



What We've Learned During COVID-19

1. Digital ministry is challenging
2. Digital ministry doesn't happen without significant investment in personal relationships outside of the events.
3. Use digital tools that young people use. Just because you use Facebook doesn't mean your kids are using it. Think about Instagram, Twitter, Snapchat, etc.
4. Spend time searching the internet for articles on the latest trends youth are following. This will help to know what methods will be most effective in reaching your target audience.
5. Don't be disappointed if you only have a small group who show up for digital events. Even if it is one young person, it is worth it. Some young people are so isolated that they don't have any other people their age to worship with so what you do for Bible Study and Youth Group maybe their only connection to others.
6. Keep praying for your youth!
7. Don't Give Up!

Thanks to Eddie Heinrich, Youth Director, Northern California Conference for sharing his thoughts on what we have learned.