5 Tips to Prepare for Digital Ministry

An Easy Get-Started Guide

Launching a digital strategy often requires budget, leadership approval, and clarity of direction—things that take time and many conversations. The good news is there are practical steps your Rock team can take today to prepare for digital ministry, no approvals needed. When your leadership is ready to move, you'll already have a strong foundation in place.

Here are five simple but powerful actions you can start now. Each one will strengthen your Rock environment, build team confidence, and make it easier to take bigger steps when the time comes.

1. **Strengthen Your Data Integrity**
   Healthy data fuels effective ministry. Use Rock's built-in integrity tools to clean up records and consider building a volunteer data team to help keep everything accurate. Read more here.

2. **Tune up Your Infrastructure**
   Digital ministry often means more traffic and heavier server load. Stay ahead by proactively reviewing Rock's current performance and creating an infrastructure map—a helpful guide for both future growth and troubleshooting.

3. **Encourage Login on External Rock Pages**
   The most powerful digital experiences are personalized. Develop a strategy that encourages people to log in on your Rock portal pages so they're ready for tailored content and next step opportunities when you are.

4. **Convert your Content**
   Move your content into Rock as structured content. This ensures it's ready to be reused and optimized for both web and mobile delivery. Learn how here.

5. **Define Your Next Steps Processes**
   Every church has a discipleship pathway. Build yours out in Rock so digital visitors can see their progress and take their next step with a single click.