

Delaware Maryland Synod
Digital Discipleship & Evangelism Webinar Series

Presenter, Jamie Domm

Digital Strategist and author of the upcoming book “Digital Discipleship & Evangelism”

Dates and times

- Monday, May 18 @ 11 a.m.– (teaser overview—during Best practice sharing)
- Monday, June 1 @ 11 a.m.
- Monday, June 8 @ 11 a.m.
- Monday, June 15 @ 11 a.m.
- Monday, June 22 @ 11 a.m.

Topic Outline

Part 1 – The Digital Discipleship & Evangelism Model

- Why Digital Discipleship and Evangelism is Needed (important stats)
- The Model explained
- Generating Global Impact
- The Seeker’s Journey
- Understanding Your Audience
- Digital Tools
- Who is part of the Digital Discipleship & Evangelism Team
- Branding and Website Tips

Part 2 – The Role of Creatives

- What’s the role of Creators?
- Content as Mission
- Following Jesus’ Example
- Basics of Content Creation & Strategy

Part 3 – The Role of Engagers & Digital Disciples

- What’s the role of Engagers?
- Community in the Digital Space
- 360° Community Care
- Practical Tips for Digital Discipleship & Engagement

Part 4 – The Role of Distributors

- What’s the Role of Distributors?
- Digital Door-Knocking
- Magnifying your reach through Partnerships & Pods
- Social Media Advertising



Jamie Domm has over 14 years' experience in developing and implementing results-focused digital marketing strategies for nonprofits. Mrs. Domm works as a digital marketing consultant, helping a variety of clients realize their goals through digital technologies. Most recently, she worked at the North American Division of Seventh-day Adventists for four years as the digital strategist for a new department, Social Media + Big Data, that connects members and mission through technology. During her time at the North American Division, she developed social media policies, devised comprehensive digital strategies for major initiatives, trained departments and ministries to run their own digital communications, helped launch new digital ministries, promoted conferences and events to increase attendance, and created an extensive resource website (SDAdata.org) for individuals, churches, conferences, and organizations interested in digital evangelism.

Previously, Mrs. Domm worked at Smithsonian Associates, the world's largest museum-based education program, where she contributed significantly to the Associates' becoming revenue neutral for the first time in 50 years. While with the Baltimore Symphony Orchestra earlier in her career, she received national recognition for her work in the emerging field of digital strategy, and the orchestra was recognized for its technological achievements in communications.

Mrs. Domm is dedicated to creating digital disciples and believes that the next Great Awakening will be online. She conducts online trainings, speaks at conferences, and advocates for young digital missionaries. Committed to training and mentoring young people, she offers guidance and coaching to those interested in digital communications or evangelism. Mrs. Domm is also an accomplished musician, student of the Bible, and avid reader. She lives with her husband and daughter in Virginia.