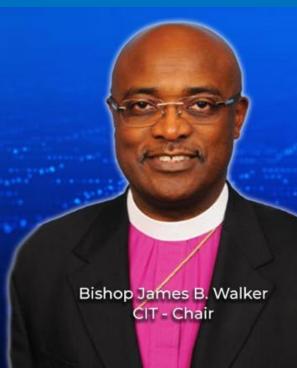


COMMUNICATION AND INFORMATION TECNOLOGY

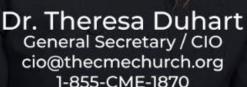


General Department of the CME Church

Reimagining Local Church Ministries Using Digital Tools & Artificial Intelligence (AI)









Bishop Thomas L. Brown Sr. CIT - Vice Chair

CIT

Provide Mission - Critical Communication and Information Technology Services

The CIT General Department's goal is to provide mission-critical communication and information technology for all functional purposes, and drive operational efficiency at all levels through:







COMMUNICATION AND INFORMATION TECHNOLOGY



CONNECT

ENGAGE

EMPOWER

INFORM

CIT GOALS

Connect The CME Church























COMMUNICATION AND INFORMATION TECHNOLOGY







CME Website – thecmechurch.org

CME Facebook Page –facebook.com/thecmechurch

CME YouTube Channel – youtube.com/cmechurch



Instagram - instagram.com/thecmechurch

The Official Website of the CME Church













WWW.THECMECHURCH.ORG

COMMUNICATION AND INFORMATION TECHNOLOGY

CME Church Communications:

Sign up to receive email and text messages at the CME Website – thecmechurch.org



Weekend News Digest is emailed every Saturday with the latest announcements and news around the CME Church





TECHNOLOGY DISCOUNTS















Visit the Tech Portal: https://thecmechurch.org/techproducts/

Virtual Training Opportunities

CIT Cybersecurity Training Sessions







Quick Links



https://thecmechurch.org

The official CME Church Website

Sign up for CME Communications and official announcements,

The Weekend Digest

Receive email & text messages

Gloo

A Collaborative Partnership Sponsored by the Department of Communication and Information Technology (CIT)





Free and Discounted Text Messaging Services To All CME Churches and Organizations in the US!



What are the benefits?

	Gloo Free	Gloo+
Text Messaging on a <u>dedicated phone</u> <u>number</u>	10k/month	15k/month
Groups	3	Unlimited
Workflows	3	Unlimited
Menus		✓
Polls		✓
Broadcasts	Single	Recurring
Subaccounts		3
New Mover Program		✓
Explorers		✓
Sermon Kits		✓
Exclusive Marketplace Discounts		✓



Home

Schedule a Demo

Get Your Al Assistant

Meet Faith Assistant

Transform your content into real-time engagement—answering questions, sharing resources, and guiding people 24/7.

Create your free Faith Assistant \rightarrow

Welcome to 121's Faith Assistant! Feel free to ask any questions about the Bible, our messages, upcoming events, or how you can volunteer. We're here to help!

What time are your services?

Show me 121 sermons about overcoming

Provide sermon feedback

Show me 121 sermons about overcoming anxiety

Here's a sermon video I found that I think you'll find helpful. It discusses themes related to overcoming anxiety through faith and prayer:

 The sermon touches on themes of anxiety and finding peace through Jesus, particularly around the timestamp (15 min 0 sec) where it discusses speaking the name of Jesus over anxiety and depression.
 You can watch the relevant part of the sermon here.

All CME Churches with a Gloo+ Account will have a Faith Assistant built and powered by Gloo.ai in the weeks ahead!

The CME Church's Faith Assistant is now available and powered by Gloo.ai!



https://faithch.at/l/uvzxkEGi/



All CME Churches with a Gloo+ Account will have a Faith Assistant built and powered by Gloo.ai in the weeks ahead!



Attention CMEs!

Gloo provides free text messaging services to local CME churches, Presiding Elder's Districts, Episcopal Districts, General and Connectional Departments, and entities in the US.

Sign up for your free Gloo account at app.gloo.us.

Special Offer

30% off monthly, or annual cost app.gloo.us/gloo-plus





Virtual Training Sessions offered by the CIT Department

Saturday, April 12 1 PM ET | 12 PM CT | 10 AM PT | 9 AM Alaska

Tuesday, April 15 | Tuesday, April 22 7 PM ET | 6 PM CT | 4 PM PT | 3 PM Alaska

Zoom Meeting ID: 953 2511 6016 Passcode: 021629
Gloo training documentation for local CME churches and entities
https://thecmechurch.org/cit/gloo/documentation.pdf

Online Gloo Documentation







Reimagining Local Church Ministries Using Digital Tools &

Artificial Intelligence (AI)







Leveling up a local church's digital landscape can greatly enhance its outreach, engagement, and community-building efforts. Here are some tips to assist local churches.

• Website Optimization: Ensure the church website is modern, mobile-friendly, and easy to navigate. Include essential information such as service times, events, and contact details. Consider adding features like online donations and sermon archives.

DOES YOUR CHURCH NEED A WEBSITE?







WEB SERVICES

Visit cmechurches,.org
Email cit@thecmechurch.org

Service offerings are subject to change as business services and development protocols are finalized.

LANDING PAGE SITE Service Includes: cmechurches.org domain name Website hosting services landing page website with 5 sections

- 1 hour of 1 on 1 or Group Training
 - Website Updates
 - Web Form Management
- Page Updates
- · Plugin Updates
- Settings & Template Adjustments

\$50.00 One-Time Fee



WEBSITE REBUILD Service Includes: If you have an existing website and need the CIT Team to redesign it for you, we can assist you with that. This service includes an assessment of your current website and migrating the domain and hosting to the CIT designated platforms. Your current site will reformatted to one of the pre-designed templates of your choice and converted to a 5 page website with the following pages: Home, About Us, Church Calendar, Ministries, Contact Us Features and plugins included on website · Web Forms | · Events Calendar · Image Gallery | · Site Security · SEO Optimization 1 hour of 1 on 1 or Group Training \$200.00 One-Time Fee





Leveling up a local church's digital landscape can greatly enhance its outreach, engagement, and community-building efforts. Here are some tips to assist local churches.

• Social Media Presence: Establish active profiles on major social media platforms such as Facebook, X, Instagram, and YouTube. Regularly share updates, inspirational messages, event reminders, and photos/videos of church activities.





Leveling up a local church's digital landscape can greatly enhance its outreach, engagement, and community-building efforts. Here are some tips to assist local churches.

• Live Streaming: Offer live streaming of services for members who are unable to attend in person. This can be done through platforms like Facebook Live, YouTube Live, or dedicated streaming services.



- SE O
- **Digital Giving Options**: Provide multiple options for digital giving, including online donation platforms, mobile apps, and text-to-give services. Make it easy for members to contribute financially to the church's mission.





\$ Cash App

 Examples: Givelify, PayPal, PushPay, Tithely, CashApp



 Church Management System: a cloud-based platform that helps church leaders manage various aspects of their ministry, including membership, communication, events, finances, and more, all in one place. Examples: ChurchTrac, Realm





 Email Newsletters: Develop an email newsletter to keep members informed about upcoming events, sermons, volunteer opportunities, and important announcements.



• Online Community Groups: Create online groups or forums where members can connect, share prayer requests, discuss faith-related topics, and support one another outside of regular church meetings.





Use QR Codes in Your Local Church

(Quick Response Code)



The CME Church Website

Use QR Codes to Share Data (Quick Response Codes)

- Many websites offer free QR code generators, allowing you to create basic codes for free.
- To create a QR code, you'll need a QRM code generator which are included in some popular software applications or platforms, such as Adobe Express, Canva, QR Code Monkey, Wix and others.
- To create QR codes for free, use the website ME-QR https://me-gr.com/

.



The CME Church Website

Use QR Codes in Your Local Church

- Online Giving
- Engage your virtual worshippers in the offering time
- Invite your members/ people to your digital front porch: web site, social media platforms
- Reduce your budget for paper
 - Church worship bulletin
 - Announcements
 - Monthly newsletter
- Add codes to business cards and church stationery

Use QR Codes in Your Local Church:

 Help your members and guests learn more about the Christian Methodist Episcopal Church

https://thecmechurch.org/about-us/



Use QR Codes in Your Local Church:

Make your video screens more connected

Track attendance and collect prayer concerns efficiently

Help your members and guests connect to guess Wi-Fi.



WHAT IS AI?



- Artificial Intelligence is the ability for a computer to think, learn and simulate human mental processes, such as perceiving, reasoning, and learning.
 - It can also independently perform complex tasks that once required human input.



Applications of All





Healthcare



Automobile



Finance



Surveillance



Social Media



Entertainment





Education



Space Exploration



Gaming



Robotics



Agriculture



E-commerce



How does Machine Learning Relate to



Although the terms
Artificial Intelligence (AI)
and machine learning are
frequently used
interchangeably, (machine
learning is a subset of the
larger category of AI.)

Artificial Intelligence signifies computers' general ability to mimic human thought while carrying out tasks in real-world environments

AI?

Machine learning implies to the technologies and algorithms that allow systems to recognize patterns, make decisions, and improve themselves through experience and data.

EXAMPLES

Virtual <u>Assistance</u>

Autonomous vehicles

Chatbots

E-commerce

Al can be used for various situations, but these are some examples of Al in our daily life.

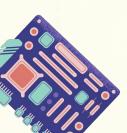
Recommendation systems

Navigation apps

Facial recognition

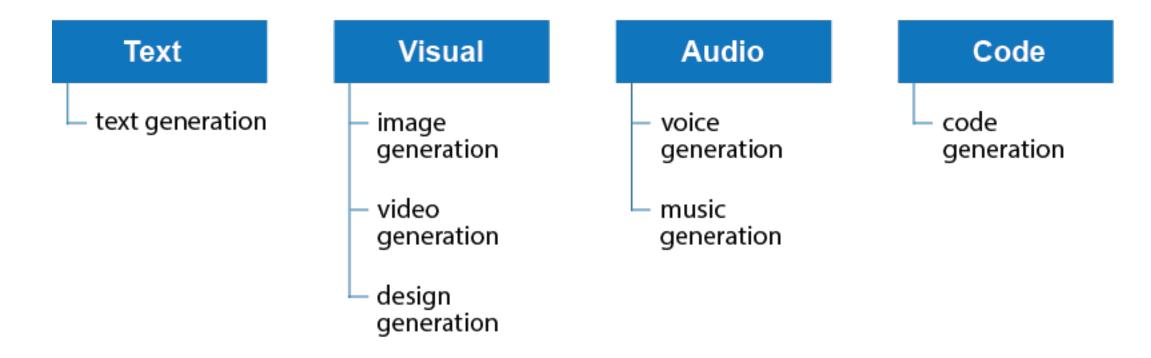
Text editors





Generative Artificial Intelligence (AI) tools use machine learning models trained on massive pools of information to learn patterns from data to create novel content like text, images, audio, or video in response to a prompt.

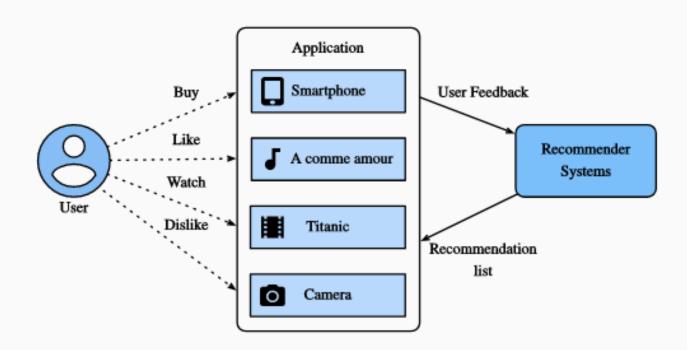
Generative AI Tools



TOOLS USED BY ORDINARY PEOPLE TO DO ORDINARY THINGS!

AI Recommender Systems

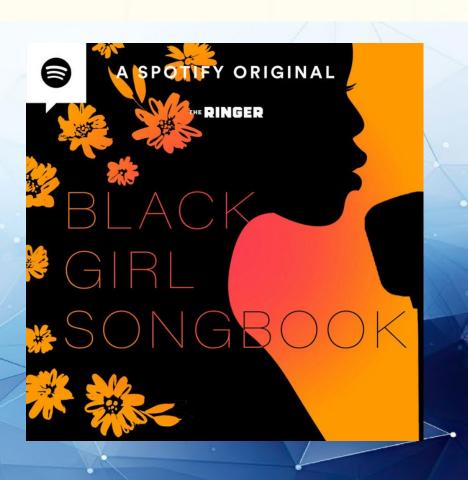
 Al-powered recommendation systems personalize content, products, and services based on user behavior and preferences.



AI Recommender Systems







You've Probably Used Some AI Tools!

Virtual Assistants
Smartphones
Recommendation Systems

Navigation and Maps: We use Al-powered navigation apps like Google Maps and Waze that provide real-time traffic updates, optimized routes, and predictive travel times to help users avoid congestion and delays.

Language Translation: Al-powered language translation apps and services allow for real-time translation of text, speech, and images between different languages. These tools are beneficial for communication and language learning.

Health and Fitness: Many persons use health and fitness apps powered by AI to track users' activity levels, monitor sleep patterns, and provide personalized workout plans and nutrition recommendations. AI algorithms analyze data to help users achieve their fitness goals and improve overall health.

Customer Service: Al-powered chatbots are becoming more and more popular among banks and online stores. These chatbots provide instant assistance to us by answering frequently asked questions, handling basic troubleshooting, and helping with product inquiries. With chatbots handling these tasks, businesses can save time and resources while improving customer satisfaction (and yes, sometimes chatbots can be annoying to humans).

Content Creation: Al tools can generate content for us, including articles, artwork, music, and videos. Alpowered writing assistants aid users in writing by suggesting improvements, generating ideas, or even writing entire articles. Look for more information about Al-generated content and how to use these tools.

Virtual Assistants







WHAT PROBLEMS CAN AI SOLVE?

Cybersecurity dectecting spam

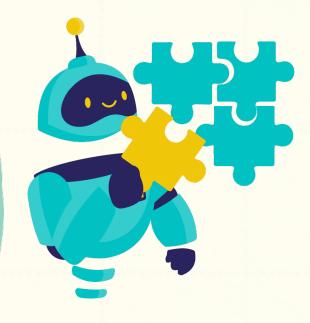
Healthcare records → medical

Research → idea generation, finding data

Transportation

self driving cars

As shown above, AI can solve a LOT of problems. Let's explore a few on the next slide!



AI Uses

Advantages

Image and facial recognition

It can help make data

• safer and more secure.

For example, face

authentication can

ensure that only the

appropriate person

has access to sensitive

information that is

intended specifically

for them.

Medical diagnosis

Provides more exact
diagnoses, detects
hidden patterns in
imaging investigations,
and predicts how
patients will respond to
specific medications.
This leads to better
treatment strategies,
fewer clinical errors,
and more accurate
diagnosis.

Customer service

- Customer service teams can get feedback from customers by using AI.
- For example, Alpowered information
 can provide agents with
 information on client
 intent, language, and
 sentiment so they are
 aware of how to
 approach an encounter.

'Recommendation' systems

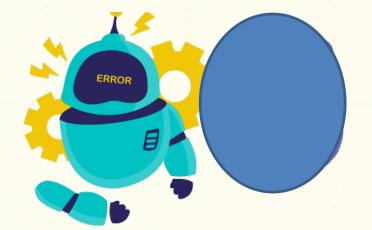
- Al content recommendations help people stay engaged and informed.
- For example,
 Virtual(Siri and Alexa.),
 Personalized content
 on streaming
 platforms, Apps that
 suggest best routes
 based on traffic.











Disadvantages of AI?



Privacy Concerns

Ethical Dilemmas

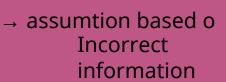
Security Risks

Concentration of

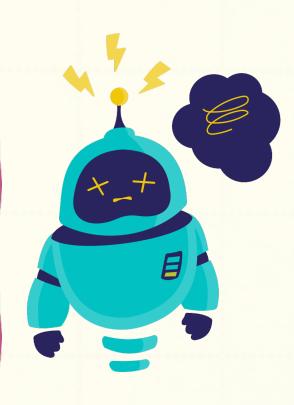
Power Dependence on

A

Job Displacement







Using AI Responsibly

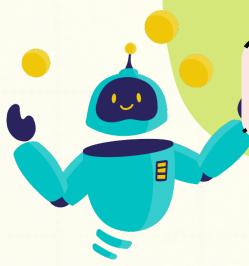
People should use their own creativity, not copy off of Al! Al is just a tool for efficiency!

Put People First

Consider data and privacy goals

Minimize unintended bias

Ensure Al transparency





RESPONSIBLE AI USE

Al can help do repetitive work for humans, but humans should still be prioritized. Create a culture that utilizes creativity, empathy, and dexterity from humans and Al for increased efficiency.

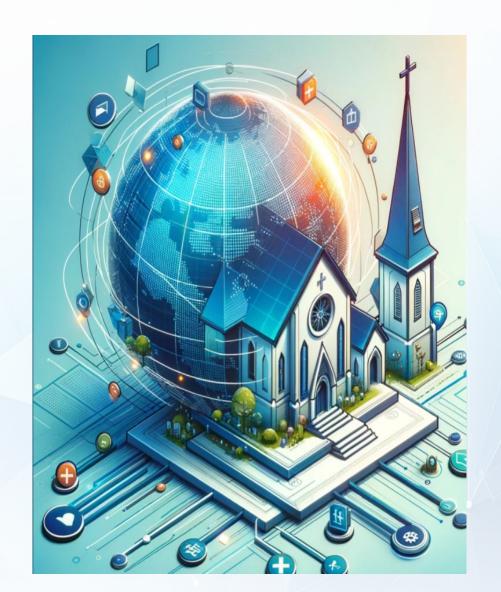
Businesses should adopt strong security measures, limit access to sensitive data, and anonymize data whenever possible to secure data privacy with AI and ML technologies.

There needs to be fairness in AI which entails identifying and eliminating discrimination while also encouraging diversity and inclusion. This is can be done by using training models with equal representation.

Develop explainable AI that is visible across processes and functions to generate trust among employees and customers. Provide examinability, comprehension, and traceability.



EMBRACE AI FOR EFFECTIVE MINISTRY JUST AS DONE WITH OTHER TECH TOOLS!



- Communication
- Online Sermons and Worship
- Community Building
- Digital Giving
- Virtual Meetings and Counseling
- Resource Management
- Education and Training:



Generative AI Tools

Text

text generation

Visual

image generation

video generation

design generation

Audio

voice generation

music generation

Code

code generation

Generative Al Tools for Ministries - ChatBots

- ChaptGPT: https://chat.openai.com/
- Microsoft Co-Pilot https://copilot.microsoft.com/
- Google Gemini: https://gemini.google.com/
- Perplexity: https://www.perplexity.ai/
- Poe: https://poe.com/

- ChatGPT is an artificial intelligence writing platform known for its ability to create high-quality content, answer questions, and much more.
- It was introduced at the end of November 2022, and between its ability to understand language nuances and growing popularity, ChatGPT is here to stay.

- To start using ChatGPT, open <u>chatgpt.com</u>
- You can ask Chatgpt anything!

Tips for Using ChatGPT for Churches

- 1. Engage your audience with chat prompts
- 2. Answer FAQs
- 3. Support pastoral care efforts
- 4. Create devotionals
- 5. Generate social media content
- 6. Suggest sermon topics and write sermons
- 7. Develop kid's ministry content
- 8. Simplify communications
- 9. Plan and promote events
- 10. Strengthen fundraising efforts

• 5 Ways ChatGPT Enhances Digital Ministry + Discipleship

Engage your audience with chat prompts

- As more and more churches move online, their congregants' questions, answers, and "amens" have moved into the chatbox.
- So when church leaders can share their sermon notes with ChatGPT, they can ask the AI to generate questions to keep the conversation going in chat, bringing the church experience to life in a whole new way

Support Pastoral Care Efforts

ChatGPT can assist your members in need of pastoral care by generating helpful responses to common questions and concerns about faith and relationships.

Simply type a question like "How can I be saved according to the Bible?" or "What does the Bible say about forgiveness?"

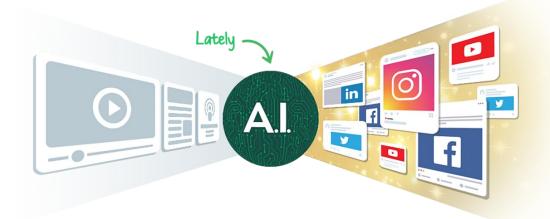
ChatGPT will retrieve Bible verses and offer explanations so the members in need can easily understand basic faith concepts and ideas.

Just be sure to double-check ChatGPT's answers; It's a great tool to help you support your congregation through the hard times, but not a theology expert!



Create devotionals

- Churches can use AI generated content, even devotionals, that resonate with and nurture their congregants.
- The AI tool empowers pastors and ministry teams to generate consistent devotionals that expand on the current sermon series.
- Adding these devotionals to your church app or newsletter can help your members dive deeper into the Bible and deepen their faith and connection to your church.



Generate social media content

 ChatGPT can generate relevant social media content that speaks directly to your audience. Whether it's inspirational quotes, Bible verses, or relevant topics of discussion, ChatGPT can analyze your preferences and suggest ideas that resonate with your audience. Its technology can bring you closer to your congregation, helping you create content that addresses their needs and interests, boosting your online presence, and helping your church thrive.



Generate social media content

- Start enhancing your digital ministry today with this ChatGPT prompt:
- Act as a social media manager for [your church name] 's Instagram account. Your prompt is to create a post [recent sermon topic]. The post should include the following:
- **Caption:** The caption for your post should be engaging and authentic while staying true to the core message of the [sermon topic or bible verse]. Arrange the caption creatively starting with a hook that draws the reader's attention towards the post, then providing the Bible verse reference, followed by a message that ties the verse with the theme.
- **Hashtags:** Include three relevant and popular hashtags.



Suggest sermon topics and write sermons

With ChatGPT, you can generate interesting sermon ideas, outlines, and even complete sermons, based on specific scripture passages or themes.

You can also get geographical insights, historical context, and suggested applications for your passage!

And you can even ask ChatGPT to give you feedback from the perspective of a specific audience, like new believers or Gen Z, to refine your message and address potential concerns.

Ready to put ChatGPT's sermon development to the test?
 Use this prompt to get sermon topics from a specific book of the Bible.

• Act as a preacher. List 5 themes for inspiring sermons based on the book of Romans in the Bible. You should select themes that will inspire listeners and deepen their understanding of the gospel, focusing on the book's key religious and moral principles. Be sure to include verses and reference numbers that relate to the theme. You can also include examples of how those themes apply to day-to-day life.

Develop Kid's Ministry Content



ChatGPT can create educational materials for Sunday school classes, Vacation Bible School, Bible studies, and other church-related educational programs.

Try this by typing in prompts like:

- Write a lesson plan about the fruit of the Spirit for a children's Sunday School class.
- Develop a Bible study on the theme of forgiveness
- Create a curriculum for a Vacation Bible School program based on the life of David
- Write a lesson plan about the parables of Jesus for a youth group

Simplify Communications

- Engage your church with ChatGPT-generated communications that keep members informed and engaged.
- When you put in the necessary information, ChatGPT will generate tailored content for newsletters, bulletins, announcements, push notifications, meeting agendas, and website copy.

Plan and Promote Events

- ChatGPT makes it easy to get your church events noticed!
- Generate exciting descriptions, invitations, and announcements to capture your congregation's attention.
- Plus, you can create professional speaker bios in no time that can be included in your church bulletin or website

Strengthen Fundraising Efforts

- If you're looking for ways to bolster your church's fundraising efforts, ChatGPT can help with compelling, attention-grabbing content.
- Whether that's emails, social media posts, a personal message from the lead pastor, or an update sharing the impact donations have made, ChatGPT will generate content that resonates with and inspires your readers.
- The end result is a giving campaign that captures your congregants' attention, engages their hearts, and inspires them to help support your church's mission.

Strengthen Fundraising Efforts

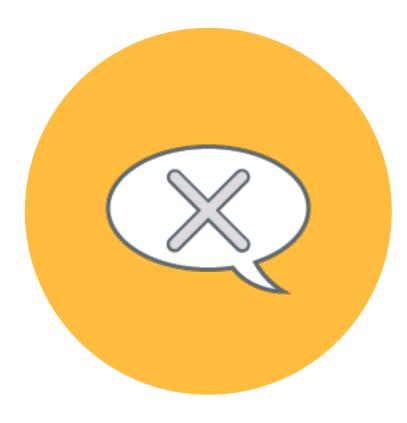
- Launch your next fundraising campaign even faster with this ChatGPT prompt:
- Act as a pastor. Write an encouraging email to your church members announcing a new giving campaign to raise funds for the construction of a new church building. The email should be heartfelt, passionate, and inspiring, making members feel excited and eager to contribute to the project. Include key details about the initiative and explain how their generous donations will make a meaningful difference. Consider the best ways to present and format the information, such as using bold and italics to highlight important points and breaking up the email into digestible sections. Remember to emphasize the importance of the church in the community and the power of coming together towards a common goal. Finally, craft a clear call-to-action that encourages members to donate and reinforces the message that every contribution counts, no matter the size.

Final Thoughts

- As a pastor or church leader, you don't need to have all the answers or do all the work yourself. There are existing tools (and new ones being developed daily) that offer new ways to automate workflows and boost efficiency in ministry operations so you can ultimately create stronger connections with your community.
- Al tools like ChatGPT are always learning and evolving, and the Church has the opportunity to do the same! Now is a great time to explore how this cutting-edge technology can support and grow your ministry.
- ChatGPT is just one tool that churches can put in their digital toolkit.
 Discover what church leaders are saying about their priorities, concerns, and expectations for church technology, today and for the future.

Generative Al Has Limits

Biases and 'hallucinations'



- Remember, even though generative AI can produce compelling content, it doesn't have human judgement or understanding. It can't provide personal insights or contextual awareness, has biases, and it can't replace the value of your own critical thinking.
- Plus: it sometimes makes things up or "hallucinates."
- Stay sharp and use a reliable source (i.e., not another generative AI tool!) to fact-check any content produced by AI before incorporating it into your work. Need help identifying a reliable source?

Generative AI Tools for Ministries - Chatbots

ChaptGPT: https://chat.openai.com/

ChatGPT is a free-to-use AI system. Use it for engaging conversations, gain insights, automating tasks, and witnessing the future of AI, all in one place.

Microsoft Co-Pilot - https://copilot.microsoft.com/

Microsoft Copilot is a chatbot developed by Microsoft and launched on February 7, 2023. Based on a large language model, it is able to cite sources, create poems, and write songs. It is Microsoft's primary replacement for the discontinued Cortana.

An online free version is available at the site. Copilot for Microsoft 365 is **available as an add-on plan** with one of the following licensing prerequisites: Microsoft 365 E5/ E3. Office 365 E3/

Google Gemini: https://gemini.google.com/

A free conversational AI chat service that can help you with your creative writing, research, and productivity needs.

Perplexity:

Al-chat-based conversational search engine that delivers answers to questions using language models.

Free = \$20 for Pro Plan Alternatives: ChatGPT/Claude/Bing Chat

Poe: https://poe.com/

Service developed by Quora that allows users to ask questions and obtain answers from a range of AI bots. Free/Access to more advanced bots for \$20/month

Prompt Training



- Most tasks will require you to prompt multiple times and refine the prompt to get an acceptable output.
- Achieving the "Perfect Prompt" may only be worthwhile if you plan to use it for years to come or share it with others.
- For most, a process of tweaking and refining is faster and more efficient.
- Once your prompting stops resulting in greater specificity in the output you should save your effort for refining the output into your own words.
- (Also, negative prompting is very effective for refining the output: "Don't use the word delve or moreover; Don't provide more than two examples per claim; Don't include any unnecessary adjectives or adverbs).



AI Tools for Ministries

Chatbots

Image Generation

Design

Presentations

Writing Tools

Social Media

Audio Generation

Video Editing

Audio Editing

AI Toolboxes



Aiforchurchleaders.com

Experimentation is Key

- Invite Al to the Table: Use Al in meetings, for generating ideas, and even in personal tasks like storytelling to gauge its effectiveness.
- **Keep Humans in the Loop**: All is predictive and trainable; it is not creative or reasonable. Artificial Intelligence is moonlight. Human Intelligence is sunlight.
- Start with Familiar Tasks: For those new to Al (e.g. all of us), start with tasks you do often so you can critically assess Al's performance and determine its best applications in your specific areas of expertise.



What would you do if you had more time for the things you value most?

WHAT ARE YOUR NEXT STEPS FOR USING AI?





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Bishop James B. Walker, Chair
Bishop Thomas L. Brown, Sr., Vice Chair
cio@thecmechurch.org
https://thecmechurch.org/citdepartment

Telephone: 253-376-6361



Download the presentation here:

https://thecmechurch.org/cit/digitalministryresources.pdf

Download the presentation here:



