

CHRISTIAN REVIVAL NETWORK

THE WORLD HAS CHANGED. THE MESSAGE HAS NOT.

Why ministry must become video-ready

A shareable introduction for pastors, ministries and leaders navigating a video-first world.

The Gospel is eternal. The way people discover, listen, learn and share has changed.

CRN MINISTRY INTRODUCTION



THE FUTURE IS VIDEO-FIRST.

People often discover a ministry before they ever walk through its doors.

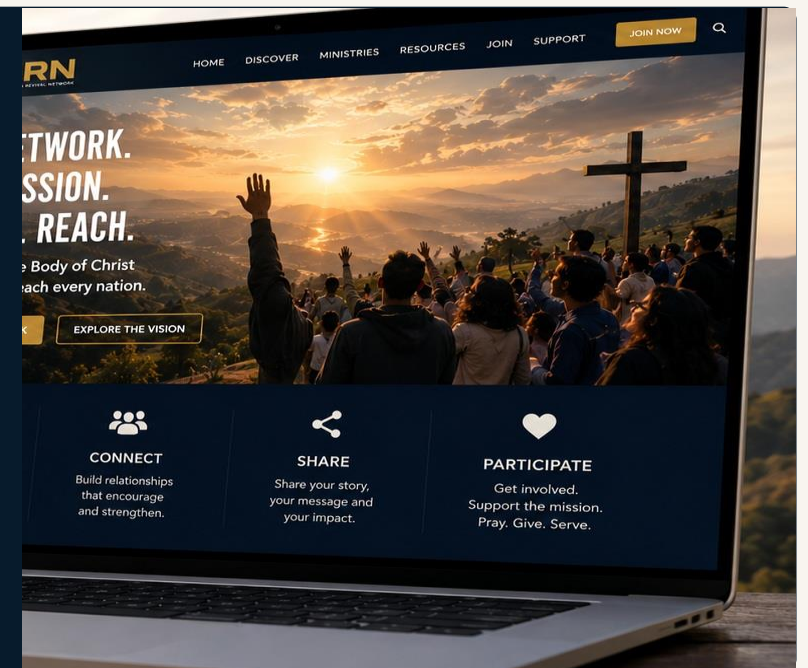
THE OLD DISCOVERY PATH

- 1 BUILDING**
Someone sees the church.
- 2 BULLETIN**
Someone receives a printed invitation.
- 3 EVENT**
Someone attends in person.
- 4 WORD OF MOUTH**
Someone tells a friend.

TODAY

PHONE
VIDEO
SEARCH
SHARE
TRANSLATE

The first ministry encounter may happen on a screen thousands of miles away.



THE REALITY

THE AUDIENCE IS ALREADY THERE.

This is not a ministry fad. It is a communication-behavior shift.

5.79B

social media user identities
worldwide at the start of April
2026.

DataReportal, Apr. 2026

1.02B

internet users in India as of
September 2025.

Reuters, Jan. 29, 2026

750M

smartphones in India as of
September 2025.

Reuters, Jan. 29, 2026

93%

of marketers say video is
important; short-form video
leads ROI formats.

HubSpot, 2026

WHAT THIS MEANS FOR MINISTRY

People are already learning, listening, searching and sharing through video. Ministry does not need to imitate the world - but it does need to understand where people now gather.

Commercial data is used here only as evidence of audience behavior - not as a measure of ministry success.

VIDEO IS NOT THE MESSAGE. IT IS A DOORWAY.

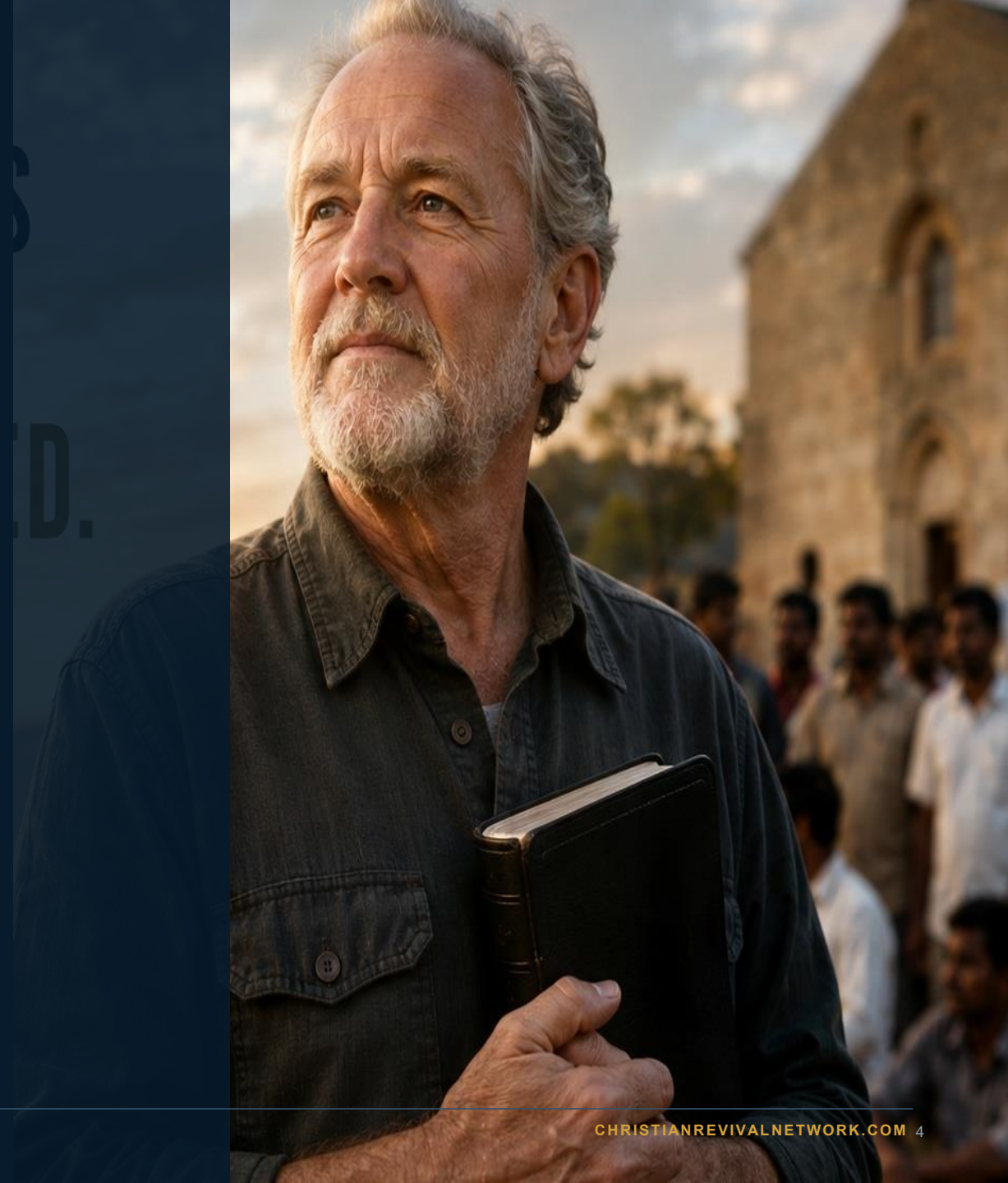
WHAT NEVER CHANGES

Jesus Christ
Scripture
Prayer
Testimony
Discipleship
Relationship

WHAT CAN CHANGE

Format
Length
Device
Language
Time zone
Distribution

We are not changing the Gospel to fit the world. We are carrying the Gospel through the channels the world now uses.



WHY VIDEO

VIDEO CARRIES MORE THAN INFORMATION.

It lets people see a face, hear a voice, feel a testimony and decide to lean in.



MINISTRIES
Equipping and serving
with purpose.

PRESENCE

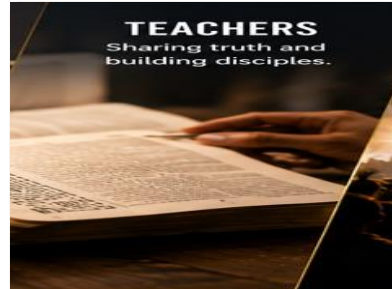
People can see the person
behind the ministry.



LEADERS
Raising up and
releasing leaders.

TRUST

Voice, expression and testimony
carry tone that text cannot.



TEACHERS
Sharing truth and
building disciples.

TEACHING

A message can be heard again,
studied and shared.



WORSHIP
Exalting Jesus through
worship and praise.

REACH

One moment can travel across
borders and time zones.



BROADCASTERS
Proclaiming the truth
through every voice.

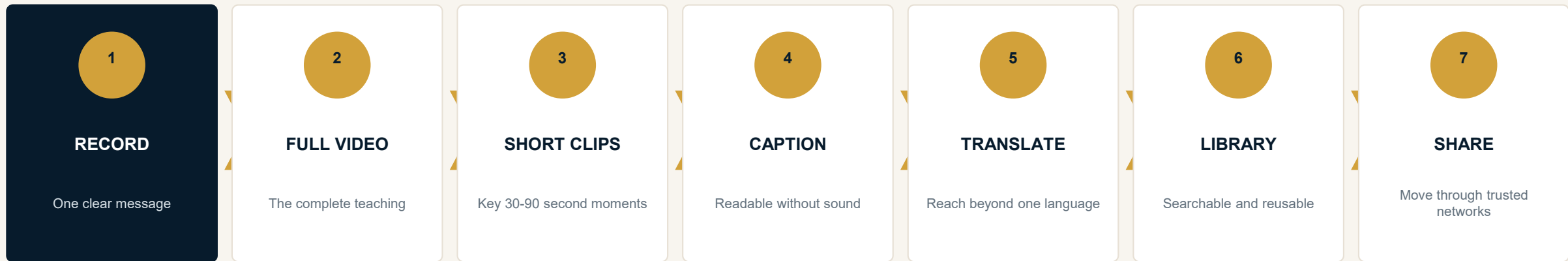
CONNECTION

The right person can discover,
respond and connect.

A website can tell someone who you are. Video can help them feel why you care.

ONE MESSAGE. MANY DOORS.

A sermon, testimony or prayer should not disappear when the room empties.



THE SHIFT IS NOT “CREATE MORE.” IT IS “LET WHAT GOD HAS ALREADY GIVEN YOU TRAVEL FARTHER.”

THE MINISTRY MODEL HAS SHIFTED.

Not away from gathering - outward from it.

THEN

- Come to us
- Once a week
- Mostly local
- One language
- One event
- Broadcast outward



NOW

- Meet people where they are
- Available anytime
- Globally discoverable
- Multi-language reach
- Reusable library
- Connect both ways

Video extends ministry. It does not replace gathering, shepherding, prayer, accountability or discipleship.

INDIA:

**THE OPPORTUNITY IS
IMMEDIATE.**

~1.02 BILLION

internet users in India

~750 MILLION

smartphones in India

The question is not whether people are on digital platforms. The question is whether the ministry message is visible, faithful, understandable and shareable when they arrive.

Source: Reuters, Jan. 29, 2026 (India internet and smartphone estimates as of Sept. 2025).



WHY CRN

CRN GIVES THE MESSAGE SOMEWHERE TO LIVE - AND RELATIONSHIPS SOMEWHERE TO GROW.

Not another social feed. A network being built for the Body of Christ.

1 PRESENCE

Create a clear ministry identity and home.

2 PUBLISH

Share video, teaching, testimony and ministry updates.

3 DISCOVER

Help people find ministries, leaders and resources.

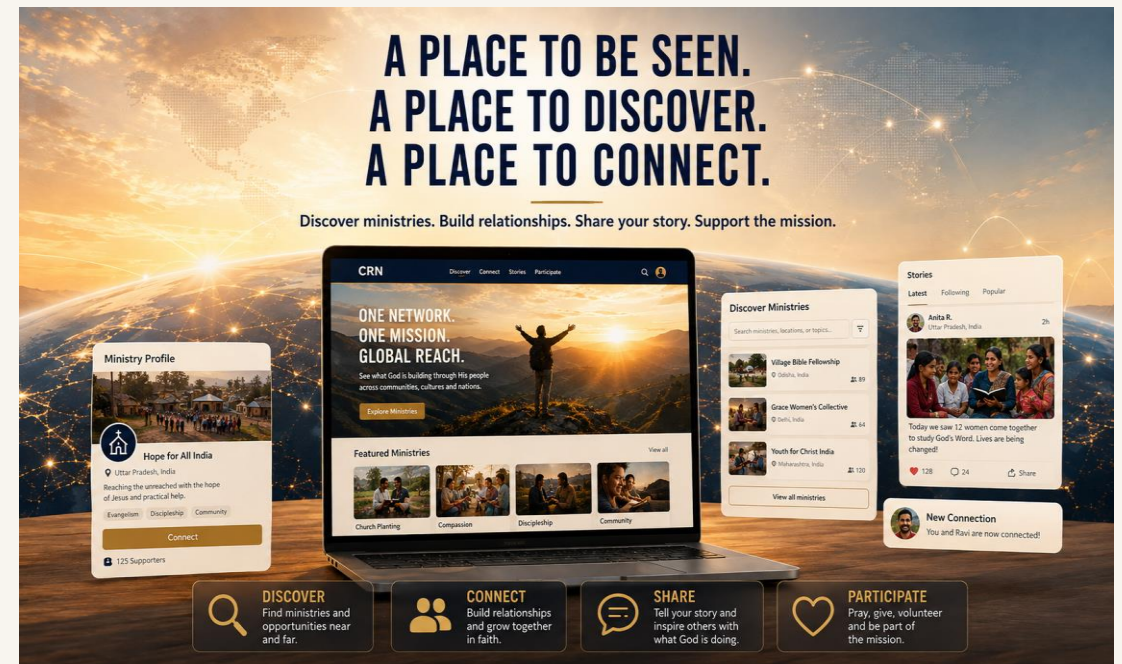
4 CONNECT

Turn discovery into Kingdom relationships.

5 PARTICIPATE

Pray, serve, support and carry the mission together.

CRN DOES NOT ASK A MINISTRY TO BECOME A MEDIA COMPANY. IT HELPS THE MESSAGE TRAVEL.



THE FIRST STEP

START SIMPLE. DO NOT WAIT FOR A STUDIO.

A clear message recorded faithfully is more valuable than a perfect video that never gets made.

1

PHONE AT EYE LEVEL

Use the device you already have.

2

CLEAR LIGHT + SOUND

Face a window. Find a quiet place.

3

ONE IDEA

Keep the first videos to 60-120 seconds.

4

ONE INVITATION

Tell the viewer what to do next.

5

REPEAT

Consistency builds a living library.

AUTHENTIC > PERFECT

A PRACTICAL START

YOUR FIRST FIVE VIDEOS ARE ALREADY INSIDE YOUR MINISTRY.

You do not need to invent content. Capture what God has already entrusted to you.

- | | | | |
|----|--------------------------|--|-----------|
| 01 | WHO WE ARE | Who are you? Who has God called you to serve? | 60 sec |
| 02 | WHAT GOD IS DOING | Share one current testimony or answered prayer. | 60-90 sec |
| 03 | ONE TRUTH | Teach one clear Scriptural truth. | 2 min |
| 04 | PRAY | Pray for your community, nation or a real need. | 60-90 sec |
| 05 | INVITE | Invite people to connect, pray, visit, serve or support. | 45-60 sec |

YOU ALREADY HAVE THE MESSAGE. THE SHIFT IS LEARNING TO CAPTURE IT.

**YOUR MINISTRY ALREADY HAS A
MESSAGE.**

VIDEO HELPS IT TRAVEL.

CRN helps the Body of Christ find it.

Discover. Connect. Share. Participate.

JOIN THE AWAKENING

ChristianRevivalNetwork.com

THE MESSAGE HAS NOT CHANGED. THE REACH CAN.



SCAN WHEN CONNECTED

DATA USED TO EXPLAIN THE COMMUNICATION SHIFT

The ministry argument in this presentation is theological and strategic; the statistics simply document how digital behavior has changed.

- DataReportal - Global Social Media Statistics / Digital 2026** 5.79 billion social media user identities worldwide at the start of April 2026.
- Reuters - India's vast internet, social media apps market (Jan. 29, 2026)** Approximately 1.02 billion internet users and 750 million smartphones in India as of September 2025.
- HubSpot - 2026 Marketing Statistics, Trends & Data** 93% of marketers say video is important; short-form video is reported as the highest-ROI content format.
- Wyzowl - Video Marketing Statistics 2026** 84% of consumers surveyed say they want to see more video content from brands in 2026.

CRN USES TECHNOLOGY AS A SERVANT OF THE MISSION - NEVER AS A SUBSTITUTE FOR THE BODY OF CHRIST.