

ReThink.Ministry: The 7 practical Steps to help ministries launch or revamp their current digital strategy


By Jason Alexis, Kathryn Binkley, Jordan Gillman, Jason Caston, Pierre Quinn


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As foreword writer, Katie Allred says, “Your church can no longer go without a digital strategy—the stakes of the gospel are too high.” You know it, too. That’s why you’re here. Your solution is this book, ReTHINK.Ministry: The 7 practical Steps to help ministries launch or revamp their current digital strategy. Step-by-step, in easy to understand language, this book guides you through the analysis and creation of a comprehensive, powerful, digital strategy for your church or ministry. Written by a group of creators, strategists, ministers, and technology nerds, this amalgamation of professionals are passionate about helping ministry leaders understand how new communication technologies can work to advance the vision of their ministry and the Kingdom at large. This book is so timely because it stands on the cooperative foundation of technology, communications, marketing, theology, creativity, and church growth - all the elements essential for an effective, encompassing, evangelical, digital strategy.

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Editorial Review

About the Author

Members of the rethinkministry.org project spent close to 1 year exploring how churches were deploying their digital strategy. The team recognized that the churches who could afford to invest were already taking the steps they needed. We saw most other churches were trying to keep up or just did not know how to start. What came out of this focused mastermind group is this ebook. We specifically tapped into our core passion for God's work, balanced with our various areas of expertise. We hope you enjoyed this book and would welcome your comments and feedback. List of Contributors: Kathryn Binkley is a strategic marketer who has been called by God to help churches communicate more effectively. She is the founder of Alyght, a church marketing agency in North Carolina and serves as Director of Marketing & Analytics for St. Peter's Church and World Outreach Center. Jordan is an Australian Designer and Web Developer who works with churches to help them communicate better online. He lives near the beach with his awesome wife, 2 daughters and a pug called Pixel. Jason Caston is the author of The iChurch Method series and a digital platform specialist for churches. Caston has developed an innovative approach to helping organizations advance their online presence using a five part approach of Websites, multimedia, eCommerce, Social Media and Mobile. Jason Alexis: As 'articulate' as Moses and as 'polished' as Peter, Jason just loves passionately sharing ways churches can replicate their offline experiences, online. As a former mechanical engineer turned stay-at-home 'Mr. Mom' (2 boys and a loving wife), he relies heavily on data-driven, digital marketing to help churches achieve their goals. You would "click" with him if you want to remain biblically conservative but bold in the ways you share Jesus, digitally. Pierre Quinn is passionate about helping leaders both inside and outside the church live, learn, and lead with confidence. He is also the author of Leading While Green: How Emerging Leaders Can Ripen Into Effective Leaders. Eboni Green: As founder of Twenty Twenty Visionary, Eboni Green serves clients by creating and executing communication strategies that establish significant, unique media presence across industries and platforms.

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