECTIVE?

Promoting the event post  
\$41 delivered:  
Reach of 2,071  
31 Event responses  
Cost of \$1.32 per event response



Ad set ↑↓	Results ↑↓	Reach ↑↓	Frequency ↑↓	Cost per result ↑↓	Budget ↑↓	Amount spent ↑↓
Event:  Plant-Based Cooking Classes	31 Event Responses	2,071	2.14	\$1.32 Per Event Response	Using campaign...	\$41.04

# SUMMARY

## Campaign summary:

- 75 event responses
- \$163 spend
- \$2.18 cost per event engagement

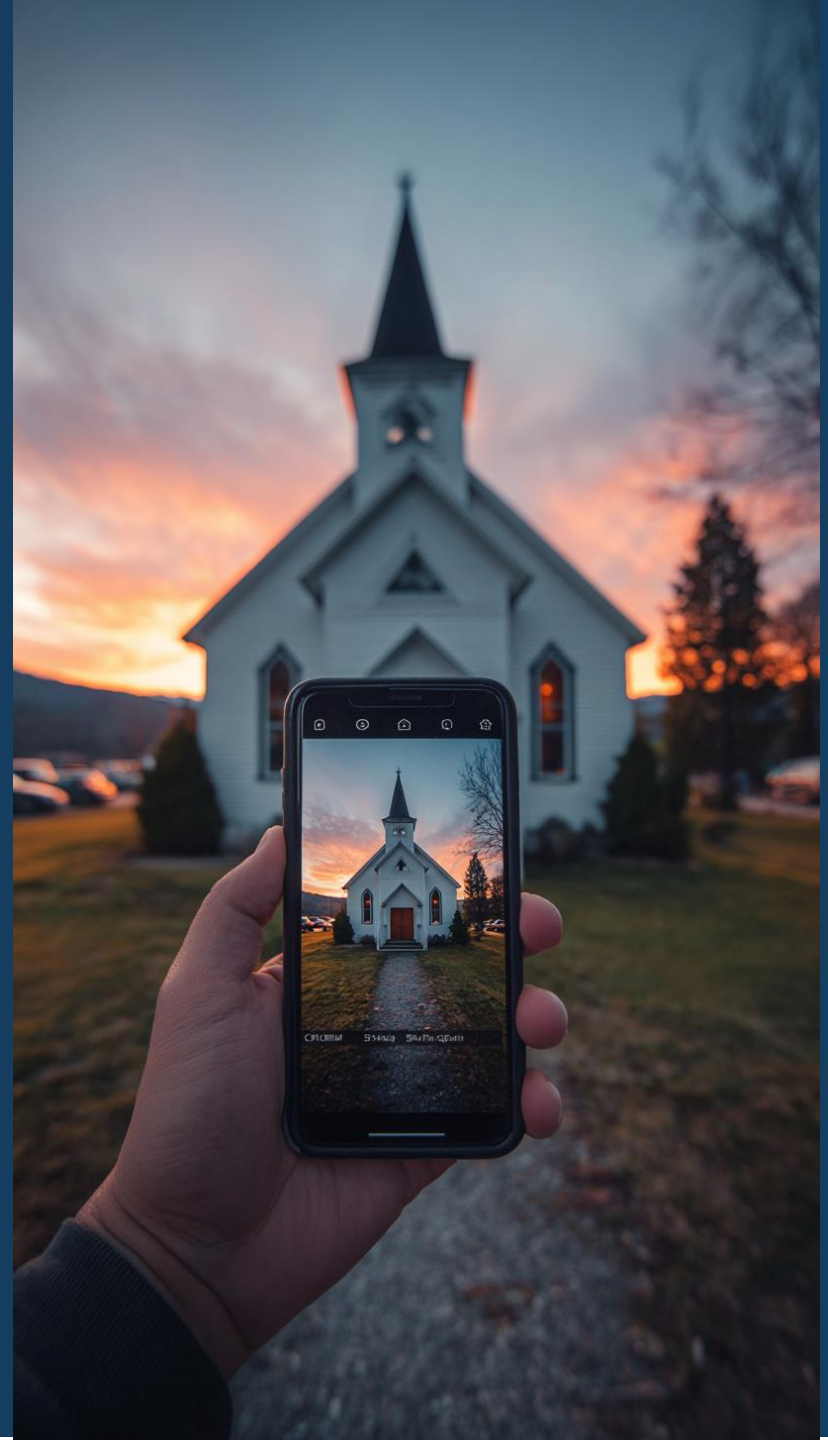
Campaign ↑↓	Results ↑↓	Reach ↑↓	Frequency ↑↓	Cost per result ↑↓	Budget ↑↓	Amount spent ↑↓
2025 09 Plant-based reels	11 Event Responses	1,674	1.84	\$4.09 Per Event Response	\$50.00 Lifetime	\$44.94
Plant-based health program - 2nd round    	13 Event Responses	2,055	1.95	\$2.88 Per Event Response	\$50.00 Lifetime	\$37.50
Plant-based health program	20 Event Responses	1,765	2.19	\$2.00 Per Event Response	\$50.00 Lifetime	\$39.94
Event: 🌱 Plant-Based Cooking Classes	31 Event Responses	2,079	2.13	\$1.32 Per Event Response	\$50.00 Lifetime	\$41.04

**Is my church....**

**Visible ?**

**Helpful ?**

**Effective ?**



*Using digital tools to*

**Be helpful** — speak to real needs  
and real questions

What are the needs of  
my community that  
my church could help  
with?

**POLL 3**

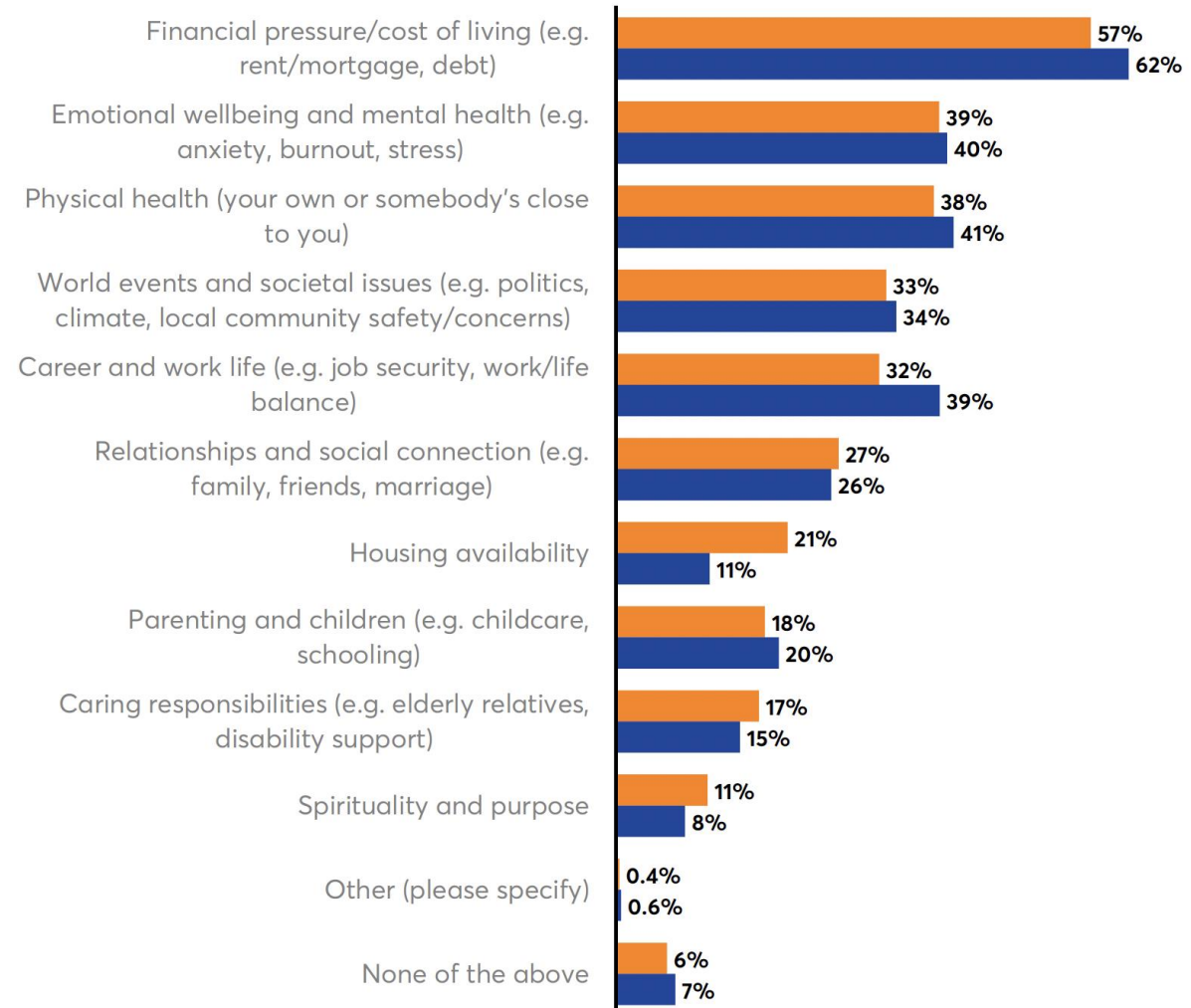


# Primary areas of stress – NZ & Aus

**THINKING ABOUT THE YEAR AHEAD,  
WHICH OF THE FOLLOWING AREAS  
DO YOU EXPECT TO BE YOUR  
PRIMARY SOURCE(S) OF STRESS?**

PLEASE SELECT ALL THAT APPLY.

- Australia (n=1,530)
- New Zealand (n=1,008)

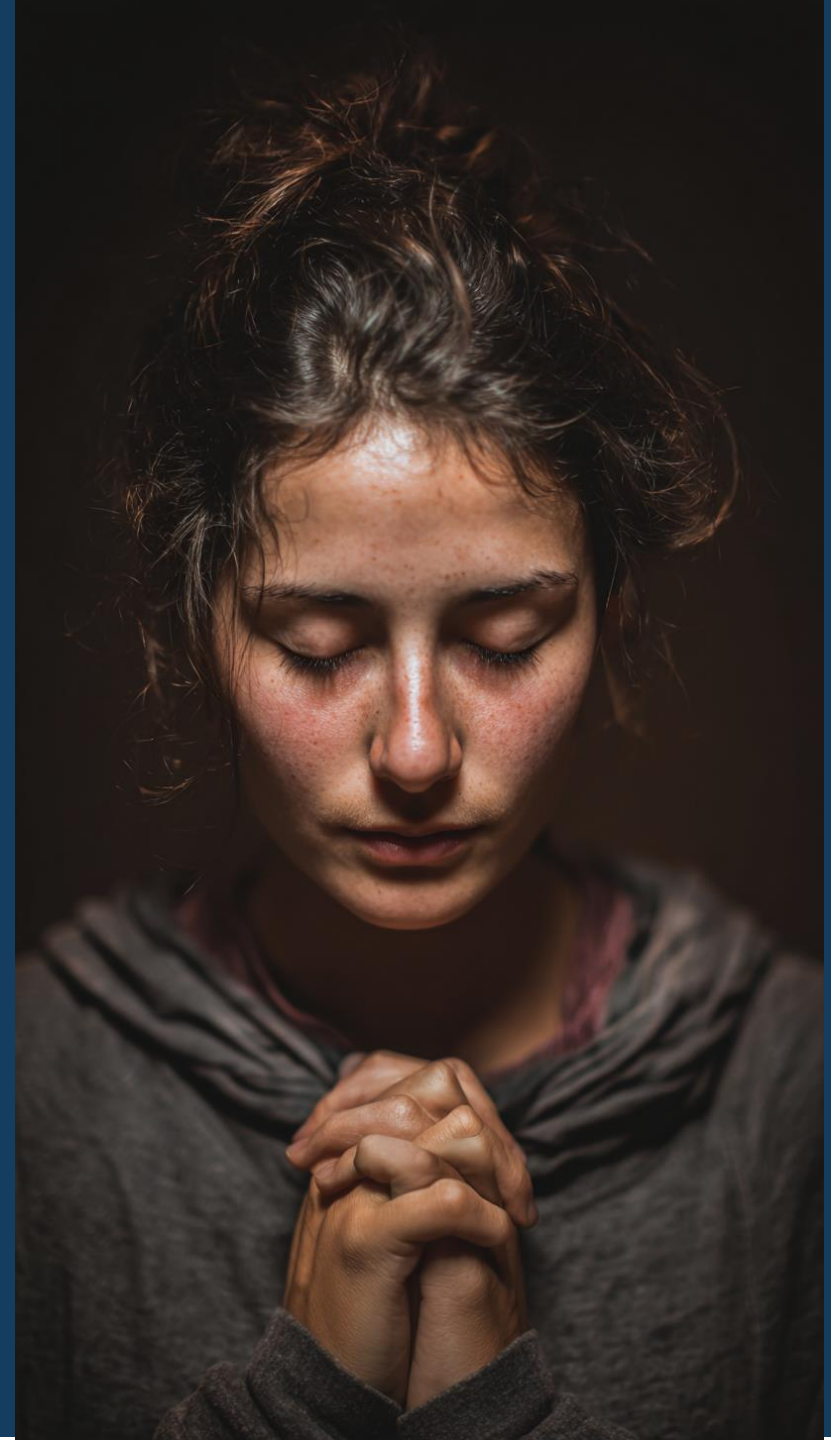


Use digital tools to build awareness and engagement.



Anxiety, burnout, stress – No 2 on list

# Build connections through prayer content



DIGITAL  
MARKETING  
**PRAYER  
ADS**

FOLLOW UP  
**ONLINE  
PASTORAL  
CARE**

INVITING TO  
**LOCAL  
CHURCH**

“Through this project, our church has reached over 400 individuals, many of whom are now actively part of our community. This digital approach has opened new doors for us to connect with people.”

Pastor Daniel Gouveia from the Fresno Central Church



How do your events HELP  
your community?

- One Vision27
- Mother's day lunch
- Health program



# 5 CRITICAL STEPS



1. Define Your target Audience
2. Craft a Clear & Compelling message
3. Leverage Digital & Traditional Marketing
4. Engage Beyond the Event
5. Track Success & Improve

**Pray at every step!**





# STORYBRAND APPROACH

## CRAFT A CLEAR & COMPELLING MESSAGE IN 5 SIMPLE STEPS

### 1. IDENTIFY PROBLEM

Are you struggling with low energy, stress, or poor eating habits?

### 2. OFFER SIMPLE SOLUTION

We provide simple, science-backed health solutions to help you take control of your well-being

### 3. SHOW PATH TO SUCCESS


Step 1: Attend our free health workshop  
Step 2: Get a simple action plan  
Step 3: start making small, sustainable changes

### 4. CTA

Sign up for our FREE health event today!

### 5. TRANSFORMATION JOURNEY


Feeling overwhelmed to living a vibrant life





**POSITION THE CHURCH AS THE GUIDE, NOT THE HERO**

“We understand how challenging it is to maintain good health, and we’re here to help.”





**3 GAME CHANGING TOOLS**

**CANVA**

**CHATGPT**

**META GEO TARGETTING**



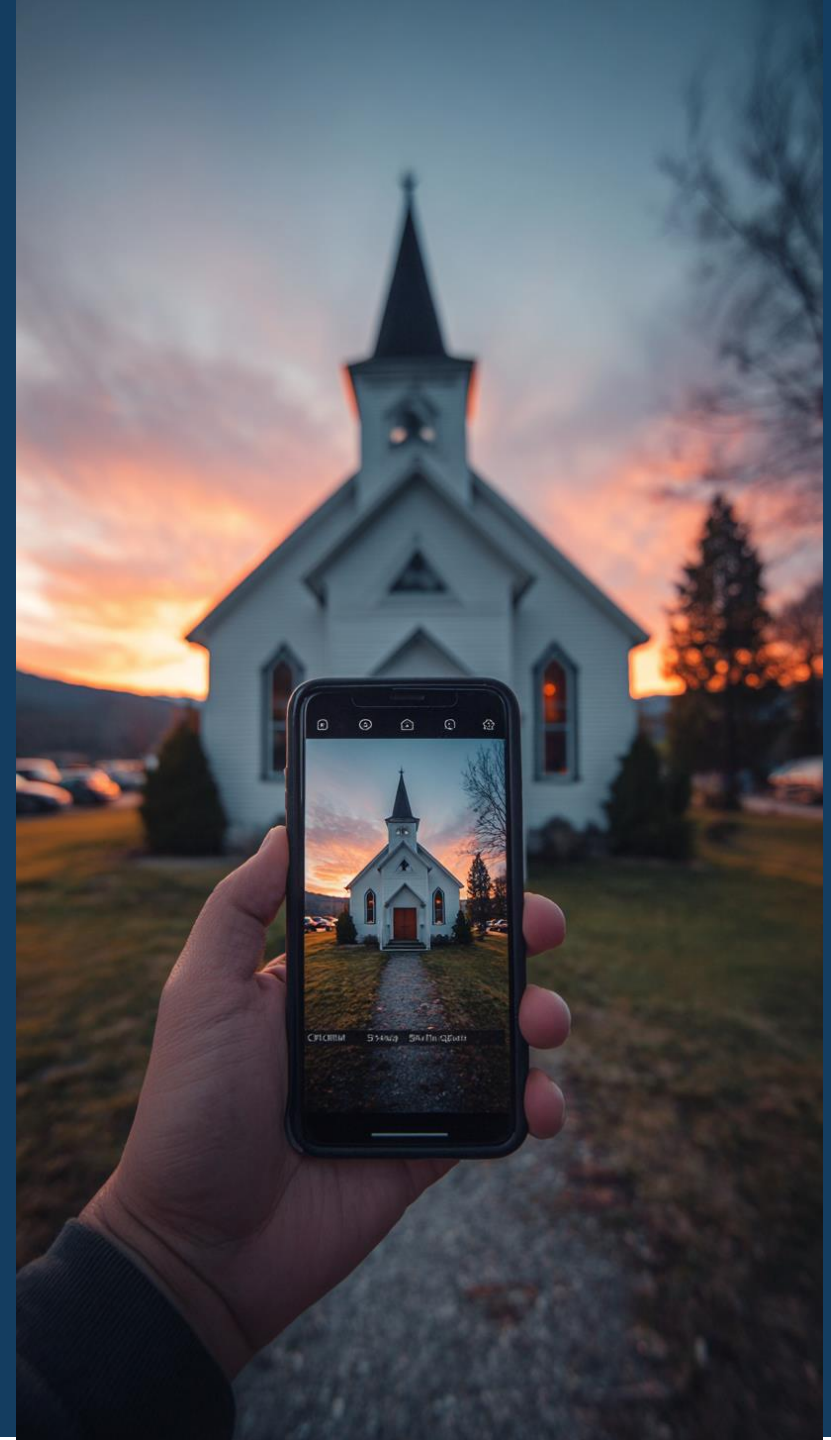
**Is my church....**

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**Effective ?**

*Pray for the Holy Spirit*



## Be effective using

- Power of short video
- AI





**POWER OF  
SHORT  
VIDEOS**



# WHY SHORT VIDEO?



- **High Engagement & Shareability** – Short videos get more likes, shares, and comments, increasing visibility.
- **Attention-Grabbing** – People have short attention spans; a 15-60 second video can quickly capture interest.
- **Platform Algorithm Boost** – Social media platforms prioritize short-form content, pushing it to more viewers organically.
- **Easier to Create & Consume**
- **Mobile-Friendly** – Most users scroll social media on their phones,
- **Emphasizes Key Messages Quickly**
- **Inspires Action** – Calls to action can drive immediate responses.



# SOCIAL MEDIA VIDEO



## 1. HOOK (GRAB ATTENTION IN 1-2 SECONDS)

**YOUR FIRST SENTENCE SHOULD STOP THE SCROLL BY ADDRESSING A PROBLEM, ASKING A QUESTION, OR MAKING A BOLD STATEMENT.**

- ✓ **“TIRED OF FEELING EXHAUSTED ALL THE TIME?”**
- ✓ **“MOST PEOPLE DON’T REALIZE STRESS IS SILENTLY DAMAGING THEIR HEALTH.”**
- ✓ **“WANT TO BOOST YOUR ENERGY NATURALLY? HERE’S HOW.”**

# SOCIAL MEDIA VIDEO



## 2. PROBLEM & SOLUTION (MAKE IT PERSONAL & RELATABLE)

**BRIEFLY DESCRIBE THE STRUGGLE YOUR AUDIENCE FACES AND INTRODUCE YOUR SOLUTION.**

- ✓ **"MANY PEOPLE FEEL DRAINED BECAUSE OF POOR SLEEP AND NUTRITION. BUT SIMPLE LIFESTYLE CHANGES CAN TRANSFORM YOUR ENERGY LEVELS."**



# SOCIAL MEDIA VIDEO



## 3. CALL TO ACTION (TELL THEM EXACTLY WHAT TO DO)

END WITH A CLEAR, SIMPLE ACTION STEP.

- ◆ **DIRECT CTA: “JOIN US THIS SUNDAY FOR A FREE HEALTH SEMINAR!”**
  - ◆ **ENGAGEMENT CTA: “DROP A YES IN THE COMMENTS IF YOU WANT PRACTICAL HEALTH TIPS.”**
  - ◆ **VALUE CTA: “DOWNLOAD OUR FREE ‘HEALTHY LIVING QUICK-START GUIDE’—LINK IN BIO!”**
- 

# SOCIAL MEDIA VIDEO



## EXAMPLE USING THIS FORMULA:



👉 "STRUGGLING WITH STRESS AND LOW ENERGY? YOU'RE NOT ALONE. MANY PEOPLE FEEL DRAINED BECAUSE OF POOR SLEEP AND NUTRITION. BUT SMALL, SIMPLE CHANGES CAN BOOST YOUR ENERGY AND IMPROVE YOUR MOOD! WANT TO LEARN HOW? JOIN OUR FREE HEALTH SEMINAR THIS SUNDAY—DM US 'HEALTH' FOR DETAILS!"







# NEED A SHORTCUT?

## TYPE INTO CHATGPT



Imagine you are the marketing person for an Adventist church in Sydney and wish to promote a vegetarian cooking class for busy professionals, they are struggling with unhealthy eating which is making them feel stressed and obese. They want to loose weight and make healthier eating choices. Suggest 3 short scripts for a 30 second social media reel for Instagram and facebook to target these people to come to the planned cooking classes. The event is going to be help on July 1 at the Wahroonga community hall at 7pm. The event is free, however bookings need to be made online at [feelbetter.com](https://feelbetter.com) website. The script needs to be suitable for someone talking to camera, so nothing complicated.





# CHATGPT'S RESPONSE ...




## Script 1 – The Healthy Reset You Need





 [Person talking to camera]

"Feeling tired, stressed, and stuck in unhealthy eating habits? I get it! Life gets busy, and sometimes fast food feels like the only option. But what if you could cook quick, delicious meals that help you lose weight and feel amazing?"

Join us for a **FREE Vegetarian Cooking Class on July 1st at 7 PM** at **Wahroonga Community Hall**. You'll learn easy, healthy meals designed for busy professionals like you!

Spots are limited, so book now at [feelbetter.com](https://feelbetter.com). See you there!"

 **Tag a friend who needs this!** #HealthyEating #FeelBetter  
#WeightLoss





# EQUIPPING CHURCH MEMBERS FOR SUCCESS



## BUY IN

Message for church members that paints the vision and engages them.

## SAMPLE WORDING

Make it as easy as possible for members to invite others  
- give them suggested email wording

## RESOURCES TO SHARE

Create shareable resources, especially digital that members can share, like and comment on.



# SUGGESTED MESSAGE TO MEMBERS



Subject: A Simple Way to Bless Your Friends This Week

Hey [First Name],

Did you know that most people want to live healthier but struggle to know where to start? The good news is that sometimes, all they need is an invitation from someone they trust—you!

This [Date], our church is hosting [Health Program Name], a free and practical session on [Health Topic, e.g., stress relief, healthy eating, boosting energy]. It's a perfect opportunity to invite a friend or family member who could benefit from this.

Would you do me a favor? Take just 2 minutes to invite two or three people! Here's a simple message you can copy and send:

✉ Hey [Name]! I found something that might interest you—our church is hosting a free health session on [Health Topic] this [Date]. It's all about simple, practical ways to [key benefit: reduce stress, eat healthier, etc.]. There's no pressure—just great info and friendly people! Let me know if you'd like to come. I'd love to sit with you! 😊

Your invitation could be life-changing for someone! Thank you for helping share this blessing with others.





# NEED A SHORTCUT?

## TYPE INTO CHATGPT

Imagine you are the pastor or health leader for a church and want to engage church members in an upcoming health program. You want members to invite their friends, family and neighbours to an event- what should the email say? Suggest different approaches. Suggest that the member takes 2 minutes to invite someone. They can create their invitation message or use the suggested approach.

Digital does not replace the Holy Spirit, the local church, or personal relationships. **But it can help us show up where people are already searching.**



Poll 4



# Mission Labs



## Mission Labs: Quick Summary

- Expected to begin August 2026
- Short online sessions: 20 minutes + 10 minutes Q&A
- Recordings available later on demand
- Focus: equipping churches to be more effective in building visibility and engagement with their community



**MISSION LABS**

— EQUIPPING CHURCHES. IMPACTING COMMUNITIES. —

We can help...

Innovation Fund  
August – Mission Labs  
Digital Discipleship – AM  
ADRA - community prog.  
Ministry Innovation YouTube



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They Gave Away the Profits—And It Changed Everything

1.1K views · 2 weeks ago



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15K views · 4 weeks ago



What Happened Next? Need Called

209 views · 1 m



"I Married a Devil, Not a Man." What Happened Next when Ruth gave a...

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One question every church should ask | Insights & stories about real...

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The angel said hear how it c

8.6K views · 3