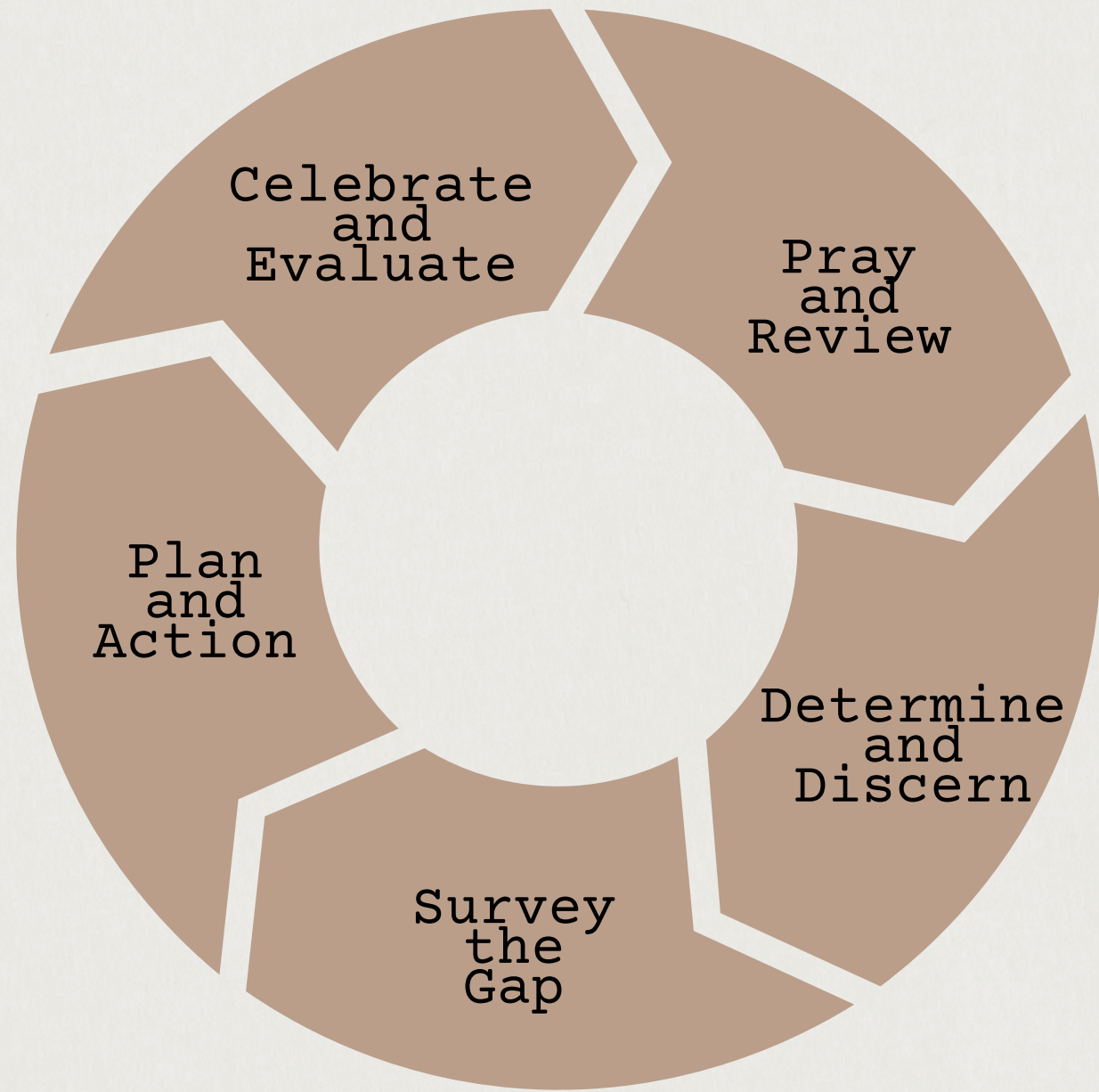


Digital

Mission



Digital Ministry Planning Process

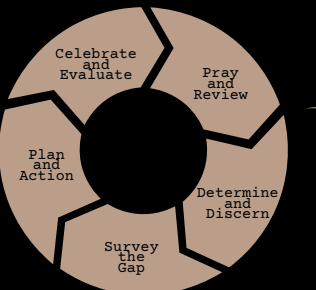
Church or Ministry Name: _____

Date: _____

Digital Ministry Team Members: _____

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Step One

Pray and Review

Review

Your Church or Ministry's
Mission, Vision, Values and
Strategy



Begin with Prayer

Compose a short statement that articulates how the digital ministry plan will be designed to support the overall mission and vision.

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Step One

Review (External Environment)



Opportunities

What external cultural changes create opportunity for online ministry? Are there any technological developments that can be utilized?



Opportunities

What are current digital media trends (social media, web, video, podcast, etc.) are effecting communication and can used by the church)? Are there any new staff or congregational competencies that you can engage and employ in the coming season?



Threats (Risks)

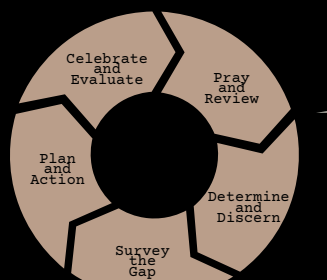
What are the potential challenges and risks to doing ministry online? What risks exist to volunteers? What risks exists to participants?



Threats (Risks)

Where do you perceive tensions between the move to digital and the vision and mission of the church that was probably formed in a largely non-digital context? Are there any conversations that need to happen with church leadership to ensure their support for the online ministry plan?

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Step Two

Determine and Discern – Gather

★ Fill out the following for the Gather area of your church.

Digital Presence

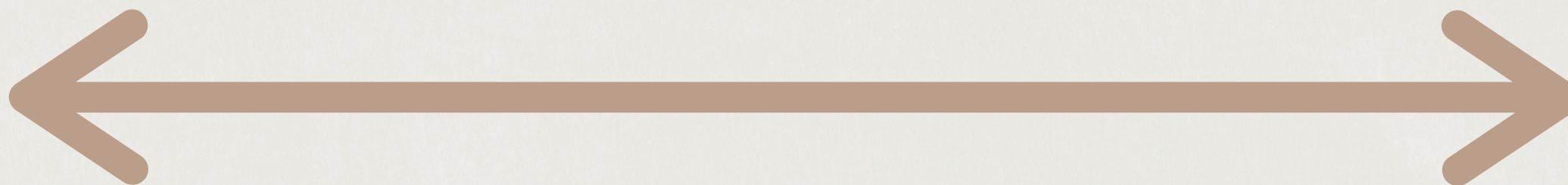
Exclusively
In-Person



Exclusively
Online

Digital Effectiveness

No Digital
Shifts are
Present



All Four Digital
Shifts are
Present

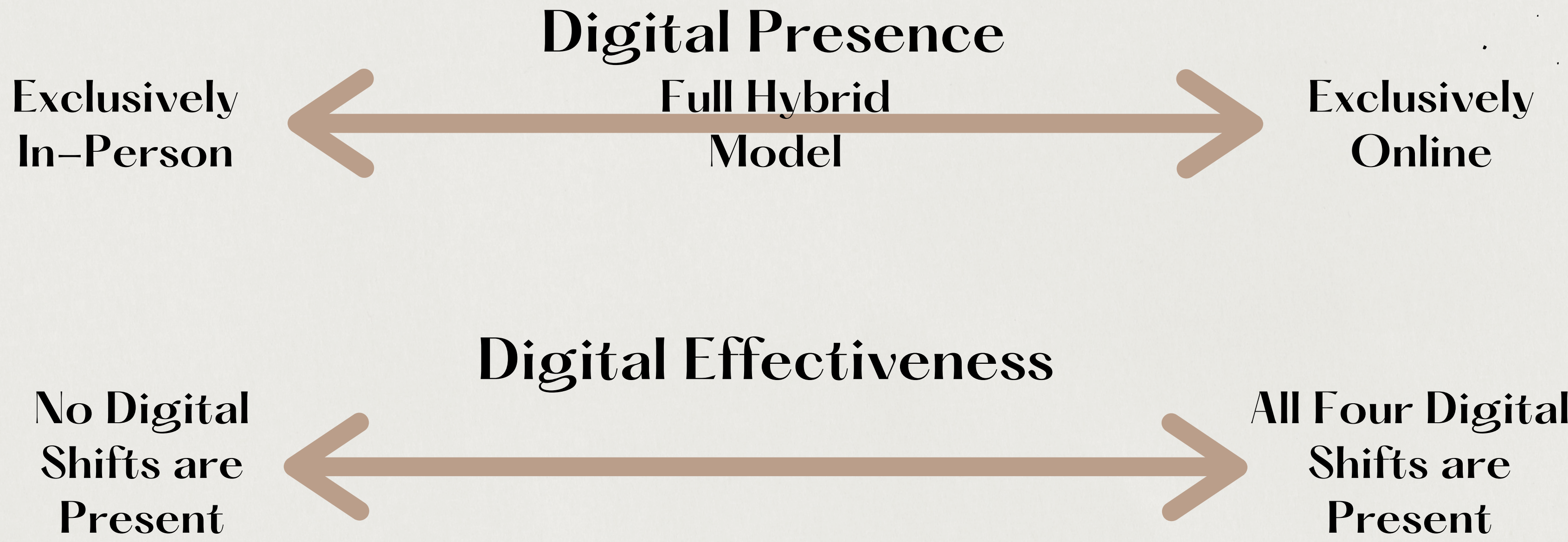
Instructions: Mark on the continuums where you are currently, where you want to be in the next three to five years and where you want to be at the end of this next ministry season.

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Step Two

Determine and Discern – Scatter

★ Fill out the following for the Scatter area of your church.



Instructions: Mark on the continuums where you are currently, where you want to be in the next three to five years and where you want to be at the end of this next ministry season.

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A circular diagram with a central black circle. Five segments radiate from the center, each containing a step: "Celebrate and Evaluate", "Pray and Review", "Determine and Discern", "Survey the Gap", and "Plan and Action".

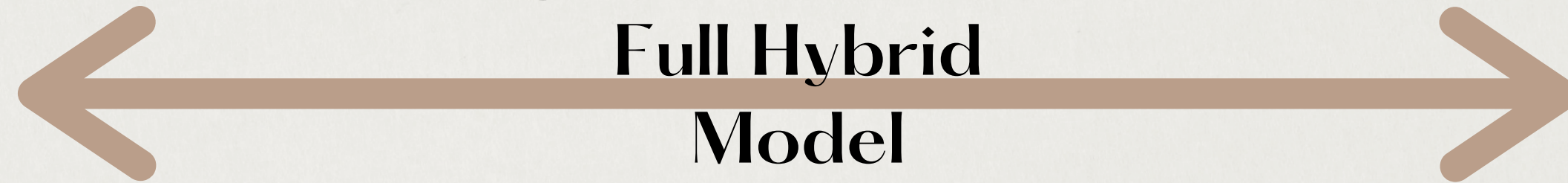
Step Two

Determine and Discern – Organize

★ Fill out the following for the Organize area of your church.

Digital Presence

Exclusively
In-Person



Exclusively
Online

Full Hybrid
Model

Digital Effectiveness

No Digital
Shifts are
Present



All Four Digital
Shifts are
Present

Instructions: Mark on the continuums where you are currently, where you want to be in the next three to five years and where you want to be at the end of this next ministry season.

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- Celebrate and Evaluate
- Pray and Review
- Determine and Discern
- Survey the Gap
- Plan and Action

Step Three

Survey the Gap – Gather



Fill out the following for the Gather area of your church.

Strengths

Strengths

What are your strengths as a church that would aid in moving a digital ministry plan forward? How can you leverage these?

Strengths

Weaknesses

What are your strengths as a digital ministry leadership team? How can you leverage these?

Weaknesses

Weaknesses

What weaknesses do you have in terms of competency and skill that would hinder the movement on the continuum in this ministry season?

Weaknesses

Weaknesses

What weaknesses do you have in terms of budget or resources that would limit the desired movement on the continuum? Are there any significant limitations technologically for people in your congregational or community?

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Step Three

Survey the Gap – Scatter



Fill out the following for the Scatter area of your church.



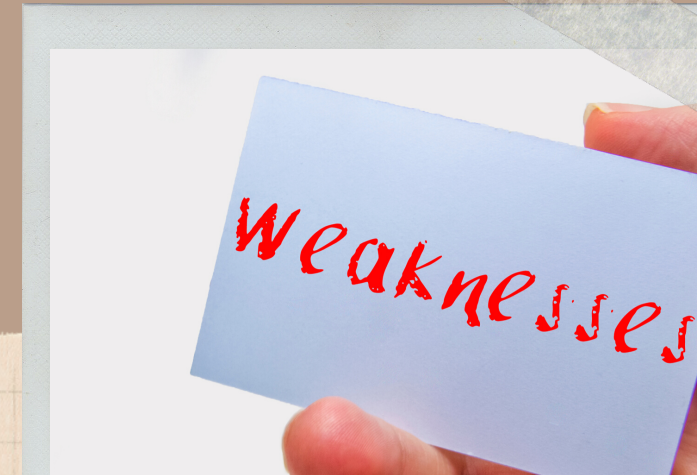
Strengths

What are your strengths as a church that would aid in moving a digital ministry plan forward? How can you leverage these?



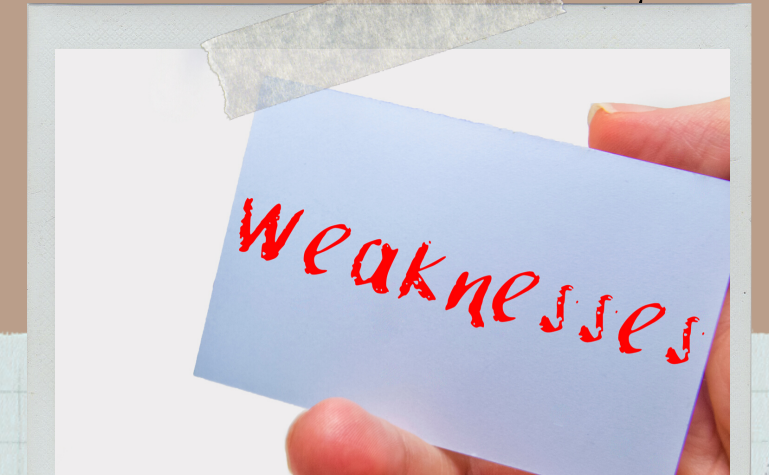
Weaknesses

What are your strengths as a digital ministry leadership team? How can you leverage these?



Weaknesses

What weaknesses do you have in terms of competency and skill that would hinder the movement on the continuum in this ministry season?



Weaknesses

What weaknesses do you have in terms of budget or resources that would limit the desired movement on the continuum?

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Step Three

Survey the Gap – Organize

★ Fill out the following for the Organize area of your church.



Strengths

Strengths

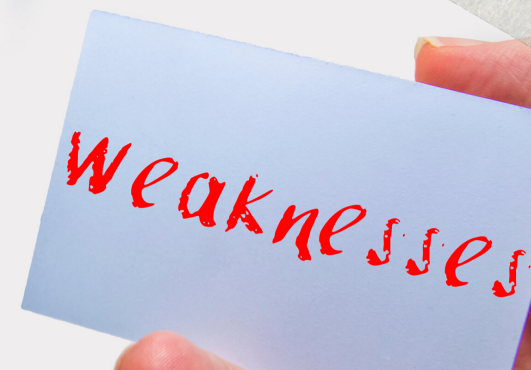
What are your strengths as a church that would aid in moving a digital ministry plan forward? How can you leverage these?



Strengths

Weaknesses

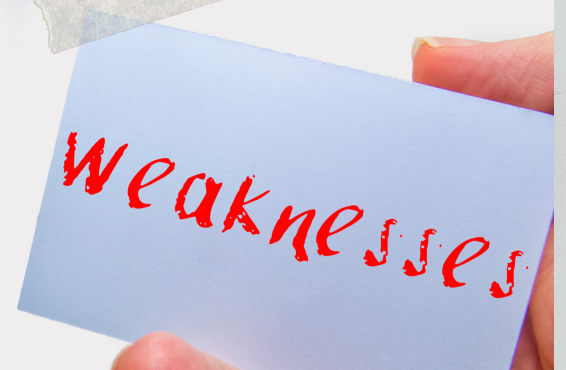
What are your strengths as a digital ministry leadership team? How can you leverage these?



Weaknesses

Weaknesses

What weaknesses do you have in terms of competency and skill that would hinder the movement on the continuum in this ministry season?



Weaknesses

Weaknesses

What weaknesses do you have in terms of budget or resources that would limit the desired movement on the continuum?

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Step Four

Plan the Journey and Move to Action – Gather

★ Fill out the following for the Gather area of your church.

★ Strategic Priority #1

Strategic Priority 1: _____

Equipment/Platforms/Services/Etc. Needed: _____

SMART Goal 1: _____

Benefit 1: _____

Benefit 2: _____

Benefit 3: _____

Benefit 4: _____

Benefit 5: _____

Obstacle 1: _____

Obstacle 2: _____

Obstacle 3: _____

Action Step 1: _____

Action Step 2: _____

Action Step 3: _____

SMART Goal 2: _____

Benefit 1: _____

Benefit 2: _____

Benefit 3: _____

Benefit 4: _____

Benefit 5: _____

Obstacle 1: _____

Obstacle 2: _____

Obstacle 3: _____

Action Step 1: _____

Action Step 2: _____

Action Step 3: _____

★ Strategic Priority #2

Strategic Priority 1: _____

Equipment/Platforms/Services/Etc. Needed: _____

SMART Goal 1: _____

Benefit 1: _____

Benefit 2: _____

Benefit 3: _____

Benefit 4: _____

Benefit 5: _____

Obstacle 1: _____

Obstacle 2: _____

Obstacle 3: _____

Action Step 1: _____

Action Step 2: _____

Action Step 3: _____

SMART Goal 2: _____

Benefit 1: _____

Benefit 2: _____

Benefit 3: _____

Benefit 4: _____

Benefit 5: _____

Obstacle 1: _____

Obstacle 2: _____

Obstacle 3: _____

Action Step 1: _____

Action Step 2: _____

Action Step 3: _____

★ Strategic Priority #3

Strategic Priority 1: _____

Equipment/Platforms/Services/Etc. Needed: _____

SMART Goal 1: _____

Benefit 1: _____

Benefit 2: _____

Benefit 3: _____

Benefit 4: _____

Benefit 5: _____

Obstacle 1: _____

Obstacle 2: _____

Obstacle 3: _____

Action Step 1: _____

Action Step 2: _____

Action Step 3: _____

SMART Goal 2: _____

Benefit 1: _____

Benefit 2: _____

Benefit 3: _____

Benefit 4: _____

Benefit 5: _____

Obstacle 1: _____

Obstacle 2: _____

Obstacle 3: _____

Action Step 1: _____

Action Step 2: _____

Action Step 3: _____

Step Four

Plan the Journey and Move to Action – Scatter



Fill out the following for the Scatter area of your church.



Strategic Priority #1

Strategic Priority 1: _____

Equipment/Platforms/Services/Etc. Needed: _____

SMART Goal 1: _____

Benefit 1: _____

Benefit 2: _____

Benefit 3: _____

Benefit 4: _____

Benefit 5: _____

Obstacle 1: _____

Obstacle 2: _____

Obstacle 3: _____

Action Step 1: _____

Action Step 2: _____

Action Step 3: _____

SMART Goal 2: _____

Benefit 1: _____

Benefit 2: _____

Benefit 3: _____

Benefit 4: _____

Benefit 5: _____

Obstacle 1: _____

Obstacle 2: _____

Obstacle 3: _____

Action Step 1: _____

Action Step 2: _____

Action Step 3: _____



Strategic Priority #2

Strategic Priority 1: _____

Equipment/Platforms/Services/Etc. Needed: _____

SMART Goal 1: _____

Benefit 1: _____

Benefit 2: _____

Benefit 3: _____

Benefit 4: _____

Benefit 5: _____

Obstacle 1: _____

Obstacle 2: _____

Obstacle 3: _____

Action Step 1: _____

Action Step 2: _____

Action Step 3: _____

SMART Goal 2: _____

Benefit 1: _____

Benefit 2: _____

Benefit 3: _____

Benefit 4: _____

Benefit 5: _____

Obstacle 1: _____

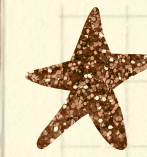
Obstacle 2: _____

Obstacle 3: _____

Action Step 1: _____

Action Step 2: _____

Action Step 3: _____



Strategic Priority #3

Strategic Priority 1: _____

Equipment/Platforms/Services/Etc. Needed: _____

SMART Goal 1: _____

Benefit 1: _____

Benefit 2: _____

Benefit 3: _____

Benefit 4: _____

Benefit 5: _____

Obstacle 1: _____

Obstacle 2: _____

Obstacle 3: _____

Action Step 1: _____

Action Step 2: _____

Action Step 3: _____

SMART Goal 2: _____

Benefit 1: _____

Benefit 2: _____

Benefit 3: _____

Benefit 4: _____

Benefit 5: _____

Obstacle 1: _____

Obstacle 2: _____

Obstacle 3: _____

Action Step 1: _____

Action Step 2: _____

Action Step 3: _____



Step Four

Plan the Journey and Move to Action – Organize

★ Fill out the following for the Organize area of your church.

★ Strategic Priority #1

Strategic Priority 1: _____

Equipment/Platforms/Services/Etc. Needed: _____

SMART Goal 1: _____

Benefit 1: _____

Benefit 2: _____

Benefit 3: _____

Benefit 4: _____

Benefit 5: _____

Obstacle 1: _____

Obstacle 2: _____

Obstacle 3: _____

Action Step 1: _____

Action Step 2: _____

Action Step 3: _____

SMART Goal 2: _____

Benefit 1: _____

Benefit 2: _____

Benefit 3: _____

Benefit 4: _____

Benefit 5: _____

Obstacle 1: _____

Obstacle 2: _____

Obstacle 3: _____

Action Step 1: _____

Action Step 2: _____

Action Step 3: _____

★ Strategic Priority #2

Strategic Priority 1: _____

Equipment/Platforms/Services/Etc. Needed: _____

SMART Goal 1: _____

Benefit 1: _____

Benefit 2: _____

Benefit 3: _____

Benefit 4: _____

Benefit 5: _____

Obstacle 1: _____

Obstacle 2: _____

Obstacle 3: _____

Action Step 1: _____

Action Step 2: _____

Action Step 3: _____

SMART Goal 2: _____

Benefit 1: _____

Benefit 2: _____

Benefit 3: _____

Benefit 4: _____

Benefit 5: _____

Obstacle 1: _____

Obstacle 2: _____

Obstacle 3: _____

Action Step 1: _____

Action Step 2: _____

Action Step 3: _____

★ Strategic Priority #3

Strategic Priority 1: _____

Equipment/Platforms/Services/Etc. Needed: _____

SMART Goal 1: _____

Benefit 1: _____

Benefit 2: _____

Benefit 3: _____

Benefit 4: _____

Benefit 5: _____

Obstacle 1: _____

Obstacle 2: _____

Obstacle 3: _____

Action Step 1: _____

Action Step 2: _____

Action Step 3: _____

SMART Goal 2: _____

Benefit 1: _____

Benefit 2: _____

Benefit 3: _____

Benefit 4: _____

Benefit 5: _____

Obstacle 1: _____

Obstacle 2: _____

Obstacle 3: _____

Action Step 1: _____

Action Step 2: _____

Action Step 3: _____

Step Five

Celebrate, Evaluate, Repeat

What was our greatest win in this last digital ministry season?

What was our greatest challenge? Why? What happened?

What has changed in the ever-evolving digital media landscape? How did we adapt? How do we need to adapt?

How did we work together as a team?

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