



DISCIPLESHIP PATH: OPPORTUNITY NUMBER ONE

IN - PERSON & DIGITAL

“The need for digital is not going away.

It is the “front door” to our church.”

COVID19 has presented the church with a new ministry reality over the past several months. Online engagement has been the primary means of connection as a church body and will continue to be a vital ministry area as we look to the future.

This digital interaction will not go away once we begin face-to-face gatherings once again. We have a significant opportunity to continue our broad impact online reaching people all over our city, state, and county.

In other words, having a good digital ministry strategy is vital to the future of CrossView as we attempt to reach people for Jesus and help people grow in their faith. This will require a continued and elevated focus on ministry in a digital capacity working alongside and in conjunction with any in-person elements.

The need for digital ministry is not going away. It can no longer be an ancillary element of in-person activities. Having digital avenues to connect with others and participate in our Discipleship Pathway is necessary for the current and future thriving of CrossView. It's important to realize that coming to the church building is no longer a first interaction with CrossView. In fact, it hasn't been for some time. Our physical front door is not the actual "front door" that people first come through. The actual front door, for most people, is our digital space.

Many people will first visit CrossView Church online. They will look at pictures, comb through websites, watch videos, read blogs, listen to teachings or podcasts before ever stepping through the physical doors of a church. Coming to the church building is not a first step, it is now what we traditionally think of as a "next-step" — and it is a big next-step for most people.

We need a digital ministry strategy that will connect with people online wherever they find themselves. We need to provide digital content that is easily accessible, available at any time during the week, that is shorter in length, and practical for growth. What an exciting opportunity we have to develop a new ministry area to expand the reach of CrossView church.

Key Take Aways:

- The need for digital is not going away. It is the "front door" of our church.
- We need to think about our online presence not just as a strategy, but as a foundational ministry channel, even a "place."
- Digital ministry needs to shift from reaching people who are already connected to the church to reaching new people in the community.
- Digital and in-person experiences need to be designed differently; but both need to exist.