

LEADER CONVERSATION GUIDE

# Pressing Questions: Digital Strategy & Volunteer Engagement - Episode 300

## *Pressing Questions for Pastors in 2023 (Part 2)*

This week marks **300 episodes** of The Unstuck Church Podcast, and we're grateful for the opportunity to continue the conversation about growing healthy churches every single week! In this episode, we continue our series answering some of the most pressing questions we hear from church leaders by discussing digital strategy and volunteer engagement.

### *Question 1: How Do We Get People to Stop Just Watching Online and Come Back to Church?*

Pastors *should* be asking “**What’s the real win for our online strategy?**”

Many pastors still see their online services and their in-person weekend services as being in competition with one another. Thus, we need to decide whether or not the primary objective of our digital strategy is to be an online church or to help point people to faith and church.

**Online Church Objective:** How can we make a captivating weekend service experience that is focused on people that are watching online?

**Challenge:** How do we offer next steps and care for our people, especially in times of crisis?

**Digital as a Strategy Objective:** Help point people to faith and church.

- Pick an audience. Name the personas. Get specific.
- Pick digital strategies that will reach those people—both the right channels and the right types of content.
- Think LOCAL. Design your content and your strategies to reach that specific person in your community. Show how your church is FOR your community.
- Don’t put insider messages in outsider spaces. Your church’s digital platforms shouldn’t just be a place to put your announcements. Filter EVERYTHING you share through the lens of your mission field.
- Have ONE person on your team who oversees the alignment of these digital strategies to your ministry strategy across all ministry areas.
- Begin the strategy cycle of try, evaluate, double-down or abandon, and repeat.

Everything you measure should help you make better decisions and refine your strategies for reaching people and helping them take next steps in their faith journey:

- Are we reaching new people? (This can be tracked by measuring new vs. returning visitors to your website, new followers on social media, etc.)
- How many people are taking their first steps? (This can be tracked by measuring the first time they give you their email address or mobile number, etc.)
- How did they take that first step? (This can be tracked by measuring whether they came through a specific content series, a form, a new app account created, etc.)

## *Question 2: How Do We Get More People to Volunteer?*

Pastors *should* be asking “**How do we help more people understand the value of serving others?**”

There’s a big difference in the language and heart behind talking about a volunteer as fulfilling a need WE have in our ministry vs. them fulfilling THEIR calling as the body of Christ.

The majority of the time, people don’t volunteer because we don’t take time to explain WHY we are asking them to serve—and not just how them serving helps others, but how serving can change them, too:

- When I’m serving others, I’m worrying less about the challenges I’m facing in my life.
- When I’m serving others, I feel more connected to the Body of Christ and the mission God has given the church.
- When I’m serving others, I can’t help but experience a sense of fulfillment because I’m making a difference in someone else’s life.
- When I’m serving others, I pray more because I want people to experience God’s love through me.
- When I’m serving others, it stretches my faith as I trust God to do what only he can do.

How to demonstrate the value of serving others:

- Regularly cast vision around what it means to be the body of Christ and the importance for every person to recognize they are a part of this body and have a role to play.
- Don’t just focus on what you want from people, but what you want for them and how serving can play a key role in that.
- If there are stories of people in your church who have been impacted by serving, tell those stories regularly.

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## *Free Webinar: How to Re-Engage Your Church in the Mission*

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