Ministry Brands®

8 Simple Steps To Transform Your Church's Digital Presence



Introduction

In today's increasingly digital world, church isn't just something that happens inside four walls on Sunday morning. It's happening all week long on phones, tablets, smart TVs, and laptops. Whether someone is streaming a sermon on their lunch break, giving online at midnight, or helping their kids engage with Bible stories before bed, your church's digital presence plays a crucial role in how people experience your ministry. This means that without an effective online strategy, your congregation could easily miss important events, messages, and connections.

But here's the good news: you don't need a massive media team, a huge budget, or a tech degree to build something powerful. You just need the right tools and a strategy that makes the most of what you already have.

Purpose of the eBook

This eBook is designed to help production leaders, worship pastors, media coordinators, communication directors, volunteers, and even pastors expand and sharpen their digital presence by creating consistent and compelling content. Whether you're already using Ministry Brands products or just beginning your digital ministry journey, we'll walk you through practical, impactful steps to grow your reach and engagement without overwhelming your team.

Inside, you'll learn how to:

- **Evaluate your current digital presence** and identify simple improvements using the tools and content you already have.
- **Embrace modern giving options** that make generosity easy and accessible for your congregation.
- **Leverage social media and streaming tools** to extend your ministry beyond Sunday and build stronger weeklong engagement.
- **Plan your content** with clarity using a digital content calendar that supports your events, sermons, and community outreach.
- **Engage families and children with dynamic digital kids' media** that supports faith at home.
- **Simplify your systems** with integrated, end-to-end tools that save time and reduce stress.
- **Explore Amplify Digital,** a complete solution that ties everything together to help your church thrive online.
- **Lead Digital Transformation** by getting buy-in and starting small to make room for growth.

CHAPTER 1

The Importance of a Robust Digital Presence



Why should you engage online? How does ministry fit with technology? Can your digital presence impact your church?

If these are the questions your church is asking, you're at the right starting line. In a world where nearly every interaction has a digital component, the church can no longer afford to treat its online presence as optional. **It's not just about keeping up with trends; it's about being where your people already are**.

Today, digital tools and platforms are an essential part of the church's mission. They are not meant to replace in-person ministry but to complement and extend it. A robust digital presence isn't just about flashy websites or social media likes; it's about meaningful engagement, clear communication, and creating pathways for people to grow in their faith, anytime and anywhere.

Why Digital Matters Now More Than Ever

Think about this: your congregation has access to instant information and connection in their pockets. Whether it's checking their calendar, streaming music, donating to causes, or chatting with friends, digital interaction is an integral part of their daily routine. If the church isn't showing up in those spaces, it risks becoming invisible between Sundays.

You've probably heard it said that your church's digital presence serves as your front door. The reality is this isn't just for visitors, but for regular attendees, too. Before someone visits in person, they'll likely Google your church, scroll your social media, or watch a live stream. And members already engaged in your ministry may miss opportunities to grow or give if they're unaware of what's happening.

A digital strategy ensures your message reaches beyond the building and into everyday life.

Benefits of a Strong Digital Presence

Here's what happens when churches embrace a digital mindset:

1. You Extend the Reach of Your Ministry

With streaming, social media, email, and mobile apps, your message can travel further than ever before. A well-designed website can welcome people from across the street or around the world. Not only that, but your digital tools become a lifeline for people who can't attend in person, whether it's due to illness, travel, or accessibility.

2. You Increase Engagement Throughout the Week

The most vibrant churches are those that engage people throughout the week. A strong digital presence allows you to share devotionals, highlight testimonies, promote events, and spark conversations that deepen faith. This continual engagement builds stronger relationships and a more connected church family.

3. You Make Giving More Accessible

With digital giving options, generosity becomes a consistent, cheerful habit, not something confined to a single moment. People can give from their phones, set up recurring donations, and support causes close to their hearts. Churches that provide simple, secure giving tools often see an increase in consistency and generosity.

4. You Empower Volunteers and Leaders

From communication tools to event planning and media libraries, digital tools streamline the administrative side of ministry. This reduces burnout and makes it easier for leaders and volunteers to focus on people.

5. You Strengthen Your Identity and Mission

When your branding, messaging, and content are consistent across all platforms, your church's mission becomes clear and compelling. Your online presence can help tell your story, build trust, and communicate your values even before someone walks through your doors.



What a Robust Digital Presence Looks Like

While a robust digital presence is necessary for churches today, you don't need to do everything, everywhere, all at once. A strong digital presence doesn't mean being on every platform or producing Netflix-level content.

Instead, it's about being strategic, consistent, and accessible. It's about showing up in the right places with the right message, whether that's a sermon clip on social media, a clear calendar on your website, or a mobile app where families can stream kids' content on the go.

The goal is to create a digital environment where your congregation and your community can connect, learn, grow, give, and worship.

Start Where You Are

Whether you're a solo pastor managing it all, or a communications director trying to streamline multiple channels, you don't have to start from scratch. Chances are, you already have content, tools, and talent; you just need a plan to bring it all together in a more intentional way.

That's what the rest of this guide is here to help you do.

In the next chapter, we'll walk you through how to take stock of what you already have and uncover simple ways to maximize it.



CHAPTER 2

Take Stock of Your Current Digital Presence



Before you add anything new to your digital strategy, it's crucial to evaluate what you already have. Most churches, whether they realize it or not, are sitting on a wealth of usable content and platforms that just need a bit of organization and intentional use.

This chapter isn't about doing more. It's about doing what you already do, better, smarter, and more strategically.

Digital Is Where Your People Are

It used to be enough to create an event and announce it from the pulpit. Today, your congregation is flooded with digital noise (texts, notifications, endless scrolls, etc.), and if your church's message isn't part of that stream, it's likely being missed.

The shift is simple but powerful: instead of asking people to come find you, go where they already are. This includes Instagram, Facebook, YouTube, your website, their inbox, and their mobile devices. Be present in their daily rhythms.

Here's how to get started.

Step 1: Audit Your Existing Tools and Channels

Start with a simple inventory. Ask:

- **Website:** Is it updated regularly? Does it clearly communicate who we are, what we believe, and how to get involved?
- **Social Media:** Which platforms are we active on? Are we posting consistently and engaging with our audience?
- **Email Communication:** Do we send regular updates? Are they clear and visually appealing?
- **Sermons & Media:** Are past messages available online? Are they easy to find and watch?
- **Mobile App:** Do we have one? If not, could it help us centralize giving, events, media, and more?

- **Giving Tools:** Are people able to give easily online, via text, or through an app?
- **Volunteer Communication & Scheduling:** Do we have a central place to organize and communicate with our teams?

Even if you don't have every piece in place, taking stock of what you *do have* will help you identify areas for quick wins and future improvements.

Step 2: Evaluate What's Working and What's Not

Next, don't just look at what you're doing, look at what's working. Ask yourself:

- Which posts or emails get the most engagement?
- Where do people most often connect with us? Our website? Social media? Live streams?
- Are there platforms that feel like a chore? Do they deliver results?

This isn't about cutting corners. It's about focusing your limited time and energy on the platforms and content that bring the most value to your congregation.

If your weekly newsletter gets ignored, but your Instagram posts generate questions and feedback, lean into that. If you're spending hours editing video content no one watches, consider repackaging it into bite-sized clips for social media instead.

Step 3: Repurpose What You Already Have

Most churches already create more content than they realize. A single sermon, for example, can be used in multiple ways:

- **Full video** on YouTube or your website
- **Short clips** for Instagram or Facebook
- **Key quotes** as graphics or social posts
- **Sermon notes** sent via email
- **Audio-only** uploaded to a podcast platform
- **Discussion questions** for small groups

You don't have to reinvent the wheel. Repurposing content not only saves time, it also reinforces key messages across multiple platforms, increasing the likelihood that your congregation engages with them.



Step 4: Optimize for Each Platform

Each digital platform has its own "language." What works on your website won't automatically succeed on social media, and vice versa. Here are a few quick tips:

- **Website:** Keep things clear, easy to navigate, and up-to-date. Highlight service times, location, and what visitors can expect.
- **Social Media:** Be visual, brief, and consistent. Use stories, reels, and posts to share real moments from your church life.
- **Email:** Make subject lines count. Use visuals and short, easy to skim sections. Always include a call to action.
- **Mobile App:** Ensure it offers real value like sermon access, ways to give, event sign-ups, and notifications that matter.

This step doesn't require a redesign or new strategies, just intentional tweaks to how you present what you're already producing.

Step 5: Engage, Don't Just Broadcast

Lastly, digital ministry isn't a one-way street. Too many churches use their platforms to push information, but not enough use them to build relationships.

Ask questions. Invite feedback. Share testimonies. Feature real stories from your congregation. Use comment sections, DMs, and surveys to hear back from your people.

Remember, the church is a *community*, and that doesn't stop when people log off. Your digital presence should reflect that.

Keep It Simple, Stay Consistent

You don't need a professional content team or daily video drops. You just need a plan. Here's a starter rhythm for a small or volunteer-led team:

- **1 post/week:** a sermon clip, event reminder, or scripture graphic
- **1 email/week:** a short update with a personal note from the pastor or leader
- **1 video/month:** testimony, sermon highlight, or event recap
- **1 review/month:** revisit your platforms, tweak what's needed, and celebrate small wins

You're Closer Than You Think

Many churches already have the tools and content—they just need help connecting the dots. By taking inventory and making small, intentional adjustments, you can quickly build a digital presence that feels cohesive, meaningful, and inviting.

In the next chapter, we'll dig into one of the biggest ways churches can engage people digitally: modern giving tools that empower cheerful generosity without adding complexity.

CHAPTER 3

Embrace Modern Giving Options



If you want to meet your congregation where they are, digital giving isn't just a nice-to-have. It's a must.

People are no longer carrying cash or checks to church each week. They're paying bills online, giving to causes via mobile apps, and managing their finances digitally. If the church doesn't provide convenient, modern giving options, it unintentionally creates a barrier to generosity.

Offering digital giving doesn't have to be impersonal, complicated, or expensive. With the right tools, it can be simple, secure, and deeply impactful for your donors and your ministry.

Why Digital Giving Matters

In many churches, giving is still tied to a physical moment: passing the plate, a box at the back of the room, or envelopes in the pews. However, generosity often happens in spontaneous moments: after watching a sermon online, during a worship song, or even while scrolling through a church's Instagram story.

Digital giving enables people to give anytime, anywhere. Whether it's recurring tithes or one-time gifts to missions, benevolence, or a youth trip, modern giving tools remove friction and make generosity accessible.

More importantly, they support a biblical view of giving as a lifestyle, not just a Sunday event.



The Features That Make Giving Work

At Ministry Brands, we've worked with thousands of churches to understand what truly makes a difference in digital giving. The most successful platforms aren't just tech tools, they're trust-building systems that make generosity feel natural, personal, and secure.

Here's what to look for in a digital giving platform:

Multiple Giving Options

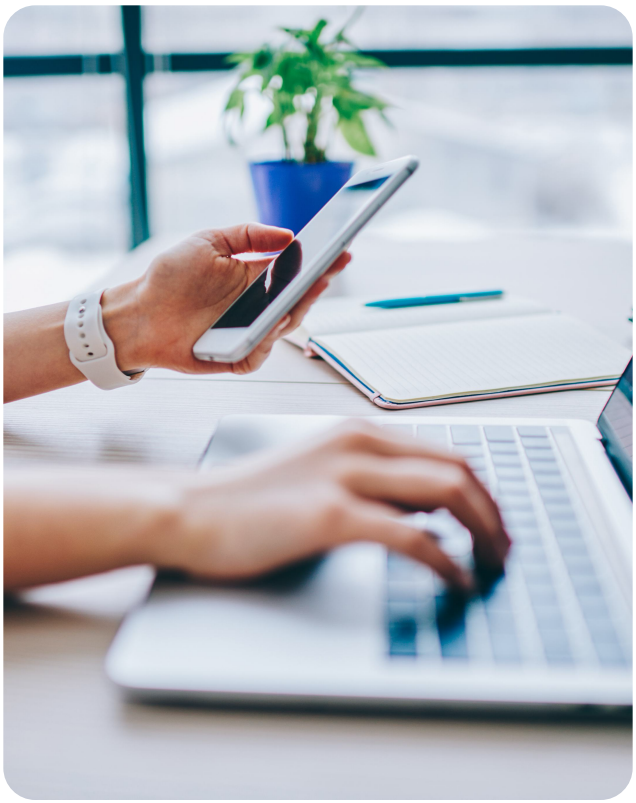
Make it easy for people to give how they prefer:

- Online through your website
- Digital wallets such as Venmo, Apple Pay, Google Pay, Paypal
- Recurring giving setup
- Mobile giving via an app
- Text-to-give
- QR codes on screens or bulletins

> ***Pro tip:*** Encourage recurring giving during your announcements. A simple reminder like "Set up a recurring gift in just two clicks" can significantly increase consistency.

Transparent Pricing & No Hidden Fees

Many platforms hide processing costs, setup fees, or additional charges for basic features. Look for a solution that's upfront, affordable, and scales with your church's needs.



Seamless Integration with Your Church Software

The best giving tools don't stand alone. They connect with your church management system, mobile app, and website, saving your team hours each week on admin and reporting.

Support from Real People

Technology is great, but it's people who make the difference. Look for a giving solution that offers real support and onboarding specialists who know ministry and care about your goals.

Security That Builds Trust

Givers want to know that their information is safe. Ensure your platform uses industry-standard encryption, PCI compliance, and secure data practices.



Spotlight: Amplify Giving

Amplify Giving is our modern, ministry-focused digital giving platform designed to meet churches where they are and help them grow.

Key Features Include:

- Mobile, text, and digital wallet giving
- Customizable giving forms
- Donor management and reporting
- Recurring giving setup
- Integration with your church website, mobile app, and church management software
- Access to success coaches and launch support

Transparent pricing and no surprise fees

Whether you're launching digital giving for the first time or upgrading from a clunky system, Amplify Giving is built to make it simple for your team and seamless for your congregation.

Questions to Ask When Choosing a Giving Platform

Before you commit to a giving solution, ask these critical questions:

- What are the processing fees and are there any hidden costs?
- Does the platform include text giving, mobile compatibility, and recurring gift options?
- Will we receive onboarding help and live support from real people?
- Is it secure, easy to use, and customizable for our church's needs?
- Does it integrate with our website, mobile app, and church management software?

If the answer to any of these is "no" or "not really," it may be time to explore a more comprehensive solution.

Generosity Without Friction

Digital giving isn't about replacing in-person offerings; it's about multiplying opportunities for generosity. When you make giving easy, secure, and available on every platform your people already use, you remove obstacles and empower them to respond generously.

Next Up: Build a Seamless Digital System

In the next chapter, we'll explore how an **end-to-end digital system**, including your website, mobile app, media, and giving, can help unify your communication and simplify your workflow. The goal? Less stress for your team, more engagement for your people.



CHAPTER 4

Utilize an End-to-End Digital Solution



One of the biggest challenges churches face today is managing a patchwork of disconnected digital tools. One platform for giving, another for events, a separate sermon archive, and yet another system for email and websites. The result? Increased overhead spend, confusion, extra work, and missed opportunities.

What if you could bring everything together into one place?

That's the power of an end-to-end digital solution, a unified system that simplifies your ministry operations and helps your church connect more deeply with your community.

The Problem with Digital Silos

When your digital tools work together, your team has to work harder just to keep things running. Common issues include:

- Upload the same content multiple times (e.g., event details on your website, in an email, and on social media).
- Inconsistent branding and messaging across platforms.
- Volunteers and staff need to learn multiple platforms and struggle to keep up.
- Disconnected tools lead to disjointed user experiences for your congregation.

These silos create friction for your team and for your people. The solution isn't to work harder. It's to work smarter with systems that are designed to work together.

The Value of Custom Websites and Mobile Apps

It starts with your church website and mobile app. When your website and mobile app are part of an integrated digital strategy, they become powerful ministry tools.

Websites that are as Welcoming as a Sunday Morning

Your website is often the first impression your church makes. A custom site built for ministry should:

- Clearly communicate your identity, beliefs, and mission.
- Feature updated events, sermon content, and service times.
- Make it easy for visitors to plan a visit, watch a message, or give online.
- Reflect your church's unique style and values through thoughtful branding.

A Ministry Brands custom website includes built-in features for media, events, giving, and more, all designed specifically for churches.



Branded Mobile App that Go Beyond Your Service

Mobile engagement is no longer optional. A branded church app gives your congregation a central place to connect throughout the week.

Key features:

- Sermon streaming and sermon notes
- Integrated giving
- Push notifications
- Event calendars and sign-ups
- Children's ministry check-in
- Daily devotionals or Bible reading plans

Your church's app becomes a digital home base, reducing reliance on social media algorithms or scattered communication.

Integration: The Key to Simplicity

Imagine this workflow:

- You add a new sermon to your website, and it automatically appears in your app.
- You schedule an event, and it shows up on your homepage, app calendar, and can be shared via social or email.
- A person gives online or through the app, and it syncs with your giving reports and member records.
- You send a push notification for Sunday service, and it links directly to your livestream.

This is the power of integration.

With tools like Amplify Digital, you get a single ecosystem where your content, communication, giving, and engagement tools all work together, saving you hours and reducing errors.

Why Your Giving Platform Should Be Integrated Into Your Website

It's not enough to just have a great website or great app; you need to think about giving, too. Your giving page isn't just a donation tool; it's an invitation to participate in what God is doing.

When your giving system is integrated into your website and app, you benefit from:

- Seamless user experience: No confusing redirects or clunky third-party forms.
- Brand consistency: Givers stay on your church's platform and feel confident in where their money is going.
- Higher completion rates: The easier and clearer the process, the more likely people are to give.
- Insightful reporting: See patterns, track recurring gifts, and plan with greater accuracy.

Our Amplify Giving solution integrates fully into Ministry Brands' custom websites and mobile apps, so your giving experience feels like part of your church, not an outside transaction.

The Bottom Line: Unified Tools Make Ministry Easier

An end-to-end digital solution doesn't just streamline your operations; it transforms how people experience your church.

From first impressions on your website to weekly engagement through your app, every touchpoint becomes part of a cohesive, intentional journey. And for your team, it means fewer systems, less stress, and more time for what matters most.

Next Up: Reach Further with Streaming and Social Media

In the next chapter, we'll explore how to extend your digital reach using live streaming, media libraries, and strategic social content. When done right, these tools don't just share content, they build community.



CHAPTER 5

Social and Streaming



The next step in transforming your church's digital presence is to focus on social and streaming. Social media and livestreaming aren't just trendy tools. They allow your church to be present where your people already are: on their phones, on their couches, in their cars, and even around the world.

When you use these platforms intentionally, you expand your reach, increase engagement, and help your message live well beyond Sunday.

Why It Matters

- **Social media** builds awareness, conversation, and community, especially throughout the week.
- **Streaming** makes your worship services and teaching accessible to those who are homebound, traveling, or exploring your church for the first time.
- Together, they form the foundation of a digital presence that's engaging, relational, and invitational.

Streaming: Go Live, Stay Connected

Whether you're using a smartphone or a full camera setup, livestreaming allows your congregation to stay connected even when they can't be in the room. It's also a powerful tool for outreach and discipleship.

Benefits of Live Streaming with Ministry Brands:

- Up to 10 hours of HD streaming
- Cloud-based storage and on-demand access
- Embed directly on your church website and mobile app
- Integrated giving so viewers can participate during the service
- Simple setup and real-time support

Livestream Setup Checklist (Quick Start)

Livestreaming doesn't have to be overly complicated or technical. Here's a basic checklist to make livestreaming easy, even with a volunteer team:

Equipment

- A camera or smartphone with a tripod
- Microphone (lavalier or directional)
- Lighting (use natural light or two softboxes if indoors)

Pre-Service

- Test internet speed (upload speeds of 5 Mbps or higher recommended)
- Frame your shot and test audio
- Prepare slides, lyrics, or sermon graphics
- Share the livestream link or reminder on social media

Go Live

- Start 5–10 minutes early with a welcome slide or light music
- Greet online viewers (acknowledge them in the service)
- Include online-friendly call to actions (e.g., "click to give" or "let us know you're here in the chat")

After Service

- Save and archive your stream
- Share the replay link on social media and your website
- Clip highlights for short-form use (more on that next!)

It's also a good idea to post your stream to multiple platforms including your website and YouTube. Be sure you have proper licenses to any music used in your service. WavMaker, a MinistryBrands partner, can help make sure you're compliant with royalty-free music.



Social Media: Meet Them Where They Scroll

Social media isn't only a marketing tool; it's a discipleship platform. With thoughtful, consistent posts, you can extend conversations from Sunday into Monday through Saturday.

Don't overthink it. Start small, stay consistent, and post content that serves and encourages your people. To help get you started, here's a sample calendar you can use as a template.

Sample 7-Day Social Media Calendar

Day	Content Type	Example
Sunday	Livestream Reminder	"We're live in 30 mins! Join us right here #ChurchOnline"
Monday	Sermon Recap Quote	"God's grace meets you where you are." — Pastor Jeff
Tuesday	Behind-the-Scenes Photo	Worship team rehearsing, setup crew at work
Wednesday	Prayer Prompt or Scripture	"Midweek prayer: What can we pray for today?"
Thursday	Sermon Clip (30–60 sec)	Highlight from last Sunday's message
Friday	Upcoming Event Reminder	Youth night, potluck, outreach, or group meeting
Saturday	Volunteer Appreciation or Devotional Thought	"Shoutout to our amazing kids' ministry team!"

Pro tip: Use scheduling tools to schedule your posts all at once!

You Don't Need a Full Production Team: Just a Plan

Authenticity is your best asset. You don't need a social media expert, just consistency and someone who cares.

Start where you are. Build week by week. As you grow, tools like Ministry Brands' Streaming and Media make it easier to scale up and stay focused on the message, not the mechanics.

Up Next: Reach the Next Generation

Social media and streaming primarily reach adults, but what about the kids? In the next chapter, we'll explore how ShareFaith Kids can help you engage children with faith-building content while giving parents tools to disciple at home.

CHAPTER 6

Focus on Kids Media



A strong digital ministry doesn't stop with adults. Today, kids are growing up with screens in their hands and content at their fingertips. If the church wants to reach the next generation, we must meet them where they are with faith-based media that is creative, biblically sound, and designed to equip both churches and parents.

That's where ShareFaith Kids comes in with a full library of digital resources built specifically to help churches teach children God's Word in a way that's fun, engaging, and memorable.



Why Kids Media Matters

Children's ministry isn't childcare. It's discipleship. And in an increasingly digital world, discipleship must be both in person and online. When churches invest in meaningful kids' content, they:

- Build biblical literacy at a young age
- Equip parents to continue faith conversations at home
- Create positive, lasting experiences for families
- Encourage multigenerational church attendance
- Help kids develop a lifelong love for Jesus and His Word

What is ShareFaith Kids?

ShareFaith Kids is an award-winning digital library filled with:

- Animated Bible story videos
- Printable lesson plans and activities
- Teacher guides and classroom graphics
- Mobile-friendly presentation slides
- Parent resources to support at-home learning

Whether you're teaching five kids in a small classroom or fifty in a large setting, these resources make it easy to deliver high-quality, biblical lessons every week.

Top Features of ShareFaith Kids

- **Biblically Solid, Creatively Lessons**
  Every lesson is grounded in Scripture and designed to help kids not just know the story, but understand it, remember it, and live it out.
- **Animated Bible Videos**
  Professionally produced videos bring Bible stories to life in ways that are both fun and faithful to the text. Perfect for visual learners.
- **Printable Worksheets and Activities**
  From coloring pages and crafts to memory verses and discussion questions, everything you need is ready to print and use.
- **Easy Integration**
  Lessons can be downloaded, projected, printed, or accessed on your phone, making it easy to teach in person, online, or in hybrid settings.
- **Resources for Parents**
  Each lesson includes take-home materials and family devotions, helping parents become active participants in their children's spiritual growth.

With a few volunteers, a printer, and a screen, you can provide a kids' ministry that's exciting, impactful, and deeply rooted in the Word of God.

Going Beyond Sunday: Digital Kids Discipleship

Don't let kids' ministry end when Sunday School does. ShareFaith Kids can help you:

- Email lesson recaps and video links to families during the week
- Post memory verses on your app or social media
- Equip parents with questions to ask their kids over dinner
- Create a consistent, connected discipleship rhythm that lasts beyond the classroom

The next generation is growing up with screens. Let's fill those screens with truth, hope, and biblical stories that stick.

Next Up: The Full Digital Solution

You've seen how individual tools like giving, streaming, websites, and kids' media can transform ministry. In the next chapter, we'll bring it all together with a look at the **Digital Premium Plan**, your end-to-end solution for a thriving church in the digital age.

CHAPTER 7

Introducing the Digital Premium Plan



By now, you've seen the individual building blocks of a strong digital ministry: online giving, a modern website, streaming tools, social media, and dynamic kids media. But managing all of these tools separately can be overwhelming, especially for smaller churches or teams wearing multiple hats.

That's exactly why Ministry Brands created **Amplify Digital**: a complete, end-to-end solution designed specifically for churches to thrive online without piecing it all together themselves.

Whether you're a lead pastor, production leader, media coordinator, or volunteer, we've simplified your digital tools to help your ministry do more with less.

What's Included in Amplify Digital?

Everything you need for a strong, streamlined digital presence is all in one place and integrated. Here's the breakdown:

1. Amplify Giving

Your centralized, customizable digital giving platform:

- Multiple ways to give: online, mobile, text, recurring
- Donor management tools and real-time reporting
- Safe, secure, and easy for your congregation to use
- **Bonus: Includes **Accelerated Giving**, freeing up your admin team from printing and postage.*

2. Custom Website

A modern, ministry-focused website built with your church in mind:

- Mobile responsive and visually engaging
- Built-in media, event registration, and giving
- SEO-ready to help people find your church online

3. Custom Branded Mobile App (CBA)

Your church in your congregation's pocket:

- Sermons, notes, and devotionals
- Event calendars, push notifications, and in-app giving
- Fully branded with your logo, colors, and content

4. Streaming (10 Hours/Month)

Professional-grade livestreaming made simple:

- Broadcast weekly services or special events
- Cloud-based archive for on-demand viewing
- Seamlessly integrates with your website and app

5. Media Tools (You already know what to expect here. It's what you have with your Church Motion Graphics subscription)

Create beautiful, branded visuals for your services and communications:

- Sermon graphics, slides, worship backgrounds, and more
- Easily editable and sized for all platforms
- A perfect companion for volunteers or part-time staff

6. ShareFaith Kids

Award-winning kids' media that equips volunteers and empowers families:

- Animated Bible videos, printable lessons, and classroom resources
- Parent devotionals for faith-at-home engagement
- Great for in-person, hybrid, or remote ministry

7. Amplify Success and Launch Package

You're not alone. We walk with you from day one:

- Dedicated onboarding team
- Strategy consultation for websites, apps, and giving
- Personalized success coaching to help you get the most out of every tool

8. Essential Strategy + Custom Home & Subpage Setup

We'll help you get your site and app set up the right way:

- Custom-designed homepage that reflects your church's identity
- Strategically built subpages (Ministries, Events, Sermons, etc.)
- Guidance on layout, branding, and messaging

Why Does Having All These Solutions Together Matter?

You could try to piece together multiple vendors, tools, and platforms on your own, but that leads to:

- Higher costs
- Technical frustration
- Volunteer burnout
- Disconnected systems that don't talk to each other

Amplify Digital solves all of that by giving you one trusted partner and one support team behind it all.

Who is This Solution Best For?

- Churches looking to upgrade and unify their digital tools
- Small to mid-sized churches needing volunteer-friendly systems
- Growing ministries that want to simplify communication and engagement
- Pastors or leaders who want a turnkey solution with strong support

Whether you're launching a new digital strategy or refining an existing one, this is designed to scale with you, now and into the future.

Ready to Take the Next Step?

You don't need a massive team or a big budget to build a thriving digital ministry. With **Amplify Digital**, you get the tools, support, and strategy you need.

Get started today and transform your church's digital presence. Let us help you reach more people, more effectively, every single week.

Up Next: Leading the Change

This all sounds great, but how do you get your church on board? In this final chapter, we are going to learn how to cast vision for digital transformation, get buy-in, and start small to make room for growth.



CHAPTER 8

Leading Digital Transformation



You've got the vision. You've got the tools. You've even seen how they fit together in an end-to-end solution. But here's the truth:

Technology alone won't transform your church. People will.

Many churches stall in their digital journey not because of a lack of resources, but because of fear, fatigue, or the difficulty of change. Whether it's senior leaders unsure of the value, volunteers intimidated by new platforms, or congregants slow to adopt new habits, the greatest challenge of digital transformation is often leading through it.

This chapter is your guide to making change stick by building buy-in, starting small, and encouraging a team-driven approach to ministry growth.

Step 1. Cast the Vision: Don't Just Share the Features

People don't get excited about new platforms; they get excited about why those platforms matter.

When talking to your team, volunteers, or congregation, frame digital transformation around:

- **Discipleship** ("We're equipping families and kids all week long.")
- **Connection** ("We're building a church that connects beyond Sunday.")
- **Outreach** ("We're meeting people where they are—online.")
- **Ease** ("We're making it easier to serve, give, and grow.")

For example, instead of saying: "We're launching a new app," try: "We're creating a digital front porch where anyone can connect with our church anytime, anywhere."

Step 2. Get Buy-In from Leadership and Volunteers

Transformation flows best when it starts at the top, but spreads from the middle. Whether you're a pastor or part of the production or media team, here's how to build momentum:

With Senior Leaders:

- Present the vision using real stories of churches that've seen impact
- Focus on mission outcomes, not just digital tools (e.g., "Online giving increased participation by 40%" or "Families used our kids' media 3x a week")
- Invite leadership to speak into the process. Make it collaborative, not just a tech push.

With Volunteers:

- Start with a few early adopters, those who are already engaged or curious
- Show how tools will make their roles easier, not harder
- Celebrate quick wins like small improvements in communication, service quality, or connection



Step 3. Start Small, Scale Smart

Trying to launch everything at once can be overwhelming. Instead, build momentum with micro wins.

Start with a single project:

- Launch just your online giving and train a few trusted leaders first.
- Use your new website or app to highlight one upcoming event and track the engagement.
- Stream one special service and follow up with a link and highlight clip.

Once people see the benefits, they'll be more open to what's next.

Step 4. Train, Don't Just Announce

Introducing new tools without clear support will frustrate your team. Even the best platforms need time to take root. Here's how to make training part of your culture:

- Host a walkthrough meeting or short video tutorial for staff or volunteers.
- Use Ministry Brands' support and onboarding (leverage the included launch package!)
- Create a shared FAQ document so leaders can help each other.
- Encourage a mindset of learning, not perfection.

Step 5. Lead with Encouragement, Not Expertise

Not everyone is tech-savvy. And that's okay.

If you're leading digital change, you don't have to be the expert; you just need to be the encourager. Change is hard, but consistent vision, grace, and celebration go a long way.

- Acknowledge fears ("This is new, and it's okay to ask questions.")
- Celebrate first steps ("We went live on Facebook today!")
- Share stories of impact ("We got a message from someone who watched our livestream in another state.")

Keep reminding your team, "We're not doing this to be trendy, we're doing this to reach people."

Up Next: Let's Wrap This Up

In the conclusion, we'll review what we've learned and give you a final encouragement as you take your next digital step.



Conclusion

In this eBook, we've walked through the key areas of digital ministry: giving, websites, apps, streaming, kids media, social engagement.

What you've seen is not just about using tools. It's about creating a more connected, more accessible, more life-giving ministry for the people God has called you to reach.

Here's the best part: you don't need to do it alone.

What You've Gained

Let's take a quick look at the transformation you're now equipped to lead:

- You know how to evaluate your current digital presence and spot easy wins.
- You understand the power of modern giving tools that make generosity easy and secure.
- You've seen how a mobile-friendly website and app can become the digital front door to your church.
- You've learned how to stream with confidence and connect all week through social media.
- You've discovered ShareFaith Kids and the impact of engaging the next generation.
- You've seen how Amplify Digital ties everything together for a simplified, powerful system.
- And, you've been equipped to lead digital transformation with vision, clarity, and support.

Don't Let the Tools Sit on the Shelf

Many churches invest in digital resources but never fully activate them. Not because they lack passion, but because they lack a plan and a partner.

That's what Ministry Brands is here for.

We're not just a provider of church software. We're your digital ministry partner, walking alongside you with strategy, onboarding, support, and encouragement.

Amplify Digital was built to remove barriers so your church can thrive online, reach further, and serve better.

It’s Time to Take the First Step

You don’t need to overhaul everything tomorrow. Start with one step:

- Launch digital giving
- Refresh your website
- Train one volunteer on social media
- Stream your next service
- Equip your children’s ministry with ShareFaith Kids

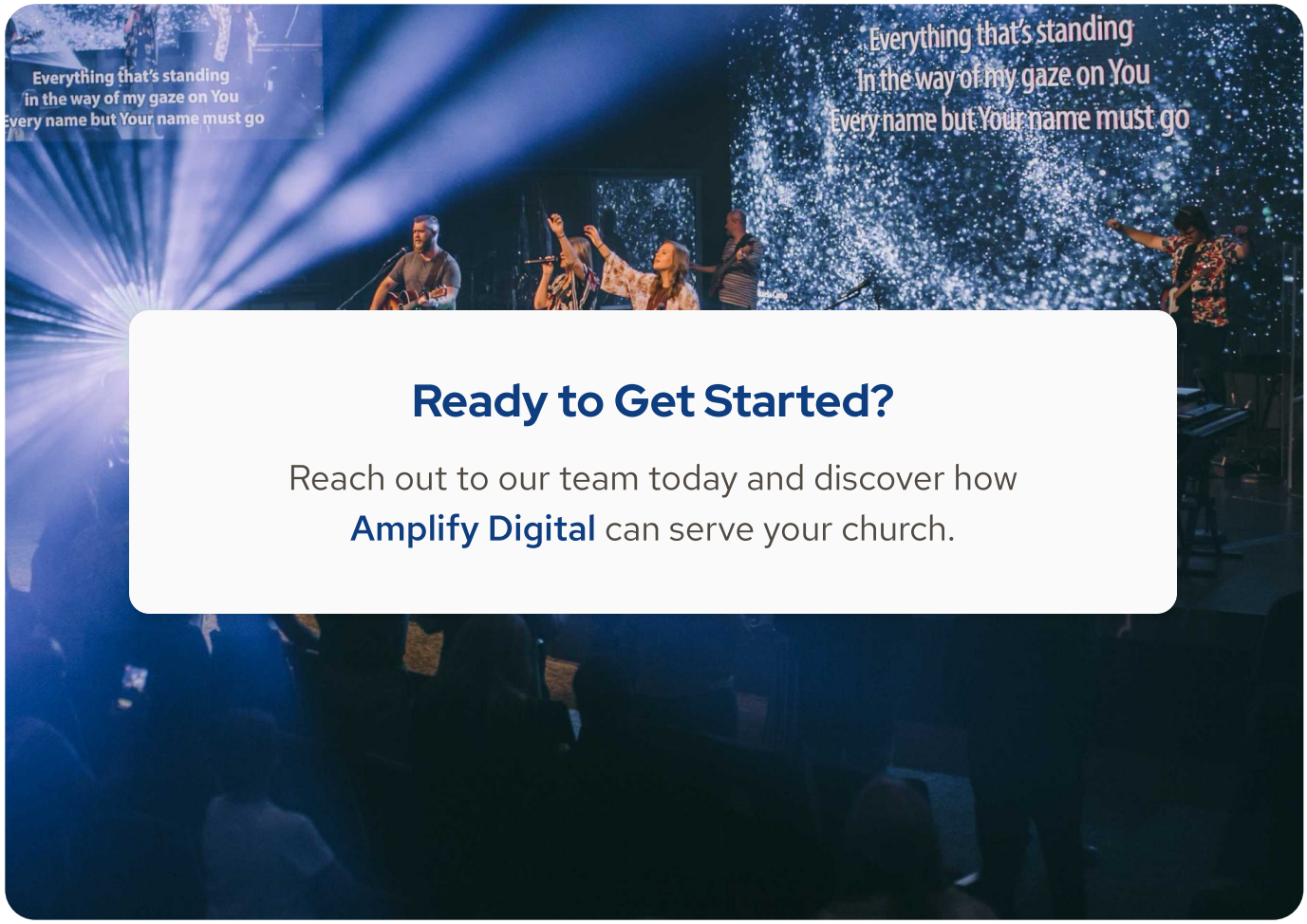
Then keep going.

You’re Ready, And You’re Not Alone

You have what it takes to lead your church into its next digital season. Whether you’re a seasoned pastor, a brand-new media volunteer, or somewhere in between, you’re part of something bigger than just a tech upgrade.

You’re building a ministry that reaches people wherever they are. You’re removing barriers to the Gospel. You’re equipping your church to grow.

And Ministry Brands is here to help you do it, every step of the way.



Ready to Get Started?

Reach out to our team today and discover how **Amplify Digital** can serve your church.

Ministry Brands

AMPLIFY™

Ministry Brands Amplify is a powerful, integrated church management platform designed to help you run your ministry more efficiently and connect more deeply with every member, every donor, every day.

Whether you're preparing for year-end giving or planning for long-term impact, Amplify brings all your tools together so you can focus on what matters most: ministry. Here are just a few ways our products work together to help strengthen your giving campaigns and other efforts.



Giving

Empower cheerful generosity by making it easy for members to give anytime, anywhere. Amplify Giving offers multiple ways to give, automated receipts, and year-end statements that simplify reporting for both your church and your donors.



Media

Share your church's story in compelling ways through video, graphics, and sermon content; perfect for inspiring generosity during your year-end giving campaigns.



Websites

Use your website to showcase giving opportunities, highlight impact stories, and create a seamless online giving experience that turns inspiration into action.



Communications

Stay connected using email, text, and social posts that celebrate generosity, thank donors, and keep your giving goals front and center.



People

Track giving history, follow up with first-time donors, and implement personalized outreach strategies that makes every giver feel seen and appreciated.

We also offer:



Accounting



Streaming



Safety



Mobile App



Service Planning

Ready to Strengthen Your Digital Strategy?

Reach out to our team today and discover how Amplify Digital can serve your church.

Visit us at ministrybrands.com/demo.