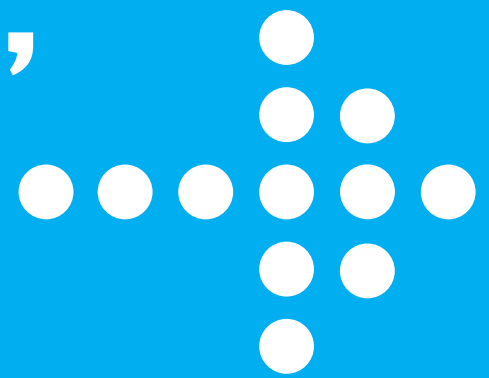# Repurpose, Reach, Renew:

Unleashing AI for Your Church's Mission

2025 unPredictions Team Playbook

The World Will Be Smaller: As global connections grow, leveraging technology for global communication and learning becomes crucial. Churches should aim to develop global relationships and share their ministry more widely

This playbook helps church leadership teams explore and apply the practical uses of artificial intelligence (AI) discussed in the episode featuring Kenny Jahng. It aims to spark ideas for leveraging AI to repurpose content, expand global reach, and engage local communities more effectively.

Opening Reflection

Discussion Starter Questions:
- How is our church currently using technology to communicate our mission?
- What challenges do we face in repurposing content for different platforms or audiences?
- What excites or concerns us about integrating AI into our ministry?

Key Insight:
Kenny Jahng emphasizes the transformative potential of AI for communication, discipleship, and global outreach. By embracing these tools, churches can expand their reach and deepen their impact.

Learning from the Expert

Key Takeaways from Kenny Jahng:
- **Repurpose for Relevance:** Use AI to break down long-form content (like sermons) into short, engaging formats for platforms like YouTube, Instagram, or TikTok.
- **Translation for Inclusion:** AI can translate text, audio, and video into multiple languages, helping churches reach multilingual communities and global audiences.
- **Proactive Engagement:** Create tools like FAQs, glossaries, and summaries using AI to make church content more accessible to newcomers.

Discussion Questions:
- How could repurposing sermon content help us reach different demographics or platforms?
- What opportunities do we see for using translation tools to reach non-English speakers in our community or abroad?
- How might AI help us create a more welcoming experience for first-time visitors online and in person?

Analyzing Your Church's Strategy

Exercise: Evaluate Content Repurposing
- List all the ways your church currently uses sermon content.
- **Discuss:**
  - Are we maximizing the potential of our sermons through repurposing?
  - What platforms or formats (e.g., Instagram Reels, YouTube Shorts, blog posts) could we add to increase engagement?

Exercise: Identify Translation Needs
- Identify populations within your community or mission partners abroad that would benefit from translated content.
- **Discuss:**
  - Which languages should we prioritize for translation?
  - How can AI-powered tools like HeyGen help us deliver content effectively and authentically?

Action Steps

Quick Wins:
- Use tools like <u>Sermon Shots</u> to create short, shareable clips from recent sermons.
- Experiment with AI translation tools to make a sermon or video available in one additional language.
- Create a simple glossary of Christian terms using AI to help unchurched people understand your message.

Long-Term Goals:
- Develop a weekly process for repurposing sermons into diverse formats, such as discussion guides, devotionals, or social media posts.
- Launch a pilot project to translate key content (e.g., a welcome video or sermon series) into a second language for your community or international mission partners.
- Build a volunteer team to oversee AI integration, focusing on content creation, translation, and platform management.

Team Challenge

Challenge Question:
- What is one way we can start using AI to expand our church's reach this month?

Assignment:
- Each team member identifies one AI tool or strategy to explore and brings their findings to the next meeting. Options could include tools like HeyGen, ChatGPT, or Sermon Shots.

Closing Reflection

Prayer Prompt:
- Pray for creativity and discernment as your church embraces new technologies to further its mission.
- Pray for the people who will encounter your content in fresh, engaging ways, that it may draw them closer to Christ.

Team Commitment:
This week, I will research one way to incorporate AI into my ministry area and share my insights with the team.

Final Takeaway

Explore More Resources:
- To dive deeper into repurposing sermons and leveraging AI for your church, visit <u>www.RepurposeYourSermon.com</u>.
- This resource offers practical tools, templates, and a step-by-step guide to transform your sermons into impactful, multi-platform content.
- Whether you're looking to create discussion guides, social media posts, or translated videos, this site has everything you need to get started.

Call to Action:
- Encourage your team to explore the ideas and resources available at <u>www.RepurposeYourSermon.com</u>.
- Discuss which strategies from the site could be implemented in your church to maximize your sermon's reach and impact.

UNseminary's 2025 UNpredictions