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Practical AI for Churches

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Practical Resources for Churches



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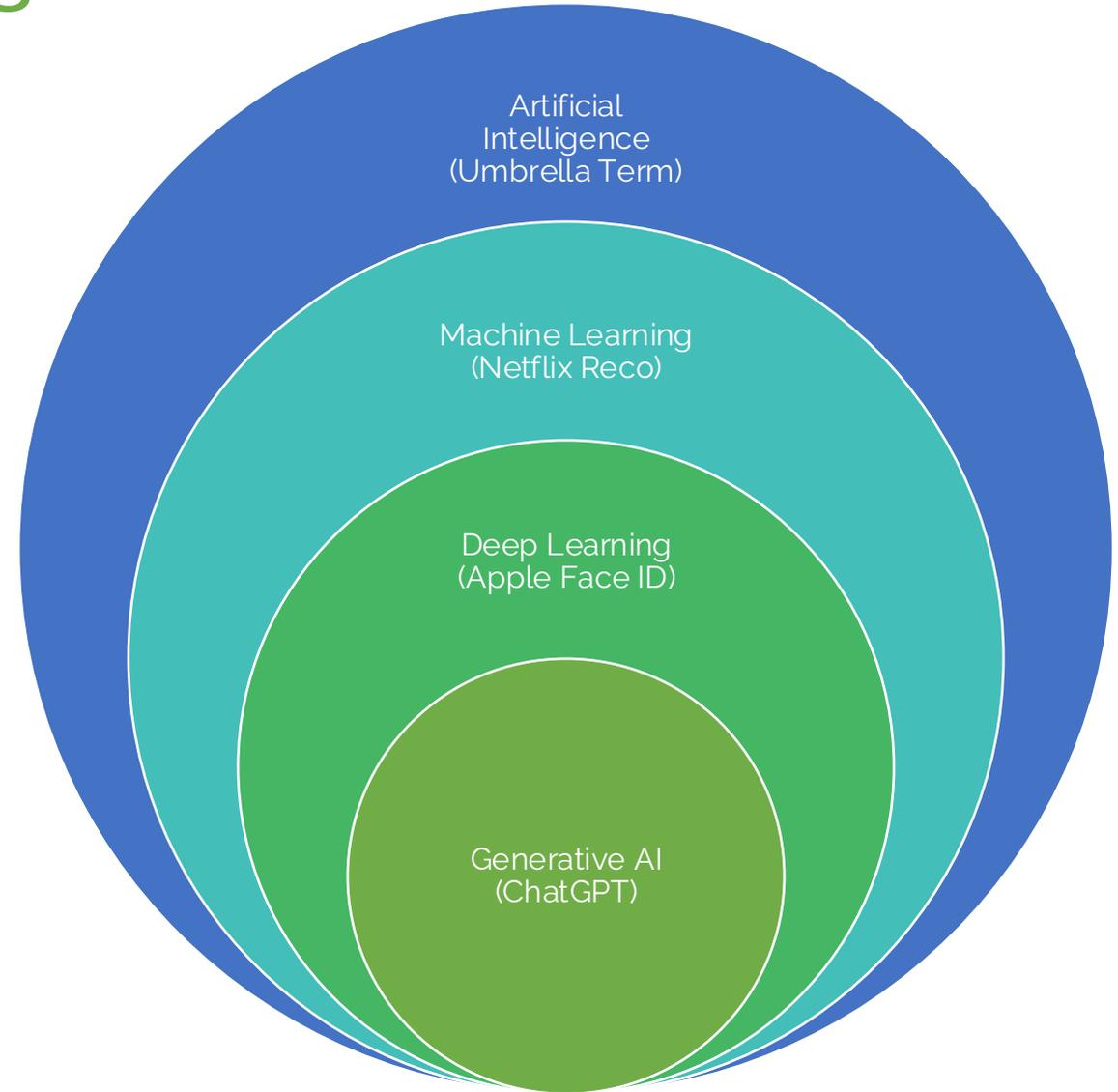
Kim's a successful pastor and church planter for 24 years. Eric is a Fortune 500 marketing exec.

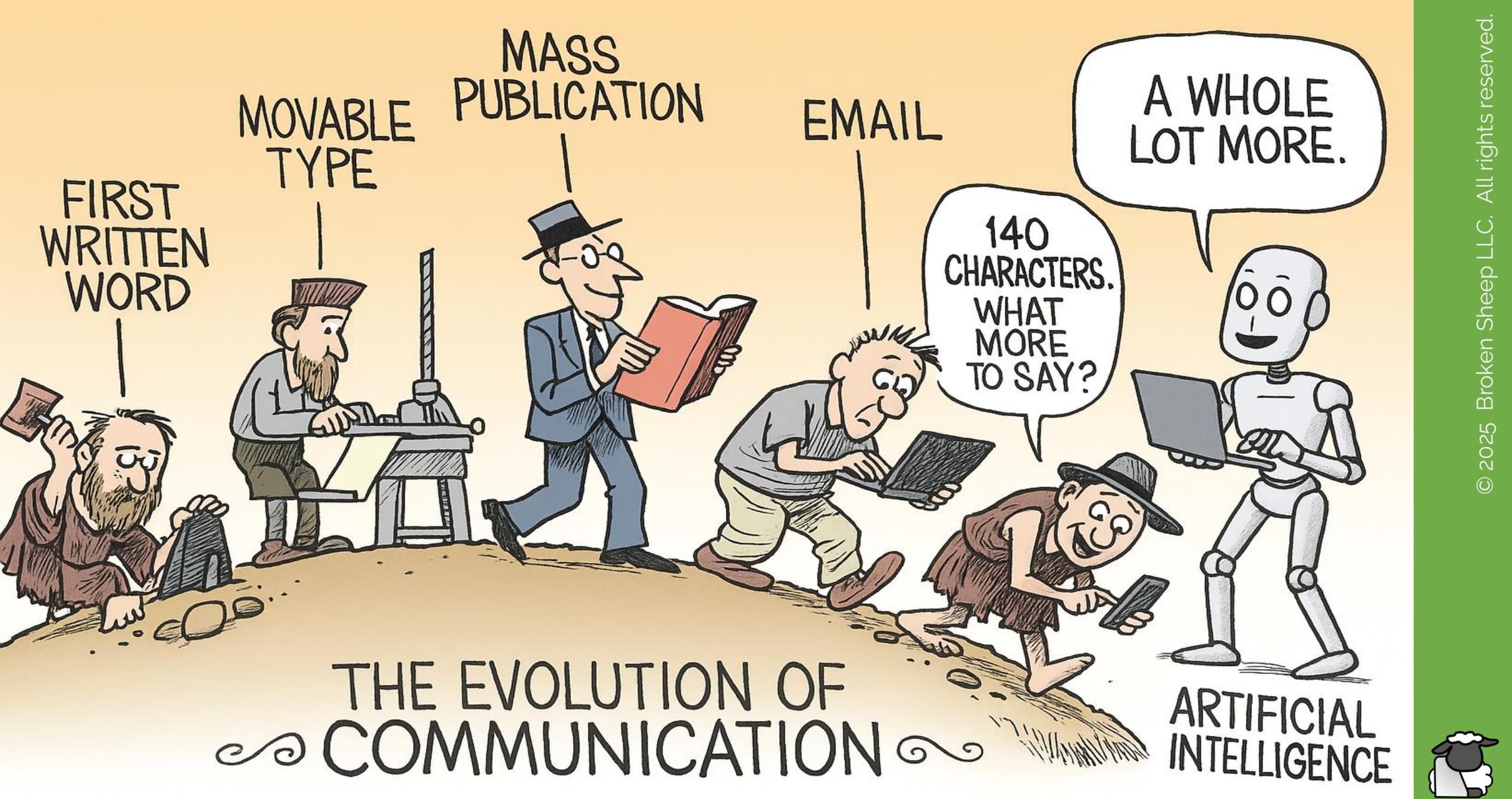
Together, we combine the best of the secular corporate world and church practice to deliver the newest skills and trends with a sound theological understanding to create positive change.

What is Artificial Intelligence?

Artificial intelligence (AI) is the ability of machines to think, learn, and make decisions in a way that mimics human intelligence.

- Learns from lots of data.
- See patterns.
- Performs tasks to copy and then adapt for new patterns.
- Improves over time.

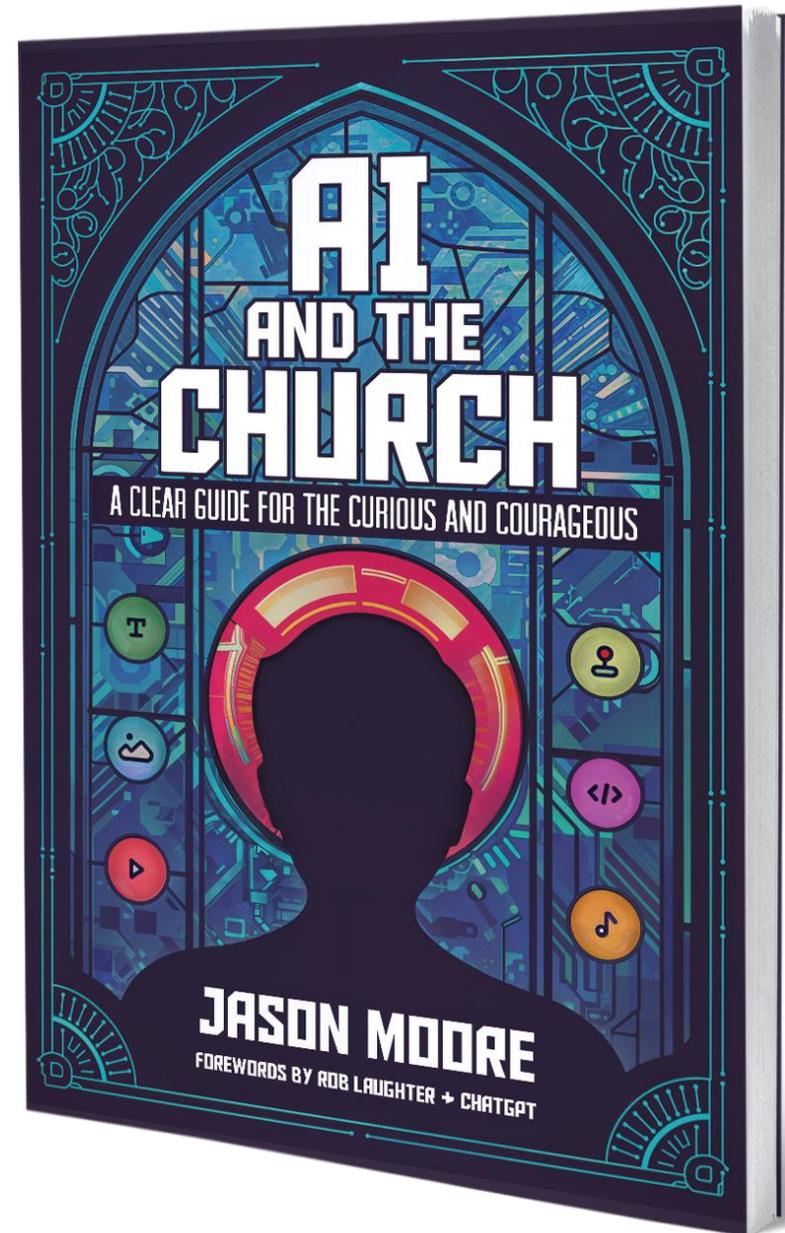




* A cartoon inspired by Mike Keefe's cartoon published in The Denver Post on March 27, 2009. Modified by me using AI.

Ethical Concerns of AI

- Loss of human soul, presence, and discernment.
- Bias, misinformation, and hallucinations.
- Copyright, ownership, and intellectual property.
- Authenticity, deception, and transparency.
- Spiritual formation, discipleship & pastoral care risks.
- Dependency and scaling too fast.





THE ART OF PROMPTING



The big difference: **DIRECT vs. DO**



A Basic Prompt (TOO SIMPLE)

- **EXAMPLE:**

- Help me create a content strategy for social media.

- **ASSESSMENT:**

- Who is this for? (A church, a business, a person)
- Who are they targeting with this social media strategy?
- What are you trying to promote?
- What social media channels?
- For what time period?



A Refined Prompt (OK)

- **EXAMPLE:**

- Help me create a content strategy for social media for my church that's launching a new tutoring program. Make it good and effective, prioritize driving parental sign-ups.

- **ASSESSMENT:**

- Better, but lacks details (age groups, subjects, schools nearby)
- What does good and effective look like?
- What channels do you want to use?



A Detailed Prompt (BETTER)

EXAMPLE:

- You are church marketing expert helping Crestwood UMC (www.crestwoodumc.com) in Crestwood, KY. The church is launching a new tutoring program for Oldham Country South middle and elementary schools. You need to create a content strategy for their social media platforms including their website, Facebook, Instagram, TikTok, and Nextdoor owned channels, ways to engage the school social media channels, and ways for church members to share to their connections. Create a plan with dates to prioritize driving parental sign-ups with the goal of 80 students registered by Jan 1, 2026.

ASSESSMENT:

- Good prompt by listing channels, timing and goals.
- What should the output look like?
- What is the budget?



A Structured Prompt (BEST)

ROLE

You are church marketing expert helping Crestwood UMC (www.crestwoodumc.com) in Crestwood, KY.

TASK

Create a content strategy to support the launch a new tutoring program starting January 2025. The goal is to register 80 students for the program before the start.

CONTEXT

- Targeting Crestwood Elementary School and South Oldham Middle School.
- Plan can include digital channels and printed materials. Church social media platforms including their website, Facebook, Instagram, TikTok, and Nextdoor.
- Plan should also include ways for church members to share to their connections.
- Program is limited to 50 student per night. Parents need to register for the tutoring session by Monday of that week. Sessions are held on Wednesdays from 4pm to 6pm.
- All subjects are covered. A snack is provided.

.# CONSTRAINTS

- Limit budget to \$500.
- Program space is limited to

OUTPUT

1. Executive Summary
2. Social Media Strategy
3. Content plan
4. Budget
5. Volunteer Requirements
6. Implementation Plan

ASSESSMENT:

Provide clear roles, goals, context and constraints.



Als are the smartest,
dumbest interns will
ever have.



The Anatomy of a GPT-5 GREAT Prompt: (1 of 2)

1. **Role** (ROLE)

- Define a clear role for the model to adopt.
- Tell the model: “You are a market researcher,” or “You are a local outreach strategist.” Defining a role helps shape the perspective.



The Anatomy of a GPT-5 GREAT Prompt: (1 of 2)

2. Task (TASK)

- State exactly what you want it to do. Be explicit about the desired action or outcome.
- Be explicit about what you want: *what kind of output, how many, what format, what audience.*
- Avoid vague words. E.g. instead of “tell me about community outreach,” say “list 3 outreach methods with expected cost, time required, and likely audience reach.”



The Anatomy of a GPT-5 GREAT Prompt: (1 of 2)

3. **Context** (CONTEXT, PERSONAS, CONSTRAINTS, EXAMPLES)

- Give the model everything it needs to perform well. Include background details, personas, constraints, examples.
- Supply all relevant background: geographic, demographic, organizational mission, constraints (time, budget, values).
- If data is relevant, include recent, reliable data or ask the model to fetch it.
- Define any domain assumptions (what's known, what isn't).



The Anatomy of a GPT-5 Prompt: (2 of 2)

4. Reasoning Instructions (INSTRUCTIONS)

- Prompt it to think through the problem. Consider providing steps for the model to work through.
- Break complex tasks into subtasks, either in the prompt (“First do A, then B, then C”) or implicitly (“show your reasoning”).
- Use “chain of thought” style: ask model to think through reasoning steps. This tends to improve accuracy in reasoning / data tasks.
- Request that GPT-5 explain its reasoning.
- If some parts of the request are more important than others, say so. E.g. “Psychographics matter more than exact income.” This helps the LLM allocate “attention” (in its reasoning) appropriately.



The Anatomy of a GPT-5 Prompt: (2 of 2)

5. Output Format (TONE, OUTPUT)

- Specify how you want the answer presented. Specify format: narrative paragraphs, tables, bullet points, summary + details, word count, sections, etc.
- Few-shot prompting: give one or more examples of what you want (format, style, depth).
- Indicate constraints (“no more than 500 words”, “include sources”, “avoid technical jargon”, “use lay language”).
- Specify tone: formal, conversational, persuasive, theological, community-oriented, etc.

6. Stop Conditions (WARNINGS, CREDIT USAGE)

- Set boundaries for the response. This could mean limiting the length, ending at a certain step.



Other Tips for Prompting

1. Iterative Refinement

- Expect to refine the prompt: test, review output, adjust prompt.
- Use feedback loops: ask follow-ups, ask the model to improve or critique its own first draft.

2. Source / Data Reliability & Limitation Awareness

- Ask the model to cite sources when using data.
- Ask it to note when data is approximate, uncertain, or extrapolated.
- Use reliable, recent public sources when possible (Census, ACS, official local data, etc.).



Other Tips for Prompting

3. Avoid Bias / Stereotyping / Ethical Issues

- Be explicit: “Don’t stereotype,” “Be respectful / inclusive,” “Avoid reinforcing bias.”
- Use neutral, or inclusive language; ask for diversity in personas or viewpoints.

4. Be Aware of Model Constraints

- Know input (“context window”) limits: too much irrelevant text can dilute important instructions.
- Know update/time limits: an LLM may not have the *very latest* data.
- Know what the model *can’t* do reliably (e.g. very precise geospatial or proprietary data unless you supply it).



Other Tips for Prompting

5. Format & Structure for Efficiency

- Use numbered or bulleted lists for multi-part instructions.
- Use delimiters to separate background, instructions, examples.
- Hierarchical structure (general → specific) often helps.

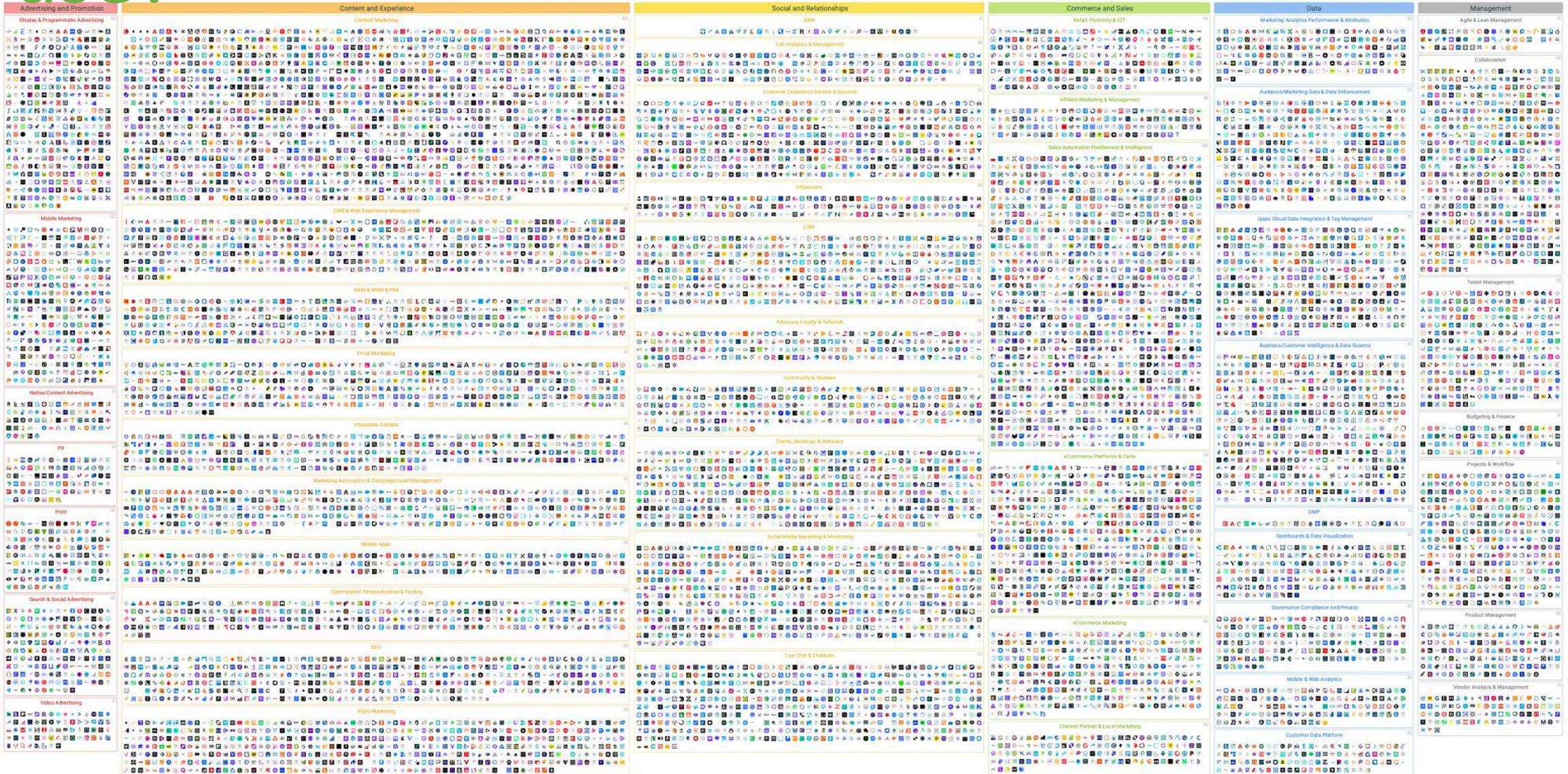
6. Explicitly Ask for Actionable Output

- Instead of “give ideas,” ask for “give ideas with cost/time estimates, predicted outcomes, or who would be responsible.”
- Push for concrete steps, measurable indicators of success.



What tools should you use?

2025 Marketing Technology Landscape May 2025



visit martechmap.com to search, sort & filter



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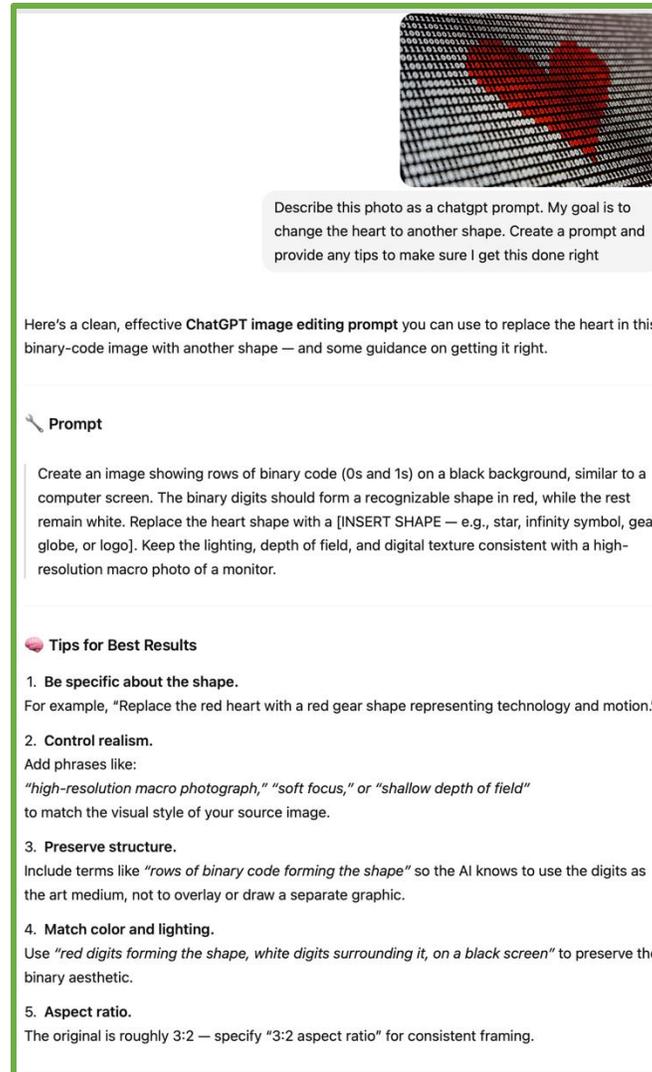
Photos Tools

- Lots of options.

- Midjourney
- Nano Banana (Google)
- Canva AI
- Even ChatGPT is doing a descent job now.
- And more...

- Template sketch

- [photo/shot type], [subject + action], [environment], [color scheme], [camera/film], [lens/focal length], [composition], [mood], [lighting], [textures/props], [must-have brand details]



Describe this photo as a chatgpt prompt. My goal is to change the heart to another shape. Create a prompt and provide any tips to make sure I get this done right

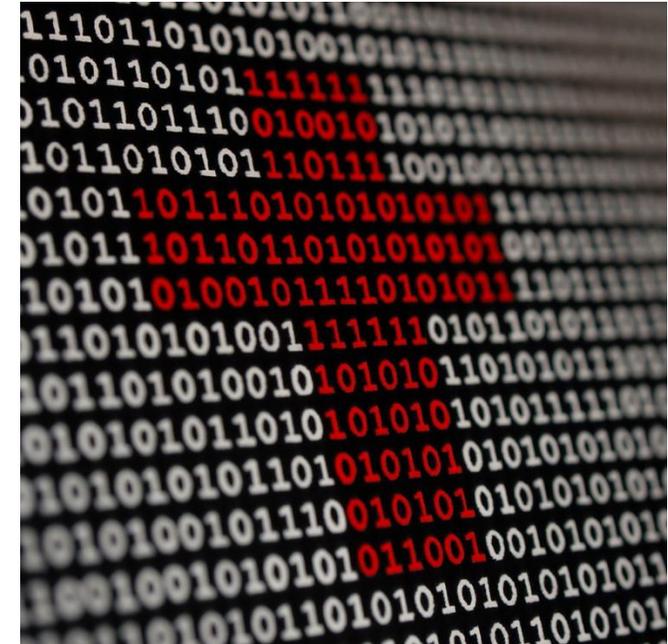
Here's a clean, effective ChatGPT image editing prompt you can use to replace the heart in this binary-code image with another shape — and some guidance on getting it right.

Prompt

Create an image showing rows of binary code (0s and 1s) on a black background, similar to a computer screen. The binary digits should form a recognizable shape in red, while the rest remain white. Replace the heart shape with a [INSERT SHAPE — e.g., star, infinity symbol, gear, globe, or logo]. Keep the lighting, depth of field, and digital texture consistent with a high-resolution macro photo of a monitor.

Tips for Best Results

- 1. Be specific about the shape.**
For example, "Replace the red heart with a red gear shape representing technology and motion."
- 2. Control realism.**
Add phrases like: "high-resolution macro photograph," "soft focus," or "shallow depth of field" to match the visual style of your source image.
- 3. Preserve structure.**
Include terms like "rows of binary code forming the shape" so the AI knows to use the digits as the art medium, not to overlay or draw a separate graphic.
- 4. Match color and lighting.**
Use "red digits forming the shape, white digits surrounding it, on a black screen" to preserve the binary aesthetic.
- 5. Aspect ratio.**
The original is roughly 3:2 — specify "3:2 aspect ratio" for consistent framing.



A quick comparison of image AI tools

Comparison of the tools

Here are strengths, trade-offs, and real world observations (as of 2025):

Tool	Strengths / what it's good at	Weaknesses / trade-offs
Midjourney	Very strong at stylized visuals, imaginative/ abstract art, fine artistic control, good "painterly" or dramatic aesthetics	Might sometimes misinterpret very tight technical constraints (e.g. precise shapes, pixel-level accuracy), slower or less deterministic for edits
Nano Banana (Google Gemini's image engine)	Fast, solid realism, good at blending imagery, keeping consistency in edits, strong for "photo-like" output in recent test results	Newer tool (thus still evolving). Might have limits in fine prompt control or extreme stylization outside its training strengths
ChatGPT's built-in image generation (GPT-image or the multimodal model)	Convenient (especially if you're already working inside ChatGPT), good prompt followability, decent for many use-cases without switching tools	It may lag behind the very top artistic tools in ultra-polished stylization or extremely demanding visual constraints



Video Tools

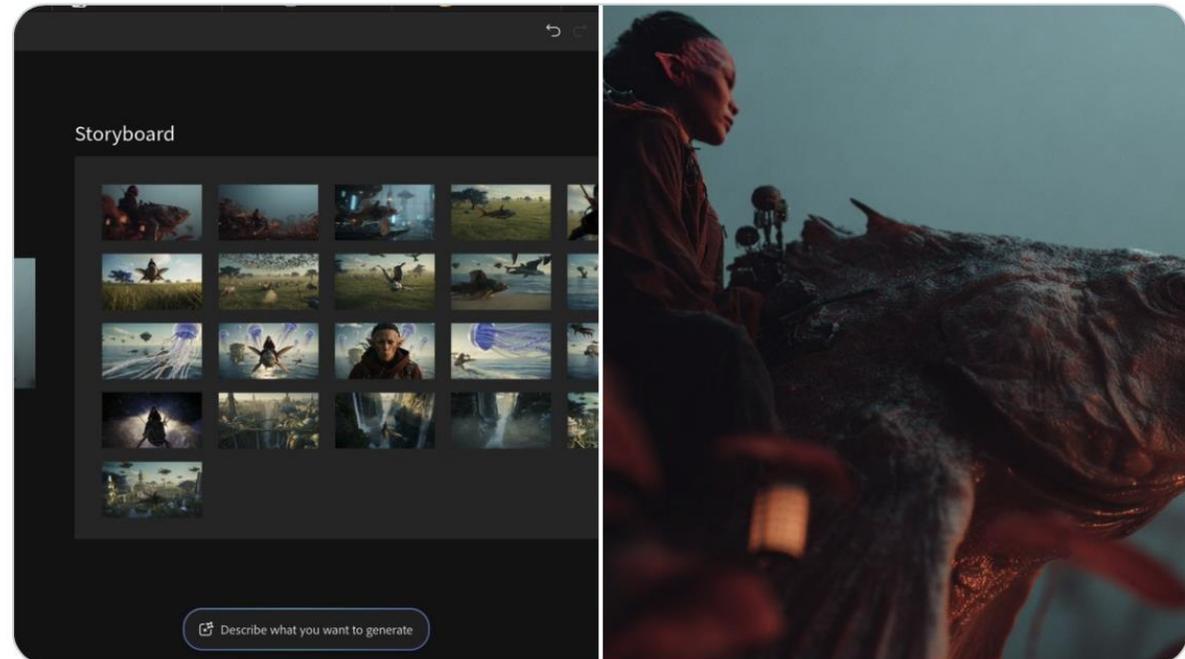
- Video tools are improving every day.
- Top video generators at the moment are Sora 2 and Google VEO 3.1
- You can also use tools that try to make it easier like invideo.io, weavy.ai or many others.



Dinda Prasetyo ✓
@heydin_ai



Believe it or not, I actually developed the visual side of my short AI film Skyland from just this one image. The base image was generated in [@midjourney](#), then I developed it further using [@GoogleDeepMind](#) Nano Banana Gemini Flash 2.5 on [@Adobe](#) Firefly Boards, and honestly, it helped a lot since I could directly compare the visuals I generated. Once it felt right, I went ahead and generated it with [@LumaLabsAI](#) Ray 3 straight from Adobe Firefly.



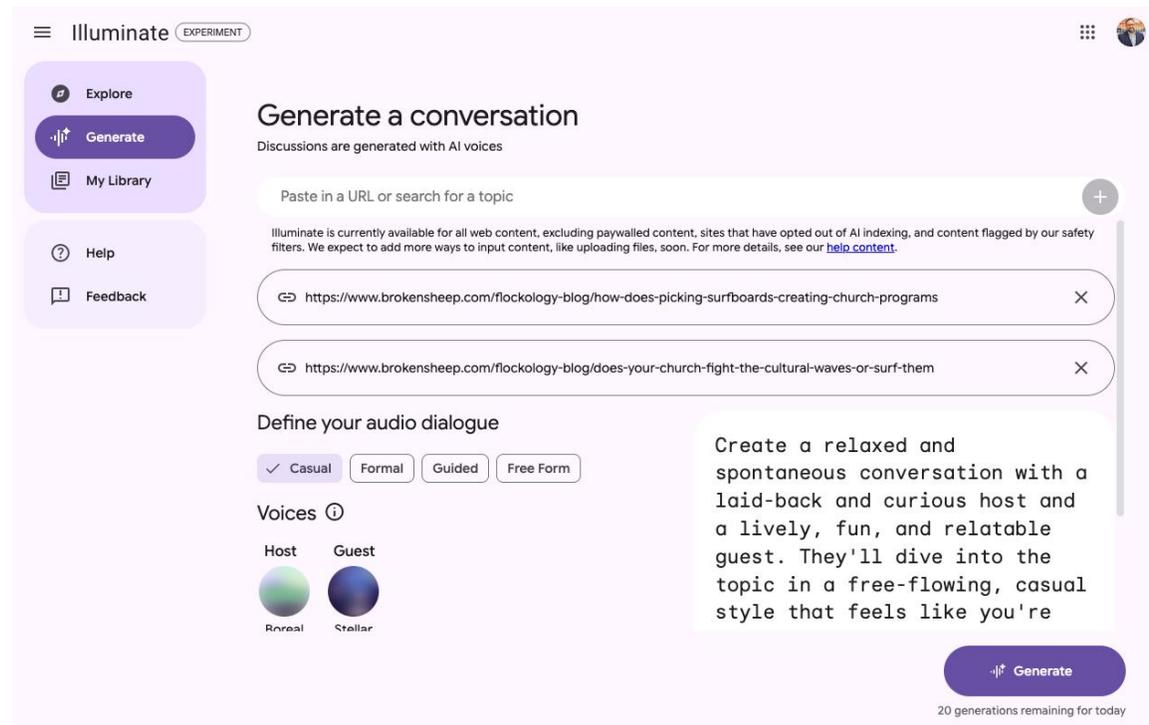
[Video Comparisons](#)

[Full Video](#)



Podcasts - Google Illuminate or Notebook LM

- Transform your content into engaging AI-generated audio discussions.
 - Illuminate = Builds script from URL. (Experimental) = one click
 - Notebook LM = Builds script from your files = [a few steps](#).
 - Manual process using AI
 - Build script in LLM
 - Generate human voice with ElevenLabs
 - Balance sound using Auphonic or Adobe Podcast Enhance and add music with Soundraw.io or others.

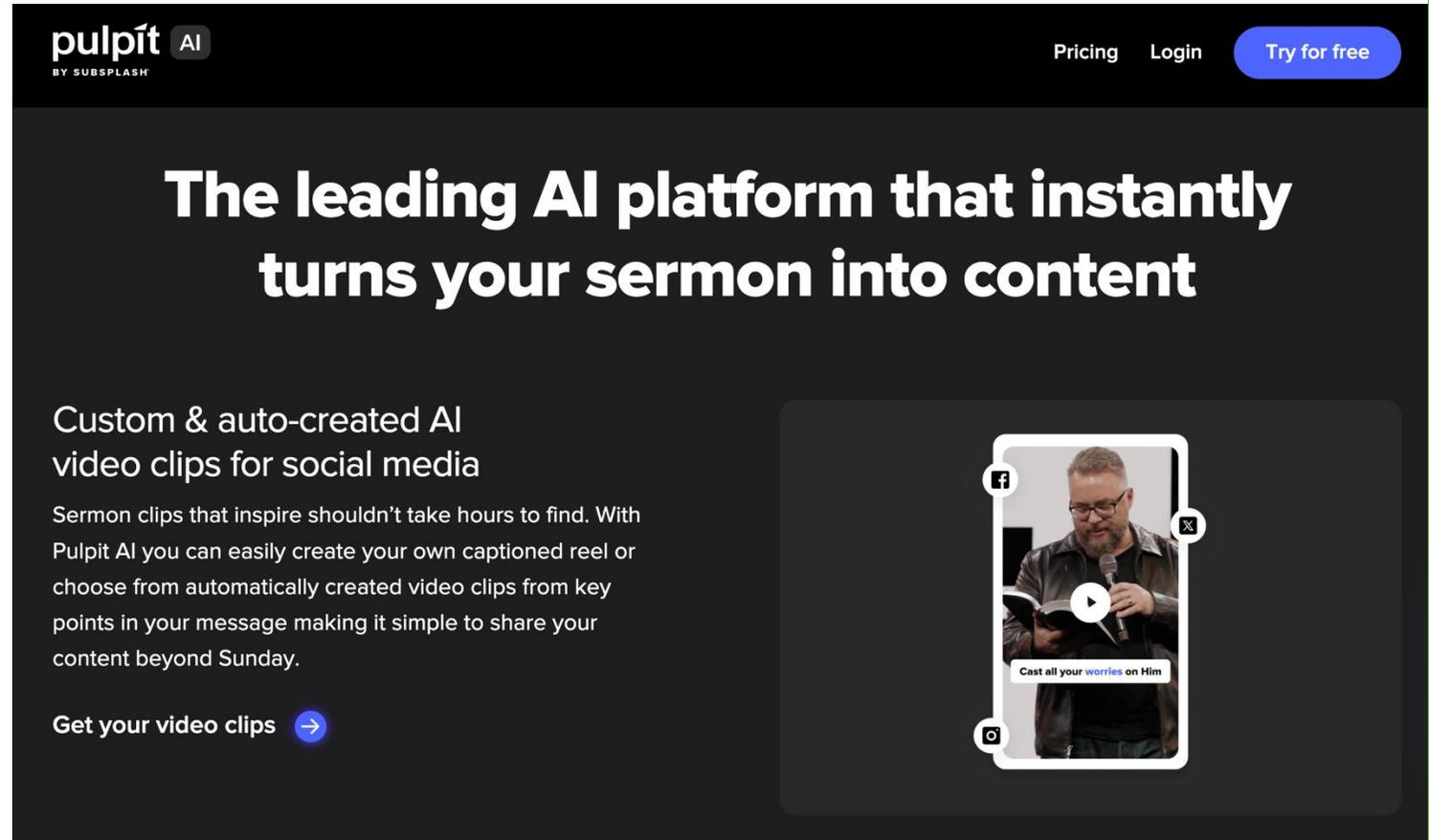


[Casual Tone Example of brokensheep blogpost on churches navigating change.](#)



Pulpit.ai

- Upload sermon and it helps review and refine it.
- Create video clips for social media.
- Create group guides, discussion questions and devotionals.
- \$39 to \$129 per month (has free trial)



The screenshot shows the Pulpit.ai website homepage. At the top left is the logo 'pulpit AI BY SUBSPASH'. On the top right are links for 'Pricing', 'Login', and a blue 'Try for free' button. The main headline reads 'The leading AI platform that instantly turns your sermon into content'. Below this, there is a section titled 'Custom & auto-created AI video clips for social media' with a sub-headline 'Sermon clips that inspire shouldn't take hours to find. With Pulpit AI you can easily create your own captioned reel or choose from automatically created video clips from key points in your message making it simple to share your content beyond Sunday.' A blue button with a right arrow says 'Get your video clips'. To the right is a video player showing a man reading a book, with social media icons for Facebook, X, and Instagram, and a caption 'Cast all your worries on Him'.

<https://www.pulpitai.com/>



Church.Tech

- Similar to Pulpit.ai with some additional capability.
- Features a catalog of **Ministry Tools** (guided generators) and a **Sermon Playground** to spin up additional assets; (Pulpit does have prompt libraries, but not this bundled tools suite.)
- \$65 or \$100 per month (has free trial)

CHURCH.TECH

Ministry Tools

Pricing

Blog

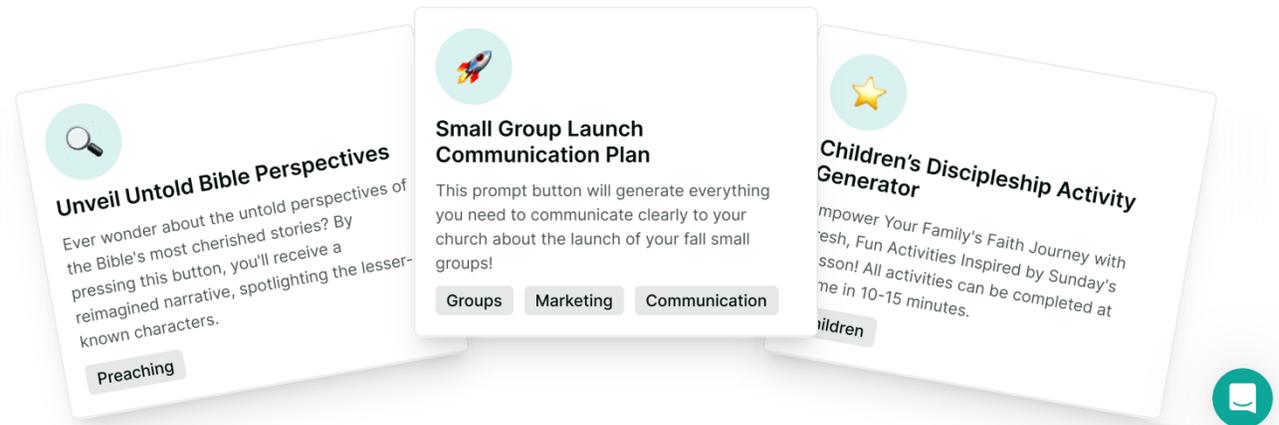
Sign In

Get Access →

Empower your church with AI-driven content creation

Unleash the power of AI to enrich your church's message and connect with your community like never before. Get started for free today!

Browse Ministry Tools



<https://church.tech/>





Start playing
now.



AI is not going away.

- Just like the internet, churches have a choice to engage or hide.
- AI capabilities are doubling every 7 months.
- AI can help churches be more efficient in non-core things to focus on what matters most.
- Superstars are experimenting now.

Why AI Will Widen the Gap Between Superstars and Everybody Else



Let's Chat!



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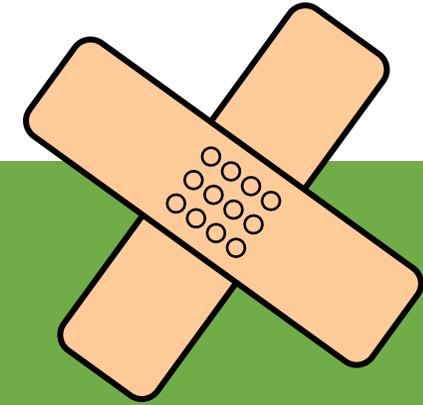
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