



DIGITAL STRATEGY FOR MISSION

TODAY'S OFFERING | JULY 12, 2025

The first disciples of Jesus made every sacrifice to use the latest technology of their day to proclaim the good news of salvation to all. They had the Roman roads and the written letter.

Our Adventist pioneers made every sacrifice to use the latest technology of their day to proclaim the good news of salvation to all. They had the shipping lanes and the printing press.

Today, we are called to make every sacrifice to proclaim the good news of salvation to "every nation, tribe, language, and people." (Revelation 14:6, NIV) Unlike those who have gone before us, we have many additional tools to advance the Gospel, including digital technology.

With almost 5 billion smartphones connected to the internet all around the world, including yours, it has never been easier to communicate.

However, being heard has also never been more difficult. In this hyper-connected age, there is so much noise. People look to social media to find answers to their spiritual questions. We must create engaging digital avenues so people can find the truth, whenever they seek it, wherever they seek it.

The internet has eliminated borders, allowing the eternal gospel into the most difficult-to-reach people groups worldwide. The World Church, including each of us, must be committed to a comprehensive digital strategy for mission, reaching people online for Jesus.

And today, like those who have gone before us, you and I are called to make every sacrifice to proclaim the everlasting gospel "to those who dwell on the earth." Let us give generously and unite to fulfill the mission on today's digital highways.

