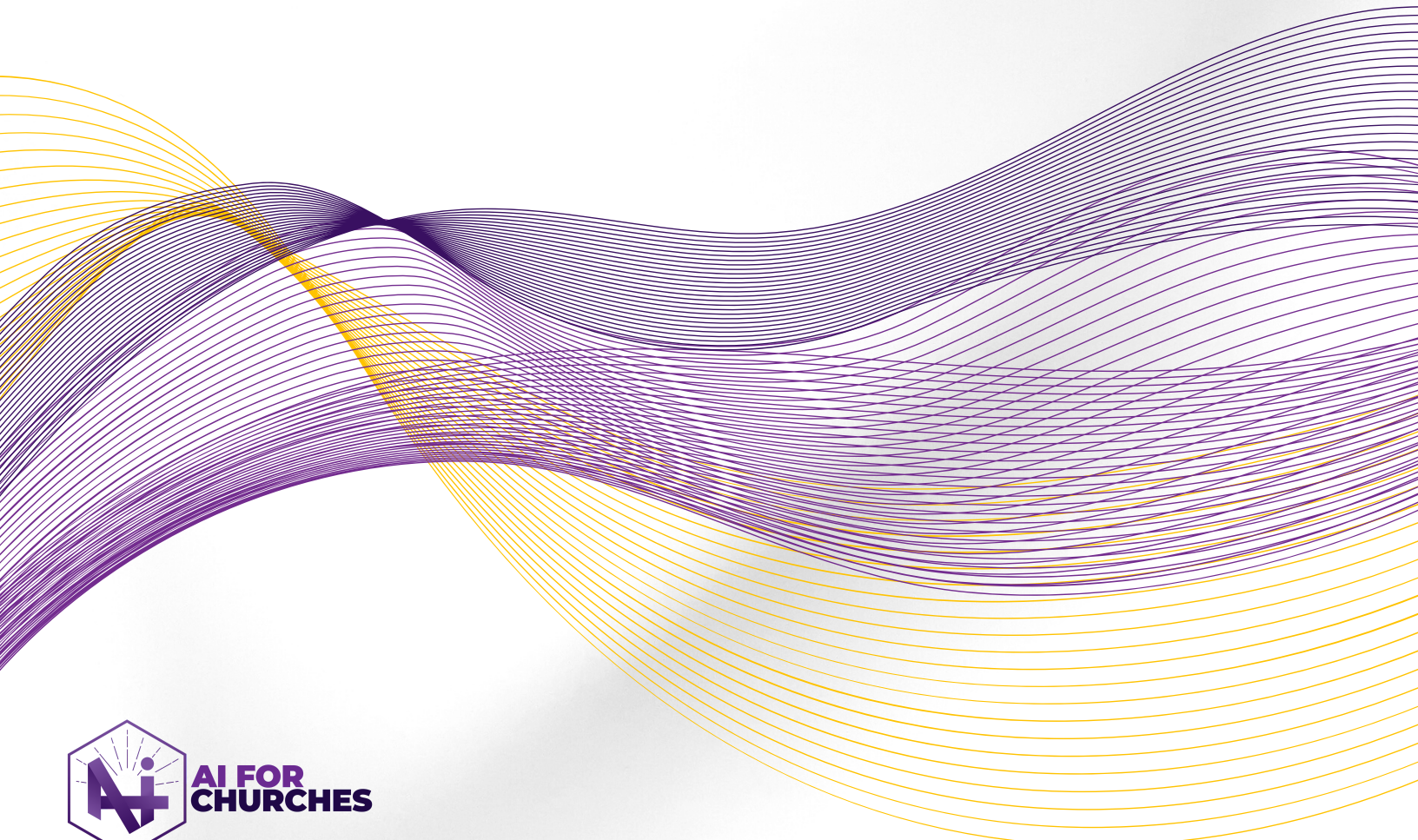
AI EVALUATION: CHATGPT

Everything You Want to Know About ChatGPT for Churches.

From assisting churches with scriptural references, explaining theological concepts, and offering resources for outreach and evangelism, to crafting starting points for outreach plans and social media posts, ChatGPT can be a huge help for your church.

Read on for ChatGPT pros, cons, pricing, and ratings >



AI FOR CHURCHES

WHAT IS CHATGPT?

ChatGPT is a language processing tool powered by artificial intelligence (AI) technology that offers an almost human-like conversational experience. Its chatbot feature can answer questions and assist you with writing projects, drawing upon its extensive training from social media, websites, and other online sources.

CHATGPT OVERVIEW

ChatGPT is a powerful tool for churches aiming to build stronger connections with their congregation while attracting new members. For social media content creation, it's capable of generating captivating posts that resonate with individuals, regardless of where they are on their faith journey. Leveraging insights from its expansive training data, ChatGPT ensures that your social media platforms consistently deliver
engaging and relevant content.

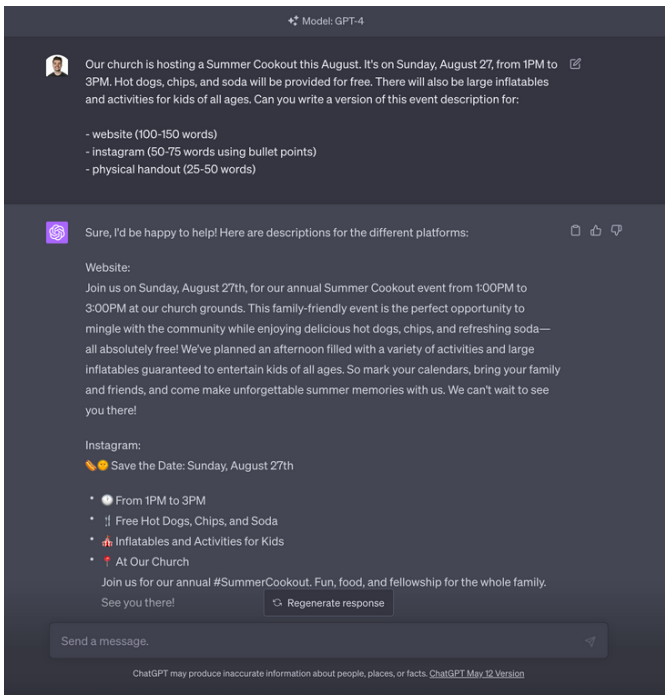
In the realm of email marketing campaigns, ChatGPT helps maintain active communication with your community. From crafting weekly newsletters and conveying special event updates, to sharing weekend sermon recaps, ChatGPT aids in creating compelling, personalized emails that resonate with your audience.

Additionally, it can craft engaging sermon descriptions and employ SEO-friendly terms and phrases to enhance your online visibility, all while reflecting your unique writing style.

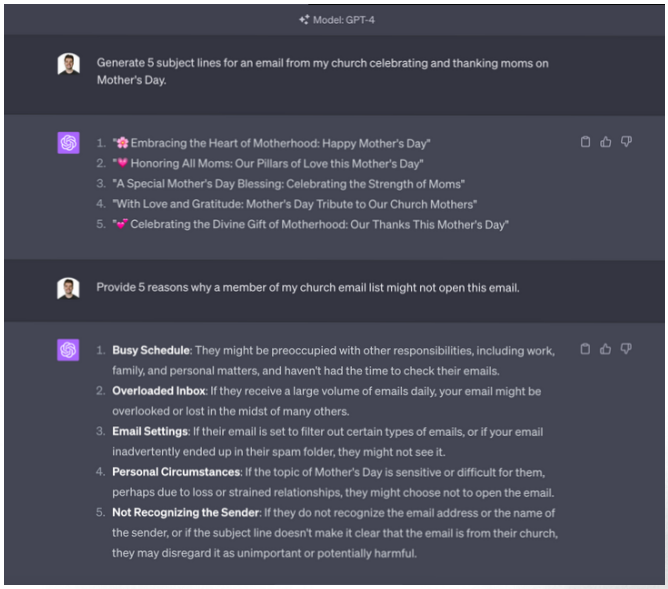
GPT-4, available for $20 per month, is the latest language model created by OpenAI. It's significantly more advanced in creativity, visual input, and longer context retention than GPT-3.5, which is available for free. GPT-4 also offers access to the chatbot during periods of high demand and peak usage times, and it can retain as many as 25,000 words of context to enhance its response to your conversation.

CHATGPT USE CASES FOR CHURCHES

Example: ChatGPT Writes Email Copy

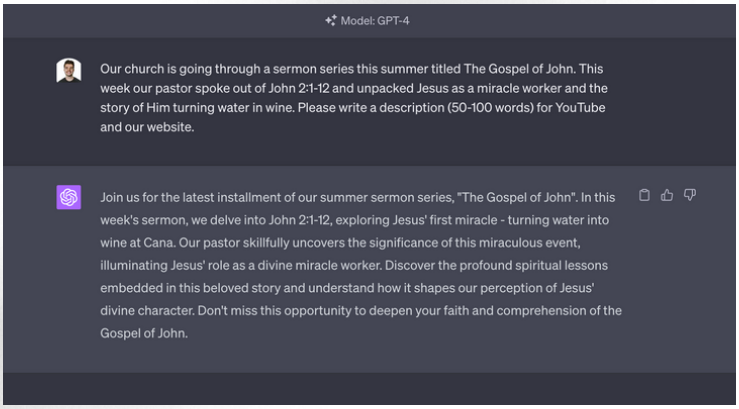


Example: ChatGPT Talks Marketing Strategy



- Generate compelling social media copy to build up your community and engage your audience
- Increase engagement in your congregation with personalized, inspiring email campaigns.
- Summarize your sermon descriptions in easy-to-understand ways to highlight focuses and showcase the value they offer.
- Reach more people with interesting and relatable blog ideas and copy that connect with more people.
- Update the tone of your copy for upcoming events and initiatives to focus on the reader and encourage participation.

Example: ChatGPT Writes Event Description Copy



HOW CHATGPT RANKS

On a scale of 1 (low) to 10 (high), here's how the AI for Churches team ranks ChatGPT in key areas.

Ease of Use: Easy to Difficult

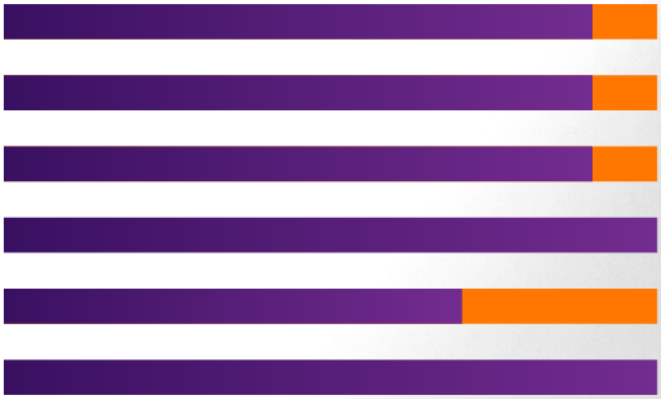
Quality of Output: Low to Amazing

Customer Support: None to 24/7

Affordability: Free to Expensive

Breadth of Features: None to Robust

Ease of Setup: No-lift to Highly Technical



CHATGPT PROS & CONS

- ✓ Provides consistency and can save you significant amounts of time
- ✓ Adapts to mimic your unique voice and tone
- ✓ Offers proofreading and critique services for optimal content
- ✓ Capable of generating multiple variations of a single output for diversity

- ✗ Possibility of generating incorrect or nonsensical results
- ✗ Knowledge only available up until September 2021
- ✗ Lacks the nuances of emotional intelligence
- ✗ Prompts are limited: A maximum of 25 messages can be sent every three hours

MAKE AI FOR CHURCHES YOUR GO-TO FOR AI EVALUATIONS

AI for Churches pressure-tests AI tools in faith-based scenarios, so you don't have to. Check back often for new evaluations and resources to help you bring AI into your ministry.

Give us 30 minutes. We'll give you a customized review of the AI technology that can help you now and tomorrow. Plus, actionable tips you can use to demystify AI and revolutionize the way you bring God's message to the lives of Christians.

SCHEDULE AN AI CONSULTATION

AI FOR CHURCHES

MISSIONAL MARKETING
CHURCH GROWTH STARTS WITH A CLICK

CHURCH COMMUNICATIONS