Looking Back, Around, And Forward

Jon Ralls - Kavanah Media

Looking Back - What Has The Pandemic Taught Us?

Simplicity

- The early Church did not have staff, colleges, worship cd’s, or smoke machines. They did not have 5 part series, tons of Bible translations, or even children’s programs.
- BUT
- The did have a sense of family, a sense of urgency, and a sense of unity. They were convinced of the risen Christ and through a passion of the Spirit were willing to sacrifice, give to the poor, welcome the outcast and face persecution.
- AND
- They grew at an amazing rate.

Failures, Fads, and Functions

- Danger of Success
- Danger of Commoditizing The Work
- Danger of Simplifying That Which Is Complex & Complicating That Which Is Simple

Success can only happen when we admit our mistakes, learn from them, and create a climate where it is, in a certain sense, “safe” to fail.

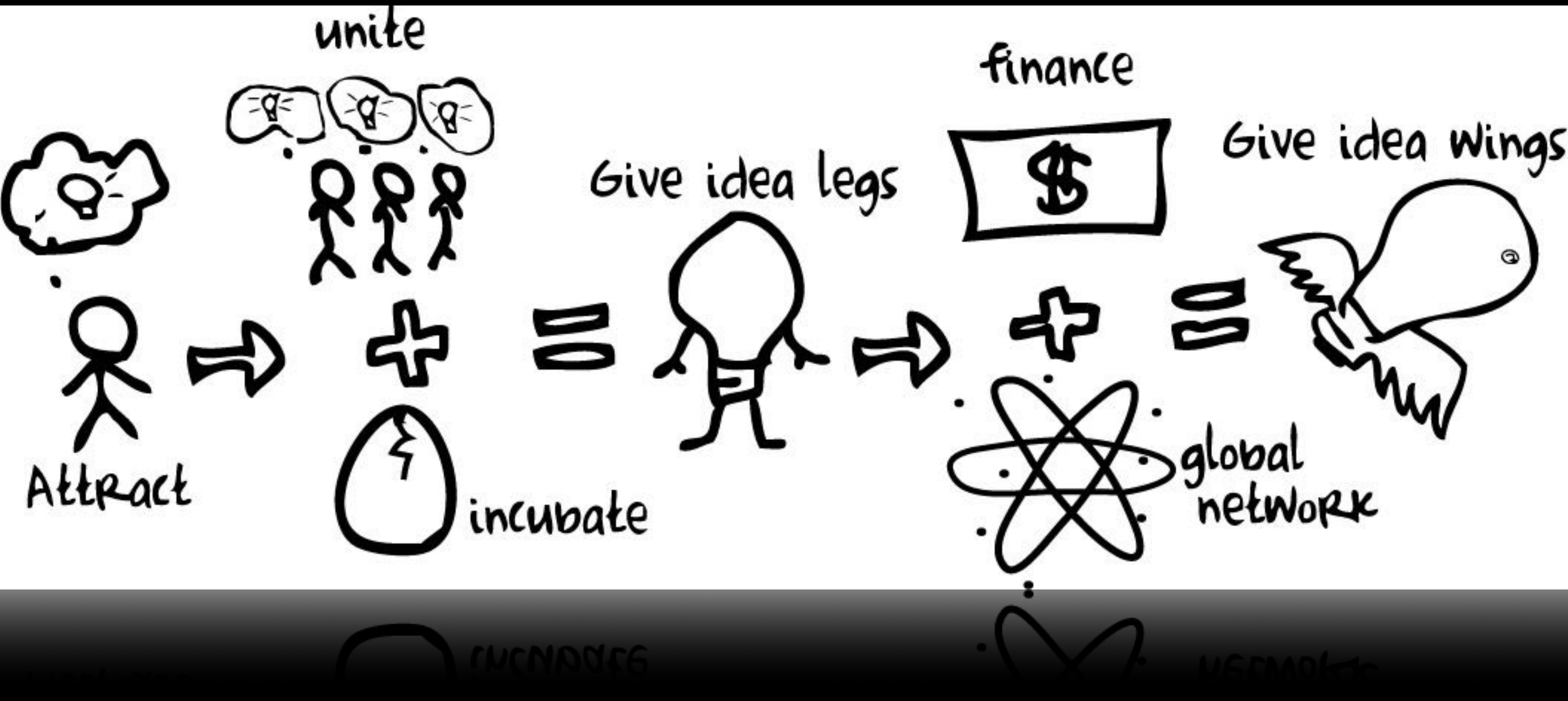
We have sold ourselves into a fast-food model of evangelism and discipleship, and it’s impoverishing our spirit and our energies as much as fast food is depleting our physical bodies.

We can not commoditize the movement of God

Systems Theory
(Simple, Complex, Complicated)

New Ways...

- I believe we need a new way of approaching our ministries. We are going to need Incubators, Inventors, and Investors (meaning that the money doesn't always insure success but goes to those who are pushing the boundaries)


unite
finance
Give idea legs
Give idea Wings
Attract
incubate
global network

Looking Around - What Challenges Are Facing Us?

“Far too often we’re a happy and hope-filled people as long as our churches are prospering, as long as we have a seat at the cultural and political table.”

Evangelism As Exiles

- Fragmented Internet
- Dispersed Workforce
- Open VS Closed (Information & Leadership)
- Pride
- New Pandemics
- Government Intrusion
- Sites Shutting people down
- War and Persecution
- Algorithms
- Fraud and Fakes
- Privacy & Digital Sovereignty
- “Christian” Tribalism & Nationalism

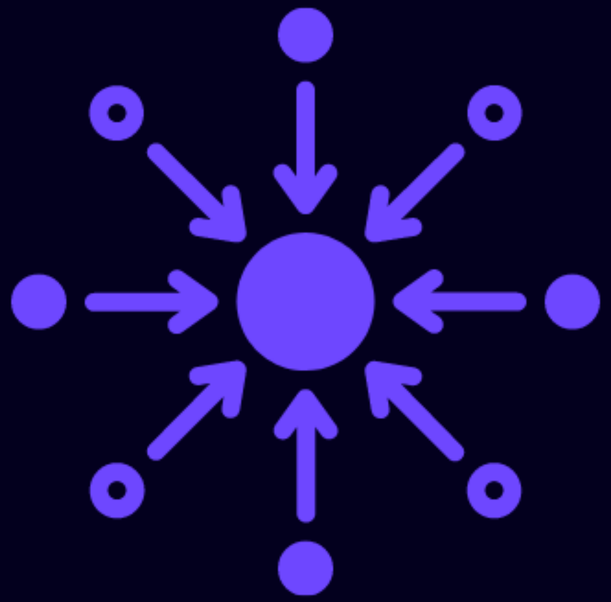
Trust, Transparency, and Testing

Looking Forward - What Opportunities Lay Ahead of Us?

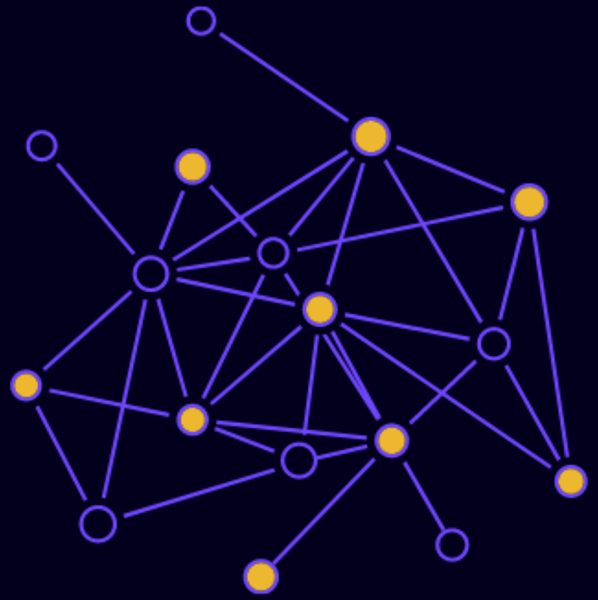
Though we have many challenges and many potential problems...All great revivals have taken place in times of decline. NOW is the time for hope!

Fourth Revolution

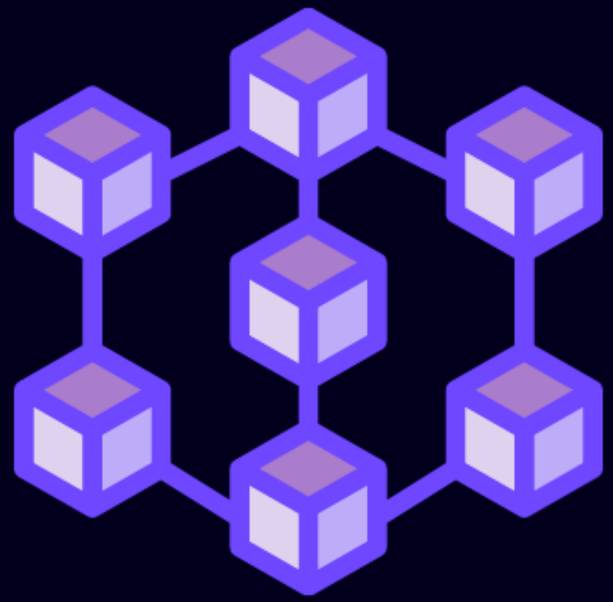
Web 1.0



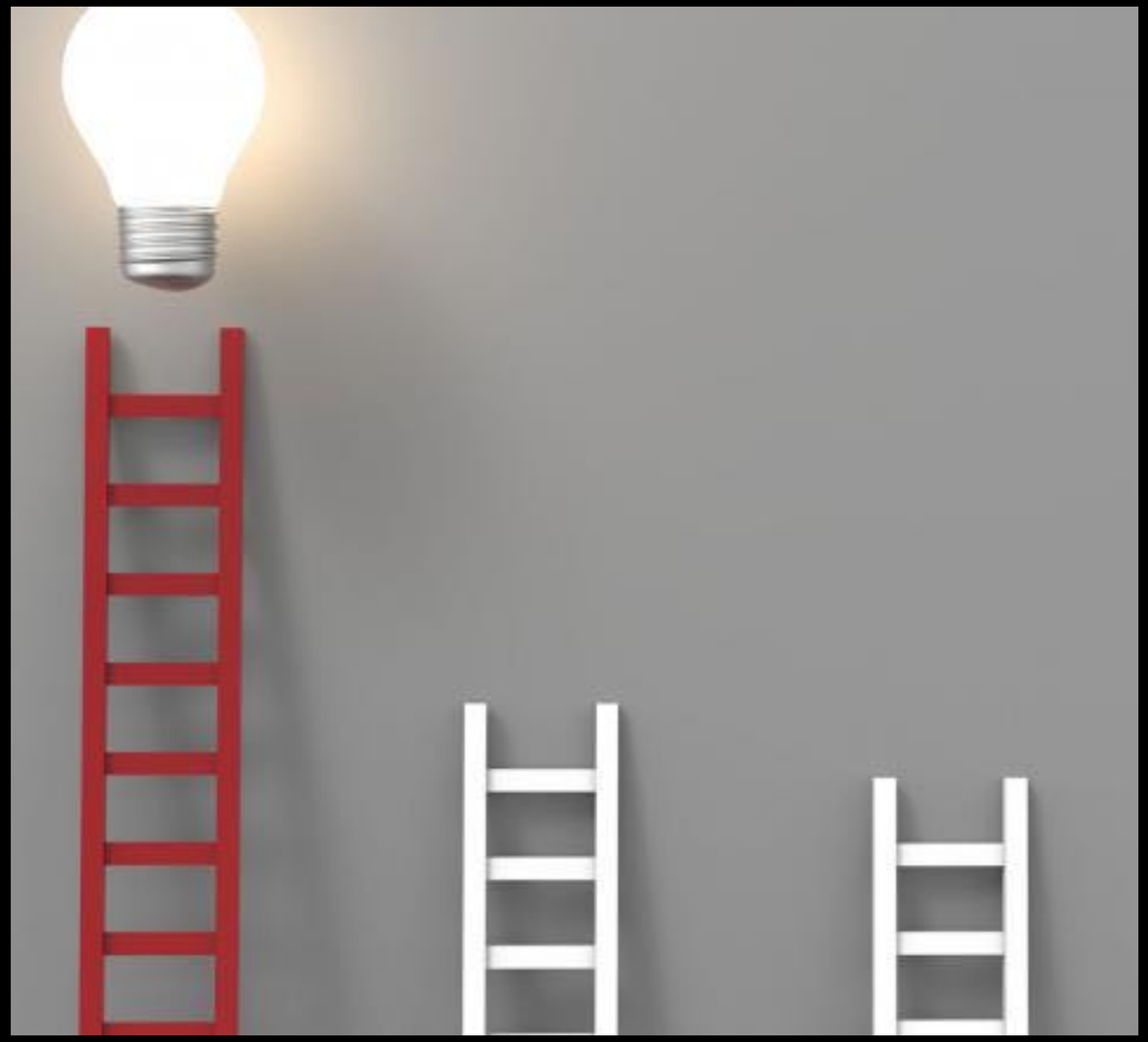
Web 2.0



Web 3.0



Have a honest audit of your team, focus, hope, strategy, and people

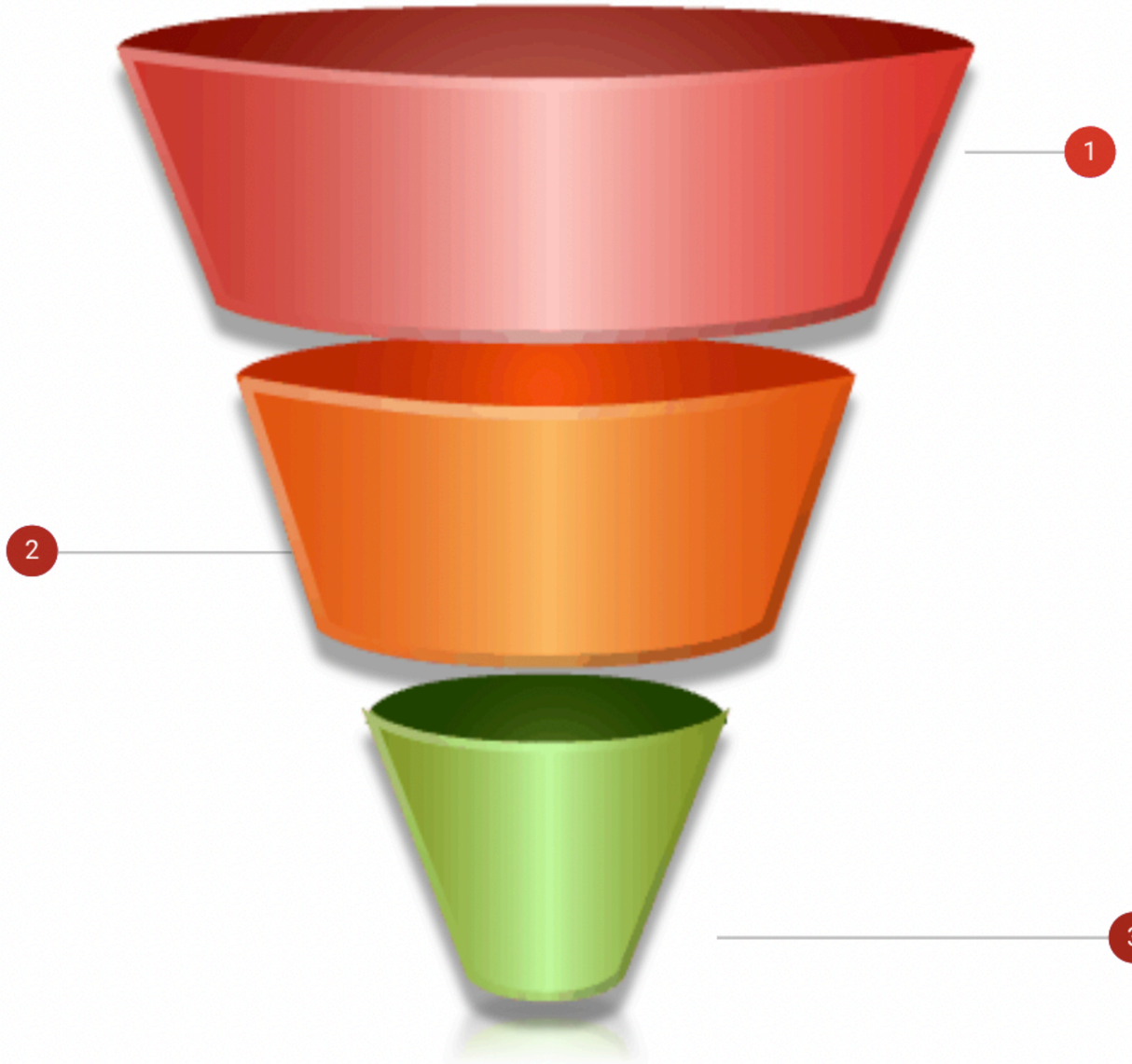


Swim Lanes

Outsourcing

Paid, Online Responders & Moderators

When a person sees social media content and either comments or sends a private message, this is the first evangelistic and discipleship contact with that seeker. Trained locals, who speak the local language, engage them online. They offer prayer, resources, hope and more. Through these engagements, they are seeing if the seeker would like to meet or talk with someone in their area.



Targeted Marketing
Using appropriate, local media and language, targeted advertising on social media channels such as Facebook, Instagram, Google Ads, and Youtube are used.

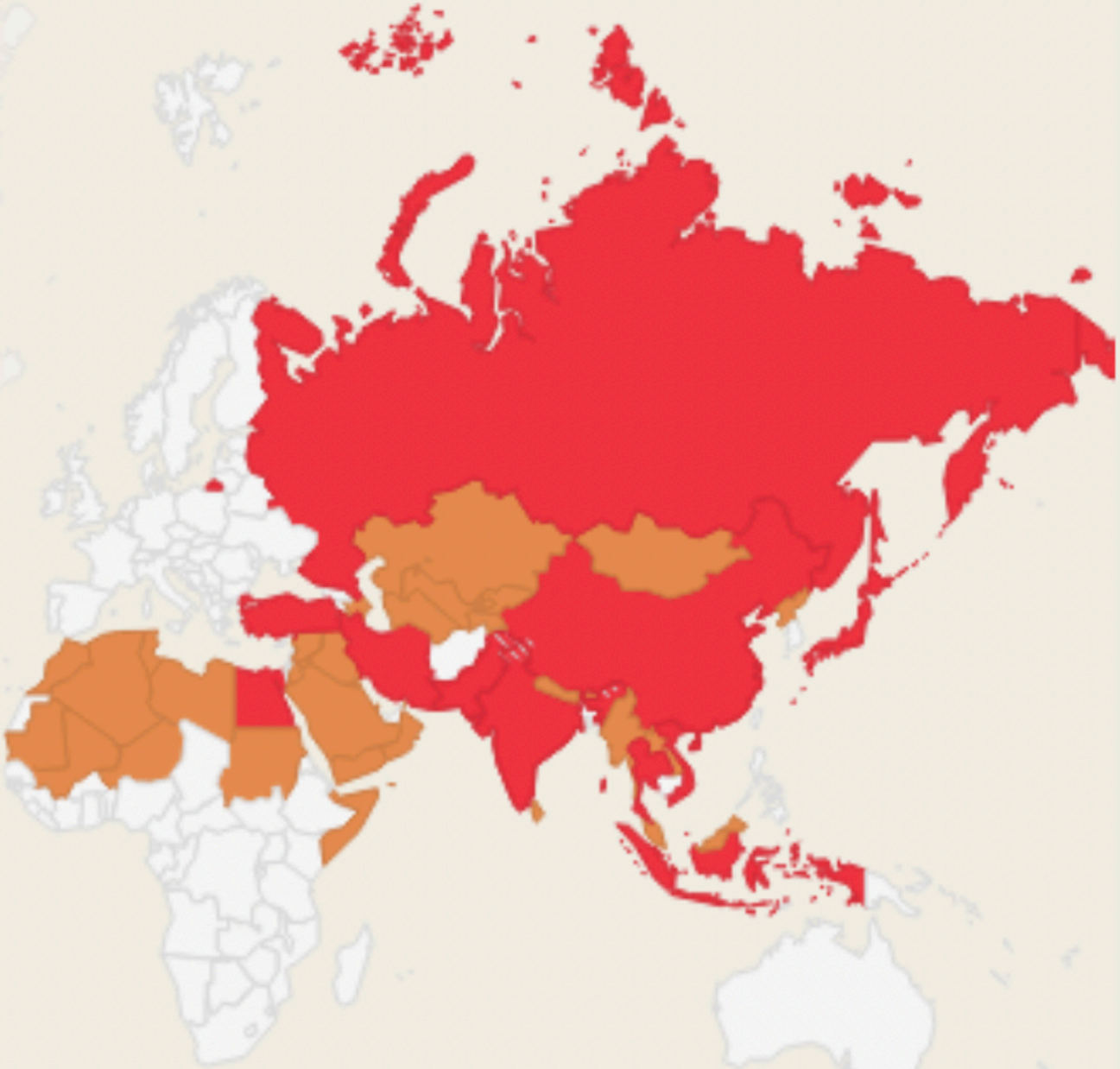
On The Ground, Follow-Up Coalition

Local missionaries and churches contact willing seekers quickly so as to begin the process of making disciples of Jesus who can in turn make disciples themselves.

One To Many

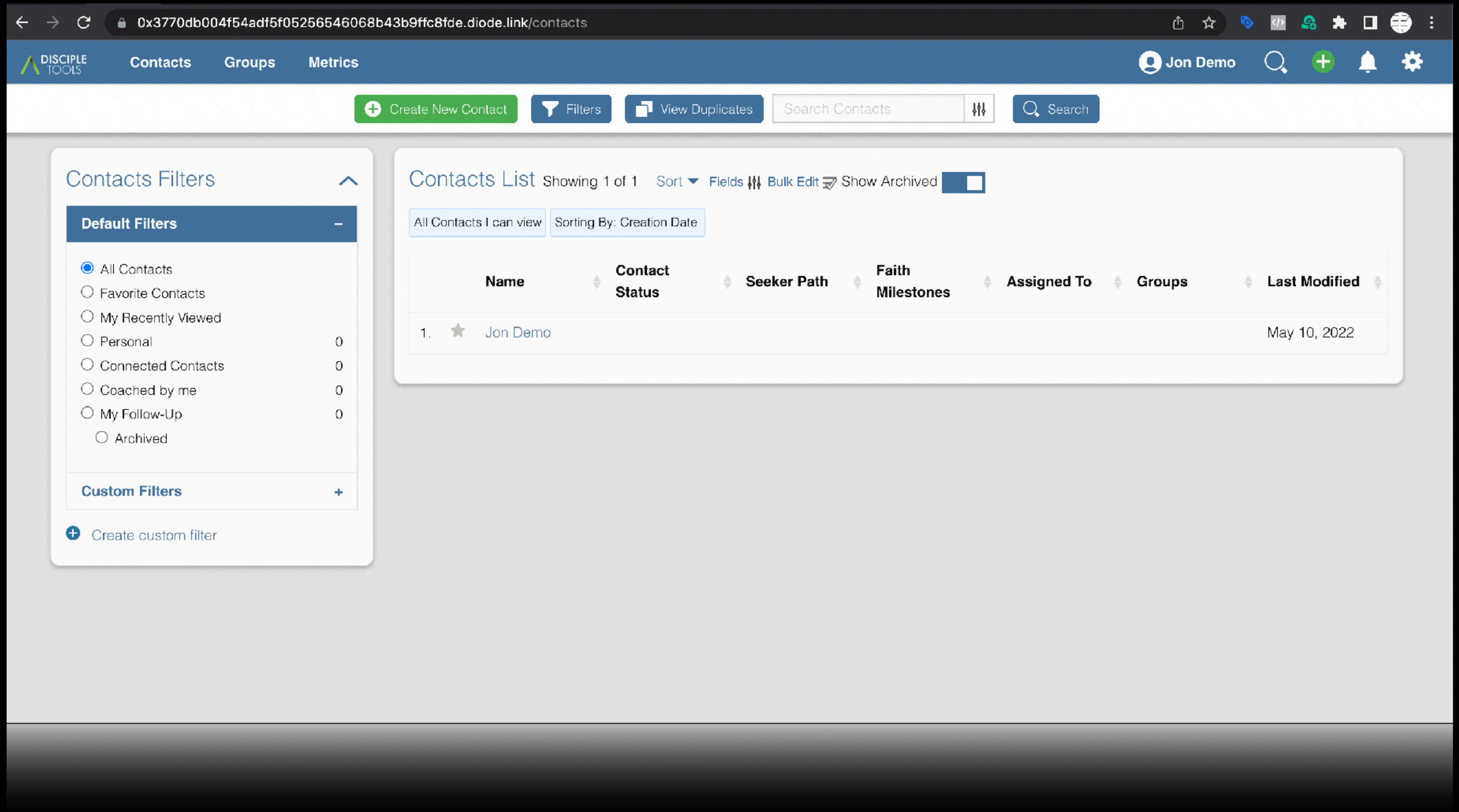
From one country and one account,
to many wanting to know Jesus.

Afghanistan
Algeria
Azerbaijan
Bahrain
Bangladesh
Bhutan
Brunei
China
Egypt
India
Indonesia
Iran
Iraq
Japan
Jordan
Kazakhstan
Kuwait
Kyrgyzstan
Laos
Libya
Malaysia
Maldives
Mali
Mauritania
Mongolia
Morocco
Myanmar
Nepal
Niger
North Korea
Oman
Pakistan
Palestine
Qatar
Russia
Saudi Arabia
Somalia
Sri Lanka
Sudan
Syria
Tajikistan
Thailand
Timor Leste
Tunisia
Turkey
Turkmenistan
UAE
Uzbekistan
Vietnam
Yemen



Highest Number of Churches Needed Per 1,000
(adding in countries with fewest # of churches)

Crowd-Sourcing - Partnership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DISCIPLE TOOLS
Contacts
Groups
Metrics
Jon Demo
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Filters
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Default Filters
All Contacts
Favorite Contacts
My Recently Viewed
Personal 0
Connected Contacts 0
Coached by me 0
My Follow-Up 0
Archived
Custom Filters
Create custom filter
Contacts List Showing 1 of 1
Sort
Fields
Bulk Edit
Show Archived
All Contacts I can view
Sorting By: Creation Date
Name
Contact Status
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Assigned To
Groups
Last Modified
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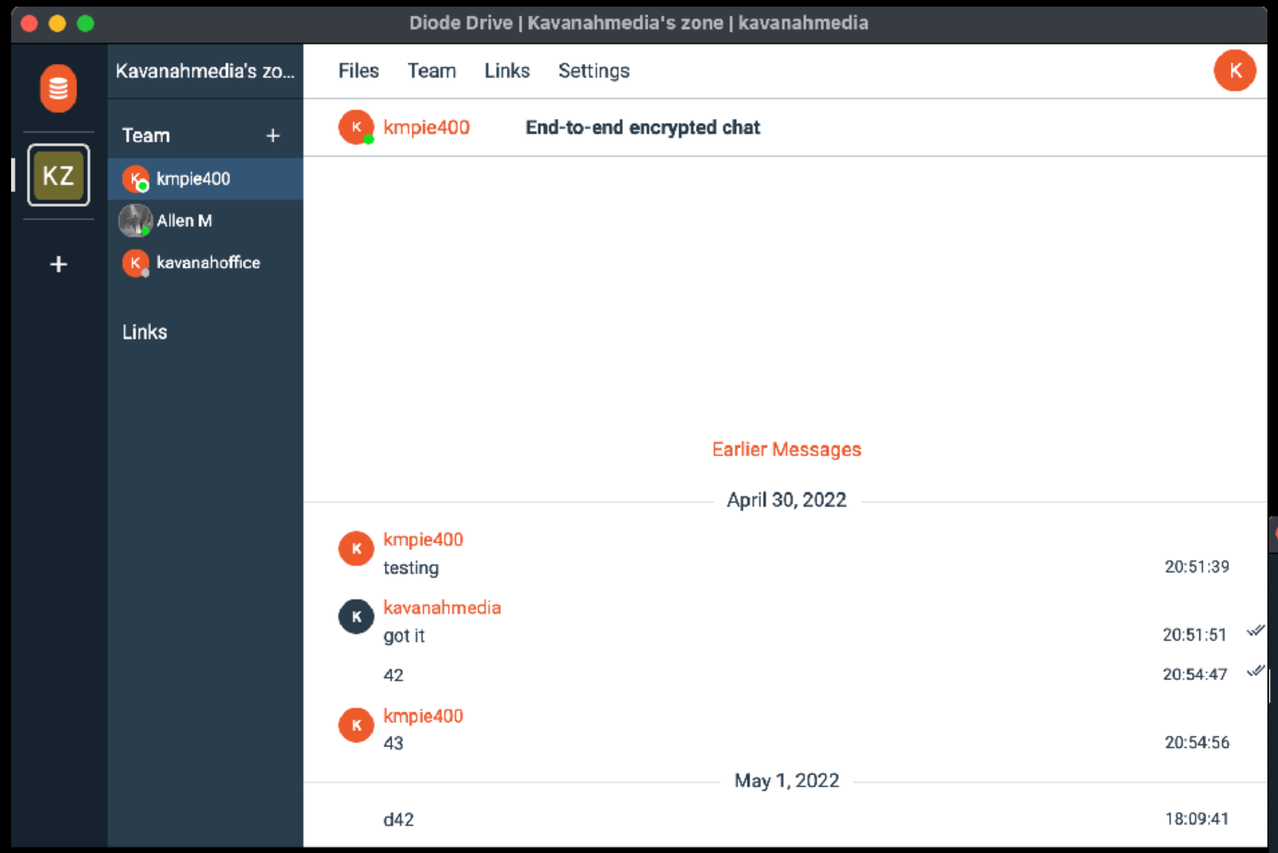
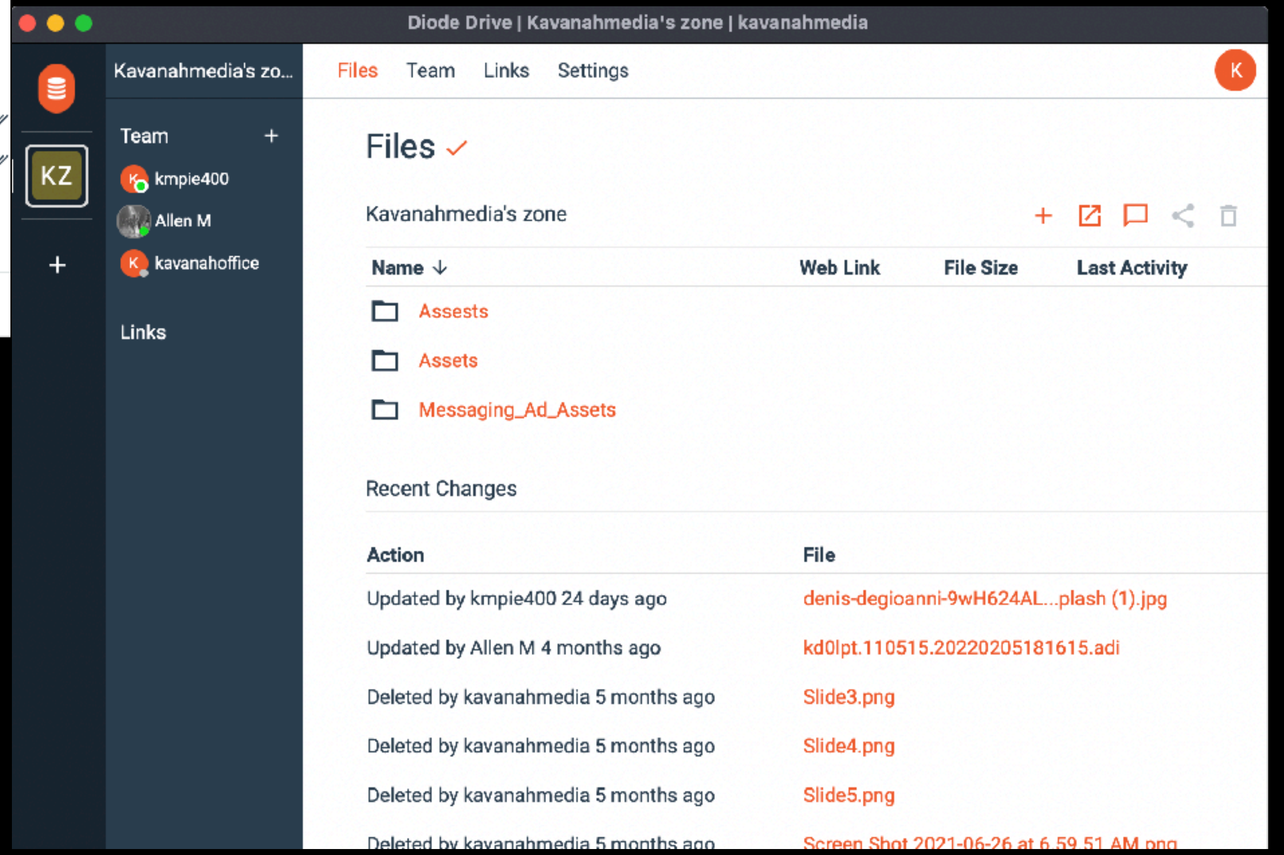
Jon Demo
May 10, 2022



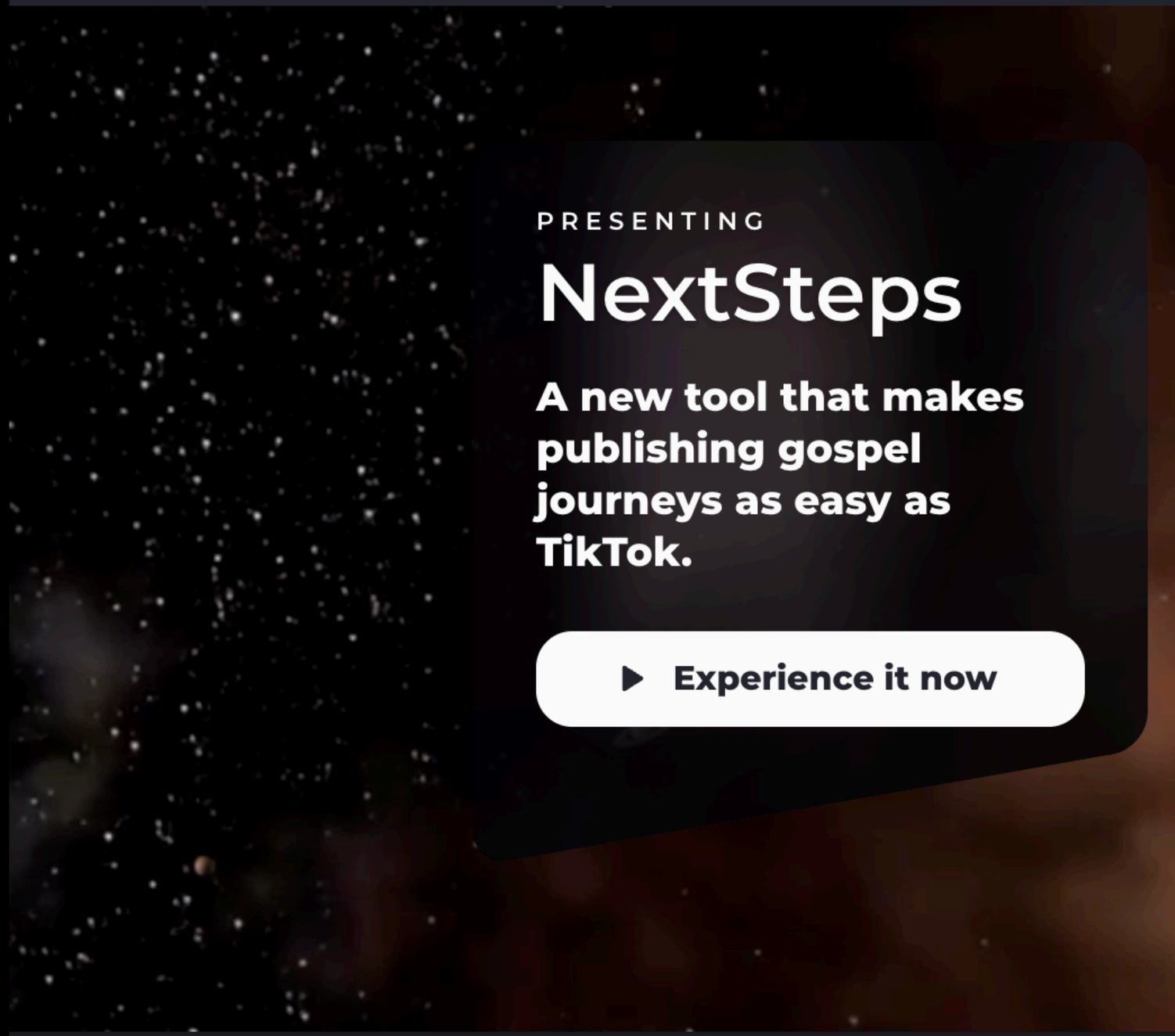
End to End Encrypted Chat
Secure File Storage
Private Web Servers

diode.io



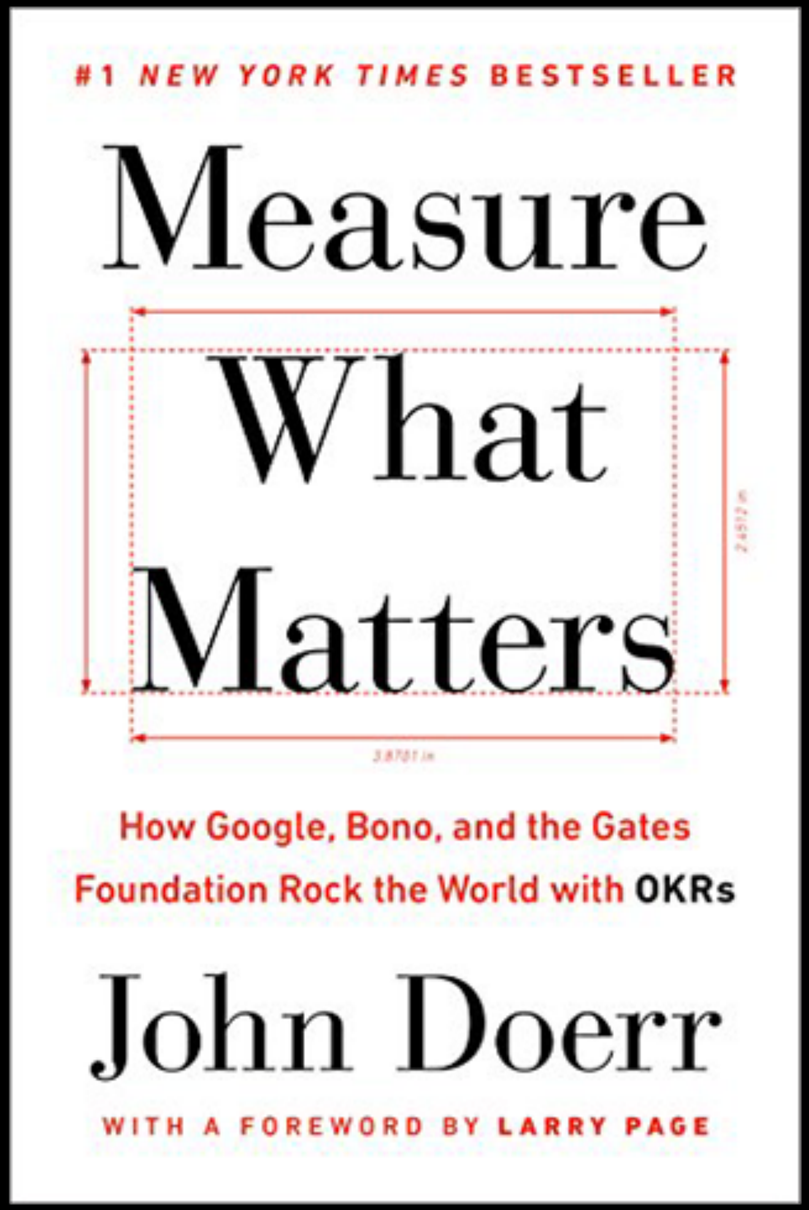
Next Steps

https://nextstep.is/presenting-nextsteps



Measure & Share

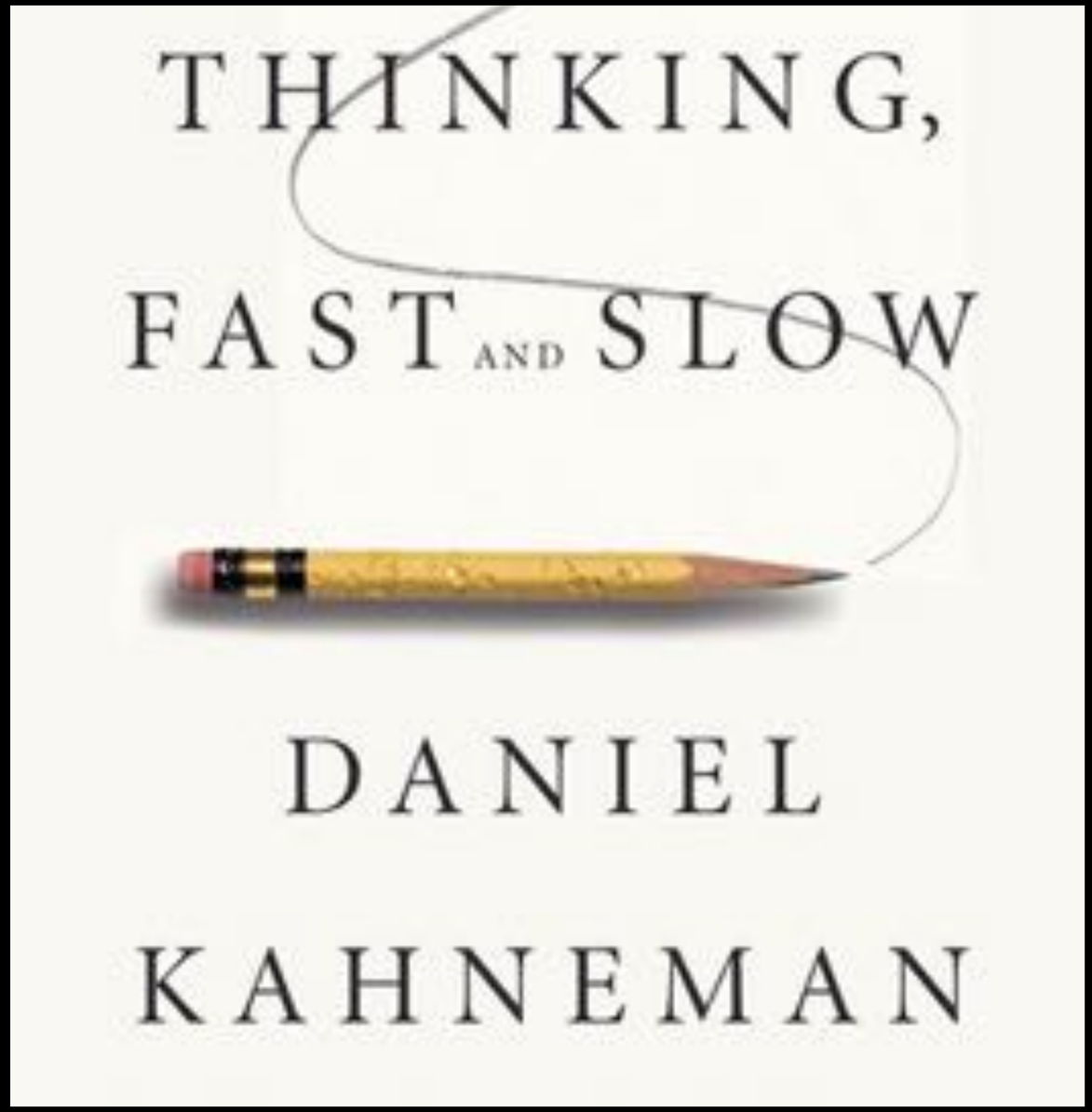
Data Driven Insights…
Not Trivia



FTT 2.0
MTM - Global Movement Metrics
Funders

Narrative Fallacy

“The narrative fallacy addresses our limited ability to look at sequences of facts without weaving an explanation into them, or, equivalently, forcing a logical link, an arrow of relationship upon them. Explanations bind facts together. They make them all the more easily remembered; they help them make more sense. Where this propensity can go wrong is when it increases our impression of understanding.”



Hope?

We have Hope, because the worst thing is not the last thing

The word “Hope” is used 71 times in my English Bible, but only 1 time before the resurrection

4000 Weeks

What If We Had 52 Weeks Left?

Jon Ralls' Digital Garden

Search page or heading..

▸ Digital Garden

EMDC Talk

Welcome

Publish.obsidiean.md/jonralls/

kavanahmedia.com

Christian Media Marketing Podcast and YouTube Show

EMDC Talk

[Slide] Looks back, look around, and look forward

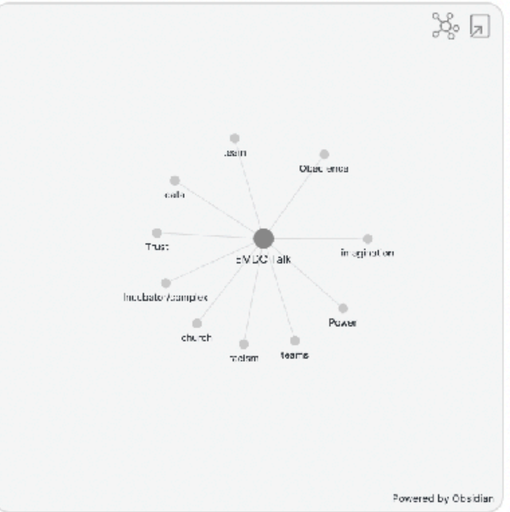
1. Failures, Fads, and Functions
2. Problems Being Faced
3. Hope For the Future

Start by asking how many have been directly impacted by Covid by the loss of a loved one or close friend.

We have all had it tough. Konrad Adenauer observed, “We all live under the same sky, but we don’t all have the same horizon.”

Talk of simplicity and how the pandemic changed things. Early church what they didn't have.
[Slide] The pandemic has taught me:
-to rely on the Spirit and the Word more than on evangelistic programs and events.
-that we have many idols
Theologian William Stringfellow commented, “Idolatry is pervasive in every time and culture, no less now than yesterday, no less in Washington than Gomorrah....Indeed, it might be argued that contemporary Western man is more enslaved to idols than his supposedly less civilized counterpart precisely because he is, presumably, less ignorant about the world in which he lives, and because his favorite idols are the familiar realities of daily life—religion, work, money, status, sex, patriotism.”
-that I can not do the work needed alone

INTERACTIVE GRAPH



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EMDC Talk

We do not have this though because we so often tie our identity to what we do. Our livelihood is tied to the ability to raise funds which requires us to succeed and not fail, show success and not our problems.

Fades

Potential Problems In A World That Has Changed:

Transitional Questions:

It is getting harder, more expensive, and technical as we all move forward. How do we continue to see success? Simplify the work. How?

Final Call To Action