

# Clicks to DIGITAL EVANGELISM

Engaging Communities with  
Digital Prayer Campaigns

*Justin Kim*

Clicks to



**DIGITAL**

**EVANGELISM**

Engaging Communities with  
Digital Prayer Campaigns

Advent *Source*

*Digital Missionary Guidebook*

**Clicks to Digital Evangelism**

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The world now lives online for much of their lives. But they are desperate for human interaction and spiritual meaning. How can you, your church and your conference use technology to connect with people and lead them to Jesus and into His final movement? That's what this guide is all about. Pastor Justin Kim and his team have already demonstrated success in winning souls through digital evangelism. You can use this book to take giant steps forward in winning souls in these final chapters of earth's history. Now is the time. Go for it!

—*Dan Serns*,  
President of the Central California Conference

In an age where technology envelops us, this book on digital evangelism stands as a beacon of transformation, offering invaluable insights to digital missionaries seeking to connect with a global audience in a profound and impactful way. Throughout the book, Pastor Kim's commitment to equipping and inspiring those in the digital evangelism field shines, making it an essential guide for anyone looking to make a lasting difference in the digital landscape. This book is a testament to the author's vision and passion for spreading the Gospel through innovative digital means. Certainly, it is a powerful tool that will contribute to reaching more people with a message of eternal hope.

—*Vyacheslav Demyan*,  
President of Hope Channel International

The book does a great job of outlining the importance of digital evangelism for the modern church. You don't have to be an influencer or content creator to make a meaningful difference in your community. Digital evangelism is the modern embodiment of Christ's method of reaching the hearts. In this book, Pastor Justin Kim lays out the steps his conference has taken to pioneer this in their territory, giving practical advice and lessons learned.

—*Brent Hardinge*,  
Director of Adventist Information Ministry,  
Assistant Vice President for Digital Media, North American Division

This book represents the most efficient method we have found to inspire your church to love their neighbors as Jesus does. The Seventh-day Adventist Church exists to proclaim the everlasting gospel to every person in the world. This impossible mission will require every technology to be used by men, women, and children who empowered by the Holy Spirit. We need real people on both ends of the screen. Start reading today!

—*Sam Neves,*

Associate Director of Communication, General Conference

This book clicks the refresh button for the Adventist church in the 21st century. Though the foundations are classic and proven soul-winning principles, they have been applied to the latest social media and digital contexts. Not only suggested, but the methods are also tested to see which are most efficient and effective. More exciting than reaching out digitally is the discipleship utilized to harness every church member's potential to be digital evangelists. This work bridges spiritual with digital, evangelism with engagement, and pastoral care with social media. The author is a pioneer, experimentalist, pastor-evangelist, and expert in this-what-will-soon-become-normal field.

—*Justin Kim,*

Editor of the Adventist Review

This book is an essential guide for those seeking to merge faith with the digital landscape effectively. It highlights the importance of authenticity and strategic engagement in online ministry, presenting digital evangelism as a means to genuinely connect and share God's love in a virtual world. Pastor Justin Kim offers practical steps and theological insights, making it a crucial tool for anyone looking to extend their ministry's reach in the digital age.

—*Yohan Kim,*

President, Northern Asia-Pacific Division

Pastor Justin Kim asserts that technology fulfills its rightful purpose when it aids in forging connections with the real individuals we are meant to cherish. In this book, Justin places digital evangelism in its proper place. It is not a mere tool for sharing information but is a means for nurturing genuine relationships and conveying God's redemptive love and care to those who desperately need the eternal message of hope. In this light, this book practically equips you to engage in wholistic digital evangelism.

—*Chanmin Chung*,  
Vice President of Hope Channel International

This book is a guiding light for those seeking to share their faith in the digital realm. Pastor Justin Kim's meticulous attention to detail shines through in this comprehensive guide, empowering individuals, churches, ministries, and institutions to strategically and authentically influence digital communities as true digital disciples. This invaluable resource is essential reading for anyone eager to unlock the transformative power of digital evangelism and expand their impact in today's interconnected world.

—*Rohann D. Wellington*,  
Director of Professional Services,  
Assistant Vice President for Digital Media, North American Division

If you're investing in strategic digital evangelism planning and implementation, Pastor Justin Kim's guidebook is a must-have. The guidebook offers practical guidance and strategic insights for effective digital evangelism based on his extensive background as a digital strategist, pastor, missionary, content creator, and web developer. It is not just mere advice but a roadmap that motivates and equips churches and conferences with the essential tools and knowledge needed for impactful digital ministry.

—*Jonathan Park*,  
President, Southeastern California Conference

What you hold in your hands is more than just a theory of digital evangelism. It is a collection of best practices from Pastor Justin Kim, who has coordinated and participated firsthand in successful hybrid evangelism for his conference. This book provides answers to many of your questions on setting up, executing, and effectively interacting digitally with your community. When implemented correctly, these digital strategies will translate into more in-person connections than perhaps you have ever had before with your community. His success can become yours as you read and apply the insights found within these pages.

—Karen Glassford,

Digital Evangelism Manager, General Conference

Digital evangelism is the new frontier for reaching the world for Christ, no longer are we geographically bound. In this book Justin creates a map of the frontier for every digital disciple to follow as they navigate this rapidly growing landscape of digital platforms and media. His methodology is clear, well thought out and exciting. This is a must read for anyone seeking to spread the gospel of Jesus Christ.

—Bryant Taylor,

Director of Communication, Southern Union Conference

In today's swiftly evolving society, digital transformation touches multiple facets of our daily lives, with considerable time spent in the digital realm, especially on social media. Local churches, conferences, and union conferences are keen on initiating digital evangelism but frequently encounter challenges in implementing it effectively. Pastor Justin Kim's "Clicks to Digital Evangelism" offers both theoretical insights and practical guidance to those eager to embark on or enhance their digital evangelism journey. Highly recommended reading!

—SeongJun Byun,

Director of Communication, Northern Asia-Pacific Division

As the Director of Digital Evangelism, my journey involves visiting local churches to introduce and inspire digital evangelism. It has been a privilege to meet numerous digital missionaries, engaging in meaningful dialogues that form the heart of my ministry. Their testimonies are enlightening, prompting intriguing questions. This book aims to encapsulate these experiences, featuring testimonies in each chapter and providing answers to questions commonly encountered in the field. My hope is that this book serves as a valuable resource for equipping digital missionaries.

This book is dedicated wholeheartedly to all digital missionaries worldwide who share the same vision and passion for reaching out to people in the digital world. Your commitment to spreading the Gospel in an ever-evolving landscape is not only admirable but also crucial in our mission to connecting with hearts and minds across the globe.



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PART

# 1



Digital  
Evangelism

Chapter 1.

# Embracing Digital Evangelism

Welcome to a pivotal chapter in the unfolding story of digital evangelism. As we navigate the digital age, our steadfast mission is to spread the three angels' message worldwide. While the Bible's message of truth remains unchanged, our delivery methods must evolve with current trends to reach people effectively. This guide is a journey into adapting our approach to resonate with the digital world, ensuring that the eternal truths of the Bible are communicated in a way that speaks to today's audience.

Embarking on this journey, we confront a fundamental question: **How can we reach out to people in the digital world and draw them closer to Jesus?** This pressing query, born from a profound dedication to digital evangelism, forms the core of our pursuit. In my experience within this field, I've encountered numerous questions, all converging on this central theme. This book is dedicated to exploring effective strategies for engaging with individuals in the digital landscape. Our aim is to offer practical, feasible methods for online engagement, enhancing the impact of the Gospel's message in our digitally-driven world.

### The Beginning of My Digital Evangelism Journey

My journey in digital evangelism began in 1998, a time characterized by bulky computers and the unmistakable sound of dial-up internet. Despite the era's slow internet speeds, it marked the dawn of media ministry. My initial mission in this realm was to establish an Adventist community using ASCII (American Standard Code for Information Interchange) art on a bulletin board system, which was the precursor to platforms like Facebook. The simplicity of ASCII and the early stages of HTML marked our first steps into digital evangelism. During this period, I had the opportunity to join a team developing Adventist Bible study websites. Initially, I was skeptical about our potential impact, mindful of the technological limits of the era. Surprisingly, the website not only drew visitors but also fostered active Bible study participation. This online engagement, even back in the technologically constrained era of 1998, led to tangible real-world outcomes such as baptisms and profound spiritual journeys. The significant impacts we achieved at a time when digital technology was still emerging were





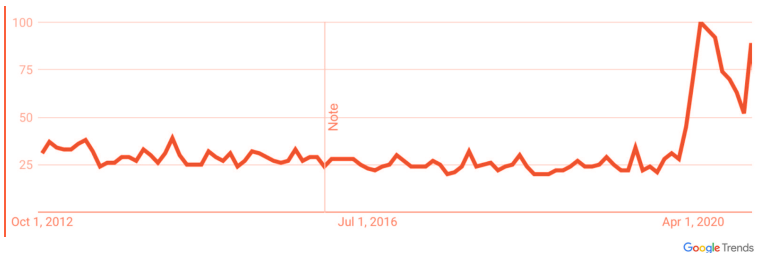
remarkable. This experience highlights that the digital realm has always been a rich field for both seeking and sharing the Gospel.

### Today's Digital Landscape

Today's digital landscape, deeply embedded in our daily lives, offers immense potential for mission work. The swift growth of digital platforms and high levels of online interaction provide unique opportunities for evangelism, allowing us to reach a diverse, global audience.

Statista's research indicates that online searches frequently cover politics, celebrities and religion, the latter being one of the top interests of the world. This indicates a significant, yet largely untapped, mission field. Google Keyword trends show a sustained interest in the "Second Coming" over the past decade, with a notable 400 percent surge in April 2020, amidst the rise of COVID cases in the U.S.

**This increase highlights the digital world's potential for spreading Adventist messages, underscoring its importance for mission work.**



The astonishing fact that 90 percent of the world's data was created in the last two years highlights the explosive growth of digital content. Consider the daily online interactions: a million Facebook logins, 3.8 million Google searches and 4.5 million YouTube video views every minute. On average, individuals spend about 6 hours and 37 minutes online each day, dedicating 2 hours and 31 minutes to social media. They are bombarded with roughly 10,000 media messages and interact with their phones around 2,617 times daily. These statistics reflect a significant shift in how we communicate, gather information and build communities, firmly establishing the digital world as a vital and dynamic field for evangelism.

Our response to this digital transformation transcends mere adaptation—it signifies a significant shift in how we fulfill our mission of spreading Christ's teachings. We aim to meet people where they are in the vast and dynamic digital world.

This book is crafted to empower you with the necessary tools and insights for impactful digital evangelism. It covers the entire spectrum of digital evangelism, with a particular focus on digital prayer campaigns, foundational strategies and online pastoral care.

### Definition of Digital Evangelism

Digital evangelism, profoundly influenced by Ellen G. White's comprehensive approach to evangelism, goes beyond the simple spread of Christian belief. It embodies an all-encompassing strategy for nurturing souls and preparing them for the Second Coming of Christ. As The Ellen G. White Encyclopedia articulated, "Ellen G. White's view of **evangelism was wholistic**. Evangelism was not just reaching people; it also included fully discipling them into people ready for Jesus to come."<sup>1</sup> This perspective emphasizes that evangelism should surpass mere initial outreach, extending into a continuous journey of discipleship, guiding individuals toward a deeper and more devoted faith experience.

*Digital evangelism is the strategic use of digital technology like social media, digital marketing and websites to share the three angels' message and invite people to meet Jesus. It's more than just spreading the word; it's about fostering relationships online where individuals can connect, grow spiritually and become disciples together.*

This approach facilitates meaningful engagement, guiding individuals toward a deeper understanding and relationship with Jesus Christ, and nurturing discipleship with the ultimate goal of bringing them into the church community. It aligns with Ellen G. White's vision of a comprehensive evangelistic mission, which emphasizes the wholistic spiritual development of each individual. This method ensures that digital evangelism is more than initial contact; it's about ongoing spiritual growth and actively integrating new believers into the church community.

This new form of evangelism transforms traditional methods of sharing faith, making it more accessible, immediate and wide-reaching. It enhances the engagement of church members in digital missionary work, significantly increasing the Adventist presence in the digital realm. Crucially, it creates new pathways for individuals globally to discover the transformative love of Jesus and to join a nurturing online Christian community.

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<sup>1</sup>Fortin, Denis and Jerry Moon. *The Ellen G. White Encyclopedia*. Review & Herald, p. 814.

Fundamentally, when viewed through the prism of Ellen G. White's teachings, digital evangelism is an active and engaging way to fulfill the Great Commission in the contemporary digital age. It's about establishing a comprehensive, supportive and interactive environment where faith is shared, explored and deepened, using the power of technology to equip individuals for a life of Christian discipleship.

### Significance of Digital Evangelism

Digital evangelism stands at the forefront of modern ministry, presenting a unique and expansive mission field filled with potential. Through online platforms, we're poised to significantly influence various aspects of evangelism, including:

- 1** Reaching Diverse Generations: By employing a range of digital platforms, we can connect with different age groups and demographics, engaging each segment within their preferred digital spaces.
- 2** Reaching the Unchurched: Digital evangelism allows us to reach out to individuals who have never been part of a faith community, extending the Gospel's reach to entirely new audiences.
- 3** Providing Anonymity: Our digital presence creates a safe environment where individuals can seek spiritual guidance without the fear of stigma or embarrassment, encouraging open and honest exploration of faith.
- 4** Building Digital Spiritual Relationships: In the digital mission field, there's a unique opportunity to foster spiritual relationships and communities. Our digital presence not only allows us to share the Gospel but also to nurture these relationships, providing ongoing support and guidance and creating a sense of belonging and community in the digital world.
- 5** Catering to Modern Lifestyles: By adapting to the busy and varied schedules of contemporary life, digital evangelism makes spiritual guidance more accessible and pertinent to everyday life.
- 6** Mobilizing Lay Members as Digital Missionaries: Encouraging and equipping our church members to become digital missionaries is a crucial aspect of digital evangelism. By leveraging their personal digital networks, members can actively participate in spreading the Gospel, reaching out to their online communities and building spiritual relationships in the digital realm.

I recently had the privilege of speaking with a missionary whose experiences with digital evangelism were deeply insightful. As an introvert, she discovered a valuable tool in social media. It offered a fitting platform for her, facilitating meaningful engagement without the stress of in-person interactions.

She shared, “Being introverted, I often struggle in direct social situations. Social media, however, has opened a new avenue for me, enabling me to actively and consistently engage with my community. Digital evangelism has become a passion.” Additionally, she reflected on how this digital evangelism approach greatly enhanced her spiritual growth, especially in her commitment to prayer for her community.

This resonates with Ellen G. White’s views in *Steps to Jesus*. White emphasizes the importance of active Christian duty and helping others as integral to one’s spiritual journey. She notes, “People who stop helping others and doing their Christian duty have little for which to pray. When they do not work for the Master, who worked for them, they have nothing to pray about. Their prayers are only for themselves. They do not pray for other people or for strength to do God’s work.” This underscores the notion that engaging in digital evangelism, as this missionary did, is an active part of the Christian mission, broadening one’s spiritual life beyond personal growth to encompass service and community outreach.

Digital evangelism is more than just an extension of traditional methods. It is a vital strategy in our digital age. It serves as an effective medium for spreading the Gospel, engaging diverse individuals and fostering a dynamic online faith community.

### **Biblical Perspectives on Digital Evangelism**

We uncover fascinating parallels with modern-day digital outreach and social media influence when exploring the methods of communication used by biblical figures like Jesus, Paul and John the Revelator through the lens of digital evangelism.

In the context of the 21st century, envisioning Jesus’ return brings interesting possibilities. Given His mission of global Gospel dissemination, it’s plausible He would utilize digital media—including social media platforms—to amplify His message. During His earthly ministry, Jesus skillfully used parables for storytelling (Matthew 13:34-35) and connected with people in their own environments. In a modern setting, He might similarly use platforms like Twitter, Facebook or YouTube to share His teachings broadly, paralleling His historical approach to teaching in public spaces.

The work of Paul and John the Revelator in their era parallels today's social media influence. Paul's epistles, notably his instruction in Colossians 4:16 to circulate letters among communities, resemble the spread of engaging content across

modern networks, similar to social media posts and blogs. These letters fostered a sense of connection and inspiration within early Christian communities, comparable to the way digital content influences the online world today.



John's Revelation, with its striking visualizations and profound insights, shared through documents sent to various churches, resembles the creation of engaging digital content in today's media landscape. His ability to share these visions across a network of churches parallels the modern concept of content designed for widespread online sharing and engagement.

From this perspective, the core objectives of evangelism—to connect, engage and inspire—have remained consistent over time. The modes of communication have undergone a significant transformation, shifting from parchment letters to digital tweets and posts. Yet, the fundamental mission persists: to disseminate a message that deeply resonates and drives change. This historical insight augments the concept of digital evangelism, presenting it as an adaptation of the age-old tradition of spreading the Gospel, now enhanced by the broad reach and immediacy offered by digital media.

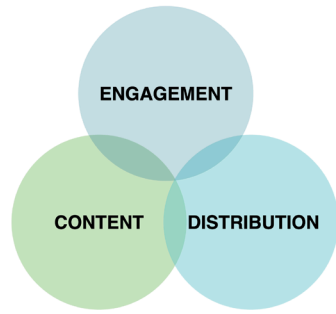
### **The Three Pillars of Digital Evangelism: Content, Distribution, Engagement**

In today's dynamic world of digital evangelism, the mastery of three key elements—content, distribution and engagement—is essential. This exploration focuses on crafting impactful digital content, its strategic distribution and fostering deep audience engagement. Navigating these pillars reveals a significant transformation

in sharing and receiving the Gospel message in the digital age.<sup>2</sup>

### 1. Content

Creating digital content that conveys the deep message of the Gospel is the core of digital evangelism. Nowadays, with the diversification of technological means to spread the Gospel, it has become an era where even non-professionals can produce high-quality content from home. Tools like Canva allow for the easy creation of materials with designs suitable for evangelism, and modern technologies like short-form videos provide new opportunities to reach the younger generation on platforms like TikTok.



What's important is the genuine message contained in the video, rather than its appearance. On social media the trend is toward shorter videos, and brief and concise content is gaining popularity. Even if most short-form videos do not possess a sophisticated aesthetic, videos shot as selfies at home or outdoors record many views; this shows that content is more important than the quality of the video.

We have entered an era where anyone can produce evangelism videos. For instance, a small church in Ohio used TikTok to share its message, resulting in an unexpected viral video that attracted thousands of new followers. This case highlights the power of genuine content over production quality.

### 2. Distribution

Digital evangelism in the 21st century represents a significant change from traditional methods of sharing the Gospel. Historically, the spread of the Gospel relied on tangible mediums like printed tracts, which were distributed door-to-door, and later through audio recordings on cassette tapes and CDs. However, in our current digital era the landscape of evangelism has transformed dramatically. The widespread use of smartphones has made it possible to share the Gospel in communities through text, email and other digital means with unparalleled ease and efficiency.

In this digital age, we leverage the advanced technologies offered by major companies like Google and Facebook, renowned for their digital marketing capabilities. These platforms are equipped with sophisticated algorithms designed

<sup>2</sup> Domm, Jamie. *Digital Discipleship & Evangelism*. AdventSource, 2020.

to target specific audiences, enabling us to deliver the Gospel message in a clear and impactful manner. This approach to digital evangelism harnesses the potential of these tools to extend our reach far beyond personal networks. Unlike traditional sharing through messengers, phone calls, texts or emails, using digital marketing channels like Facebook and Google allows us to broadcast our message more broadly and effectively, engaging a more diverse and extensive audience. This strategic use of digital platforms represents the most effective means of spreading our message in today's interconnected world.

### 3. Engagement

In the Web 1.0 era (1990s to early 2000s), information dissemination was largely unidirectional. However, the transition to Web 2.0 (about 2004 to present) revolutionized this dynamic, introducing interactive, two-way communication. Social media, a cornerstone of Web 2.0, exemplifies this shift, enabling the formation of digital bonds through enhanced communication. The relative anonymity of online interactions often fosters freer—sometimes deeper—conversations, a critical aspect for the effectiveness of digital evangelism.

In the beginning of my digital evangelism ministry, I tried to emphasize content creation and distribution, but I soon realized that not everyone in our local field was equally excited or capable of creating content. There are limitations in social relationships and the number of people with whom one can share messages, making these methods more efficient for media ministry. However, I discovered that our members are specialized in engagement. Everyone, regardless of age or personality, can make meaningful online engagements.

In this digital age, while content remains important, the heart of digital evangelism lies in engagement. It's about transforming passive viewers into active participants, nurturing a community where faith thrives in the digital world.

#### The Central Role of Engagement

Content creation and distribution are essential, but engagement is where the true impact of digital evangelism is felt. It's about transforming viewers into active participants, fostering a community of faith and interaction in the digital realm.

- **Personal Touch:** Engagement adds a personal touch to digital evangelism. It's not just about broadcasting a message; it's about starting conversations, answering questions and building relationships.
- **Deepening Connections:** Through engagement, deeper connections are formed. As people interact with content, they often seek more information,

express their thoughts or share their own experiences. This two-way communication is vital for nurturing their spiritual journey.

- **Cultivating Community:** Engagement leads to the formation of an online community. As individuals interact with content and each other, they become part of a digital congregation, supporting and encouraging one another.
- **Empowering Church Members:** Engagement is a ministry that every church member can participate in. It doesn't require extensive training in content creation or distribution. Simple actions like commenting, sharing and responding to messages in a positive way can make a significant impact.
- **Training for Engagement:** To maximize the impact of digital evangelism, training church members in engagement strategies is vital. This training should focus on how to interact effectively on digital platforms, the importance of empathy and understanding in responses and ways to encourage further dialogue.

Content creation and distribution lay the groundwork, and engagement amplifies the impact of digital evangelism. By adding a personal touch, deepening connections and cultivating a supportive online community, we transform passive viewers into active participants in a spiritual journey. Empowering every church member to partake in this digital ministry allows for a more inclusive and far-reaching evangelistic effort. In part three, we will explore practical strategies for enhancing engagement and effectively training church members to thrive in this digital evangelism landscape.

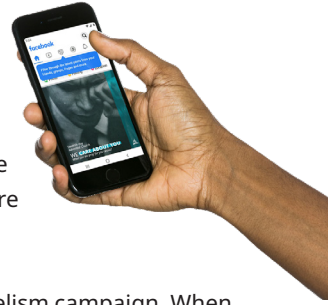
### **When Prayer Meets Technology**

In an era where social media serves as a platform for personal expression, a poignant real-life story unfolds. A young man, mired in despair and isolation, felt invisible and ignored. Devoid of connection, he decided to end his life. As he opened his social media to leave his final message, an unexpected event occurred. A digital evangelism prayer campaign advertisement appeared on his phone. The message was simple yet profound: "We care about you. Can you share your prayer request with us?" This intervention, more akin to digital outreach than mere advertising, resonated deeply with him, reigniting a sense of hope and connection.

In his deepest moment of loneliness and desolation, a powerful message reached him: there were people who cared about his life and were willing to pray for him. This unexpected digital encounter led him to seek prayer instead of saying goodbye. He reached out, sharing his profound despair and suicidal thoughts. The prayer team, upon hearing his plea, united in fervent prayer. They prayed for hope, strength and for him to find a new purpose.



As these prayers were lifted, a transformation began. The young man's perspective changed. Where despair once reigned, a ray of hope flickered. Bolstered by the potency of prayer and the realization he was not alone, he discovered the courage to keep living. His story stands as a testament to the transformative power of digital evangelism and the profound impact of compassionate outreach in times of dire need.



This story encapsulates the significance of our digital evangelism campaign. When our prayers meet with technology, we can reach people in their darkest moments, offering a lifeline of hope and connection. It shows that our mission to pray for and care about others transcends physical boundaries and touches lives, even in the vast, impersonal digital world.

When our evangelistic-focused prayer meets modern digital technology, we can all be part of saving souls and bringing light to those in darkness. We become agents of change as we embrace this approach, harnessing the power of prayer and technology to make a difference in the world.

*“Let every worker in the Master’s vineyard study, plan, and devise methods to reach the people where they are. We must do something out of the common course of things. We must arrest the attention.”*

—Ellen G. White, *Evangelism*

My prayer is that this book will not only enhance your skills and deepen your knowledge but also ignite your passion for serving others with Christ’s love and grace. Let this guide be your companion as you venture into the digital mission field, reflecting God’s love and light in every interaction.

*When prayer meets technology, WE CAN SAVE PRECIOUS SOULS IN OUR COMMUNITY. WHEN PRAYER MEETS TECHNOLOGY, we can transform the world.*

Together, let us embrace this new landscape with faith, adaptability and a relentless commitment to our mission.