

Digital Ministry Project Infographic

Cybermissions is a digital missions agency that uses computers and the Internet to facilitate the Great Commission

INFORMATION IS DIGITAL IMPARTATION IS SPIRITUAL FORMATION IS PERSONAL TRANSFORMATION IS COMMUNAL

A good digital ministry project incorporates all four elements above: high quality digital information, trained facilitators who can impart spiritually and personally, and some kind of transformational community (whether online or offline). You will need to plan, right from the beginning for each of these four aspects.

6 Steps To Project Success

- 1 **Explore** — all existing possibilities so you do not just reinvent the wheel! Also explore collaboration with other people and organizations with the same goal.
- 2 **Discover** — the one big thing that will make everything else easier or unnecessary, the killer app, the transformational project. Just ONE.
- 3 **Dream** — the what you can do with it. Think about all the wonderful possibilities and opportunities and transformations. Create a clear vision which you can then tell others about.
- 4 **Design** — sketch out your dream in detail, look at threats, opportunities, strengths, weaknesses, what features are essential or non-essential. Be totally clear about what you want.
- 5 **Deliver** — Work on the 5W&2H - who, what, when, where, why, how and how much. Start making it happen. This includes marketing your project internally and externally.
- 6 **Review/Redo** — Fix the glitches, get user feedback, update, security patches, tweak localization and contextualization. Develop an evaluation process with outcome based metrics.

WHAT EVERY LEADER REQUIRES

High Quality Theory and Information

Information is the basis of everything. Sincerity is never a substitute for accuracy. Good theology & practice are foundational.

Examples of Best Practices & Success Stories

Your leaders need to know: a) If it will work and b) How it works when it is successful. Clear and numerous examples of best practices and success stories are very helpful and inspiring.

Step-by-Step "How To" Instructions

They need to get the vital details right, step-by-step instructions with diagrams, videos etc. If people can be confused they will be confused so increase clarity.

Connection To People And Resources

Where can they find help, money, technical support, volunteers, manuals. Do not tell them to "just Google it". Give them the links, contacts, phone numbers, etc.

Create

Amazing resources that people feel compelled to share with others in their group. Resources that are interesting, useful, theologically sound, culturally relevant and powerful.

Deliver

The resources to devices that people own in digital formats that they can readily open, share and pass around at minimal cost to themselves or others, copyright free.

Catalyze

A movement around the resource. Hold conferences and trainings, build enthusiasm, tell stories of changed lives and transformed churches and communities, develop strong feelings of local ownership and affection.

Train

Facilitators in both how to teach the resource and how to digitally distribute the resource to the students/recipients. It is generally best if facilitators receive a small stipend to encourage them.

The only way to ensure a consistently good result in anything (from washing the dishes to landing a rocket on a comet) - is with a good system - bad systems only produce bad results

WHAT IS THE AUDIENCE FOR YOUR MATERIALS AND RESOURCES?

Global Repository Level - centralized collection / library, meta-tagged, multiple languages. Legal and copyright issues are the main challenge. Ease of retrieval. Relevance, search- ability, able to make subsidiary collections.

National Level / People Group Level - Large collections, materials selected by national level leaders, cultural relevance important. Should be able to be scaled up and distributed at low cost across an entire nation. Must be acceptable to the major Christian "gatekeepers" in that country. Materials selected by culture and by language groups.

Denominational / Large Network - Often need to be careful about theological and moral suitability of training materials. Local ownership of the process is critical.

Association / Clergy Conference - colleagues, leaders, pragmatic selection—"will it work here". Cost can be a major roadblock. Sometimes needs to fit into school terms & seasons.

Local Church / House Church - grass roots, do we like it, does it scratch where we itch, immediate personal application. Attractiveness, ease of comprehension, handouts, simplicity.



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SHARING YOUR CONTENT



Digital Downloads

Set up a website or Internet radio station or use YouTube/Vimeo for your videos. Make sure that your website is mobile optimized and secure. Also check that accessing the Internet is not cost prohibitive or insecure in your area of ministry. Best file formats: PDF, HTML, MP3, and MP4. Keep files small.



Wireless Hotspots

Biblebox - a wireless method for pastor conferences and transferring files to groups via their mobile phones, tablets or laptops. With up to 15 simultaneous connections you can give out resources to 200 pastors in a few hours, say during a seminar, as they just download while they listen.



How To Use SD Cards For Gospel Content

The SD cards used in mobile phones are called micro-SD cards and often have an adaptor so you can also use them on a computer. You can transfer any kind of content this way: text, photos, audio, video, music, apps, and so on. A single micro-SD card can hold an enormous amount of useful information!

[How To Transfer Files To An SD Card On Your Phone Inserting An SD Card Into A Phone](#) (you may want to Google how to do this for your particular type of phone)

[How To Move an App and Data to an SD Card on an Android Phone Memory Swap File Transfer](#)

NOTE: You cannot put a micro-SD card in an iPhone. You need to have an Android or other type of mobile phone that has this capability.



Using Bluetooth To Share Files (Audio, Music, Video, Apps etc)

Bluetooth is a short-range (10 meters / 30ft) file transfer protocol common on phones and computers but which is rather slow. (If you get asked for a code when you use Bluetooth use "0000", it is the default and will work most of the time). So you will want to:

- use smaller files and
- be fairly close to the other device.

[Computer to Phone Via Bluetooth](#)

[A Good Video On How to Bluetooth Between Devices](#)

[Phone To Phone also Ehow article](#)

[How To Send Apps Via Bluetooth \(general\)](#)

[Easy Sending of Apps Between Android Devices](#)



Digital Libraries

[Library Box Digital Distribution](#)
[Digital Libraries, Wired or Wireless?](#)
[Copy Digital Libraries To Any PC](#)



Autoresponders

These will send out emails, attachments, ebooks etc to anyone who signs up. Great for email only folk. [Infinite Auto responder](#) is free and is powerful.



Dual-Use Flash Drives (for phones, tablets and PCs)

You can get them from Amazon for \$30 for 10, (\$3 each) and you can plug them into both standard USB and micro-USB ports which is very handy. They hold 8GB which is great for text, ebooks and audio (search for "rotatable flash drives").



Evangelistic Internet Cafes

Cybermissions has worked out how to affordable set up Internet cafes and computer centers using either older computers or Raspberry Pi units. It takes some technical knowledge but the details and diagram can be found at <http://cybermissions.org/icafe/>



Mobile Apps

Powerful but may be challenging to program and to support later on. There are quite a few good free web app builders out there. Useful in more advanced countries where people have smartphones & data plans.

How To Create Viral Training Materials

1. Must be easy to pass along and limited in size/bandwidth.
 2. Quality drives quantity, if it is good, it will be shared, average quality does not get shared much.
 3. Pithy, pointed, useful or controversial (but still Christian).
 4. Solves a common problem no matter how tiny.
 5. Anything that can easily be sent as an email attachment.
 6. PDF ebooks especially if less than 40 pages in size.
 7. Slideshared that tackle a particular practical problem.
 8. YouTube videoa (just send the link).
 9. SMS messages with bible verses, prayer points etc.
 10. Short podcasts ; MP3 is very useful on phones, in traffic, audio books.
 11. Quotes, stories, sayings, proverbs.
 12. Diagrams that are easy to memorize and draw for others.
 13. Booklets, three-fold brochures, easy to print out, photocopy.
 14. Must not require printing and binding or high cost/high labor tasks.
 15. Fun to distribute, some small social reward for "passing it along"
- Ideally :3 clicks to distribute: one to download, one to save to disk, one to send to others. Low cost for the one sending it along.
16. Secure (if applicable).

Points To Ponder In The Majority World

1. Training must cost the student less than \$30 per month (average wages in most countries are less than \$300 per month)
2. Can they afford the delivery method? Since few have data plans, can they access free wireless nearby?
3. Local facilitators will work much longer if they are paid even as little as \$50 per month (for a part-time role).
4. Delivery must work in low-bandwidth areas
5. Must not require expensive buildings or libraries
6. Must use devices that they already own, not expensive imported Western devices.
7. Giving people expensive devices can risk theft and create jealousy and problems with village elders and church superiors.
8. How will the project be interpreted in that place, time and culture? Are there areas of possible offense?
9. Can the technology be easily maintained with resources and skills that are readily available locally?
10. What is the infrastructure like: electricity, Internet, technology?
11. Does your training use the local learning modalities such as orality, apprenticeship, storytelling, art, local music etc.
12. Bets if no copyright restrictions (Creative Commons resources)
13. BYOD (bring your own device) world means that we need to use device independent formats e.g. Text, PDF, html and MP3 audio.
14. How are you going to develop local ownership and control and hand the project over to a national church or national NGO?
15. Program should become self-supporting and self-multiplying



WHY YOU NEED TO BUILD TRUST



If High Trust = Low Cost, High Speed, Lots of Fun

If Low Trust = High Cost, Slow As Anything, No Fun

Trust is NOT NATURAL between different people, churches, denominations, cultures, between rich and less rich, or between different skill sets such as technical folk, managers and publicity/creative types or between different spiritual gifts such as between pastors and missionaries.

Since high trust is not natural you must deliberately create trust. You have to deliberately be kind, humble, a good listener, ethical, reliable, non-confrontational, wise, show competence, keep your word, spend face-to-face time together, have written agreements and start with small wins.

(Missions projects do not run on money, technology or technique. Their fuel is spiritual emotion, determination and local commitment. If the emotions and determination are present then a way will be found, even when there is no money and no technology.)

THE REALLY BIG GAP

The amazingly cool project you want to deliver overseas.

Cultural Appropriateness
Heart Language
Cost and Sustainability, Their Capacity
Is It Already Being Done By Someone Else?
Is It Required?
Is It Wanted?
Are They Totally Excited?
Are You Trusted?
Is Your Organization Trusted?

The project they will love and commit to long-term and which will be spiritually transforming.

The Project Which Is Foreign Owned 100%

1. Select Local Leadership
2. Train Those You Trust
3. Trust Those You Train
4. Localized Content
5. Localized Technology
6. Localized Board
7. Localized Finances
8. Localized Reporting
9. Foreigners Withdraw

The Project Which Is Locally Owned 100%

RESOLVE

You need to resolve the issues with your stakeholders before they escalate and turn into deep resentments against you and/or the ministry.

RESENT

Resentments come about from people being treated badly, and from perceptions of injustice or neglect. If the resentments are not managed then the relationship becomes cold, distant and rejecting

REJECT

Your stakeholders go very quiet. Emails and phone calls go unanswered. No reports come back from the field. The project stalls. This means they are seething inside. You MUST address the issues RIGHT NOW.

REVENGE

Everything blows up. People resign. Funds and property are taken or damaged. Visible anger. Rumours fly around. The project is over. Big mess. Possible lawsuits.

Social Media And The Gospel



Love one another
Pray for one another
Encourage one another
Forgive one another
Build up one another
Greet one another
Bear one another's burdens



Instruct one another
Share testimonies
Expose the hidden deeds of darkness
Speak truth with one another
Psalms, hymns and spiritual songs
Stimulate one another to love and good deeds



Be ye like-minded one with another
Use your spiritual gifts as good stewards
Have fellowship one with another
Kingdom networking for good
Sharing expertise
Write articles that share the gospel



Exhort one another
Share prayer needs
Engage brief Scriptures

Social media connects you to other people who are "like you" so that you may build relationships for the gospel.



Build an online community
Specialized Christian instruction
Share your journey in a blog

<http://digitalministryresources.com/> is a website FULL of Internet evangelism and digital ministry resources

Internet Evangelism

People can experience salvation by encountering the gospel online



CHAT ROOMS

Evangelistic Web Pages

Social Media Invitations To Events

Audio Books

THE BIBLE IN MP3 FORMAT

Podcasts

DIGITAL GOSPEL TRACTS

Memes With A Message

The Jesus Film In Many Languages

Video Testimonies

Free Ebooks That Explain Gospel Basics

Gospel Slideshares

Facebook Groups and Pages

Skype For Discipleship (Skypelship)

Internet Radio Stations Just Send Them An Email!

Text Message Broadcasts

Instant Messaging e.g Pidgin

Short Powerful Video Clips

Common Secular Or Cultural Interest Pages

Cybermissions Stats

as of late 2015/ early 2016

Internet Users (total): 3,366,261,156

Asia: 1622 million

Europe: 604 million

Latin America & Caribbean: 344 million

Africa: 330 million

North America: 313 million

Middle East 123 million

Oceania / Australia: 27 million

There are 126.5 million .com domains



Mobile Phone Users = 4.61 billion

67% of cell owners find themselves checking their phone for messages, alerts, or calls — even when they don't notice their phone ringing or vibrating.

44% of cell owners have slept with their phone next to their bed because they wanted to make sure they didn't miss any calls, text messages, or other updates during the night.

29% of cell owners describe their cell phone as "something they can't imagine living without."

IN THE 21ST
CENTURY
THE FIRST
TOUCH IS A
DIGITAL TOUCH

I Corinthians 9:22-23

To the weak I became weak in order to win the weak.
I have become all things to all people
so that by all possible means
I might save some of them.
I do all this for the sake of the gospel
in order to have a share in its blessings.