



ARTIFICIAL INTELLIGENCE & THE LOCAL CHURCH: A MINISTRY LEADER'S GUIDE TO EMBRACING THE TOOLS OF TODAY FOR THE MISSION OF ETERNITY

A Resource from Branding The Gospel Well™ | 29Eleven Media

God Has Always Equipped His People For The Moment

When Gutenberg invented the printing press in 1440, the church didn't retreat from it. They used it to print the Bible and distribute the Gospel to millions who had never held Scripture in their hands.

When radio waves filled the airwaves in the 1920s, the church didn't silence itself. Preachers like Charles Fuller reached millions of homes every Sunday — people who would never have walked through a church door.

When the internet arrived, the church didn't log off. Live streaming, online giving, digital discipleship — tools that once seemed foreign became lifelines, especially when a global pandemic closed every physical door.

Artificial Intelligence is not the exception to this pattern. It is the continuation of it.

The question has never been whether God's people would use the tools of their generation. The question has always been whether they would use them wisely, boldly and for His glory.

This resource is your starting point.

What Artificial Intelligence Actually Is

(No tech degree required)

Let's clear something up immediately — AI is not a robot waiting to replace your pastor. It is not a machine making decisions without human wisdom. And it is certainly not something to fear.

At its simplest, Artificial Intelligence is a tool that learns from information and helps humans work faster, smarter and more effectively.

You've already used it — probably today. When your phone corrects your spelling, suggests a reply to an email or recommends a song you might like — that's AI. When you ask Siri a question or get directions from Google Maps — that's AI.



The difference now is that AI has become powerful enough to help your church with things that used to require entire teams, large budgets and hours of staff time.

Things like:

- Writing your weekly newsletter in minutes instead of hours
- Answering visitor questions on your website at 2am when no one is in the office
- Creating social media content consistently without burning out your volunteers
- Personalizing follow-up messages to first-time visitors automatically
- Transcribing and repurposing your pastor's sermons into devotionals, blog posts and social content
- Analyzing your church's engagement data to help you make smarter decisions

This is not science fiction. **Churches are doing this right now.** And the ones who are — are reaching more people, retaining more visitors and freeing their teams to focus on what only humans can do — love, pray, disciple and serve.

What AI Can Do For Your Ministry Right Now

Here are five practical, immediately actionable ways your church can begin using AI — starting this week:

1. **Content Creation & Communications** AI writing tools like ChatGPT, Claude and Jasper can help your team draft sermon summaries, event announcements, newsletters, social media captions, fundraising appeals and visitor follow-up emails in a fraction of the time. Your voice. Your message. Done faster.
2. **Sermon Repurposing** Every sermon your pastor preaches contains enough content for an entire week of digital ministry. AI tools can transcribe the message, pull key quotes, create devotional content, write social captions and even draft a blog post — all from one Sunday message. Nothing wasted. Everything multiplied.
3. **Visitor Follow-Up Automation** First impressions matter eternally. AI-powered systems like GoHighLevel can automatically send personalized welcome messages, follow-up texts and connection invitations to first-time visitors — within minutes of them leaving your building. No more visitors slipping through the cracks.
4. **24/7 Website Engagement** An AI chatbot on your church website can answer questions about service times, ministries, beliefs, giving and events — any time of day or night. For the person searching for a church home at midnight, your doors are now always open.



5. Data & Decision Making AI analytics tools can help you understand who is engaging with your content, what messages are resonating and where people are dropping off in their connection journey. No more guessing. Just clear, actionable insight to help you steward your ministry more effectively.

What AI Cannot Do — And Will Never Replace

Let's be equally clear about this — because it matters deeply.

AI cannot preach with Holy Ghost fire. AI cannot sit with a grieving widow at 3am. AI cannot lay hands on the sick and pray with faith. AI cannot look a prodigal son in the eyes and speak life into his future. AI cannot love your congregation.

You can. Your team can. Your church family can.

AI is not your pastor. It is not your deacon board. It is not your intercessor.

It is your administrative assistant. Your communications coordinator. Your content strategist. Your data analyst. Available 24 hours a day, 7 days a week — extending the capacity of your existing team without adding to their already full plates.

*"Whatever you do, work at it with all your heart, as working for the Lord, not for human masters."
— Colossians 3:23*

Doing the work of the Kingdom with excellence means using every tool God places in our hands. AI is one of those tools. **Use it wisely. Use it intentionally. Use it for His glory.**

A Note For The Cautious Leader

If you're reading this and feeling uncertain — that is wisdom, not weakness.

Not every AI tool is created equal. Not every application is appropriate for ministry. There are real conversations the church must have about ethics, privacy, authenticity and the irreplaceable value of human connection.

Here's our commitment to you: **We will never recommend AI as a replacement for relationship.** Every strategy we build with you keeps the human — and the Holy Spirit — at the center.

AI is the tool. **The Gospel is still the message. Your people are still the mission.**

Now — let's find out exactly where your church stands.



THE CHURCH AI READINESS QUIZ

*How Prepared Is Your Ministry to Leverage AI for Greater Kingdom Impact?
A Standalone Assessment from Branding The Gospel Well™ | 29Eleven Media*

Instructions

Answer each question as honestly as possible. Choose the response that best reflects where your church is right now — not where you hope to be. There are no wrong answers. This assessment exists to show you your starting point — not to judge your journey.

1. When you hear the phrase "Artificial Intelligence," your first reaction is:
A) Excitement — I've been looking for ways to use it (3 points)
B) Curiosity — I want to learn more before forming an opinion (2 points)
C) Caution — I'm not sure it belongs in ministry (1 point)
D) Resistance — I don't think this is for the church (0 points)
2. Has your leadership team had any conversation about how AI could support your ministry?
A) Yes — we've discussed it seriously and explored some tools (3 points)
B) Briefly — it's come up but we haven't gone deep (2 points)
C) Not really — it hasn't been a priority (1 point)
D) No — and we're not sure it should be (0 points)
3. Does your church have an active, updated website?
A) Yes — updated regularly with current information (3 points)
B) Yes — but it rarely gets updated (1 point)
C) No — we don't have one or it's severely outdated (0 points)
4. How consistently does your church post on social media?
A) Multiple times per week — consistently (3 points)
B) A few times a month — when we remember (2 points)
C) Rarely — maybe for big events only (1 point)
D) We don't have active social media accounts (0 points)
5. Does your church currently use any digital tools for communication? (email newsletters, texting platforms, church management software, etc.)
A) Yes — we use multiple tools consistently (3 points)
B) Yes — but usage is inconsistent (2 points)
C) We have them but rarely use them (1 point)
D) No — most communication is word of mouth or bulletins (0 points)
6. Does your church have a system for following up with first-time visitors digitally?
A) Yes — consistent follow-up within 48 hours (3 points)
B) Sometimes — depends on who remembers (1 point)
C) No — we rely on personal connection at the door (0 points)



7. How much time does your team spend each week creating communications content? (bulletins, social posts, emails, announcements, etc.)

- A) It's manageable — we have a system (3 points)
- B) It takes significant time we don't really have (2 points)
- C) It's a constant struggle — things often don't get done (1 point)
- D) We barely produce any content at all (0 points)

8. Does your church repurpose sermon content across other platforms? (social media, newsletters, blog posts, video clips, etc.)

- A) Yes — regularly and intentionally (3 points)
- B) Occasionally — when someone has extra time (2 points)
- C) Rarely or never — the sermon stays in the building (0 points)

9. Does your church have a staff member or dedicated volunteer who handles communications?

- A) Yes — a paid staff member or reliable dedicated volunteer (3 points)
- B) It's shared among several people informally (1 point)
- C) No — leadership handles it whenever possible (0 points)

10. How open is your senior leadership to implementing new ministry tools?

- A) Very open — our pastor champions innovation (3 points)
- B) Somewhat open — with proper vetting (2 points)
- C) Cautious — needs significant evidence before trying (1 point)
- D) Not open — change is difficult here (0 points)



CALCULATE YOUR SCORE

25–30 Points: AI READY — THE EARLY ADOPTER

Your church has a strong digital foundation and a leadership culture positioned to leverage AI immediately and effectively. You're not starting from scratch — you're ready to accelerate. Your next step: Let's build an AI-powered communications strategy that multiplies what you're already doing. Book your discovery call and let's map your growth plan.

16–24 Points: AI CURIOUS — THE THOUGHTFUL BUILDER

You have real strengths to build on and genuine gaps to close. The good news — you're exactly at the stage where strategic guidance creates the biggest transformation. A little structure now produces massive fruit later.

Your next step: You need a clear communications foundation before layering in AI tools. Let's identify your top gaps and build a 90-day plan together.

8–15 Points: AI EMERGING — THE FAITHFUL STARTER

You're earlier in your digital journey and that's perfectly okay. Every great ministry started somewhere. What matters is that you're asking the right questions. The VICTORY Framework™ was built for exactly where you are.

Your next step: Start with the basics. Brand, website, social media consistency — then introduce AI tools layer by layer. Book a call and let's create your roadmap.

0–7 Points: AI UNAWARE — THE MISSION-READY CHURCH

Your heart for the mission is clear. Your digital infrastructure needs intentional attention. The gap between where you are and where AI could take you is significant — but it is absolutely closeable with the right partner and the right plan.

Your next step: Don't let this number discourage you. Let this be the moment everything changes. Book your free discovery call today. We'll meet you exactly where you are.

Every Score Leads To The Same Place

A conversation. A strategy. A path forward.

No matter where your church landed — there is a next step designed specifically for you. The Branding The Gospel Well™ program exists to meet ministries at every stage and move them toward greater Kingdom impact.

*"For we are God's handiwork, created in Christ Jesus to do good works,
which God prepared in advance for us to do." — Ephesians 2:10*

Your church was created for this moment. The tools are ready. The question is — are you?

→ BOOK YOUR FREE 30-MINUTE MINISTRY MARKETING DISCOVERY CALL

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