

LEADER CONVERSATION GUIDE

10 Questions You're Asking About Digital Ministry But Wish You Weren't – Episode 188

The Future of Digital Ministry in the Church

One of the most common conversations I'm having with church leaders in this season is the question: **"Do we have to embrace digital ministry?"**

This is an honest question I'm hearing from pastors a lot. Behind that question is a deep desire to turn back the clock to February 2020 before Covid disrupted how churches engage their mission.

10 Questions on Digital Ministry

1. **Does this mean the church needs to mimic the business world?** Absolutely not. We get to fulfill the Great Commission. But we're called to do that in today's world where people are engaging life in both a physical and digital world. Both of those spaces are our mission field.
2. **Does that mean people aren't going to come back to physical gatherings?** Many of us will continue to gather in church buildings and in people's homes. We need that interaction with other people.
3. **Will people keep showing up for the teaching?** Fewer and fewer people will. Churches won't be able to compete with the online option if it's only about the content.
4. **So are you saying we should avoid putting our teaching content online?** That's your choice. But avoiding it is not going to encourage people to show up at your church. We surveyed more than 175 churches in 2019 and found that 85% of growing churches were sharing video content online compared to only 49% of declining churches.
5. **Then why will people show up for a physical gathering?** It will be primarily because they want to engage with people they know. That means we need to help people move from showing up to a service to connecting with others in smaller groups or on smaller teams. That's how we find our friends.
6. **Is that the only reason why people will prefer a physical gathering?** Right behind that will be the desire to be a part of an experience that you can't get online. This is where I think the church needs to revisit its commitment to the arts and be creative again.
7. **But what about the "old" people?** Because old people don't use the Internet or have smartphones? That's such a 2005 argument. If you have old people in your church, you better have a digital ministry strategy or they're probably going to find another church.

8. **But what about the people without the Internet?** There are rural parts of the country that don't have access to high speed internet. Here's the challenge for you. Within the next year, even very rural communities will have access to high speed internet. [Thank you Elon Musk.](#)
9. **Do we really need to hire different staff people?** Yes. The people on your team now were hired because they know how to build teams and leverage physical ministry environments to help people take their next steps toward Jesus. Unless you have unlimited resources, you will likely need to prune that team to free up financial resources to hire the people who know how to build teams and leverage digital ministry environments to help people take their next steps toward Jesus. Smaller churches who can't hire more staff? You will need to build new volunteer teams like you do in every other area of your ministry.
10. **Does The Unstuck Group help churches make this transition to embrace digital ministry?** We've been helping churches with this transition for a number of years, but we've certainly increased that focus in the last 12 months. Right now, we're working with churches of less than 500 and churches of well over 10,000 in pre-Covid attendance as they develop their digital strategies.

Next Steps

- Download our [FREE Ultimate Guide to Digital Ministry Strategy.](#)
- Listen to [3 Keys to Staffing and Structure for a Hybrid Church.](#)
- Listen to [3 Keys to Structure Your Team for Future Ministry Impact.](#)
- If you're interested in learning more about our [Strategic Planning for Digital Ministry,](#) let's talk. Start a conversation with our team at theunstuckgroup.com/start.

Listen to the episode on iTunes or at theunstuckgroup.com/episode188.