

A GUIDE FOR PASTORS AND CHURCH BOARDS

Digital Pathways

Three ways your church can light up the digital spaces where your community already lives.

Every platform can become a pulpit. One Voice offers every church a digital pathway that fits where it is today. **Start where you are, do it well, then step up.** Faith Talks, Who Is This Man?, Bible studies and SHAPE are ready-made for you. Your part is to open a door online and walk with people through it.

THREE NON-NEGOTIABLES for every pathway

1

Intentional

We know who we serve and the gift we offer them.

2

Congruent

Every post, form and follow-up connects to the next step.

3

Sustainable

A pace our people can keep, week after week.

ONE SYSTEM runs through all three pathways

Serve

Post content that helps real people

Capture

Invite them to leave their name

Nurture

Follow up personally and keep in touch

Invite

Welcome them into a Faith Talks group

Then the One Voice cycle, ready-made:

Faith Talks

Who Is This Man?

Bible study

SHAPE

What changes from one pathway to the next is the reach and the tools, not the system.

THE THREE PATHWAYS at a glance

PATHWAY 1

Starter

One social media platform, a simple sign-up form, and training in how the system works.

PATHWAY 2

Intermediate

Two platforms, a website landing page, and regular personal follow-up.

PATHWAY 3

Advanced

Three or more platforms, YouTube livestream, and automated follow-up.

Start with what is in your hand. Master it. Then take the next step.

What each pathway involves

Each pathway builds on the one before. Choose the one that matches your church today, not the one you hope to be.

	PATHWAY 1 Starter	PATHWAY 2 Intermediate	PATHWAY 3 Advanced
BEST FOR CHURCHES THAT SAY	<i>"We are not yet clear who we serve or what we offer."</i>	<i>"We have some clarity, but it needs refining."</i>	<i>"We are clear. We need better systems and follow-up."</i>
WHAT YOU BUILD	- One platform (Facebook or Instagram) - A one-line gift sentence: who we help, and how - A Google Form to capture interest - Links to Faith Talks sign-up (ready-made)	STARTER, PLUS: - A second platform - A website with a landing page that captures interest - Personal follow-up by message, email or call	INTERMEDIATE, PLUS: - Three or more platforms, including YouTube - Livestream with follow-up for online viewers - Automated capture and email nurture - Tracking from first click to Bible study
YOUR TEAM	2 people, 3 to 5 hours a week	3 to 4 people, up to 5 hours each a week	5 or more people with clear roles
WEEKLY RHYTHM	3 posts a week. Reply to every sign-up within 48 hours.	3 posts a week on each platform. A personal touch every fortnight.	Weekly livestream and content. Automated nurture. Monthly review.
OUTCOMES AFTER 12 MONTHS	A clear gift sentence A consistent online presence New names every week Friends invited into Faith Talks 2 people trained	Two active platforms and a landing page A steady follow-up rhythm Online contacts joining Faith Talks and Bible study A trained team of 3 to 4	Online viewers followed up every week An automated path from first click to small group Clear numbers: names, groups, Bible studies, baptisms A mentor ready to help another church
READY TO STEP UP WHEN	3 posts a week kept for 3 months - Sign-ups arrive every week - Every sign-up is followed up 2 people trained for the next pathway - Board confirms people and budget	- You run at 80% of your plan for 6 months - The landing page brings names every month - People move from online into groups - A team is trained for Advanced	- Keep going and keep improving - Help a Starter church begin its journey



Celebrating each step. When your church completes a pathway, One Voice presents a pathway plaque to recognise your team's faithfulness.

Where should we start?

Do this quick self-check with your leaders. Tick one answer per line.

	A	B	C
CLARITY: WHY AND WHO			
Why we exist	☐ Mostly to care for our members	☐ Mission matters, but we have no plan	☐ Mission shapes our plans, people and budget
Who we serve	☐ Not sure yet	☐ A general idea	☐ One clearly defined group
Our gift	☐ Not sure what we offer	☐ Some ideas, not yet focused	☐ One clear gift, offered consistently
CAPACITY: TOOLS AND PEOPLE			
Social media	☐ We rarely or never post	☐ One platform, now and then	☐ Two or more platforms, 3+ posts a week
Capturing interest	☐ We do not collect names	☐ Some names, handled by hand	☐ A website or system captures and follows up
Our people	☐ No one trained yet	☐ 1 or 2 willing people	☐ A team with clear roles

Mostly A Starter **Mostly B** Intermediate **Mostly C** Advanced

Clarity comes first. If your clarity answers are lower than your capacity answers, start at your clarity level.

Prefer to do it online? Take the check at 1voice.nz/pathways and get your next three steps.

A partnership

What One Voice gives

- **Training.** An onboarding session on how the system works, plus templates for posts, forms and follow-up.
- **Ready-made resources.** Faith Talks, Who Is This Man?, Bible studies and SHAPE. Faith Talks books and printed materials supplied free.
- **Champions.** Trained mentors you can call on for a Zoom hour or an afternoon at your church. They guide; your team builds. Paid services, such as a website build, are quoted separately.
- **Coaching.** A check-in with our team every quarter.
- **Funding.** Operational support for churches that show consistency, for example food for small groups. We do not fund gear such as cameras, phones or tripods.
- **Recognition.** A pathway plaque for each step completed.

What we ask of your church

- **Board endorsement.** A vote recorded in your minutes.
- **People.** A named Pathway Lead and a team for your level.
- **12 months.** A full year, with a check-in every quarter.
- **Consistency.** Post as planned. Follow up every contact within 48 hours.
- **Your own costs.** Gear, local expenses and any website build.
- **Care for volunteers.** About 5 hours a week each, at most.
- **The mission.** Pray and fast for 3 to 5 names, and run the One Voice cycle.
- **Pass it on.** Share your stories, and when you reach Advanced, help another church.

Next steps

- 1 **Self-check.** Complete the check above with your pastor and leaders.
- 2 **Board decision.** Discuss this guide and return the signed commitment form.
- 3 **Kick-off.** We meet your team, confirm your gift sentence and start your pathway.