



**Everything You Need
To Know About
ONLINE
EVANGELISM
(Part 2)**





Why is Online Evangelism Important?





WE NEED TO CHANGE THE ONLINE STORY

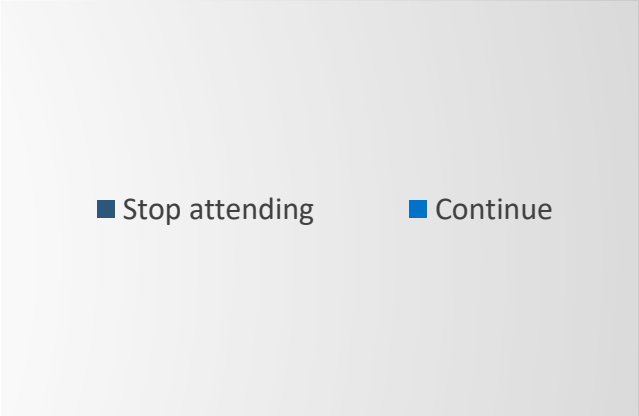
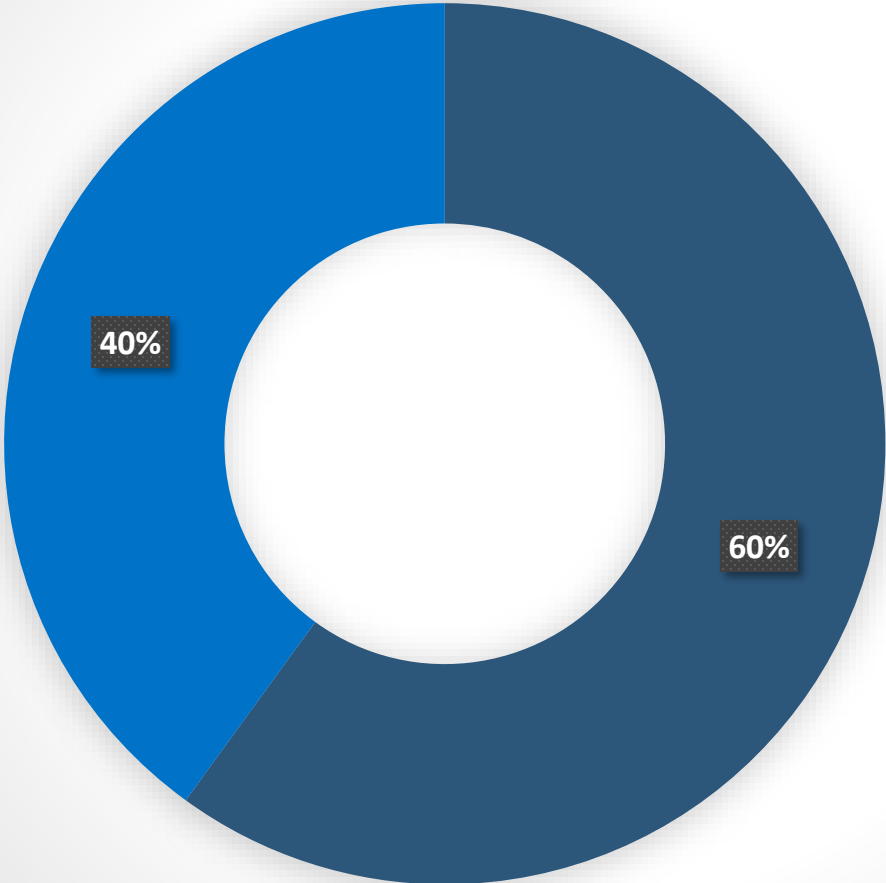
You can probably think of someone who researches Seventh-day Adventists online, only to conclude that we are a “cult” or that we follow the teachings of a “false prophet.”

Why do so many people believe this?

Because of content widely available on the internet.



Visitor Retention After Researching Adventists Online



- **60% of visitors stop attending** evangelistic series because they or someone they know came across websites or videos that painted Adventism in a negative light.
- **Digital Evangelism** helps ensure when people search for us online, they will find credible websites about our church, beliefs, educational institutions, hospitals, and ministries.





So many people are living and dying without hope in Jesus. At the Second Coming, only those who have accepted Jesus as their Savior will be saved.

Think of your relatives, friends, neighbors, co-workers, or classmates; have they all heard the Gospel? What about the people at your local grocery store or bank; are they saved?

There are many of them who have yet to have their sins forgiven by Christ.

WE NEED TO WIN SOULS

- Homeowners are no longer opening their doors to canvassers as they used to and handbill invitations to attend church seem to go unnoticed.
 - However, a video on YouTube or a blog post might be the key to pointing a friend or relative to Jesus.
 - **Online evangelism increases the likelihood** of them coming across an opportunity to have a personal relationship with Jesus.
-



REACH THEM WHERE THEY ARE



WE NEED TO BE RELEVANT



While the Gospel message never changes, how we deliver that message will change. Today, no one would advocate traveling on horseback from state to state to preach the Gospel. This method was most effective during an era where a messenger traveled as fast as the fastest horse. Today, cars, trains, and planes have provided more effective ways to travel.

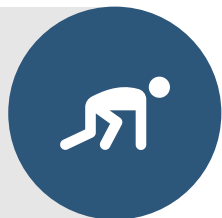


If we wish to remain relevant and effective in carrying out the Great Commission, we must learn how to use the platforms that will get us in touch with the masses. Today's evangelistic efforts must be appropriate to the current time, period, and circumstances.



WHY ARE WE BEHIND?

WE SLOWED DOWN



Aesop's fable about the tortoise and hare gives an idea of why we are lagging behind when it comes to using the most revolutionary methods to share the Gospel.

It seems we, as a church, **became very comfortable** with the progress we were making and mistakenly assumed that we could slow down.

But in resting, we became lukewarm, not only in our own spiritual growth but in our efforts to win souls.



Also, we **hesitated to accept emerging technology**.

We failed to see how these new digital means of communication could be used for a higher, nobler purpose.

We are far behind in online evangelism because we are constantly shifting the mission responsibility to someone else instead of recognizing our own personal role to help finish the work.



WE FEARED CHANGE

HOWEVER, DIGITAL EVANGELISM IS GROWING

As Seventh-day Adventists begin to see the significance of online evangelism, members are jumping at opportunities to become online missionaries.



A FEW ADVENTIST DIGITAL MISSIONARIES



CHRISTIAN SMITH

Platform: YouTube

Christian is a new YouTuber. His videos are short devotionals that inspire faith.



JAMIE DOMM

Platform: Social media

Jamie uses her knowledge and experience to train others on how to be effective digital disciples.



ALEK POPOVSKI

Platform: Graphic Design

Alek's creativity allows online seekers to be drawn into the content he's promoting.



NEVILLE NEVELING

Platform: WhatsApp

Neville uses a messenger app to manage online churches in areas where people don't have access to local churches.



A FEW ADVENTIST DIGITAL MISSIONARIES



DUSTIN PESTLIN

Platform: YouTube

Dustin's videos draw people into a deeper study of God's Word through full production videos.



JASPER IVAN ITURRIAGA

Platform: Filmmaking

Jasper's stunning photographs point online viewers to an intelligent Creator of the universe.



KENISHA SIMMS

Platform: Facebook

With her phone and a basic editing app, Kenisha creates 1-minute devotional videos to share on social media.



AUS TABLE TALK

Platform: Podcast

A group of friends turned their spiritual conversations into a program that would impact the online world.



THE CLARION CALL

Now, there is a **clarion call to every member**, worker, and leader to either be directly involved in online evangelism or to support digital missionaries.

We must stay up to date with the times so that we can utilize all avenues possible to preach the Gospel and Three Angels Message to the ends of the world.

We can no longer remain on the sidelines of evangelism.



In part 3, we explore how each individual can get involved.



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