



Digital Strategy Course

An online course to help you create a strategy for your digital ministry.



About this Course

ABOUT CHURCH FUEL

Church Fuel is your source for **insanely practical coaching** and **resources**. Through our online courses, resource library, and one-on-one coaching, you'll be equipped with the tools and insight you need to lead your church to healthy growth.

ABOUT THIS COURSE

The Digital Strategy Course guides you through a six-step framework to lay a solid foundation for your digital ministry, all held together with a one-page template. The course is designed to help you overcome being confused by buzzwords and wasting time chasing tactics to instead create a plan to reach more people online and increase engagement from your congregation.

WHAT'S INCLUDED

- Six high-quality videos, each focusing on one of the six crucial steps in your strategy
- A one-page digital strategy template and in-depth workbook that will help you clarify and execute your digital strategy
- Tons of bonus resources and how-tos
- Examples from real churches and expert guidance

WHAT PEOPLE ARE SAYING

Churches that have completed the Digital Strategy Course are experiencing amazing benefits.

"This has helped us get clarity on what roles are needed and who on our team should fill them."

"We can now define the digital lanes we should be in, rather than be everywhere at once."

"We're able to fine-tune and be more effective with what we've been doing."

Login to access this resource at www.churchfuel.com



Who Should Take It

THIS COURSE IS FOR YOU IF . . .

- You recognize how important digital strategy is but need help getting started
- Your church has a digital presence that needs more direction and more engagement
- You're leading a normal-sized church and a lot of the digital ministry falls to you
- You're tired of chasing marketing tactics and want to create a real plan for digital ministry

WHO SHOULD TAKE THIS COURSE?

Pastors and Church Leaders

who want to see their church take advantage of the significant ministry opportunity that digital platforms provide.

Communication Directors

who need to create a solid plan for the work they're doing so they can do their job with less stress and get more buy-in from church leaders

Digital Ministry or Outreach Leaders

who need help reaching more people online and better tools to help them do it

WHAT PEOPLE ARE SAYING

Churches that have completed the Digital Strategy Course are experiencing amazing benefits.

"This course has helped me develop a palatable strategy to present to our Leadership team and board."

"I've been able to use this as a guide for how to reach and serve our community."

"This course has helped me gain a deeper understanding of digital discipleship (and stress the importance and possibility to my team)."



What You Will Learn



MODULE 1: Plan

Before you can begin to implement a digital strategy, the first step is determining your audience. The first part of this six-part framework guides you through identifying and targeting your audience. We teach about the two most important audiences in your church and how to gather information that helps you better understand and minister to them.



MODULE 4: Act

The fourth module gives you the knowledge you need to choose and focus on the best channels and tools for your church to utilize. Your church doesn't need to have a presence on every platform or use every tool, but you do need to be equipped with the best tools to create and share content that suits your audience and church context.



MODULE 2: Reach

Knowing and understanding your audience first enables you to put out content online that is effective in reaching them. This module focuses on how to create content that reaches new people. You'll learn how to create helpful goals and generate content ideas.



MODULE 5: Connect

One main purpose of a digital strategy is to be a path that connects people to your church. In this module, we'll guide you through identifying the best next steps for your online audiences and share examples that will help you get people connected.



MODULE 3: Engage

Your congregation needs to hear different information than your community. This module is all about creating content that engages your congregation. We'll walk through how to build plans that increase engagement from your congregation, setting specific goals for digital congregation engagement, and the best channels to use.



MODULE 6: Help

You need help from other people for your church's digital strategy to function properly. Module 6 teaches you how to build a team to help you execute your church's digital strategy, including how to identify the type of volunteers you need and how to define roles and responsibilities.



Your Success Team



YOUR INSTRUCTOR: Michael Lukaszewski

After a decade in student ministry and six years as a church planter and pastor, Michael started Church Fuel to help churches add systems, processes, and strategy to their passion to reach people. He's been able to help hundreds of pastors and church leaders from churches of all sizes move forward on purpose. In this course, he will guide you through a six-step framework to lay a solid foundation for your digital ministry.

GUEST PRESENTERS



Matt Engle

EXEC. DIR. OF MINISTRY
INNOVATION, @GLOO.US



Katie Allred

PROFESSOR AND FOUNDER,
CHURCHCOMMUNICATIONS.COM



Kenny Jahng

DIGITAL AGENCY FOUNDER & CEO,
BIG CLICK SYNDICATE



Myron Pierce

FOUNDER,
VILLAGE SOCIAL



Jay Kranda

ONLINE CAMPUS PASTOR,
SADDLEBACK CHURCH



Wes Gay

CEO AND CHIEF GUIDE,
WAYFINDER



Andrew Peters

OWNER, FAITHMADE;
FOUNDER, THE REACH COMPANY



Jason Hamrock

CEO,
MISSIONAL MARKETING



Coaching is Available, Too

In addition to the course host and guest presenters, Church Fuel members have access to ministry coaches who are available at no cost to help you process anything you're learning in the course.



Robbie Foreman LEAD PASTOR, TOGETHER CHURCH IN MONCKS CORNER, SC

Robbie Foreman is the Lead Pastor at a new church plant called [Together Church](#) in Moncks Corner, SC. He has 16 years of ministry experience and holds a Bachelor's Degree in Youth Ministry, a Masters Degree in Worship, and a Doctorate in Biblical and Pastoral Counseling. His areas of expertise include worship planning, worship leading, speaking, sermon content, systems, and counseling.



Joanne Hoehne CO-PASTOR, THE SOURCE CHURCH IN BRADENTON, FL

Joanne Hoehne co-pastors The Source Church in Bradenton, Florida alongside her husband, Ralph, with campuses in both Florida and Winnipeg, Canada. She is an author, co-host of the TV show Source Live, and founder of an international conference, SHE Tour. Her areas of expertise are transformational preaching, teaching, and communicating, conferences and event planning, and women in ministry.



Ryan Brooks LEAD PASTOR, VERTICAL CHURCH IN DURHAM, NC

Ryan Brooks is the Lead Pastor of Vertical Church, a church plant in the Durham, NC area. Ryan has served on staff for 10 years in churches with 200-5,000 members and has a heart for unity through the pursuit of the multiethnic church and discipleship. He is well-versed in discipleship strategies, leadership development, and systems. Ryan is married to his best friend, April, and they have four children together.



Matt Anderson LEAD PASTOR, SURPRISE CHURCH IN BISMARCK, ND

Matt Anderson was involved in ministry for twenty years before starting Surprise Church in 2014, a growing congregation that has begun to launch new churches in Bismarck, ND. Matt's ministry expertise includes strategic thinking and planning, community engagement, church planting, and preaching as a means of leadership. He enjoys working out, writing, and fishing with his wife, Lacey, and their three energetic kids.



Ariel Nieves FORMER DISCIPLESHIP PASTOR, CHRIST TABERNACLE, NY

Pastor Ariel is the former Discipleship Pastor at Christ Tabernacle, a 4,000 member Church in NYC. He is passionate about helping Churches turn first time guests into engaged members utilizing discipleship and leadership strategies. He is well versed in Growing Small Groups, Discipleship / Connection strategies, and developing leaders at your church.



Ways to Use this Course

Since the course and all resources are delivered on-demand, you have a great deal of flexibility as you work through the content. Here's how other churches have used the course.

1. PERSONAL DEVELOPMENT

All videos and resources are accessible immediately upon registration, so you can work at your own pace. Many find that watching one video a week, then working on any relevant assignments, is a good rhythm. However, you could also move faster if that fits your schedule.

2. STAFF MEETINGS

Many churches take time in existing staff meetings to watch the videos and discuss the exercises. Devoting a part of your meeting to this type of training is a great way to "do" leadership development without adding any additional meetings or workflows.

3. TEAM LEARNING OPPORTUNITY

Some churches create extra meeting times or "focus weeks" to work through the material at a more rapid pace. This type of project learning might be a good fit for you or your team.

TECHNICAL REQUIREMENTS

In order to access the course, you'll need a current email account and access to a computer and the internet. You may need to view PDF documents, Microsoft PowerPoint presentations, Keynote files, Word or Excel documents. All attempts are made to deliver files in multiple formats, but editable and original documents often require the programs used to create them.

All files, videos, and resources are delivered via our member's only website. We recommend you use Google Chrome as your internet browser when accessing the Member Site. While you can access from phones and tablets or any web-enabled device, not all files will open on all devices. For example, zip files can't be opened from iPhones.

Please note that Vimeo, YouTube, Facebook, and other sites or tools may be used throughout the course.





To learn more about
how you can develop
an effective strategy
for your church,
visit us at churchfuel.com

