

The Nation's Largest Virtual Church Employs AI Technologies in a Critical Role to Global Mission Accomplishment.

AI Technologies and Church Ministry Accomplishment, a New Horizon



Dallas, Texas May 22, 2025 ([Issuewire.com](https://www.issuewire.com)) - It is a daily management philosophy of continuous improvement. Dr Steven DavidSon, High Presbyterian of Amazing Things The Church uses the language of the Father of Quality Dr. W Edward Deming also a devout Christian when speaking about his approach to ministry-delivery.

"It is well chronicled at this point, but there's always someone who does not know. I was in Dr Ed Demings original Total Quality Management (TQM) program that transformed the military services and the nation in the late 1970's into the 1980's. And 'continuous improvement' is one of his leadership principles I embrace."

Dr DavidSon sounds like a Management Scientist buff but it is only a means to an end for him. The end is reaching people, the same as every industry, company and NGO.

“It is accurate, we are not only trying to reach people but continue to improve delivery to maximize results. When we think of quality and delivery we include factors such as speed, timeliness, acceptable margins of error, volume or quantity and 24/7/365 availability. We’re speaking of what we believe to be the greatest need in the human experience as much as air, water, and sunlight in our view. We need to bring the best capabilities available to the table.”

DavidSon shares how AI has improved Amazing Things The Church.

“Just as Christ-Jesus gave mental-visual illustrations using parables, as educators in the Faith, visuals are imperative today. Obviously, substantive content is king in social media. Otherwise, visuals and antics can be used as subterfuge to cover the lack of substance. So our Biblical insight, extensive experience over half a century in ministry and faith endowment speaks for itself (without) being boastful. But adding the technologies to do the work of Christ-Jesus is a Christ-based Rembrandt. We no longer have to stream video or develop slideshows to create multimedia posts. Because of AI Meme’s which we use extensively in messaging, these have a complete multimedia presence. The click through rate (an industry standard) soars above 50%. We operate on five of the six continents. And nearly any industry would love having such results.”

DavidSon is well aware of the dark-side of AI, and the stigma attached to the methodology.

“No question it bears significant weight for the potential of deceit and even mayhem. And we have reason to believe it will be used for that purpose in a few years. But, we are using AI technologies to spread a message of hope today with a glorious future. And we’re in pursuit of reaching all we can on the planet to do so...”

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5 Top Brick and Mortar Online ChurchesMaximum 70,000 a week<https://donorwerx.com/biggest-online-churches-in-2021/>

23 Top Brick and Mortar Churches Online Church based on Subscribers. The same issue brick and mortar churches had with citing the membership metric. Today weekly or attendance weekly visitors is the more viable metric of actual , because membership or subscribers does not represent active participants. The largest cited below 2.53 million YouTube subscribers<https://churchtechtoday.com/churches-on-youtube/>

Amazing Things The Church daily attendance to-date as of 22-25 More than 45,000 a day, with more than 70 million participating to date. More than any church in the world based on actual daily attendance. More than 100,000,000 reaching invitations to attend...source: Meta Facebook data for /AmazingThingsTheChurch

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Source : Amazing things The Church

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