

Digital Media Is Transforming Evangelism for Gen Z and Beyond

The Great Commission calls believers to “go into all the world and preach the gospel to all creation” (Mark 16:15). Today’s mission field isn’t just physical—it’s digital. With younger generations disengaging from traditional religious institutions, Christians must step into their spaces. The digital realm offers a powerful tool for spreading the Word, and faith-based innovators are leading the charge.

Brock Eastman, branding director for “The Action Bible,” believes engagement requires a fresh approach. He told “The 700 Club,” “We like to think about ... bringing the Bible to life in a different way for this generation, specifically, who is involved with graphic novels. This Bible appeals to them because they like that kind of, ‘Oh, I can see the images of the story moving and there’s a narrative.’”



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Visual storytelling isn’t the only method. Arve Solli and his team at Bible X are developing “Gate Zero,” a video game immersing players in Scripture. “We’re doing this to make the next generation able to experience the Bible, and understand it, and also spend time with it,” he said. Solli emphasized, “Just as the printing press made the Bible accessible to the masses, young people, they don’t read anymore.”

TruPlay is bringing biblical content to children through an

app featuring games, comics, and videos. Founder Brent Dusing explained: “Everything we do contains God’s truth. It’s a faith-forward solution for families where kids are on screens 50 hours a week.” His vision is bold: “Our vision is to change an entire generation right now.”

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These efforts reflect the heart of digital evangelism—meeting people where they are, just as Jesus did. Whether through comic book Bibles, immersive gaming, or faith-based apps, these approaches ensure the Gospel reaches those who might never step into a traditional church.

With Bible sales rising and spiritual revivals making headlines, now is the time to embrace digital evangelism. The harvest is plentiful, and by stepping boldly into new technological frontiers, the church can ensure Christ’s message remains accessible for generations to come.

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James Lasher is staff writer for Charisma Media.