



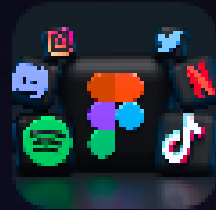
DIGITAL SOLUTIONS FOR FAITH LEADERS

Am Digital Magic is proud to be your trusted strategic partner in the ever-evolving digital environment. We stand out for transparency, ethics, and adaptability, and we are committed to the growth and visibility of our clients through personalized and effective digital marketing solutions.

Our vision is to restructure digital solutions for faith leaders and their faith communities. We're here to ease your path to success.

 by Pastor Alexander Melo

Leadership in the 21st Century



Adaptability

Leaders must adapt to changes in modern society and use digital tools for greater influence.



Transparency

Honesty and transparency are critical to building meaningful relationships with the faith community.



Collaboration

Effective collaboration between religious leaders and their community will strengthen their impact on society.

A blurred background image of a person in a blue shirt playing chess. The chessboard and pieces are visible, with a hand moving a white piece. The lighting is soft, and the focus is on the person's hands and the chess pieces.

Actions for a Positive Impact

1

Every Piece Counts

Prayer and the work of the Holy Spirit are critical to initiating meaningful change.

2

Don't Leave Anything Done

Successful organizations obtain accurate information and are efficient by using mass media and social media.

3

Find solutions

It's important to understand how the community connects to impact the 21st century.



Tips for Establishing a Clear Vision

1

Knowing the Reality

Analyze the demographic statistics and look for the local reality that you want to impact and transform.

2

Significant Impact

Changes in today's society require a different look for an effective impact.

Methods to Get to Know Your Community and Values

1

Detailed Analysis

It uses available tools to understand social dynamics (Google.com), and design a vision and mission according to the desired reality.

2

Presentation of Findings

Gather your leadership and present the findings to them so that they know the local reality in an organized way.

3

Teamwork

Collaboration with your leadership will bring visible and effective results.



Strengths, Weaknesses, and Opportunities in Your Faith Community

1

STRENGTHS

It identifies successful programs, outstanding ministries, and significant findings from demographic analysis in your community.

2

WEAKNESSES

Recognize ineffective programs, weak ministries, evaluate the church's evangelistic presence and plans.

3

OPPORTUNITIES

Consider new programs, social media opportunities, and changes needed for a clear, measurable, achievable, and impactful vision.

Strategic Planning and Evangelism

Action Plan

Identify and maximize strengths

Evangelization

Develop a clear and consistent plan to impact the community

Social Media

Take advantage of digital platforms to spread the message of faith

STRENGTHS

Identify strengths in the church.

Responds:

- What was the most important thing that stood out to you in this church?

- Which of the established programs do you find successful?

- Do you identify any important ministries in the church?

- Do you identify any important findings from the demographic analysis?

WEAKNESSES

Identify weaknesses in the church.

Responds:

- Do you think that any program is no longer effective? Which one and why?

- Is there a ministry that you identify as weak in the church, if your answer is (yes), indicate why?

- Does the church have a presence in the community, through some plan of mercy, and can people notice it?

- Does the church have a clear and consistent evangelistic plan to impact pre-believers, and does it include social media (YES) (No), and why?

OPPORTUNITIES

Identify opportunities in the church.

Responds:

- What program do you think should be implemented, after the demographic findings?

- What opportunity do you think social networks offer them to make themselves known, and to evangelize?

- What changes as a leader are you willing to make in your life, and for the benefit of the church?

- Are you willing not only in prayer, but also in action, to be part of a new vision for the church?
