

How AI is Changing Christian Ministry, And Why You Should Care

Artificial intelligence is no longer a futuristic concept—it's here, and it's making its way into Christian ministry. As reported by The Christian Post, a Christian tech company in Colorado, Gloo, has acquired Faith Assistant, an AI chatbot designed to help churches and ministries customize AI models for their unique needs. While many believers are wary of AI, it's time to rethink how the church can embrace technology as a tool for good.

Gloo's Chief AI Officer, Steele Billings, emphasized the importance of ministries controlling their own content: "They decide what the model is trained on and where it's deployed." This level of customization ensures that AI in Christian spaces remains aligned with biblical teaching and ministry goals. Faith Assistant's co-founder Chase Cappel shared that this acquisition will "help more ministries implement unique AI strategies to accomplish their missions."

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The implications are vast. Ministries using Faith Assistant have already seen benefits. Emily Haring Thevarajoo from KCBI stated, "The platform lets us provide 24/7 answers, encouragement and support, which means we can serve our audience whenever they need us." AI doesn't replace human connection—it enhances it, ensuring that ministry remains available to people at all times.

Of course, concerns about AI's role in faith communities remain valid. A 2023 study by Gloo and the Barna Group found that 51% of Christians viewed AI as bad for the church, while only 22% saw it as beneficial. Yet, Gloo's Chief Solutions Officer Brad Hill sees AI as an opportunity rather than a threat: "We believe it's a moral imperative to use technology for good, and when used responsibly, the church has an opportunity to not only participate, but lead."

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At its core, the debate around AI in ministry isn't about technology itself—it's about trust. Can AI be used responsibly? Can it reflect Christian values? The answer lies in how it is implemented. Faith Assistant, for example, doesn't operate independently; it is trained on sermons, resources and content provided by ministry leaders themselves. This ensures that AI serves as a supplement to, not a replacement for, human discipleship.

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