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Prayvine

Social Media and
Digital Communication:
What Ministry Partners Really Want



**Mobilize
More**



First, a story.

 prayvine



2 hrs · 

Okay Facebook hivemind, I'm here to solicit your advice: what's the best way to responsibly cut off charitable giving to someone that you support monthly? I've contributed to a guy in a large parachurch ministry for a couple years now, but I really have no idea what he does - communication is minimal and what I do receive is not personal. I think it's long past time to redirect the support to someone else whose work I am actively engaged with. Many of you have worked in independently-supported missions. What's the best way to conclude support?

Prayer and communications essential for mission work,
but what do ministry partners want?

Research Study: Ministry Partners' Views on Mission Communications

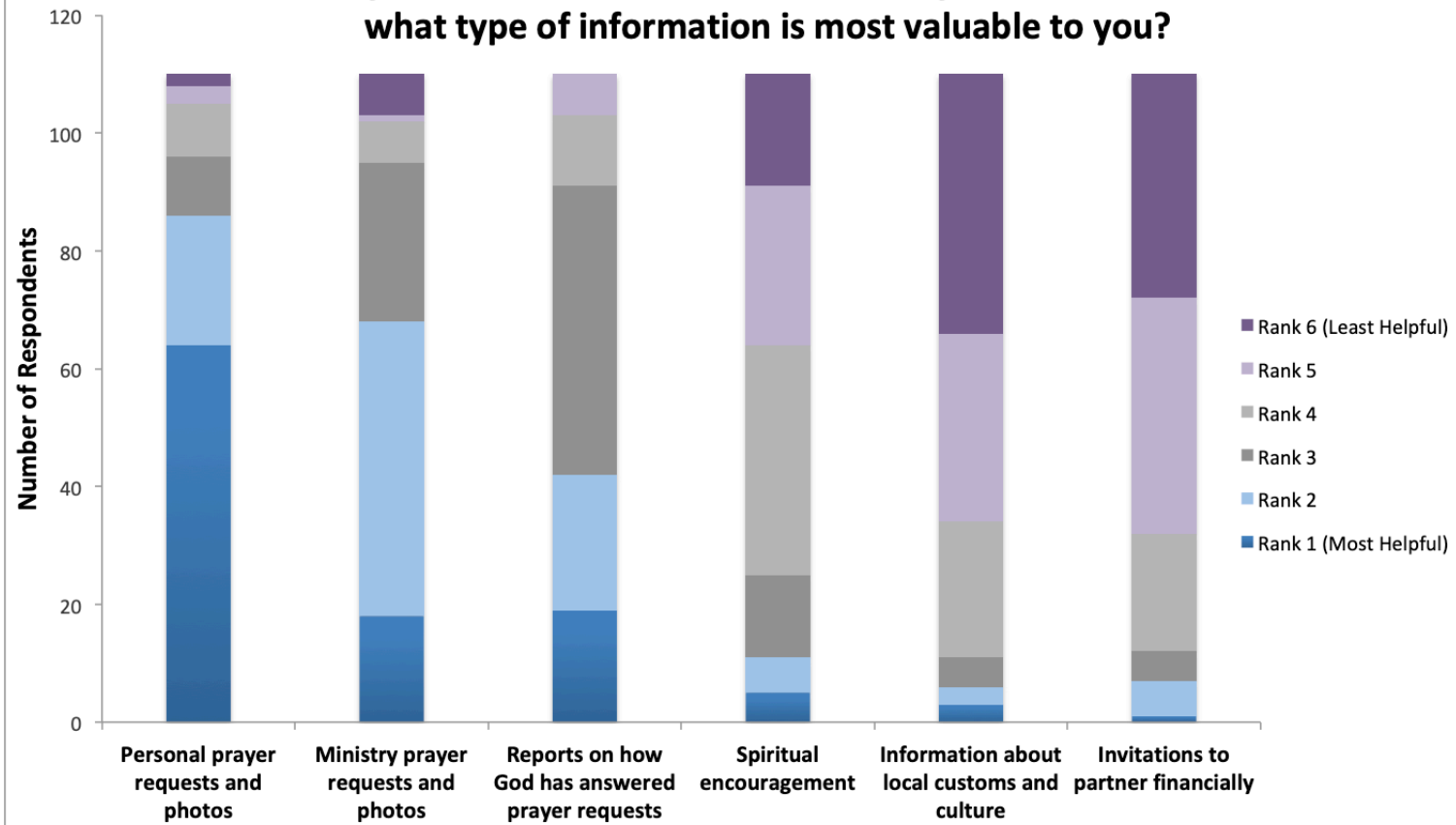
- Survey administered in September 2019
- Survey sent to ministry partners whose workers use Prayvine for communication
- Represented sending organizations included MTW, AIM, Cru, Time to Revive
- 110 Responses out of 870 sent, $\pm 4.5\%$ margin of error

Survey Topics

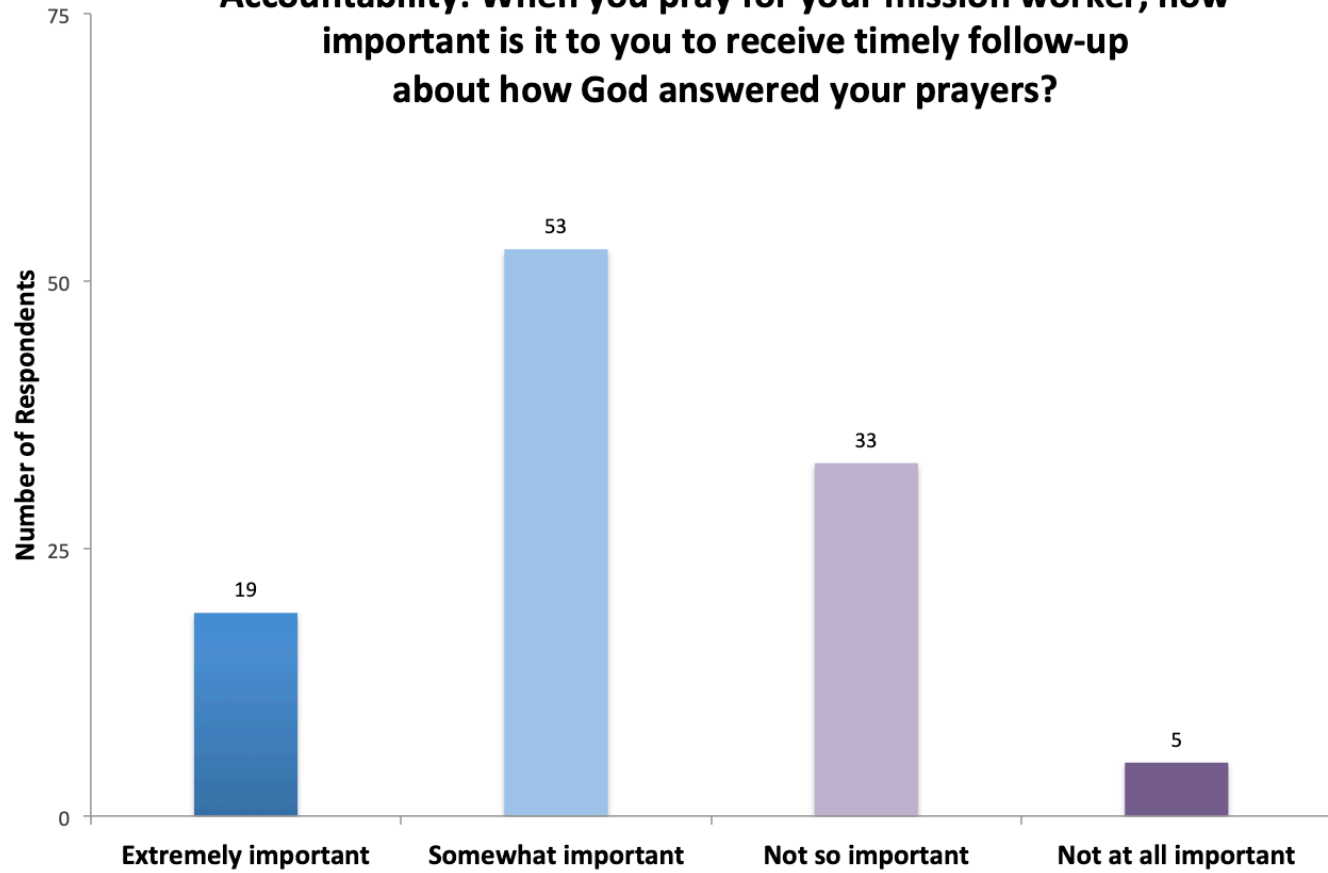
- Effective prayer mobilization
- Content and accountability
- Mobile device usage
- Email, text messaging, Facebook

1. Content and accountability

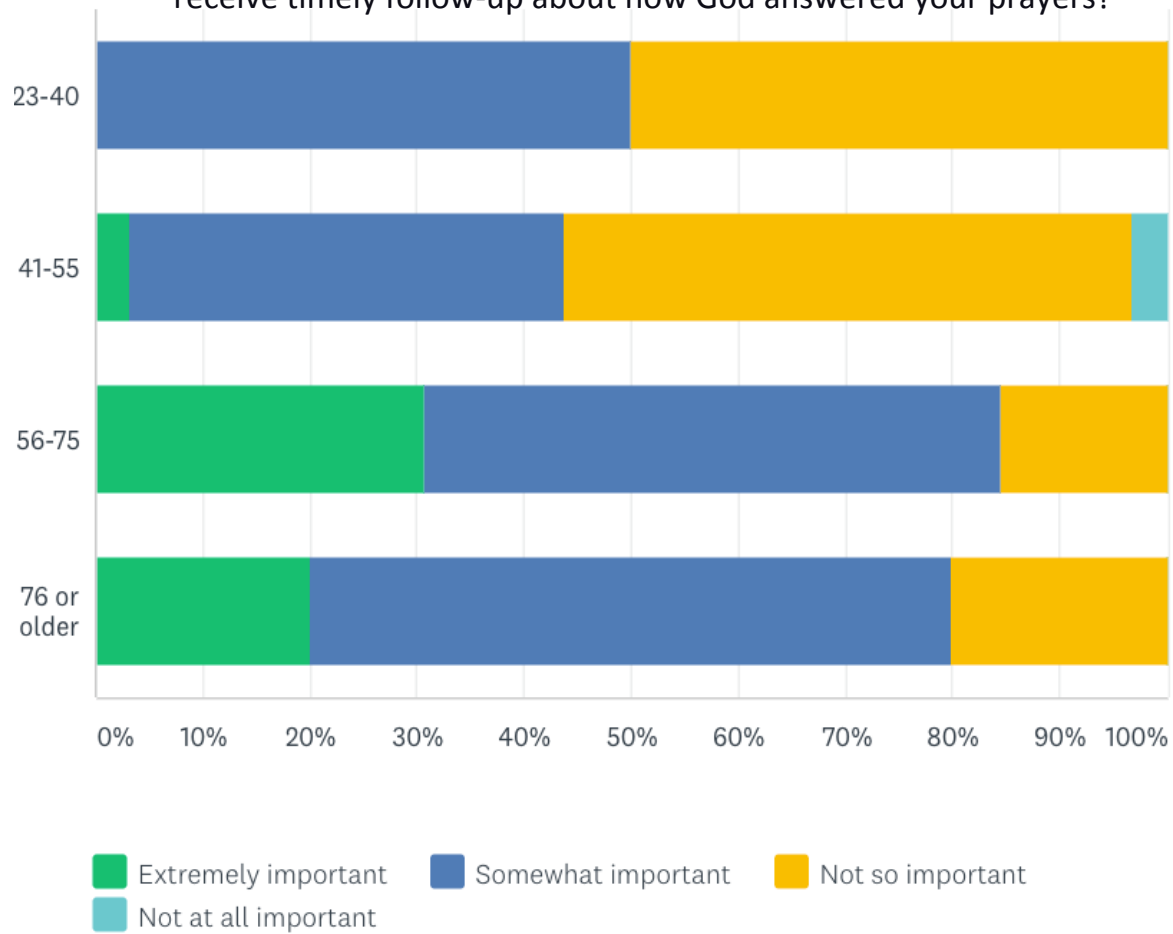
When you receive a communication from your mission worker, what type of information is most valuable to you?



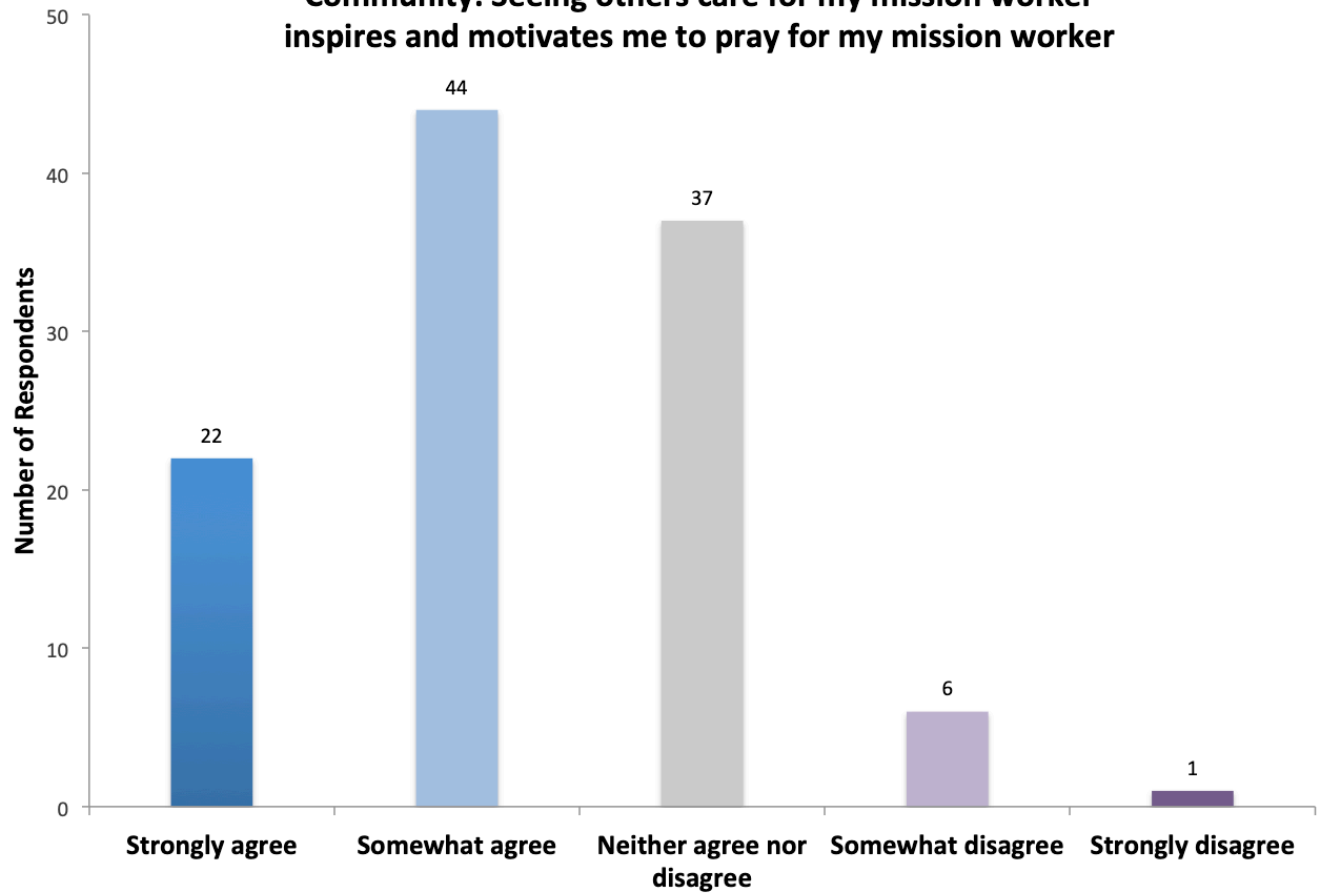
Accountability: When you pray for your mission worker, how important is it to you to receive timely follow-up about how God answered your prayers?



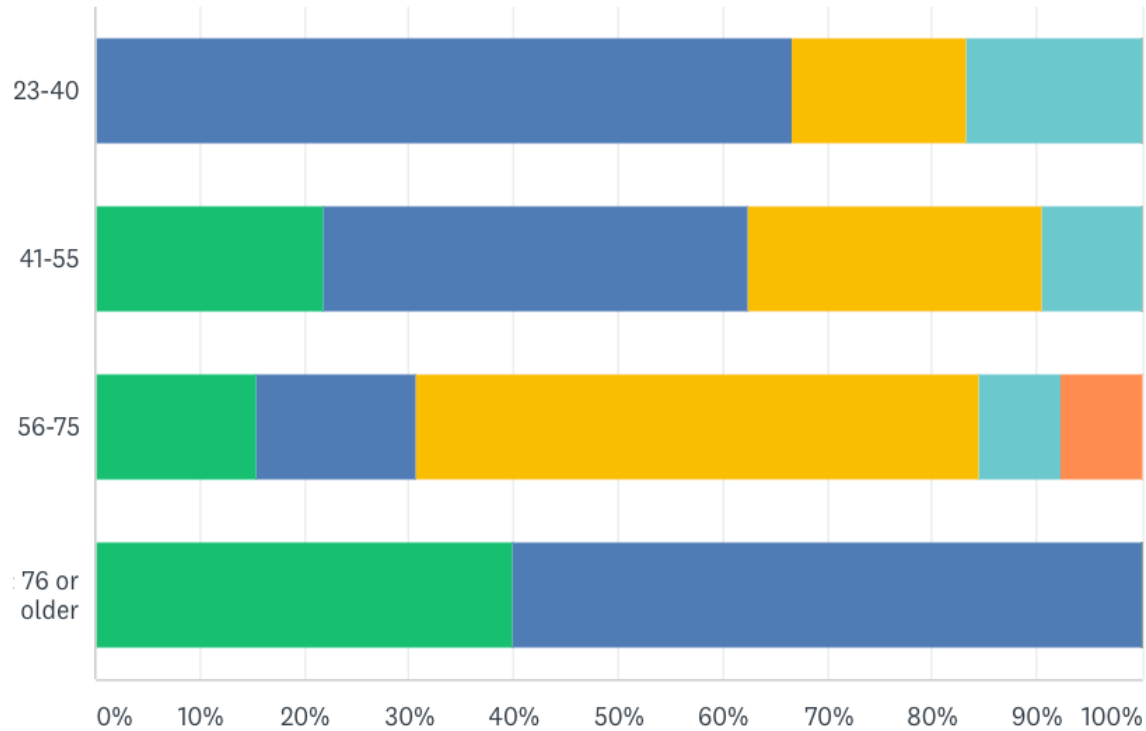
When you pray for your mission worker, how important is it to you to receive timely follow-up about how God answered your prayers?



Community: Seeing others care for my mission worker inspires and motivates me to pray for my mission worker



Seeing others care for my mission worker inspires and motivates me to pray for my mission worker



Strongly agree Somewhat agree Neither agree nor disagree
Somewhat disagree Strongly disagree

Content and accountability: Findings

- Prioritize prayer requests: ministry partners – and the Lord – desire active participation through intercession.
- Partners are super interested in the mission worker and their work, but generally don't value local field context.
- Ministry partners do not want solicitations in newsletters.
- Minister partners care deeply about how God answers their prayers.
- Ministry partners are motivated by belonging to a community of supporters surrounding the worker.

Content and accountability: MPD Coaches

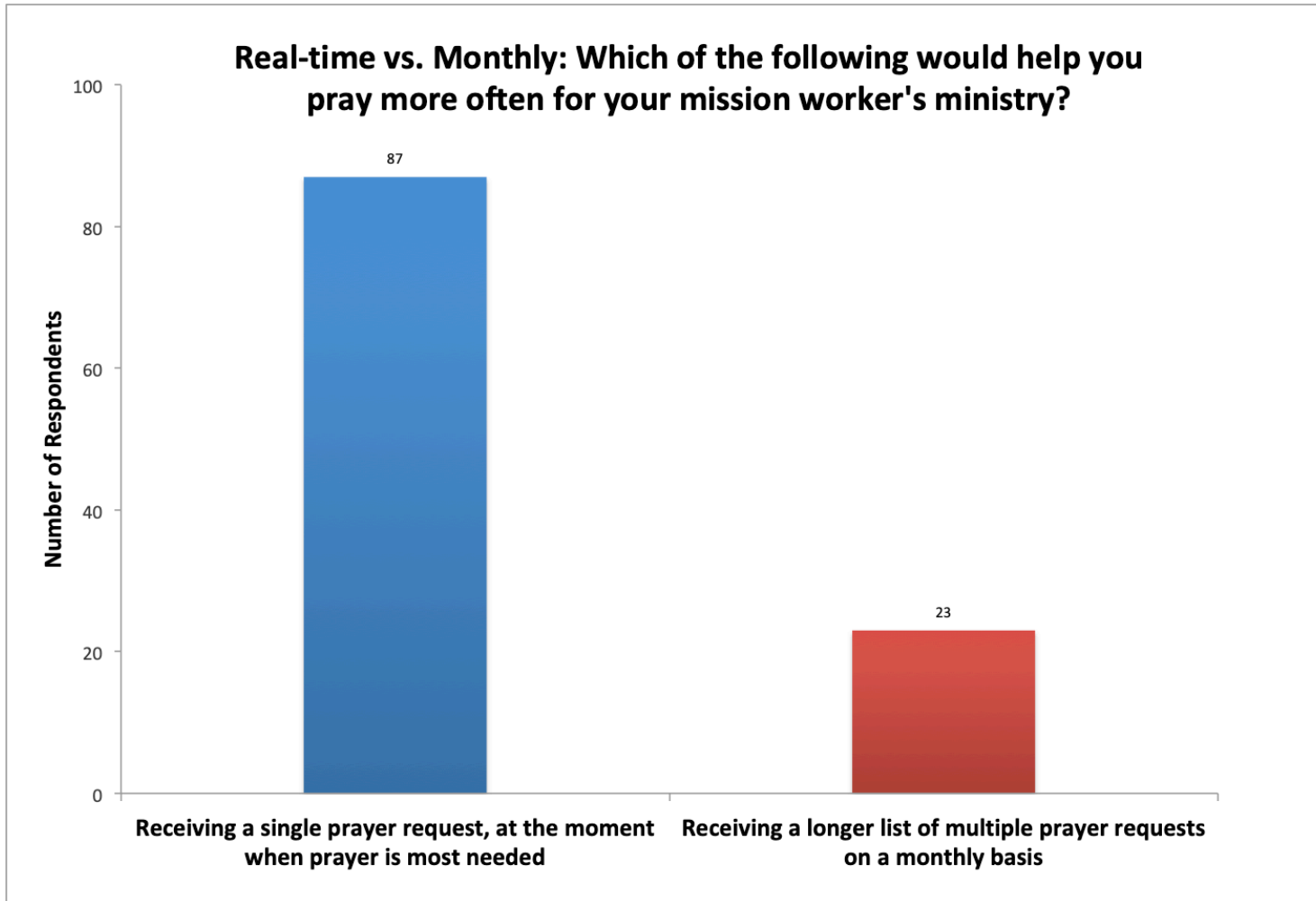
- Set the example for consistent communication. If you regularly procrastinate or miss communications, why should your trainees do differently?
- Read your trainee's communication. If you are glossing over it, their ministry partners probably are, too.
- Question #1: Is there a clear and upfront invitation to participate through prayer?
- Question #2: Do I get the sense that my participation as a ministry partner is absolutely vital?
- Question #3: Do I have a sense of belonging to a community united in prayer, asking God to move mountains?

Paul's prayer requests

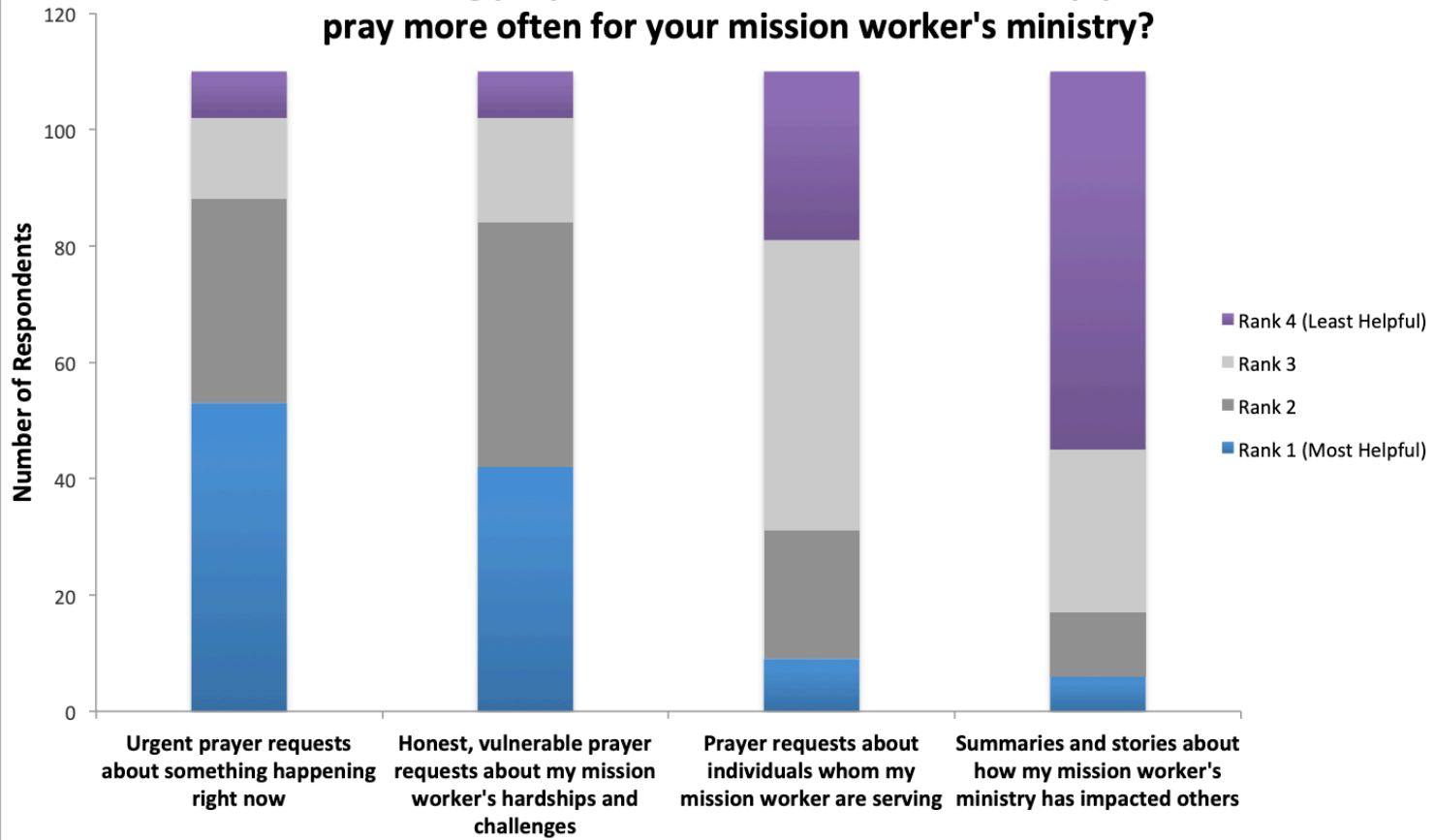
- “Yes, and I will rejoice, for I know that through your prayers and the help of the Spirit of Jesus Christ this will turn out for my deliverance” –Philippians 1:18b-19 (ESV)
- “To that end, keep alert with all perseverance, making supplication for all the saints, and also for me, that words may be given to me in opening my mouth boldly to proclaim the mystery of the gospel, for which I am an ambassador in chains, that I may declare it boldly, as I ought to speak.” –Ephesians 6:19b-20 (ESV)
- “At the same time, pray also for us, that God may open to us a door for the word, to declare the mystery of Christ, on account of which I am in prison—that I may make it clear, which is how I ought to speak.” –Colossians 4:3-4 (ESV)
- “Dear brothers and sisters, pray for us.” -1 Thessalonians 5:25 (NLT)

2. Effective prayer mobilization

Real-time vs. Monthly: Which of the following would help you pray more often for your mission worker's ministry?



Mobilizing prayer: What information would help you pray more often for your mission worker's ministry?



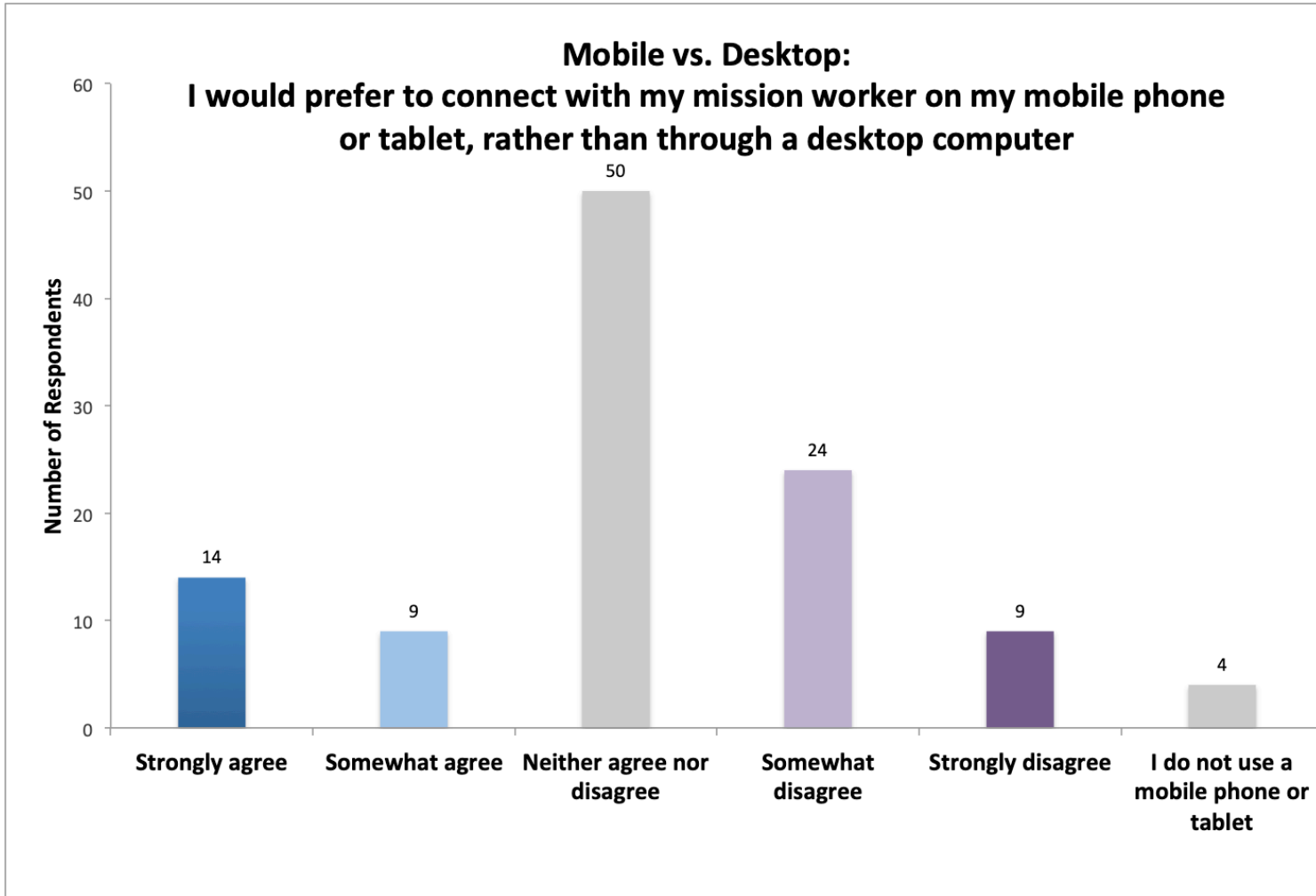
Effective prayer mobilization: Findings

- Ministry partners prefer focused, real-time prayer requests mobilize prayer to monthly prayer lists.
- Ministry partners want to hear honest and vulnerable sharing from their workers.

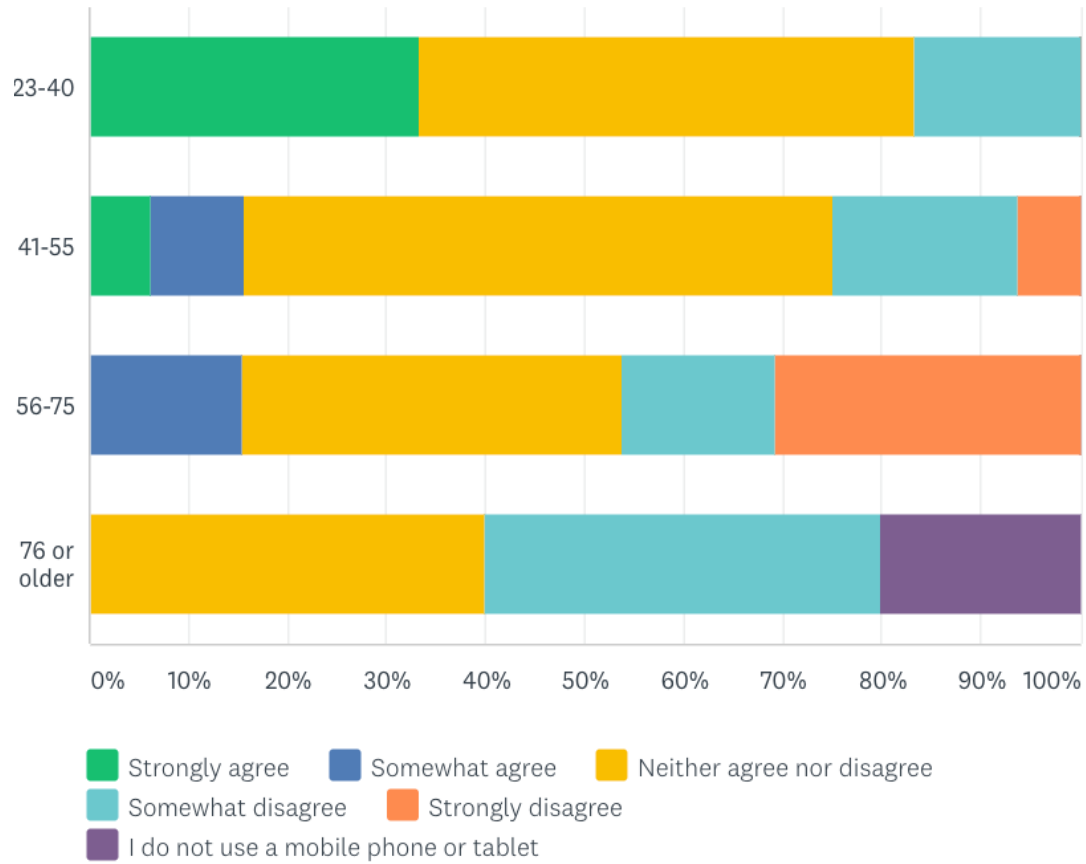
Effective prayer mobilization: MPD Coaches

- Question #1: Is this communication coming at the right time?
- Question #2: Does my mission worker value our relationship so much that he/she is willing to ask me to help bear his/her burden?

3. Mobile device usage



I would prefer to connect with my mission worker on my mobile phone or tablet, rather than on a desktop computer



Mobile device usage: Findings

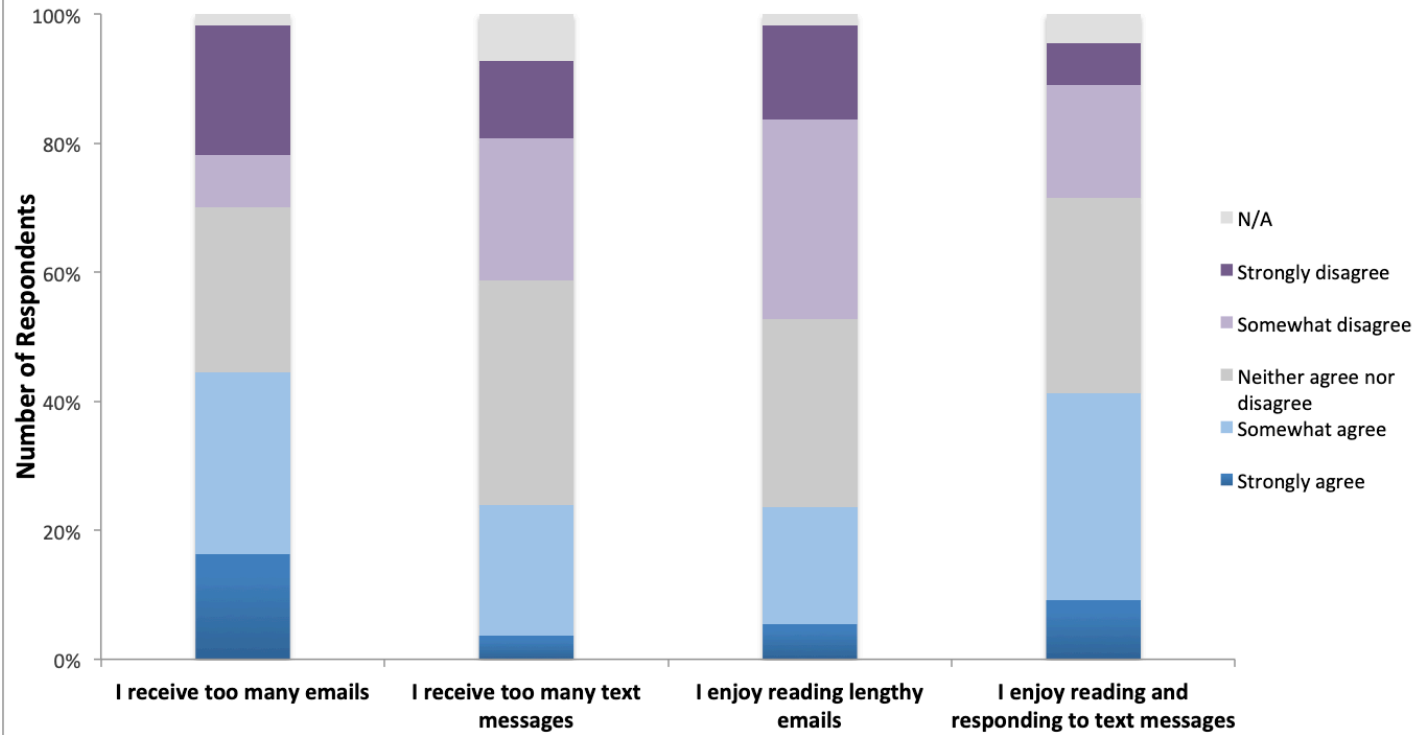
- Most ministry partners don't have a strong preference between communication through a mobile device or desktop computer.

Mobile device usage: MPD Coaches

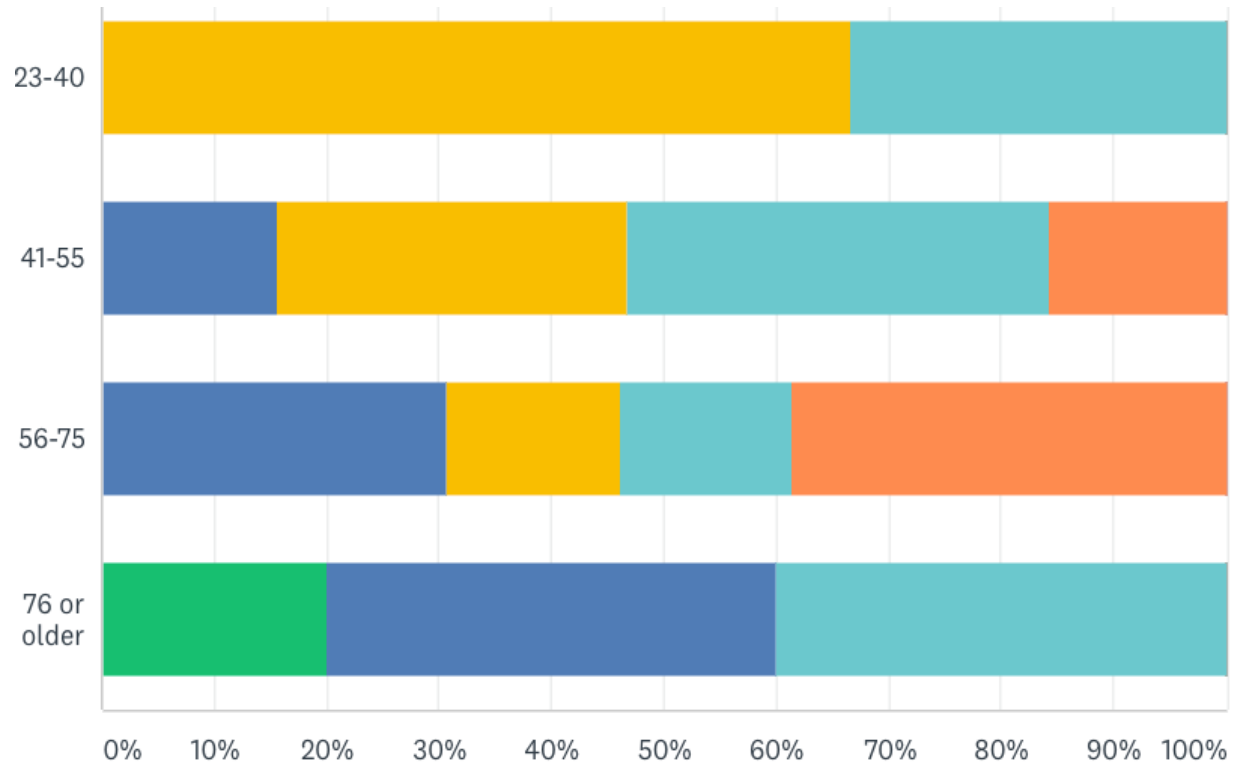
- Workers should get mobile phone numbers (in addition to home and business numbers) from their ministry partners.

4. Email, text messaging, Facebook

Email vs. Text Messaging: How much do you agree or disagree with the following statements?

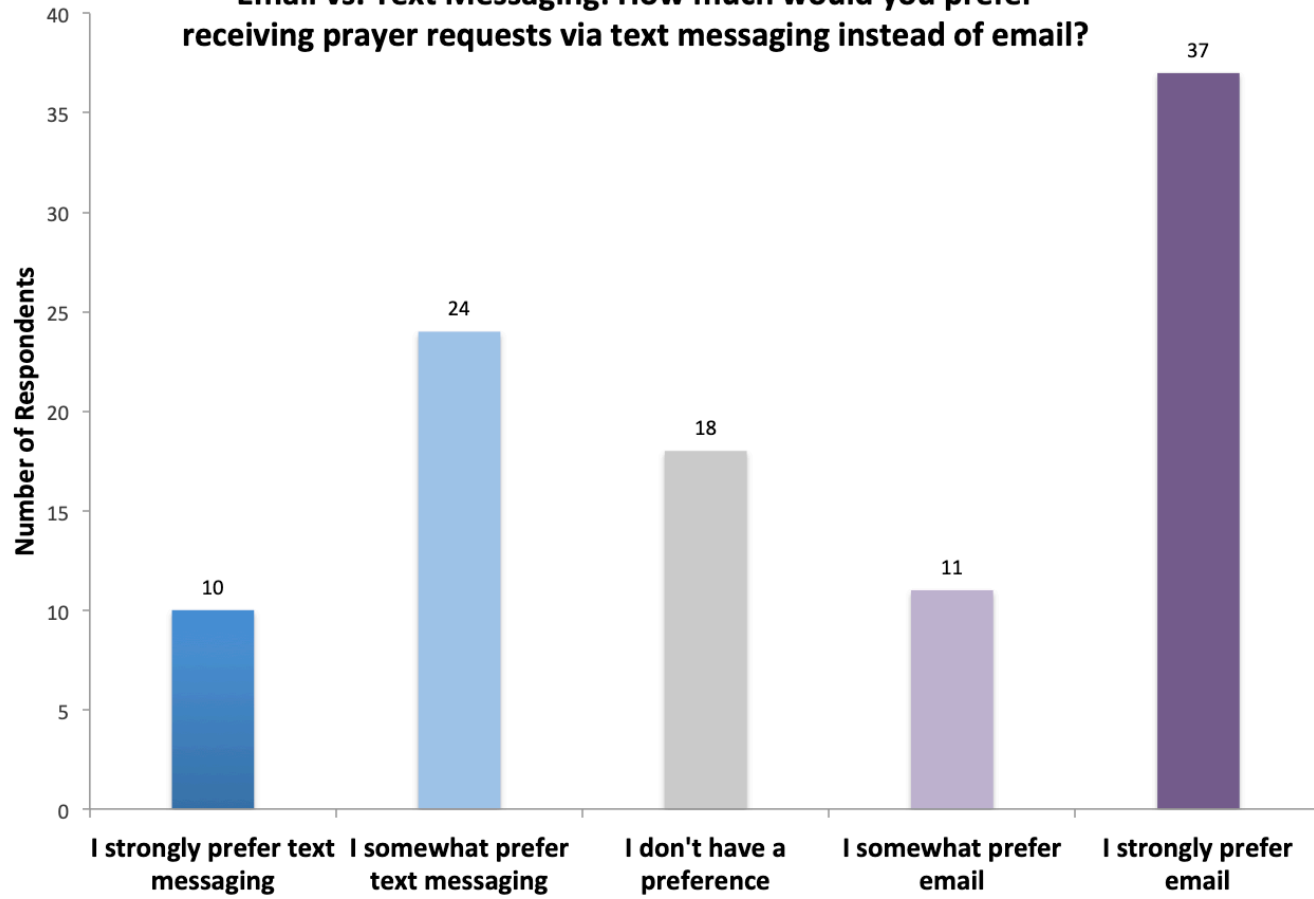


I enjoy reading long emails

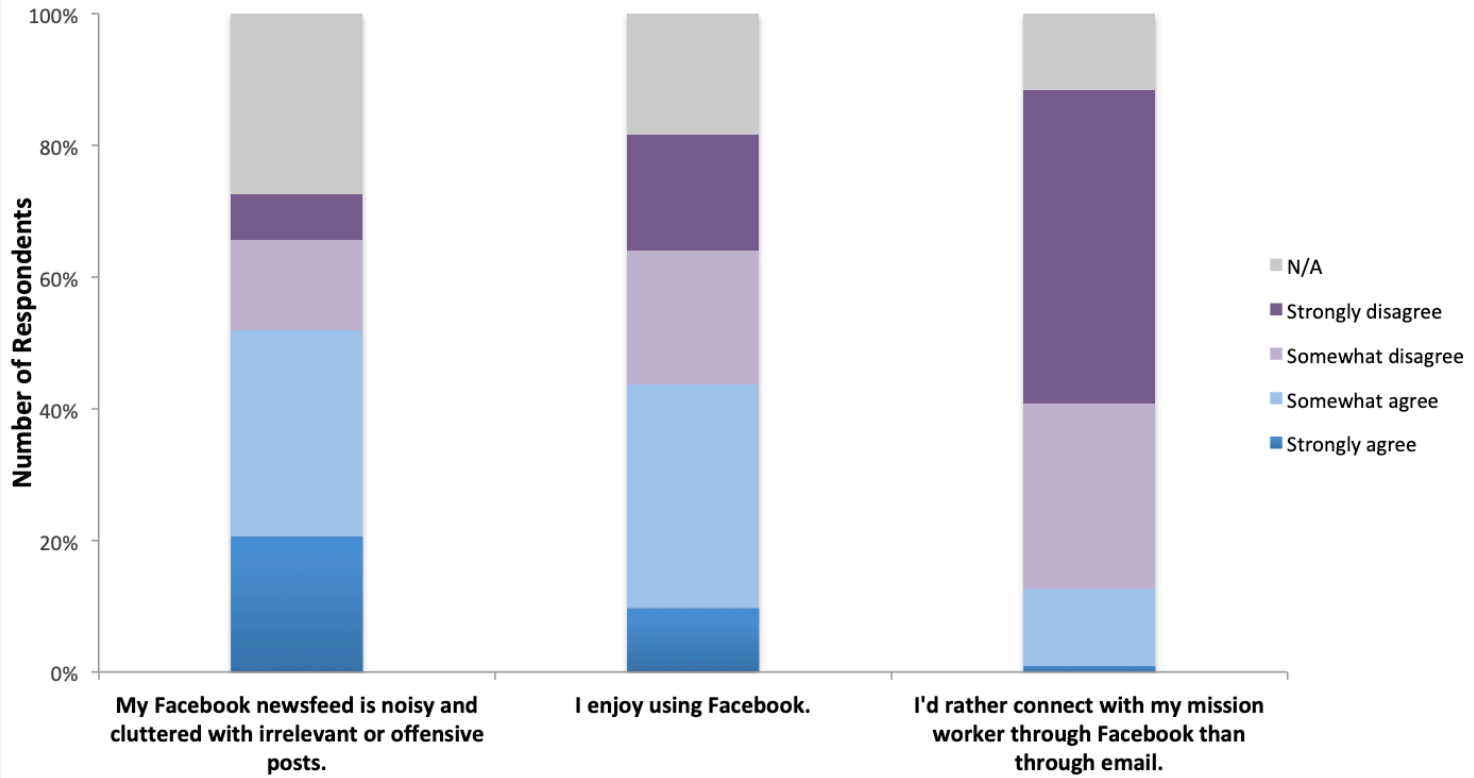


Strongly agree Somewhat agree Neither agree nor disagree
Somewhat disagree Strongly disagree N/A

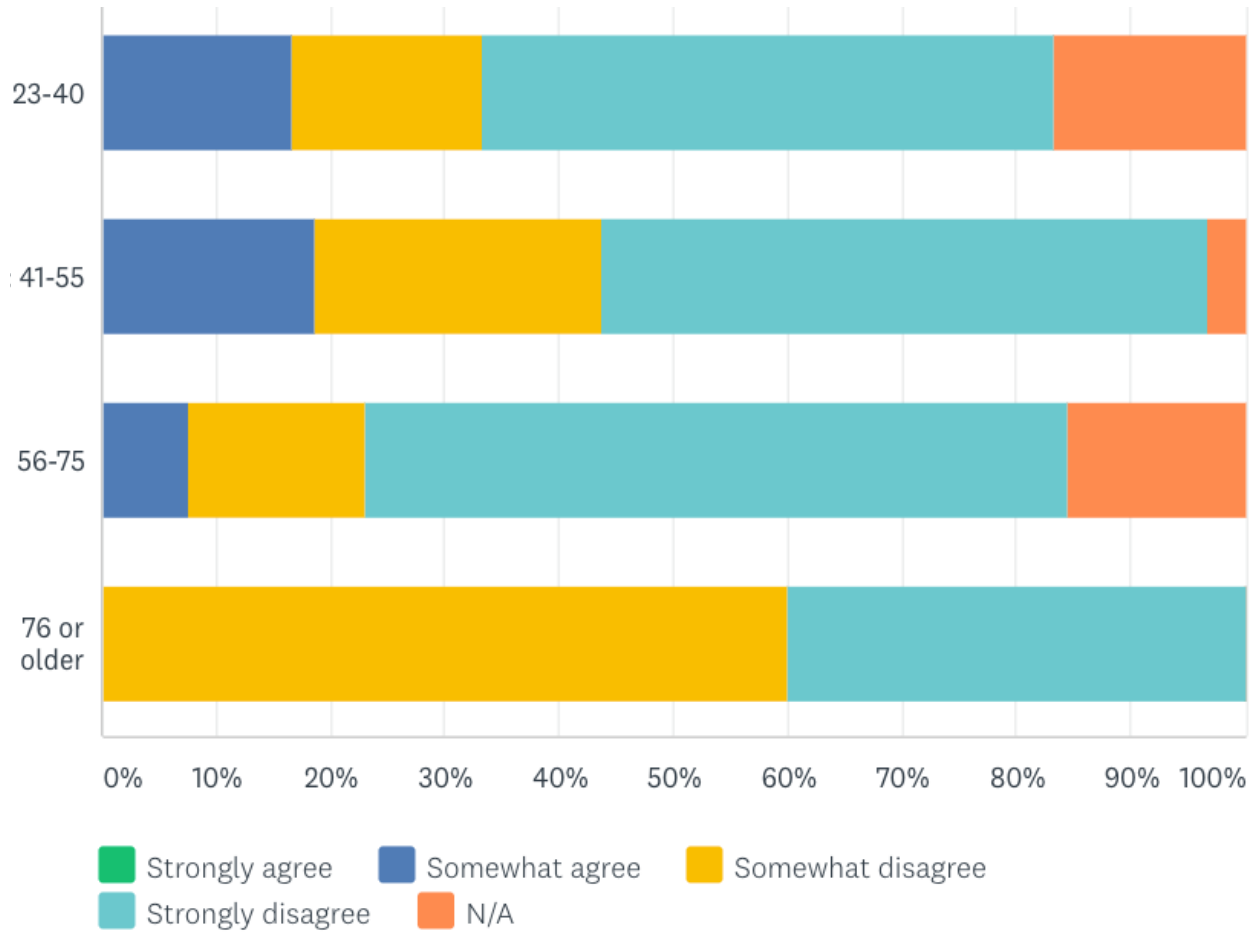
Email vs. Text Messaging: How much would you prefer receiving prayer requests via text messaging instead of email?



Facebook: How much do you agree or disagree with the following statements?



I'd rather connect with my mission worker through Facebook than email



Email, text messaging, Facebook: Findings

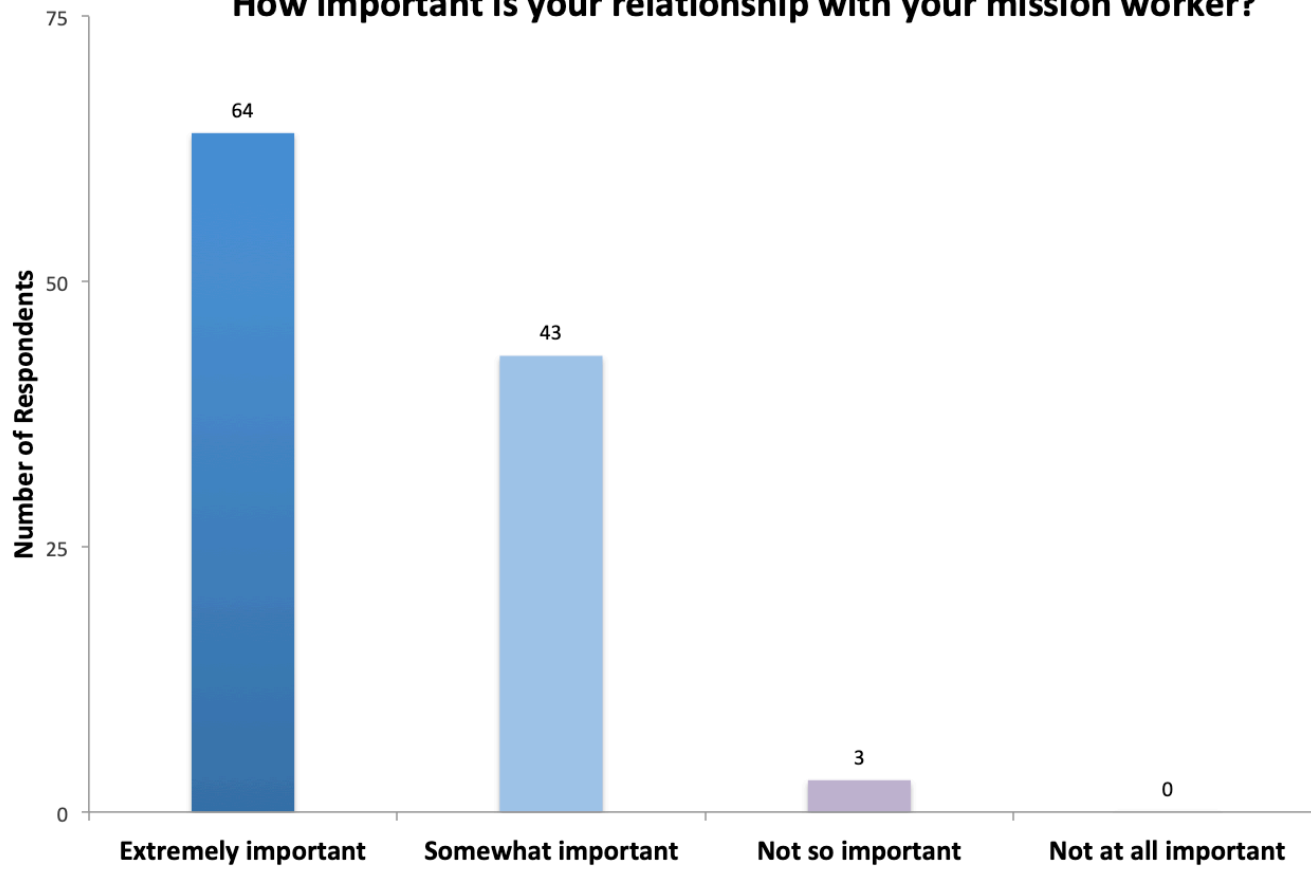
- Most ministry partners receive “too much email” and don’t enjoy reading long emails.
- Text messaging is a relatively uncluttered channel. However, ministry partners are split on whether they’d like prayer requests through email or text messaging.
- Few ministry partners prefer Facebook to email for connecting with their mission worker.

Email, text messaging: MPD Coaches

- Coach workers to write concise, focused communication.
- If communication must be lengthy, make it easily scannable (short paragraphs, headers and subheaders, bullet points)

5. Bonus question

How important is your relationship with your mission worker?



Ministry partners care deeply and
want to actively engage with their mission workers.