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Leadership Network *Advance*

December 5, 2017

Dear Church Leader,

We predict that "big data" will become a significant movement like multisite did.

Read the article for why. —Dr. Warren Bird

In This Issue...

- [Free Webinar: How Big Data Can Help Your Church Better Fulfill Your Mission](#)
- [Focusing on the Heart More Than the Wallet](#)
- [PODCAST: A Conversation About Social Media and Church Planting with Dylan Dodson of New City Church](#)



How Big Data Can Help Your Church Better Fulfill Your Mission

by Eric Swanson

Read more for the most important webinar you'll attend this year.

Nehemiah asked his brother for two key data points after his brother returned from Jerusalem (Neh.1:2): "Tell me about the city and tell me about the people." The answers he received changed the course of Nehemiah's life and the life of a nation.

Such is the power of data. For many pastors, a good statistic or a salient piece

of data serves simply as a curious illustration (think percentage of “nones,” unwed couples living together, etc.). However, when understood, data leads to analytics, which leads to insight, leading to ideas, implementation and impact as we have never seen before...



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Focusing on the Heart More Than the Wallet

by Chris Willard with Warren Bird

I call it “The Sermon on the Amount.”

Everybody knows it’s coming: “Turn in your Bibles to Malachi.” Veteran Christians can predict that it’s time for our annual sermon about how we’re not meeting the church budget and everybody needs to “give until it feels good.”

This is a big issue we need to resolve in our churches when talking about money and giving. If we’re not careful, as my friend Kenny Jahng, founder of Generositylabs.org, says, we become “opportunistic” and talk about money only



A Conversation About Social Media and Church Planting with Dylan Dodson of New City Church

Social Media Church Podcast #234

How much help is social media for a church planter?

In this podcast, lead pastor of New City Church, Dylan Dodson shares with us his story in planting a church from scratch. From the financial challenges to the nerve-racking discouragements he has faced and how having an online presence has become a must for churches to connect better with people in their

when we need something.

community.



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