

**Multiplying your  
ministry impact in  
the age of AI**

**PRESENTED BY**



**Steven Testone**

Chief Product Officer



**Michael Whittle**

VP of Artificial Intelligence

**Webinar recording will be shared via email tomorrow!**

**WELCOME!**

# Today's agenda

- **What is AI & how can it empower the church**
- **Leveraging Pulpit AI to save time & multiply impact**
- **How Pulpit AI can power your ministry impact beyond Sunday**

## **OUR MISSION**

Glorify God and proclaim Jesus is Lord by building a great company that drives for humility, innovation, and excellence to delight billions of people on The Subsplash Platform

# The Subsplash Platform



APPS



GIVING



WEBSITES



PEOPLE



GROUPS



CHECK IN



MEDIA



EVENTS



LIVE STREAMING



MESSAGING



VOLUNTEERS



TV APPS



THE CHURCH APP™



EMAIL + SMS



PUSH NOTIFICATIONS



FORMS + NOTES

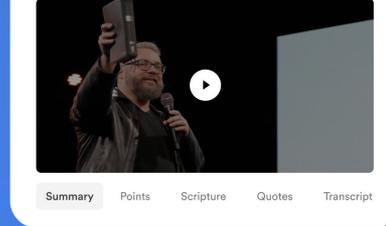


BIBLE



AI

Upload Sermon Media



# What is AI & how it can empower the Church

Discipleship

Social Media

Video Clips



In-Progress

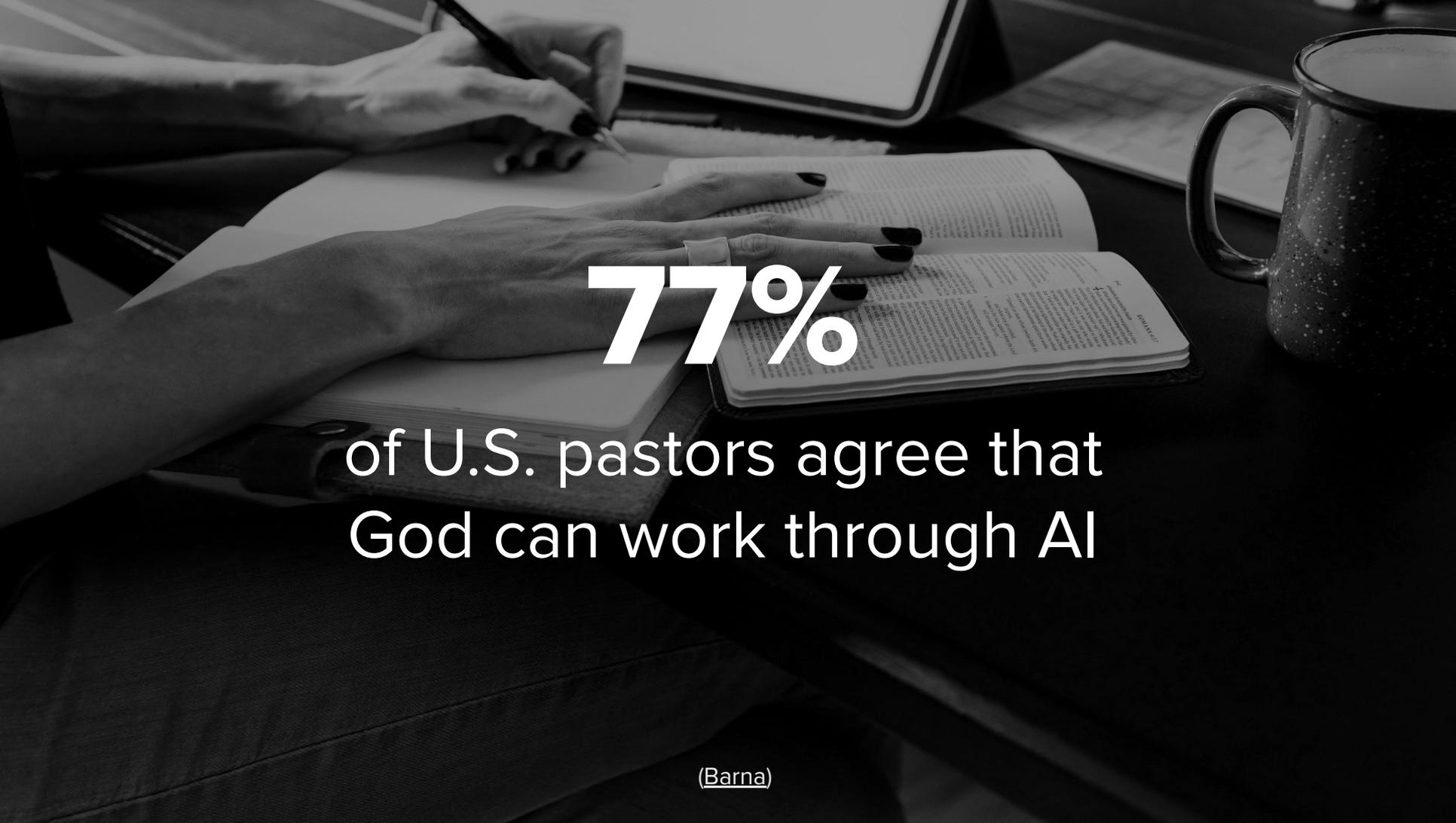
Faith Through Fire Pastor Jeff.mp4

# What is AI?

**Remember to add your questions to the Q&A section!**

# AI & The Church

**Remember to add your questions to the Q&A section!**



**77%**

of U.S. pastors agree that  
God can work through AI

(Barna)

# AI can enhance, not replace, ministry

**pulpit AI**

Library Account

Faith Through Fire Sun, May 3rd 2024 · 37m Teaching

Chat

You

How is the rapid change in information flow impacting the church's approach to teaching and preaching?

**Pulpit AI**

1. Sure, here are some suggestions to improve the structure and flow of your sermon:

- a. Introduction:
  - Condense the introduction to make it more concise and focus on the main theme of forgiveness.
  - Clearly state the main points you will cover (forgiveness in Christian faith, gossip, gossip forgiveness).
- b. Transition from introduction to the first main point:
  - After discussing the centrality of forgiveness in faith, provide a clear transition statement that introduces the alternative to forgiveness, which is gossip.
- c. Main Points: a. Gossip:
  - Use a clear subheading or transition to introduce this point.
  - Provide a brief summary of the main ideas and details. b. Grudges:
    - Improve the transition from the gossip section.
    - Consider using a personal story or illustration to make the concept more relatable. c. The Gift of Forgiveness:
      - Strengthen the transition from grudges to forgiveness.
      - Use a clear subheading to introduce this point.
  - d. Application Points:

**pulpit AI**

Library Account

Faith Through Fire Sun, May 3rd 2024 · 37m Teaching

Sermon

Discipleship Social Media Video Clips Comms

Inspirational Pastoral Teaching Application

69 sec 61 sec 32 sec

Summary Points Scripture Quotes Transcript

In this powerful exploration of faith, we journey through the Gospel of Matthew, examining the concept of Faith Through Fire. We're challenged to consider how even Jesus marveled at great faith, highlighting its profound importance in our spiritual lives. The message introduces us to a 'faith chiasm' in Matthew's gospel, showcasing different stages of faith from 'no faith' to 'great faith'. We learn that familiarity can be an obstacle to faith, but terror is the solution. The story of the Canaanite woman serves as a pinnacle example of great faith, demonstrating persistence in the face of apparent rejection. This narrative reminds us that faith isn't always about dramatic miracles, but often about perseverance through difficulty.

Chapters

Chapter 1: Introduction to Great Faith  
0:00 - 6:55  
We explore the concept of faith and how God can be amazed by our faith or lack thereof.

Chapter 2: The Canaanite Woman's Great Faith  
6:55 - 14:14  
We examine the story of the Canaanite woman as an example of great faith.

Walk into a new world with  
In this powerful exploration of faith, we journey through the...

Journey through the Gospel  
We explore the concept of faith and how God can be a...

Perseverance thru difficulty  
We explore the role of suffering in developing great...

32 sec 37 sec 36 sec

Social Media

Video Clips

Comms

#### Captions Styling

Changes will apply to this clip.

Captions  No  Yes

Karaoke Highlighting  No  Yes

Font  Size  Position

# Leveraging Pulpit AI to save time & multiply your impact



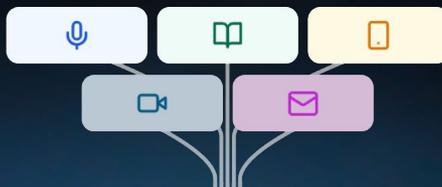
## Pulpit AI

Expanding this sermon into a three-part series is a great idea! Here's a suggested breakdown...

“There are roles we would’ve needed—and probably would’ve had to hire in the future—that Pulpit AI has helped us with.”

**—ADAM MESA, PATRIA CHURCH**

# 20+ pieces of content automatically



 Inspirational

Walk into a new world with  
In this powerful exploration of  
faith we journey through the...



 Inspirational

Journey through the Gospel  
We explore the concept of  
faith and how God can be a...



 Inspirational

Perseverance thru difficulty  
We explore the role of  
suffering in developing great...

# Small group content





# Devotionals

# Weekly newsletter

Sermon

## A GUIDE TO INVITATION

WHO - GOD PROVIDES  
"And my God will supply every need of yours according to his riches in glory in Christ Jesus."  
Philippians 4:19



**Summary**

In this powerful exploration of Jesus feeding the 5000, we explore how disciples called to action. The story isn't just about a miraculous miracle, it's about meeting both physical and spiritual needs in our communities. We're reminded that we are called to work through us, pushing us beyond our comfort zones and perceived limitations. The narrative invites us to recognize the hunger around us - not just for food, but for hope, love, and spiritual nourishment. As we offer our "five loaves and two fish," however insignificant they may seem, we become conduits for God's miracles. The urgency of "right now" challenges us to act promptly, understanding that delayed obedience might mean missed opportunities to serve others and witness God's power.

- Chapters**
- Chapter 1: The Three Groups in Jesus' Miracle
  - Chapter 2: God's Invitation Through the 5 W's

### Communications

Here's an email recap based on the sermon transcription.

**Subject:** Sermon Recap: Embracing Our Circle and Meeting Needs

Dear Church Family,

I hope this email finds you well. I wanted to share a recap of our recent sermon that I found particularly inspiring and challenging. The sermon explored the story of Jesus feeding the 5,000, using it as a powerful illustration of how we as individuals can meet the needs of others and expand our circle.

**Summary:** The sermon explored the story of Jesus feeding the 5,000, using it as a powerful illustration of how we as individuals can meet the needs of others and expand our circle. It highlighted the importance of recognizing the needs of those around us, both physically and spiritually, and being willing to be used by God to meet those needs.

**Takeaways:**

- God is our provider, and we must depend on Him absolutely. We're called to "hide our eyes on Jesus who sustains us by His own blood."
- Jesus came about both physical and spiritual needs. Meeting practical needs can open doors for spiritual growth and witness.
- Jesus called about both physical and spiritual needs. Meeting practical needs can open doors for spiritual growth and witness.
- Jesus called about both physical and spiritual needs. Meeting practical needs can open doors for spiritual growth and witness.

May we all reflect on how we can be used by God to meet the needs of others and expand our circle.

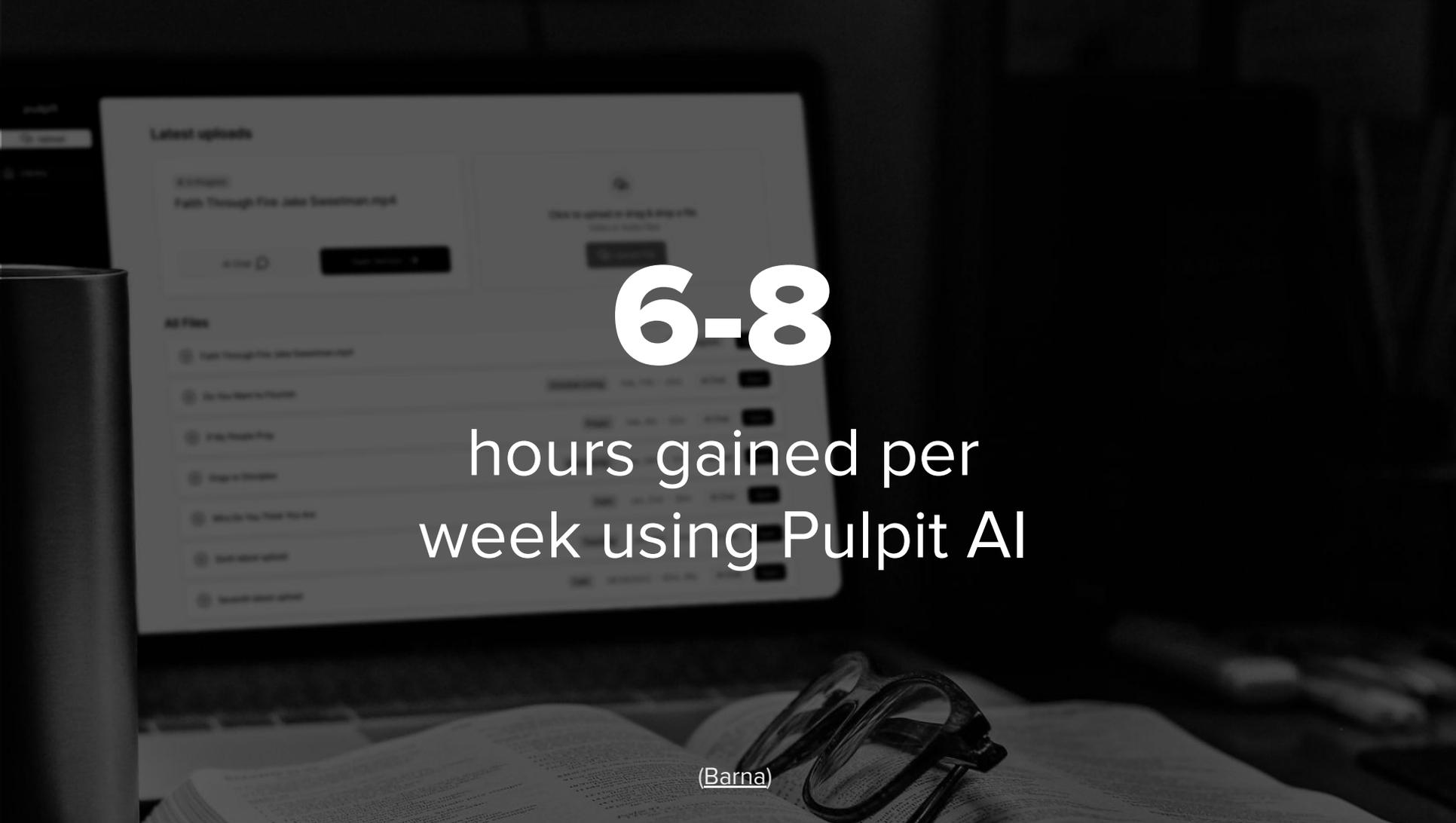
**Signings:**

(Your Name)

Copy   Register

# Video clips





6-8

hours gained per  
week using Pulpit AI

(Barna)

Reflect on a time when God worked through your weakness. How did that experience shape your understanding of His grace?

# How Pulpit AI + Subsplash can boost your ministry impact beyond Sunday

Social Posts   

Here's a compelling Instagram post based on the sermon:

[Image: A winding path through a misty forest, symbolizing the journey of faith]



A grayscale photograph of a desk setup. On the left is an open laptop. In the center foreground is an open Bible. To the right of the Bible is a smartphone with a circular ring on its back, and a white mouse. The background is dark and out of focus.

**39%**

of Christians are not involved  
in any kind of discipleship

(Barna)

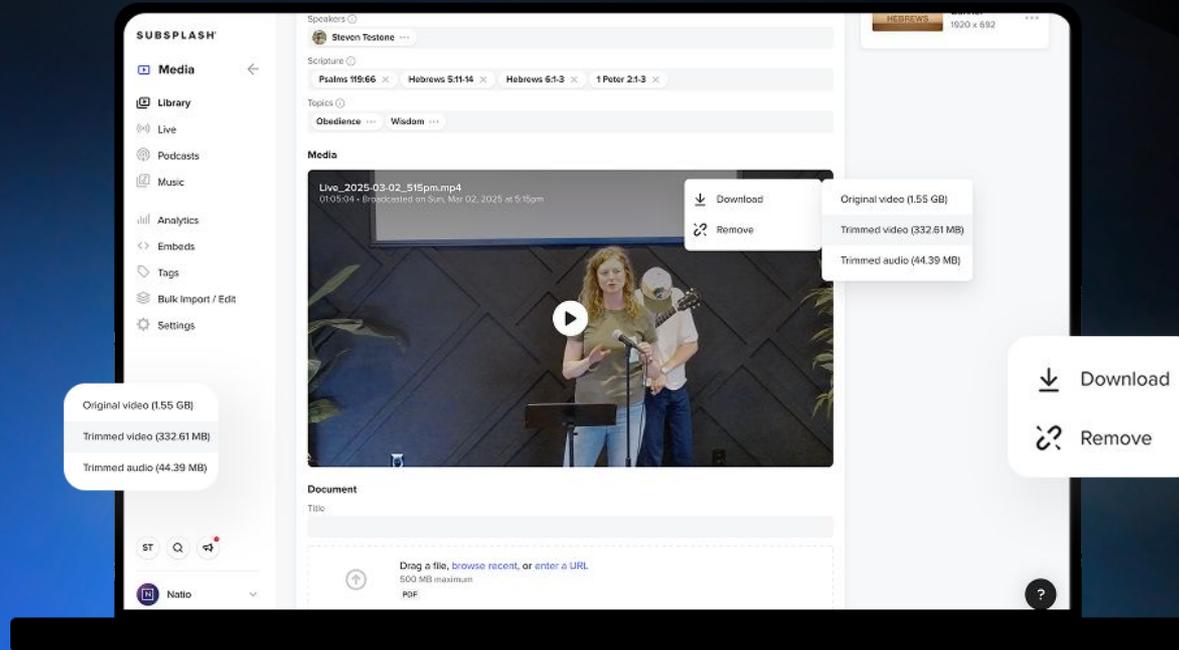
# **From live stream to your community in 5 steps**

**Remember to add your questions to the Q&A section!**

# Stream & trim with Subsplash Live

The image displays the Subsplash Live interface on a tablet. On the left, a sidebar menu lists various media management options: Media, Library, Live, Podcasts, Music, Analytics, Embeds, Tags, Bulk Import / Edit, and Settings. The main content area shows a video player for a file named "Live\_2025-03-02\_515pm.mp4". The video shows a man speaking at a podium. A white trim overlay is positioned over the video, featuring a play button in the center. Below the video frame, a timeline shows the start and end points for trimming, with "Start" at 11:10.598 and "End" at 57:24.771. Each time point has a "Set to playhead" button. At the bottom of the trim overlay, there are "Cancel" and "Trim video" buttons. A blue callout bubble with a scissors icon and the text "Trim video" is positioned to the right of the video player. In the foreground, a separate white trim bar with a red vertical line is shown, illustrating the trimming mechanism. At the bottom of the interface, there is a file upload area with the text "Drag a file, browse recent, or enter a URL" and "500 MB maximum PDF".

# Download



# Upload to Pulpit AI

The screenshot displays the Pulpit AI dashboard interface. On the left is a dark sidebar with navigation options: 'New Sermon', 'Dashboard', 'Prompt Library', and 'Account'. The main content area is titled 'Latest Upload' and features a card for a sermon titled 'A Greater Rest' (Live\_2025-02-09\_410pm.mp4) with an 'Open' button. To the right, a 'Text File' upload section shows a progress bar at 24% and an 'Upload Manuscript' button. Below this is an 'All Files' section with a search bar and a list of uploaded sermons, each with an 'Open' button. A blue callout bubble with the text 'Upload Sermon Media' points to the 'New Sermon' button in the sidebar. Two circular icons, one for a document and one for a video, are also visible on the right side of the interface.

**Upload Sermon Media**

Pulpit AI is now at [pulpitai.subsplash.com](https://pulpitai.subsplash.com). Please update your password manager and change any entries for [app.pulpitai.com](https://app.pulpitai.com) to [pulpitai.subsplash.com](https://pulpitai.subsplash.com).

### Latest Upload

**A Greater Rest**  
Live\_2025-02-09\_410pm.mp4  
Feb, 13th

AI Chat  **Open** →

**Text File**  
TXT, Docx, PDF, or Powerpoint

OR

Upload Manuscript 24% **Cancel**

### All Files

Search Sermons...

<b>A Greater Rest</b> Live_2025-02-09_410pm.mp4	Christian Living	44m	Feb, 13th	Sermon	<b>Open</b>	⋮
<b>Live_2025-02-02_515pm.mp4</b> Live_2025-02-02_515pm.mp4	Christian Living	48m	Feb, 4th	Sermon	<b>Open</b>	⋮
<b>A Greater Covenant</b> Live_2025-01-26_515pm.mp4	Biblical Theology	41m	Feb, 2nd	Sermon	<b>Open</b>	⋮
<b>God Still Speaks</b> Live_2025-01-05_515pm.mp4	Biblical Teaching	49m	Jan, 6th	Sermon	<b>Open</b>	⋮
<b>Advent In Revelation</b>						

40 Uploads remaining

**Sign Out**

# Copy & paste the AI summary

The screenshot shows the Pulpit AI interface. On the left is a sidebar with navigation options: New Sermon, Dashboard, Prompt Library, and Account. The main content area displays a sermon video titled "A Greater Rest" with a duration of 6:00. Below the video, there are tabs for Summary, Points, Scripture, Quotes, and Transcript. The Summary tab is active, showing a paragraph of text with several lines highlighted in blue. At the bottom of the summary, there are "Copy" and "Regenerate" buttons. The right side of the interface shows a "SUBSPLASH" analytics dashboard with a "Plays" graph, a "Basic Info" section for the title "A Greater High Priest" dated 02/23/2025, and a "Media Series" dropdown set to "Hebrews". There is also an "Artwork" section with three options: Square (1024 x 1024), Wide (1920 x 1080), and Banner (1920 x 692).

# Copy the AI recap & start sharing

The image illustrates a workflow for sharing sermon content. On the left, a laptop screen displays a sermon page titled "A Greater Rest" from Pulpit AI. The page includes a video player, a transcript, and a sidebar with navigation options like "New Sermon", "Dashboard", "Prompt Library", and "Account". A callout box points to the transcript with the text: "Troubles are often the tools by which God fashions us for better things."

The transcript on the laptop screen reads: "A full exploration of rest, we dive deep into the concept of Sabbath and its role in our spiritual lives. Centered on Hebrews 4:8-11, we discover that the promise of God's rest still stands for us today. This isn't just about taking a day off work, but about entering into a profound, soul-deep rest that only Christ can provide. We're challenged to see Jesus as the Lord of the Sabbath, offering us a rest that goes beyond mere physical relaxation. The parallel drawn between the Israelites entering the Promised Land and our spiritual journey reminds us that true rest comes from trusting in God's promises. As we navigate our often weary and burdened lives, we're invited to come to Jesus and find rest for our souls. This message encourages us to strive for this divine rest, not through legalistic observance, but through faith and trust in God's work within us."

Below the transcript, there are "Copy" and "Regenerate" buttons. A blue "Regenerate" button is also shown floating above the smartphone.

On the right, the AI-generated email recap is displayed. It includes a subject line "Subject: Entering God's Rest: Reflections on Hebrews 4" and a body that says "Dear Church Family, I hope this email finds you well and refreshed after our sermon. I encourage you to take a moment to reflect on the powerful message we heard and its significance in our lives." Below this is a "Summary" section and a "Takeaways" list:

- God's rest is more than just physical rest; it's a state of heart that we should strive to enter.
- Jesus invites us to come to Him with our burdens, promises, and enter His rest.
- We are called to encourage one another in faith, help one another trust in God's promises and encouraging one another to enter His rest.

At the bottom of the email recap, it says "As we go about our week, let's remember to 'strive to enter His rest' by trusting in God's promises and encouraging one another to do the same."

The smartphone on the right shows a video of a man speaking, with the text "HAVE HAD," overlaid on the screen.

**THE FUTURE**

**What's next for Pulpit  
AI & Subsplash?**

TRY FOR FREE

# Sign up today!

Connect with your Client Success Manager or Ministry Consultant for special pricing and savings.

The screenshot displays the Pulpit AI web application interface. On the left is a dark sidebar with navigation options: 'Library' and 'Account'. The main content area features a video player for a sermon titled 'Faith Through Fire' by Pastor Jeff. Below the video, there are tabs for 'Summary', 'Points', 'Scripture', 'Quotes', and 'Transcript'. The 'Summary' tab is active, showing a text-based overview of the sermon. A 'Faith Through Fire Pastor Jeff.mp4' file is listed below the summary. At the bottom of the main content area, there is an 'AI Chat' button and an 'Open Sermon' button. On the right side, there is a secondary panel with a search bar and filters for 'Discipleship', 'Social Media', and 'Video'. Below this, there are several video thumbnails, each with a duration (e.g., 49 sec, 01 sec) and an 'Inspirational' tag. The thumbnails include titles like 'Walk into a new world with...' and 'Journey through the Gospel...'. At the bottom of this panel, there are more video thumbnails with durations of 32 sec and 37 sec.

pulpit AI

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