Church of God of Prophecy · Global Communications

AI and Community Strategy

Practical ways to give your people more of your time

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a familiar Monday

Monday morning, the stack is already waiting

1. **Sermon notes** — turn into a small group guide
2. **14 guest cards** — need a follow-up
3. **Prayer list** — people to call this week
4. **Volunteer schedule** — three holes to fill
5. **Newsletter** — due Wednesday

the question

Which of these is the ministry?

THE MINISTRY

The follow-up conversation with a guest

Praying with the people on your list

Time with the volunteers who show up

THE PAPERWORK AROUND IT

Formatting the small group guide

Drafting the reminder text

Fixing the volunteer schedule

Writing the newsletter

the one line to remember

Automate the temporary.
Invest in the eternal.

who's talking

I've spent my career building community

35,000+

members in the online community I built for church communicators

Meta

community programs, helping leaders grow groups people stay in

2 books

Church Communications and AI Prompts for Church Leaders

start here

An audience watches. A community belongs.

Audience

Watches the service

Knows the pastor

Leaves when it's over

Community

Knows each other by name

Has a place to serve

Notices when someone is missing

community strategy

Strategy is the pathway from visitor to leader



Connect

A first visit turns into a second one

Belong

Known by name in a smaller group

Serve

A real place to give back

Lead

Helping others along the path

Most churches don't lack care.
They lack capacity.

The same few people do every follow-up, every schedule and every announcement.

a helpful way to think about it

AI is a brilliant intern who knows nothing about your church

Fast

Drafts in seconds what takes you an hour

Tireless

Writes the 14th thank-you as carefully as the first

Needs a brief

Knows only what you tell it about your church

know the line

AI prepares the work. Only you can be present.

AI DOES WELL

Prepare drafts, outlines and guides

Personalize one message for many people

Listen: sum up surveys into themes

ONLY YOU CAN

Be present with someone

Pray with them

Discern what God is doing in your church

Connect: follow up with every guest within 72 hours

TRY THIS PROMPT

Help me follow up with a first-time guest. Here's what they wrote on their card: [details, no last name]. Write a three-sentence text that thanks them, mentions one thing they shared, and invites them to [next step]. Warm, not salesy.

The first 72 hours decide whether a guest comes back

AI writes the first draft in your voice

You send it personally. AI drafts, it doesn't build the relationship

Belong: turn Sunday's sermon into this week's small groups

TRY THIS PROMPT

Here are my sermon notes. Create a 45-minute small group guide: an icebreaker, five discussion questions that move from understanding to application, and a closing prayer prompt. Keep scripture references exactly as I gave them.

One sermon, many guides: adults, kids and families

Any language: Spanish, Portuguese, French, Tagalog

A fluent member checks every translation before it goes out

Serve: thank every volunteer, every month

TRY THIS PROMPT

Here's a volunteer role in plain words: [description]. Write a one-page role description with the time commitment, what success looks like and who to call with questions. Then write a short thank-you note for someone who served in this role this month.

Clear roles help people say yes

Friendly reminders cut no-shows

A monthly thank-you without writing each one from scratch

CONNECT | BELONG | SERVE | LEAD

Lead: read every comment your people leave you

TRY THIS PROMPT

Here are anonymized comments from our connection cards and survey: [paste]. Group them into the five biggest themes and tell me the questions people are really asking.

Most churches collect feedback they never read

Find the themes, then plan around them

A grief group, a parenting class or a job-seekers' meetup

Lead: listen beyond your church walls

TRY THIS PROMPT

Our church is in [town or neighborhood]. Help me write five questions to ask a local principal, a clinic and the food bank about what our neighbors need most. Then draft a short survey for our next community event.

Ask the people who already serve your neighbors

AI prepares the questions. You have the conversations

Check every fact AI gives you about your area

the one prompt to remember

“Before you start, ask me the questions you need answered to do this well.”

It asks what a good consultant would ask. You answer. The draft gets better.

watch it work

Let AI interview you before it writes

YOU TYPE THIS

Help me plan a welcome lunch for first-time guests. Before you start, ask me the questions you need answered to do this well.

It asks first: how many guests, what budget, who serves

You answer in plain words, in two minutes

The plan fits your church, not a generic one

guardrail 1

Private things never go into a public AI tool

THE BULLETIN BOARD TEST

Would you pin it up in the church lobby? If not, keep it out of a public AI tool.

NEVER PASTE

- Counseling notes
- Prayer requests with names
- Giving records
- Information about children
- Anything that identifies believers where faith carries risk

guardrail 2

AI drafts. A person decides and sends.

AI drafts

The first version, fast

You review

Check facts, scripture and tone

You send

From your own name and number

Never let a tool pose as the pastor in a text or a direct message.

guardrail 3

Check every draft and keep your church's voice

YOUR HOUSE RULES BLOCK

Write the way we talk, not like a corporation. Avoid churchy jargon. Keep scripture references exactly as I give them. Ask me rather than inventing details.

AI can misquote scripture and invent facts

Read it before it goes out

Save the block once, paste it every time

guardrail 4

One honest sentence builds trust

> **“We use AI to help draft some of our messages. A person on our team reads every one, and we never put private or pastoral information into it.”**

Put it in your staff and volunteer guidelines, then answer questions honestly.

bring them along

Bring cautious members along

Listen first

Ask what concerns them most

Show one win

A thank-you every volunteer gets

Write it down

Share your guardrails openly

Change moves at the speed of trust. Go slow and keep listening.

start Monday

Your first 30 days with AI

WEEK 1

Pick one bottleneck

The task that keeps you from people

WEEK 2

Write your ABOUT US block

Who you are, who you serve, how you sound

WEEK 3

Build one workflow

One prompt, one review, one person who sends

WEEK 4

Measure what matters

Hours returned and conversations had

which tool?

Start with the AI tool you already have

Google Workspace
Gemini is already built in

Microsoft 365
Copilot is already built in

Neither?
A free chat tool works for drafting

Everything in this talk works in any of the major AI tools.

back to Monday morning

Same stack. Drafts done by nine.
The pastor is on the phone with a guest.

AI will never love your people. That's your job.

Automate the temporary.
Invest in the eternal.

Scan for the slides and a free one-page prompt card.

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