LEADER GUIDE: EPISODE #14
HOW THE AI REVOLUTION IMPACTS YOUR MINISTRY

AN INTRODUCTION TO CHURCH CHANGER:

It's time to rip the lid off your leadership and push past organizational pain points holding you and your church back. **Church Changer** is designed to equip church leaders with practical tools, proven strategies, and best practices to help you reach more people for Christ and shatter growth barriers in your ministry. Listen today, and put key takeaways into practice tomorrow! We're here to collaborate with you and cheerlead for you. Join Co-hosts Pastor Tim Lucas and Lauren Bercarich, along with special guests, as they outline a clear path forward so you can increase your impact, and let's have some fun in the process! New episodes drop the first Tuesday of each month.

EPISODE NOTES:

Overview

We cannot afford to ignore the AI revolution. Generative AI has passed fringe and fad status and has brought widespread disruption. Church leaders should view AI as an opportunity to embrace. Joining Church Changer is early adopter and entrepreneur, Kenny Jahng, to help us understand AI and strategize how church leaders and pastors can leverage AI to spread the Gospel and elevate our ministry.

About Kenny Jahng

Kenny is a serial entrepreneur and has so many exciting endeavors that are ongoing. For the past 22 years, Kenny has led his company, Big Click Syndicate, helping nonprofits build marketing engines to create raving fans for their mission. He's also the owner and editor-in-chief of Church Tech Today. And as part of that, Kenny recently launched the "AI For Church Leaders" Group on Facebook and is one of the first voices in the ministry world to begin advocating for and teaching about how churches can leverage AI for good.

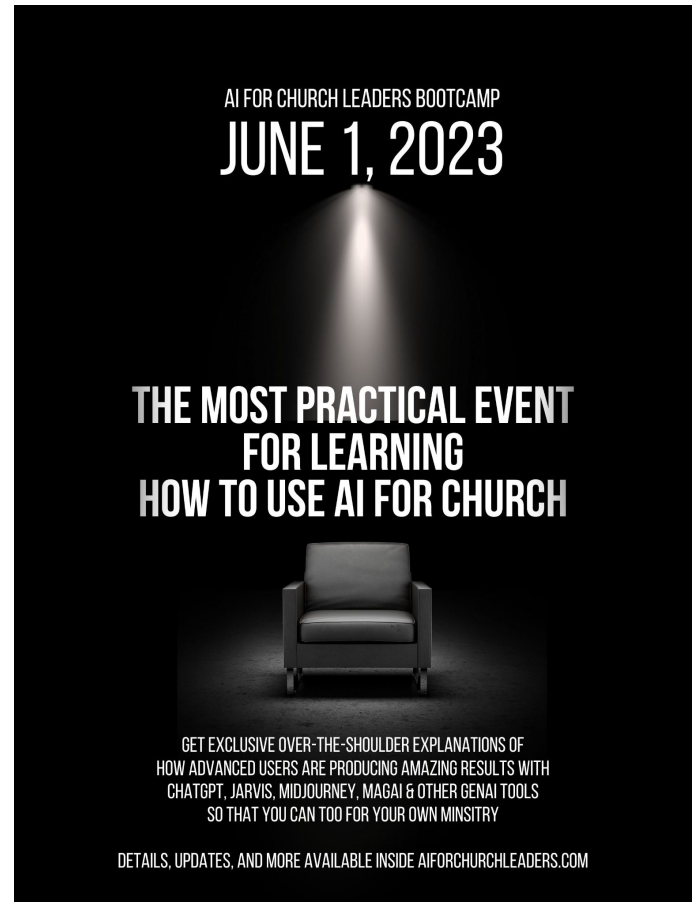## Something Free - All Access Passes To "AI For Church Leaders BootCamp"

In partnership with Kenny's Group "AI For Church Leaders," he is hosting a bootcamp event on June 1st dubbed "The Most Practical Event For Learning How To Use AI For Church." And Kenny is generously giving away FIVE all access passes to the event. Super high-value!

BTW - Kenny is also writing a super-practical book on AI and plans to give away a few copies when that goes to print as well.

Enter the drawing for these prizes:

***CLICK HERE TO FILL OUT THE ENTRY FORM**

We are really excited about the AI Bootcamp event because of how practical it is. There will be over-the-shoulder explanations of how to use AI and produce amazing results with multiple AI tools like ChatGPT, Jarvis and many others. The idea is that you leave this event equipped to begin using AI for your own ministry!

AI FOR CHURCH LEADERS BOOTCAMP
JUNE 1, 2023
THE MOST PRACTICAL EVENT FOR LEARNING HOW TO USE AI FOR CHURCH
GET EXCLUSIVE OVER-THE-SHOULDER EXPLANATIONS OF HOW ADVANCED USERS ARE PRODUCING AMAZING RESULTS WITH CHATGPT, JARVIS, MIDJOURNEY, MAGAI & OTHER GENAI TOOLS SO THAT YOU CAN TOO FOR YOUR OWN MINSITRY
DETAILS, UPDATES, AND MORE AVAILABLE INSIDE AIFORCHURCHLEADERS.COM

Churches Making Waves

Believe it or not, there aren't any churches truly leading the way in AI at the moment (that we know of)... or more likely, no one is really talking about their use of AI. The product and conversation is just so new!

However, ministry leaders from all over are in community on Facebook at "AI For Church Leaders," sharing experiments, advice, and asking questions in a safe space that is all about learning together. Jump into the conversation!

A Handful Of Key Takeaways From Our Time With Kenny Jahng

We had a lot of fun with Kenny … or as Tim called him, "The Bishop Of AI," while leaning into a fun and energetic conversation about how to use AI in the ministry context. Here are some takeaways from the conversation.

- You're not going to just take what generative AI produces and hit copy/paste without any editing. Kenny's advice is to think of AI as a seminary student intern. It doesn't get

everything right. You may have to go back and do more work with AI, suggesting revisions. It's a conversation. It's called a conversational chatbot for a reason. There should be a back-and-forth to refine whatever you are working on.

- Church leaders can use generative AI in so many ways at work. Craft marketing emails, write website copy, do research for your Sunday Sermons, refine the questions for your Small Group Guides, come up with snappy headlines for an upcoming event. However, we have to remember that AI isn't a brain. It doesn't have human emotions and feelings. In the church context, it can't care, it can't think on its own, and it can't pastor. Those are 3 things you can't delegate to AI.

- A lot of people are suffering from FOLO: Fear of Looming Obsolescence. But, the only people truly at risk are those who refuse to adapt and use AI. Those who appreciate its benefits and learn how to use this properly in their workflows can excel.

- You can't think of ChatGPT as a vending machine, where you push a couple buttons and candy pops out. What you feed it matters. That means the user needs to create a very thoughtful and thorough prompt. You can try using Kenny's **AAFTER** format.
  - A = Act like this (a bible scholar, a child, etc.)
  - A = Audience this is intended for (write this for a women's ministry group, high school class, etc.)
  - F = Format (is it a 500 word article, a tweet, an email)
  - T= Task (tell the chatbot exactly what you want it to do / write about)
  - E = Evidence (request the evidence or context needed)
  - R = Restrictions (tell the chatbot what you do NOT want included).

- We need to consider that there are potential risks and unintended consequences of using AI in pastoral work. Kenny advises against overreliance on AI. We don't want to put too much trust in AI, because we have to remember that there is no humanity in it. ChatGPT doesn't think, it predictively figures out appropriate outputs. But, it's so good at what it does, that it's simulating human thought and we don't want to be deceived by that.

- There are countless AI tools you can use to write copy, create graphics, build powerpoint presentations and so much more. Here is Kenny's Top 5 list of tools for those just getting started.
  - ChatGPT
  - JasperVIP.com
  - Canva Magic Docs
  - Magai.co
  - Otter.ai

Follow / Contact The Church Changer Team
- Email us at Info@ChurchChanger.com
- Follow us on Instagram @ChurchChangers
- Check out our website at ChurchChanger.com
- Listen to this episode on Apple Podcasts

DISCUSSION QUESTIONS

Continue the conversation! Here are questions to ask yourself and your team to help your church thrive. We hope Church Changer will inspire you to put into practice what we discuss each month!

1. Are you and your colleagues on staff using AI? Have a conversation about how you're currently using AI, what tools are most helpful, and where you're seeing success. Kenny points out that many people are using AI at work, but few are talking about it.

_____

_____

_____

2. What guidelines do you need to create around using AI at church? What are appropriate vs. inappropriate uses for AI? How can you communicate this with staff?

_____

_____

_____

3. Share a prompt that you used with ChapGPT (or another tool) and the resulting output and what went well. How are you learning to refine your prompts?

_____

_____

_____

4. What are some of the ethical questions around AI that you are currently wrestling with? Do you see any potential risks and unintended consequences of working with AI?

_____

_____

_____

_____

5. Traditionally, the church is slow to adopt new processes and technologies. Here's an opportunity to start using AI for our benefit. Are you open to being an early adopter?

_____

_____

_____

_____

We are rooting for you! May this be the year you shatter growth barriers in your ministry!