



Automating Humanity

Using Technology To Build Relationships



What is Automation?

Using technology to make a task or process repeatable with limited human interaction.*

*Not The Catastrophic
Rise of The Machines





Chances Are 100% You're Already Using Automation... A Lot.

- 📄 Copy and Paste?
- 📅 Recurring calendar meeting?
- 🖱️ Amazon One Click or Subscription?
- 💬 Get Text Reminders?





Why Should An Executive Pastor Care About Automation?

- ✓ Because you have limited time, resources, and budget to reach and care for people.
- ✓ Because you want to free your staff up for more human interaction where they can develop leaders, volunteers, and build relationships.
- ✓ Because you want to be a good steward of your budget.



Automation is NOT AI.

The two get conflated because advanced automations can feel like magic the same way AI can feel like magic.

But they're incredibly different. Both 100% will reshape the way we work and the economy but they are different.



Automation is NOT AI.

AI can “create” something new by examining every data point it’s ever been given and synthesizing new outputs based on its training model.

Automation will only give you the outputs that you ask it to output and has no large language learning capabilities.

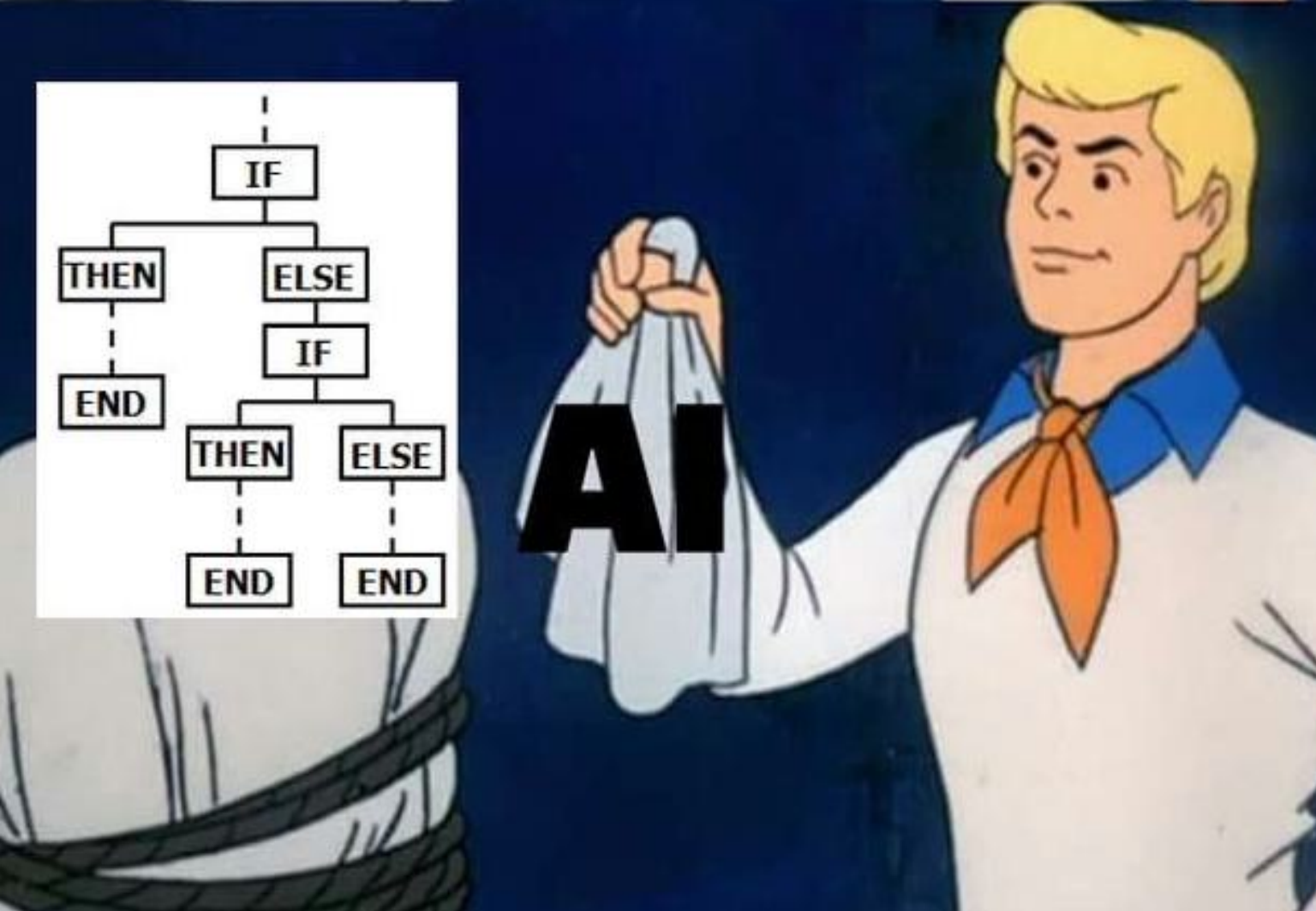
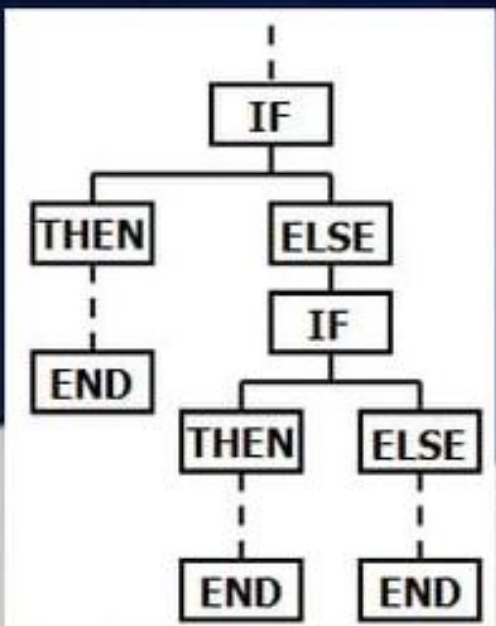
Automations don’t learn new things. AI Can



IF THIS, ELSE, THEN THAT

The Core Logic of Every Automation.

If you can think deeply about your end user's experience, then you can build automations.





Every Automation Has Core Elements

1. **A Trigger**- An action that starts the automation
2. **A Condition** - A constraint on the trigger action
3. **An Action**- The desired outcome action



A Basic Automation

Trigger

When New Video Is Uploaded to Youtube Channel

Condition

And If Description and Thumbnail Is Not Empty

Action

Create A Facebook Page Post



Things You Probably Shouldn't Automate in Your Church

1. Anything related to serious care work. Anywhere that someone is hurting, wounded, or in need of human connection.
2. High-Capacity Donor Touch Points
3. Staff and Professional Development



5 Things You COULD Automate In Your Church With Humanity

1. First Time Guest Connection Process
2. Automate Your Trainings and Learnings
3. Prayer Requests and Care Support Requests
4. Giver Communications
5. Build Community Relationships
6. Automate Access - Repurposing Content That Isn't Currently Being Seen



Who Should Own Automations In Your Church

- XPastor
- IT/Web Developer
- Communications Pastor
- Outsource It!



Resources



The Church Automation
Playbook



Free Automation Audit

