



# Media & Technology in Missions Mobilization

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# Technology is not a sector, it's only an enabler of sectors.

Technology combines with an existing sector  
and gives it meaning and enhanced  
performance.

*e.g. FinTech, EdTech, HealthTech, AgriTech*





Technology won't **change** mobilization, it would only give us leverage and improved outcomes.





**Whenever tech is implemented right, both the deployer and the users benefit.**

Using technology will allow mobilizers to reach more people, and will allow more people to be able to respond to missions



# The Mission > The Methods

We must remember that we have been given a mission and not methods and that we can't be loyal to methods whose time has passed.







**Where does technology come in?**



# The mission mobilization cycle

The typical journey an average Christian makes from zero missions knowledge to active involvement in missions

## Attract

This is where the interest of someone is captured. They see or hear something that makes them pause and say "what's going on here"

Stories. Short Videos. Skits.  
Mission Trips

## Educate

An attracted person is excited but has little understanding of missions or what role to fit into. This takes them deeper into knowledge about God's mission, world and work.

Courses (Kairos, Perspectives, XPLORE), Mission Trips

## Equip

The educated person has discovered where they could fit in God's mission, but they are not equipped for it. This is the process of training and preparing people for God's mission.

School of Missions or Mobilization.  
Bible Translation Courses etc

## Launch

Deploying God's people to their place of service and helping them get active in ministry.

Connecting people to opportunities



# **What tech tools can we plug into each level of the mobilization cycle?**



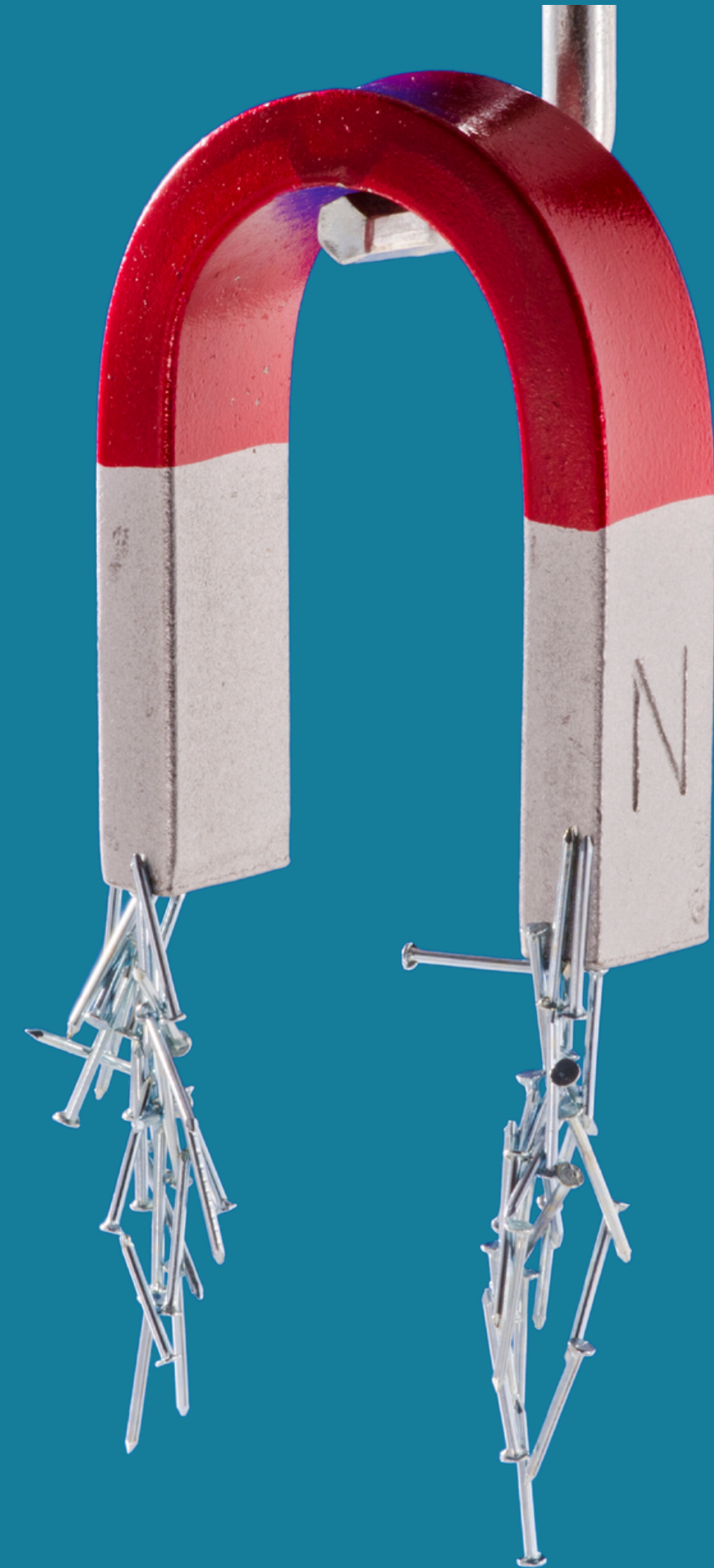


# Attract

**Purpose: Get their attention.**

## Examples

- Moses and the burning bush
- The Samaritan woman





## What can we use?

- Short video clips
- Skits
- Captivating Stories

## Tech Skills, Tools and Technology

- Storytelling & Scriptwriting
- Video Editing
- Multimedia Technologies

[www.vidyo.ai](http://www.vidyo.ai) - AI powered video clipping and captioning

[charisma.ai](http://charisma.ai)

mobile editing tools



# Educate

**Goal: help them understand God's Mission, God's World & God's Work**





## Case Studies

- Online, on-demand short mission courses like Kairos, Perspectives
- Cohort based missions bootcamps
- Online school of mobilization (like this one)



# Equip

**Prepare people for ministry**

How do missions schools currently run?

What can we do differently?

What limitations can we overcome with technology?





## What are the limitations?

- Location
- Resource Persons
- Duration

## What are our options?

- Hybrid?
- Videocast? (e.g. Life School)
- Modular?



# Launch

**Purpose: Connecting God's People to Ministry Opportunities**

- A Lot of people who want to get involved in missions do not know the first step
- A lot of skilled people who want to volunteer a short time in missions do not know where or how their skill is most needed
- Many people would give more to missions if they were more aware of the needs and had easier ways to give





## How can we innovate in this space?

- A missions opportunities directory?
- A missions agencies database?
- A virtual missions internship connecting program?
- An Andela for Missions?



# Technologies to note

High potential technologies that needs to be explored for missions

- Virtual Reality
- Generative AI
- Video & Multimedia
- Translation Tech
- E-Learning Technologies
- Remote work and virtual communities







# Impact of media and tech on missions

- New People
- New Tools
- New Platforms
- New Methods





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