

COMMUNICATE TO CONNECT

LEVERAGING DIGITAL TOOLS FOR KINGDOM IMPACT



(1)	BIBLICAL VISION	How Scripture calls us to engage culture and extend our reach using every tool available
(2)	FREE TOOLS	Workflow tools to help your team collaborate and create more efficiently
(3)	SOCIAL MEDIA	Engaging Content Across Platforms to Drive Your churches message
(4)	ETHICAL AI	Ethics, boundaries, and the importance of discernment
(5)	QUESTIONS	Discussion time and sharing your ideas to your colleagues
(6)	RESOURCES	Using the FMCIC communication team as your resource hub

WHY THIS MATTERS?

Churches have the greatest message—but often the weakest communication

You don't need a big budget to make a big impact

Simple tools + clear strategy = real engagement



BIBLICAL FOUNDATION

A MISSION WORTH COMMUNICATING

Our digital tools are modern “roads” that carry the gospel

WHO IS THIS INTENDED FOR?

“I have become all things to all people... that by all means I might save some.” — 1 Corinthians 9:22

WHAT DO WE WANT TO COMMUNICATE?

Communication is not just about announcements—it’s about mission

WE ARE CALLED TO PREACH THE GOSPEL

“You will be my witnesses... to the ends of the earth.” — Acts 1:8

SECTION 1: FREE & POWERFUL TOOLS FOR CHURCHES

- Google Workspace for Nonprofits
- Canva for Nonprofits
- Mailchimp
- Presenter by Worship Tools
- Pexels, Unsplash & Bonus Tools
- Trello



Google Workspace

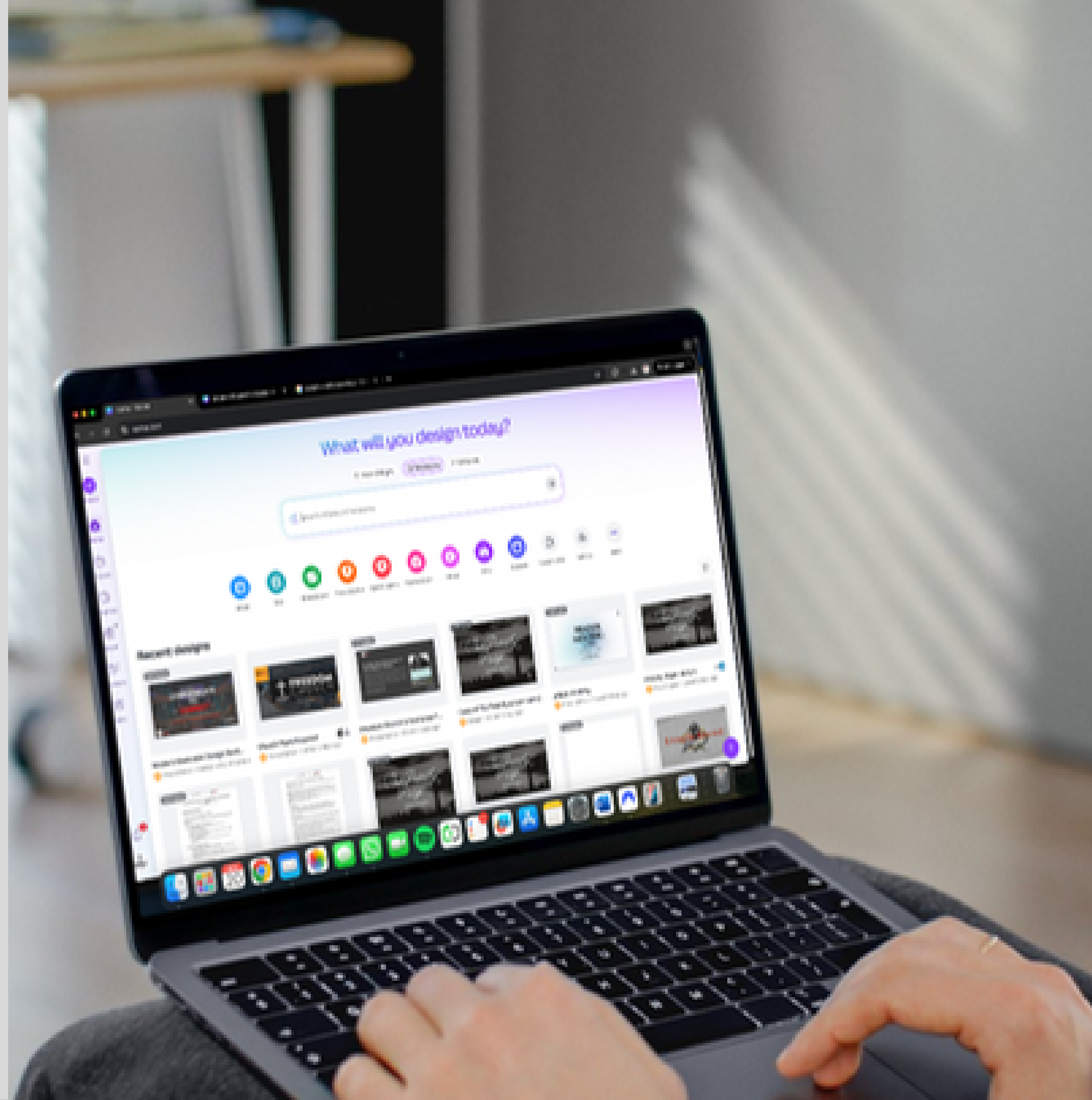


- Google Calendar
- Chat
- Meets
- Drive
- Forms
- Gmail
- Sheets, Slides, Documents





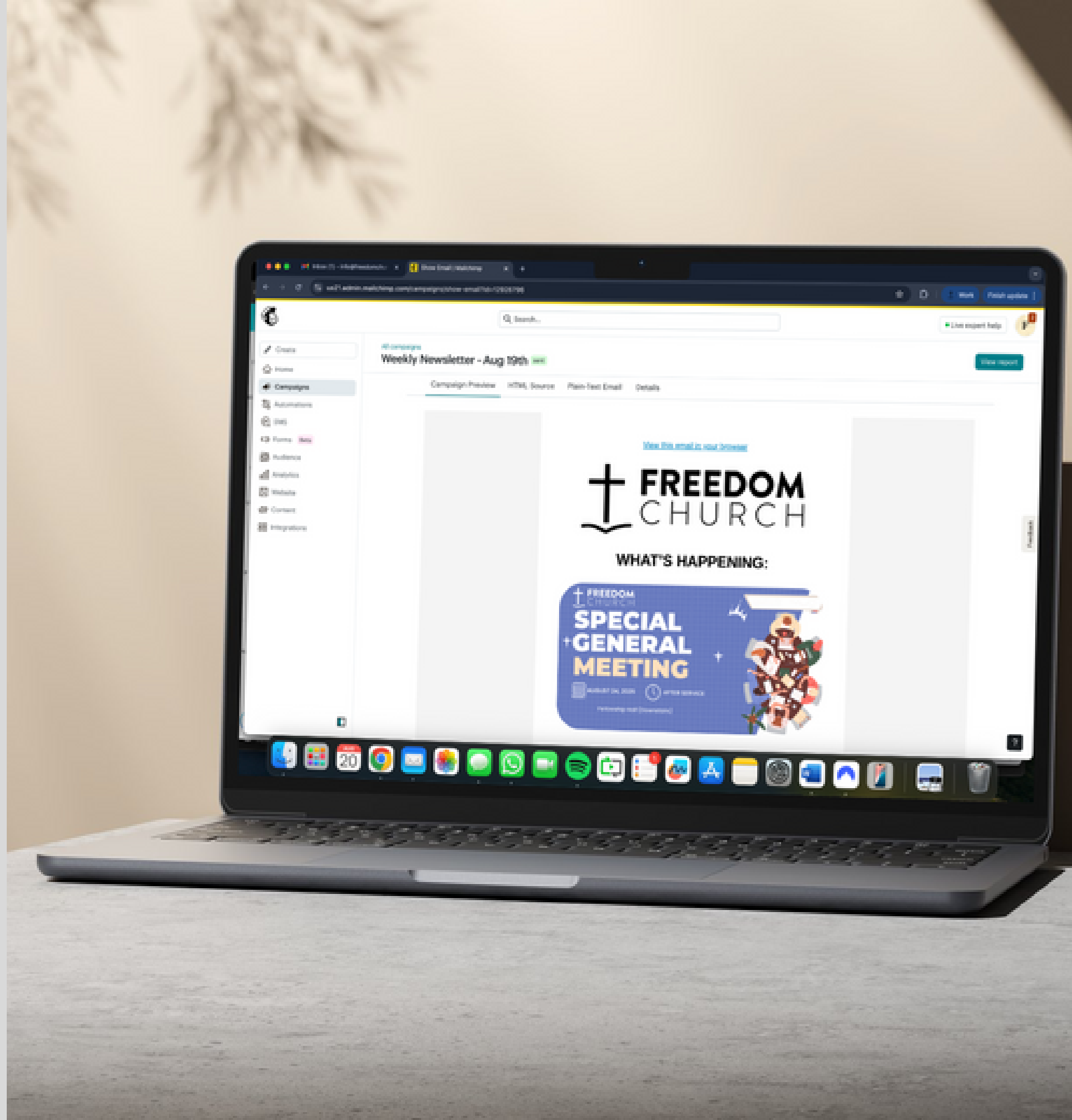
- Free premium version for churches
- Up to 50 Free Users
- Branded templates (social media, bulletins, sermon series)
- Volunteers can create graphics from a shared folder





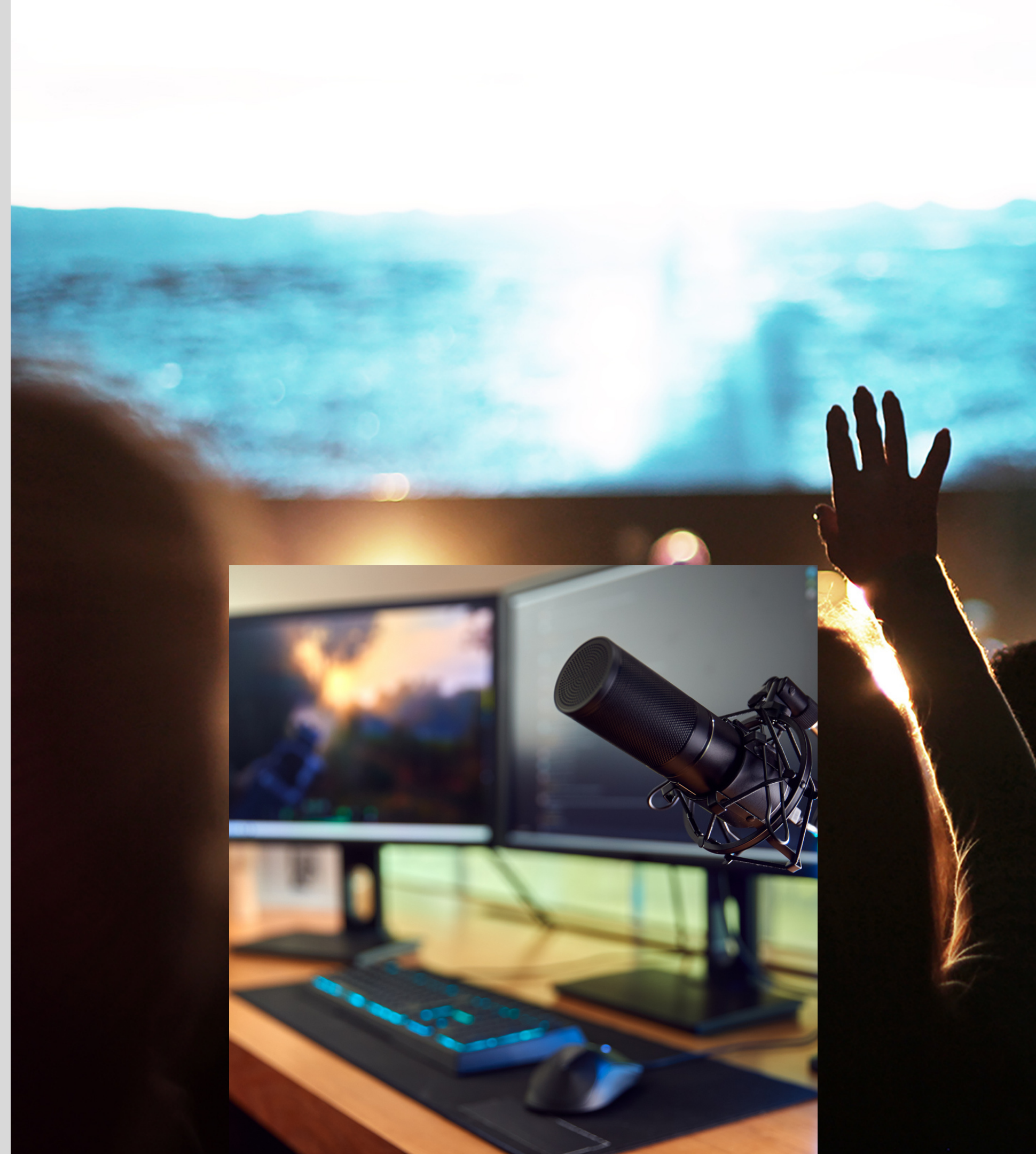
mailchimp

- Free for basic lists (up to 500 contacts)
- Easy-to-send newsletters and event invites
- Track who opens emails, automate follow-ups



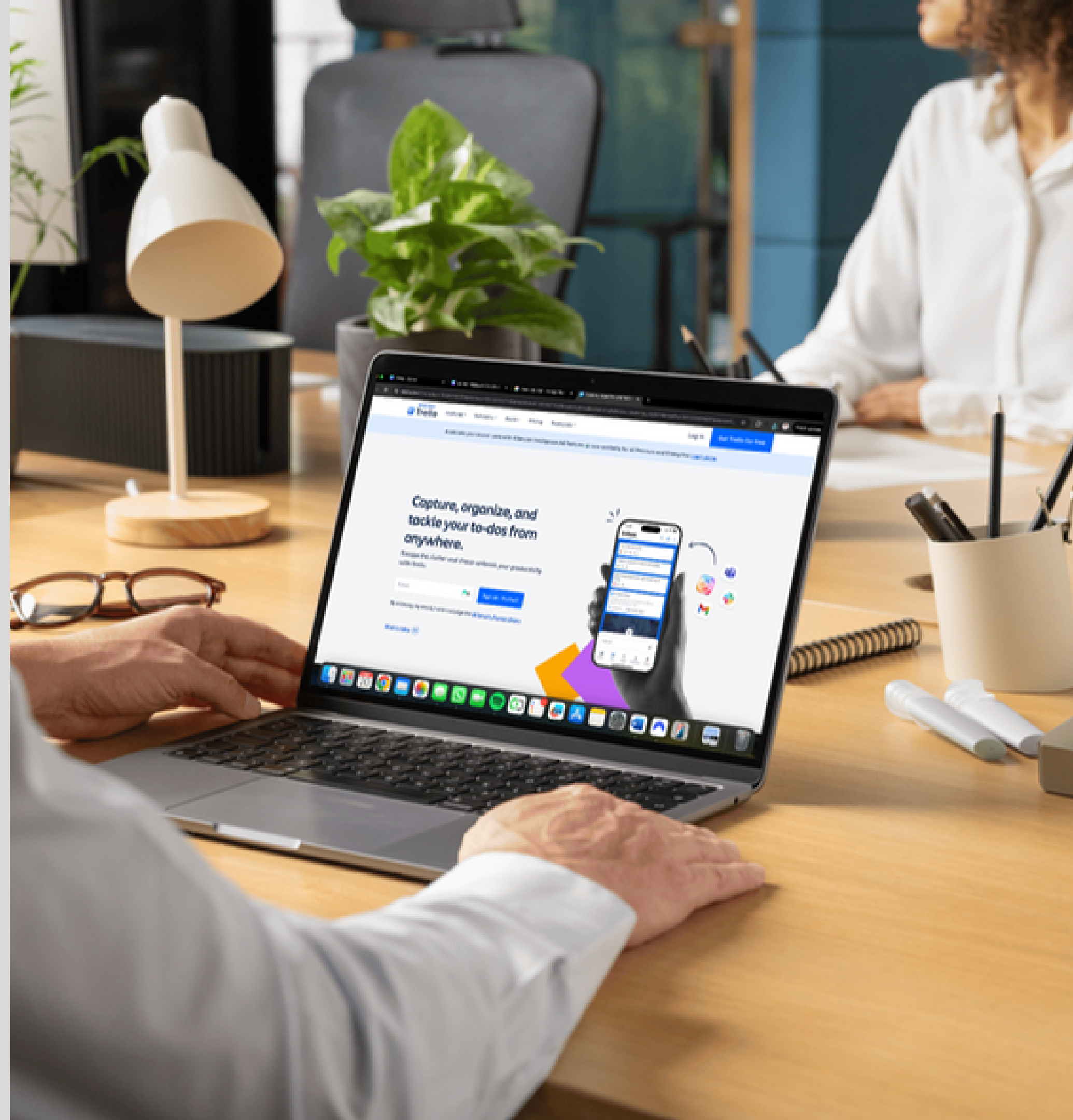


- Build Sunday slides with ease
- Cloud-based, team editable
- Free version with enough features for most churches
- Multiple Displays
- CCLI Integration
- Looping Videos
- Templates
- Motion Backgrounds
- Customized Lyrics



Trello

- Organizes tasks on boards
- Uses cards to track individual items
- Lets you drag and drop tasks between stages
- Assigns people to tasks
- Adds checklists, files, and comments
- Sets due dates and reminders
- Syncs with calendars and other tools
- Works on desktop and mobile





SECTION 2: SOCIAL MEDIA STRATEGY THAT WORKS

WHY SOCIAL MEDIA?

80% of your city is already
online

You can reach people who will
never walk through your doors
(yet)

A clear online presence builds
trust within your community

SOCIAL MEDIA

Content types:

Encouragement/devotional

Promo/Events

Recap/Testimony

Community/Volunteer spotlights

Platforms:

Facebook → older generations

Instagram → young adults

YouTube → search + sermon archive



WEBSITE

WEBSITE + GOOGLE REVIEWS = COMMUNITY TRUST

- Your website is your digital front door
- Must be: functional, mobile-friendly, updated
- Google Reviews:
 - Ask your congregation to write them
 - Improves visibility in local search
 - Builds credibility fast



QUICK ACTIVITY:

"WHAT'S YOUR ONLINE FIRST IMPRESSION?"

- Can someone find your service time/address in 10 seconds?
- Can they tell what kind of church you are?
- Do you have any Google reviews?
- Are the ministries in your church highlighted?
- Does your website tell your community how you serve them?
- What type of audience does your website appeal too?



SECTION 3: ETHICAL APPROACH TO AI TOOLS IN MINISTRY

SHOULD WE USE AI IN CHURCH'S TODAY?



- AI can be a helpful assistant—but it's not a spiritual authority.
- As leaders, we're called to use tools with integrity and discernment.
- Technology should support, not replace, the work of the Holy Spirit or biblical faithfulness.
- Creating graphics, slide content, or social media captions
- Editing or proofreading newsletter content
- Writing templates for admin emails or forms

QUESTIONS?

**WHAT TOOLS ARE YOU
USING (OR AVOIDING)?**

Social media posts, video ads,
website, email campaigns

**HAVE YOU USED ANY OF
THESE BEFORE?**

Outdated programs, difficult/user
friendly, lack of technology &
Knowledge, lack of time

**WHAT'S STOPPING YOU
FROM USING DIGITAL
TOOLS MORE OFTEN?**

Finances, capable hands &
support, overall knowledge



FINAL ENCOURAGEMENT

START SMALL - START NOW:

Pick one new tool to use in your church this month

Try one new strategy this week

Communicate with purpose and clarity—it matters

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