

LEADER CONVERSATION GUIDE

# How Sun Valley Church is Building Their Digital Strategy– Episode 186

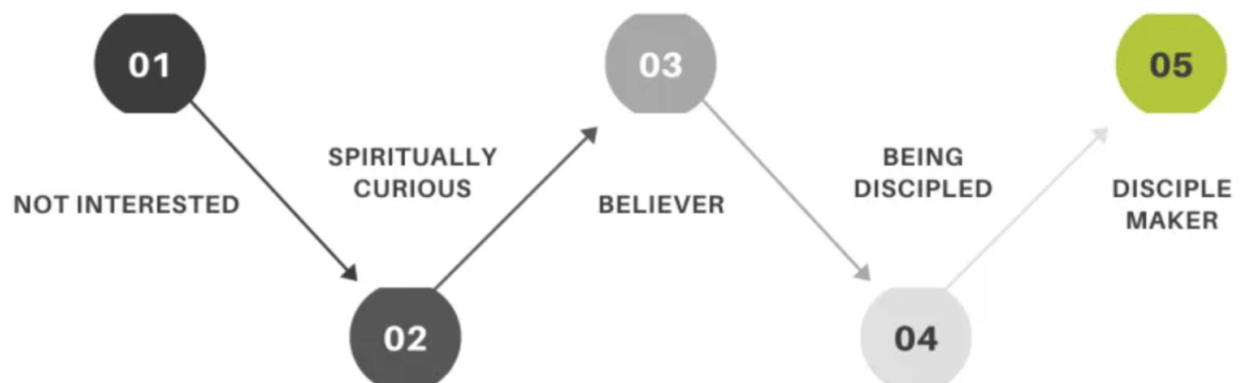
## *What Digital Ministry Really Looks Like (Part 1)*

For months, we've been coaching churches to find a leader for their digital ministry strategies, and in this week's episode, we're sitting down with a church that has done exactly that. Paul Alexander serves as the Executive Pastor at Sun Valley Community Church, a multisite church in Phoenix, and Mika Casey serves as their Digital Strategies Lead Director. In this week's episode, we look at some practical examples of what digital ministry strategy looks like.

### *One Core Strategy*

- The goal is to reach new people with the gospel and help people who already know Jesus to stay connected and grow in their faith — and leveraging both digital and in-person ministry to do that.
- Are we equipped as an organization to scale to that desire to reach new people?
- Three shifts that Sun Valley has started implementing:
  - Internal communications – utilizing instant messaging and project management tools to streamline internal communications
  - External communications – leveraging direct mail and paid online advertising
  - Social media – moving towards content and messaging that is focused on people outside the church

### *The Digital Discipleship Path*



- Sun Valley is focusing on building out the first two stages of the spiritual journey with relevant content around issues like marriage, parenting, relationships, finances etc.
- Churches don't need to be Amazon: move away from just convenience and towards connection and true relationship. Focus on connecting and relating with the person on the other side of that email address or phone number.
- Digital ministry strategy is a long-term strategy. People need to see and hear about your church anywhere between 6 and 12 times, so that your church is top of mind when they're ready to take that step.
- A digital strategy funnel:
  - Awareness (hearing about your church)
  - Interest ("Ok, I've heard good things and I might want to check it out")
  - Consideration (actually attending a service or consuming content)
  - Intent ("I want to go to a service")
  - Purchase (consistently going to your church)

## *The Digital Director Role*

- You might not find this person in ministry. Look in the marketplace or for someone attending your church (or a church in your area) who has digital and leadership skills.
- They need to be on the senior leadership team.
- You need someone who is waking up thinking about digital strategy and how you're reaching new people online.

## *Next Steps*

- Visit your church website and take a look at it as if you did not know the church. Look at all the pages, both on desktop and on mobile.
  - Are you connecting with the people who are giving you their information?
  - Does it make sense to an outsider? Is there too much friction?
  - Can you engage via text?
- Download our [FREE](#) resource, The Ultimate Guide to Digital Ministry Strategy.
- [Why Your Discipleship Path Is More Important Than Ever](#)
- **Need more help? Let's talk.** If you need help with your digital ministry strategy and structuring your staff to support it, take a look at our [Strategic Planning Process for Digital Ministry](#).

Listen to the episode on iTunes or at [theunstuckgroup.com/episode186](https://theunstuckgroup.com/episode186).