

CREATIVE MINISTRY & CHURCH CULTURE

Leveraging creative ministry to shape the culture of the house.

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HELLO, MY NAME IS

Ibukun Balogun

Fadareak

Wedding photographer and engineer. I have led creative teams for over seven years.

@fadareak

Part One

THE FOUNDATION

Creative work is not decoration. It is ministry —
with theological dignity.

THEOLOGICAL DIGNITY

CREATIVE MINISTRY IS MINISTRY

*"Therefore we are ambassadors
for Christ, God making his appeal
through us."*

2 CORINTHIANS 5:14 - 20

You are not just taking pictures, editing videos, or handling screens. You are helping communicate what God is doing — in a way people can receive, remember, and share.

“ If we are ambassadors, then every legitimate channel through which Christ is made visible matters — we must put **all our cognition** into it.

EVERY SUPPLYING JOINT MATTERS

"God arranged the members in the body, each one of them, as he chose... there are many parts, yet one body."

1 CORINTHIANS 12:18-20 — Not everyone preaches — but every joint supplies.

THE MOST EXPENSIVE REAL ESTATE ON EARTH

Human attention — and everyone is bidding for it.

THE WORLD TAKES ATTENTION SERIOUSLY

**WHOLE CAREERS EXIST JUST TO REMOVE THE
FRICTION BETWEEN A PRODUCT AND YOUR
EYES.**

*Nobody deliberates that carefully by accident. They do it because
attention converts.*

WHAT THE WORLD PAYS FOR YOUR ATTENTION

\$1.1T

Global advertising spend — a year (2025).

\$54B

Billboards & out-of-home — up 15% in one year.

\$8M

One 30-second Super Bowl spot — over \$260k a second.

\$110M

Per year — just to paint a name on a Formula 1 car.

€70M

A year — for the name on the front of one football shirt.

\$16B

Spent chasing attention in Canada 2025 fiscal year — 77% digital.

ZECHARIAH 4:6

WE MAY NOT OUTSPEND THE
WORLD. BUT WE CAN **OUT-
CREATE IT.**

*"Not by might, nor by power, but by my Spirit" —
because the Creator lives in us.*

★ BEZALEL · OHOLIAB

EXODUS 31:1-5

*"I have filled him with the Spirit of God,
with ability and intelligence, with
knowledge and all craftsmanship, to
devise artistic designs..."*

The first man explicitly
recorded to be filled with the
Spirit was filled **to create**.



WHERE WE BEGIN

LAST TIME

How we build the team.



TODAY

What the team builds.

*Creative ministry does not just **document** church culture. It **builds** it.*

Part Two

WHAT IS CULTURE?

Every house has a culture. Every room has a behavior.

A WORKING DEFINITION

*Culture is the shared values, beliefs, and behaviors of a people — expressed in what they **celebrate**, what they **repeat**, and what they **pass on**.*

PUT SIMPLY: THE WAY WE DO THINGS HERE.

ACTS 2:42, 46-47

THE FIRST SNAPSHOT OF CHURCH CULTURE



Acts 2

"...they received their food with glad and generous hearts, praising God and having favor with all the people."

DEVOTION

FELLOWSHIP

PRAYER

GLADNESS

GENEROSITY

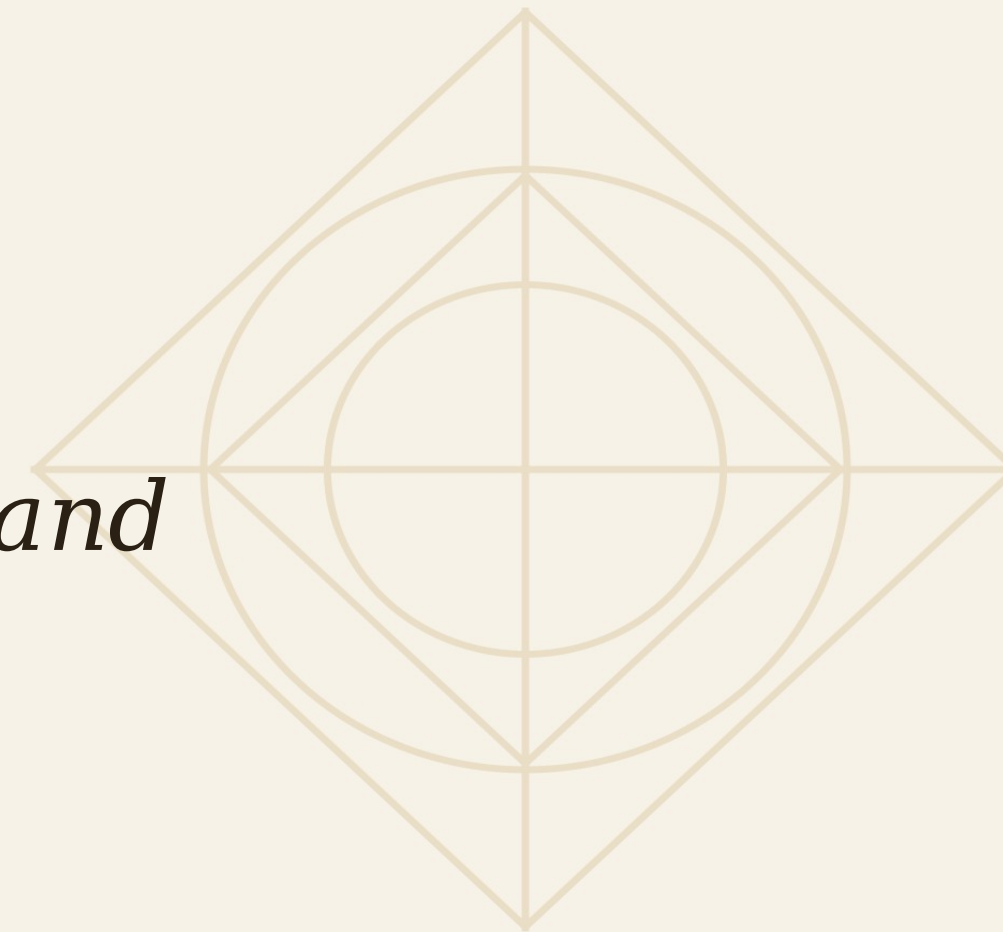
...and the watching world noticed.

A BIBLICAL PATTERN

WRITTEN ON THE DOORPOSTS

"You shall write them on the doorposts of your house and on your gates."

DEUTERONOMY 6:6-9





A STORY · THE ICON

"This is a house of prayer."

He did not just hang the picture again — he carved it in stone at the front of the house.

OUTWARD

To those outside: this is the behavior of this house.

INWARD

To those within: a stone of reminder — here, we pray.

ART EXALTS : PHILIPPIANS 4:8

WHAT WE FRAME, WE
ELEVATE.

*What we behold, we become. Whatever is true,
honorable, lovely — think on these things.*

OUTREACH & IN-REACH

One gift, pointed in two directions.

EPHESIANS 4:11-12 · EDIFICATION

outward →

OUTREACH

Creativity aimed at those outside the house. It wins the world's attention.

inward ↵

IN-REACH

Creativity aimed at forming those within it. It builds up the body.

*Every image you publish disciplines somebody. The question is whether we do it **on purpose**.*

Part Five

THE VALUES WE ENCOURAGE

What your team should capture, design, and display — to exalt what the house believes.

01 — of seven

A PEOPLE OF FERVOUR

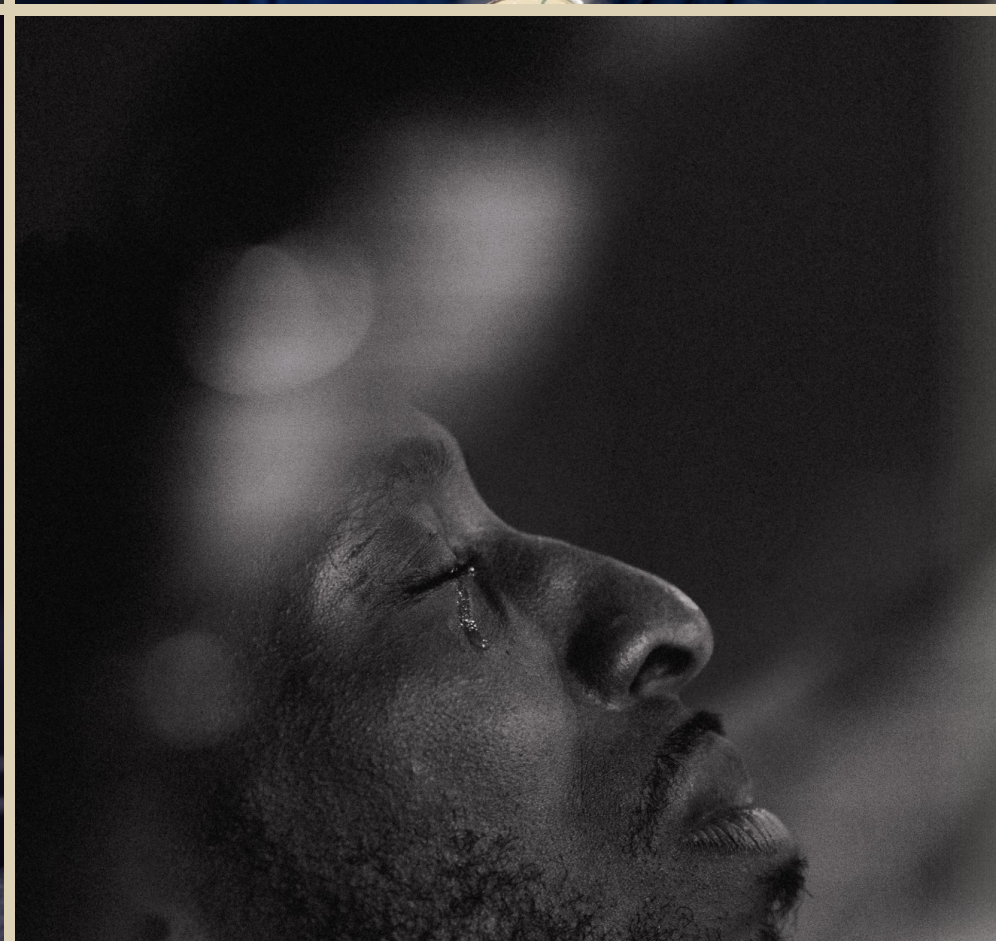
"And being in agony he prayed more earnestly; and his sweat became like great drops of blood."

LUKE 22:44

CAPTURE

Prayer at full stretch. Intensity, not performance.





of seven — 02

WE ARE WORSHIPERS

*"And David danced before the
LORD with all his might."*

2 SAMUEL 6:14

CAPTURE

Stretched hands, closed eyes, tears —
reverent craft.

03 — of seven

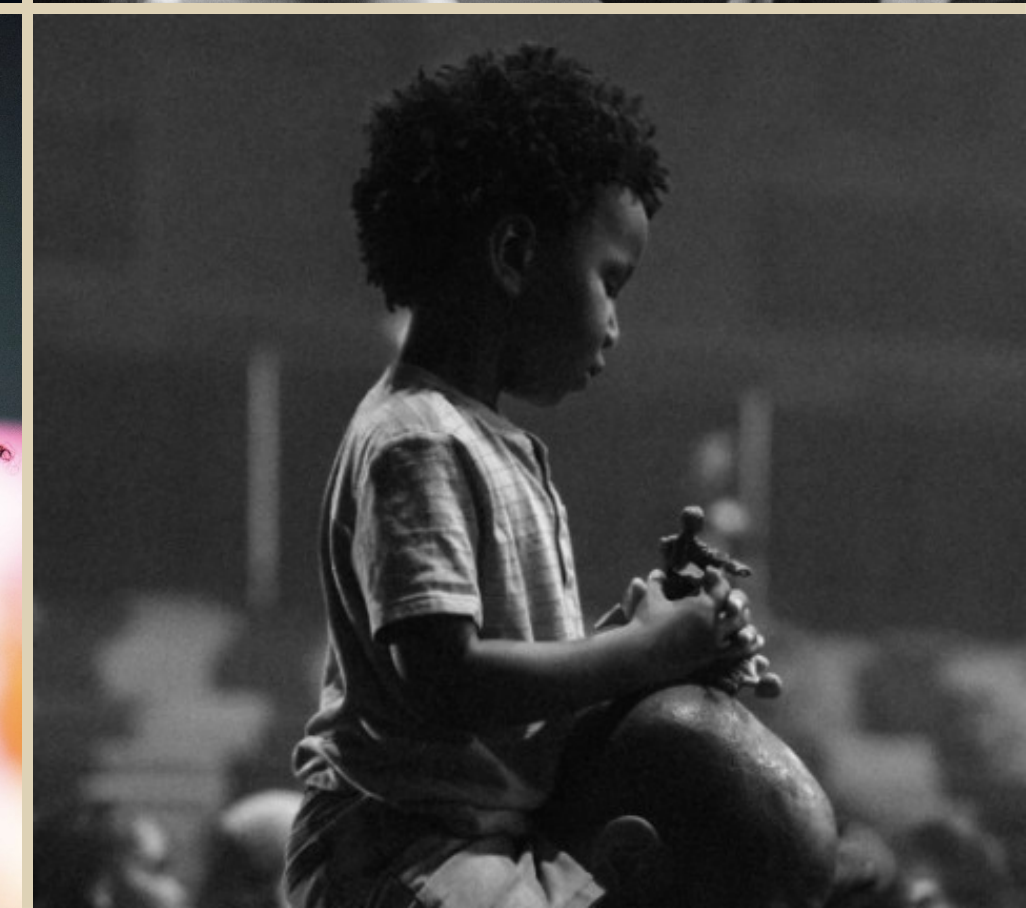
WE SEEK GOD'S FACE

*"You have said, 'Seek my face.' My heart
says to you, 'Your face, LORD, do I seek.'"*

PSALM 27:8

CAPTURE

The stillness after the sound. Children in pursuit.





of seven — 04

WE ARE KNOWN BY LOVE

*"By this all people will know that
you are my disciples, if you have
love for one another."*

JOHN 13:34–35

CAPTURE

Hugs at the door. Shared meals. The joy of
friendship.

05 — of seven

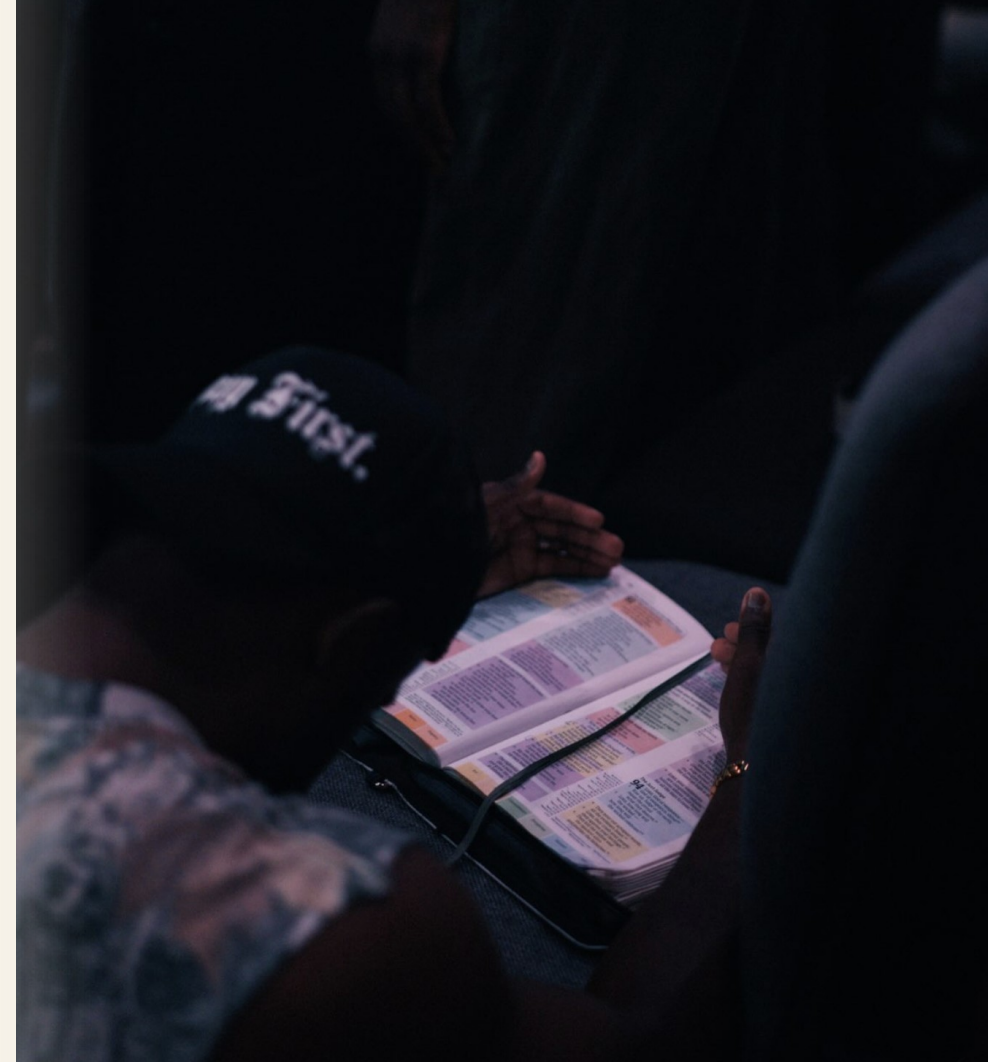
A PEOPLE OF THE WORD

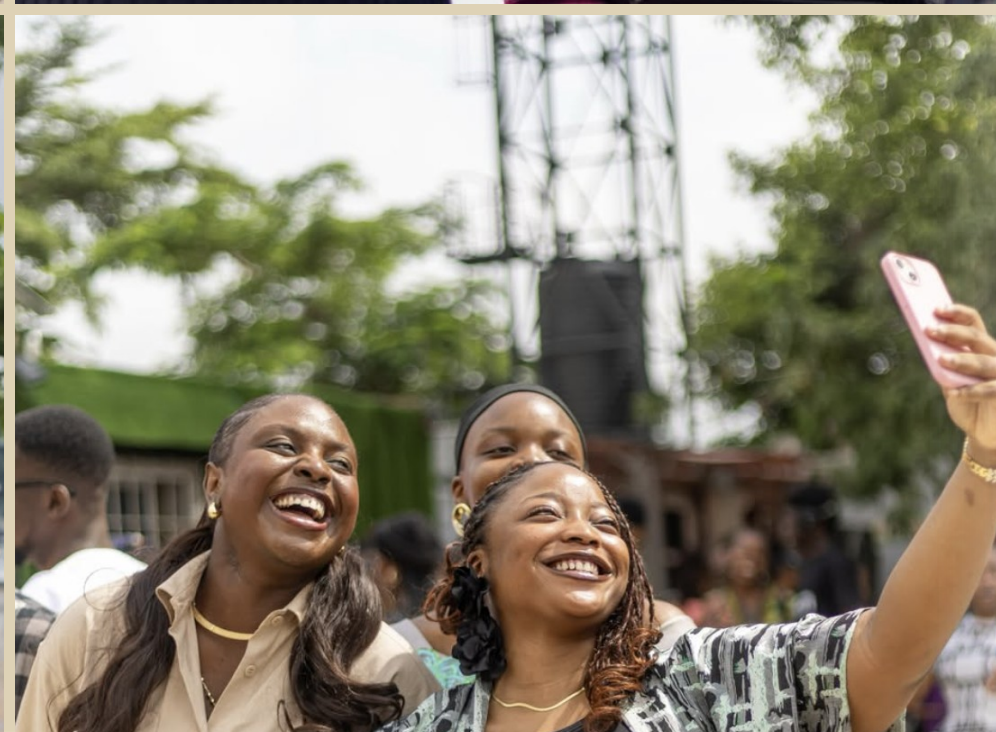
"Let the word of Christ dwell in you richly."

COLOSSIANS 3:16

CAPTURE

Open Bibles, note-taking, the Word on screens and walls.





of seven — 06

A JOYFUL PEOPLE

"The joy of the LORD is your strength."

NEHEMIAH 8:10

CAPTURE

Celebration, laughter, the lightness of the redeemed.

07 — of seven

A SERVING, GENEROUS PEOPLE

*"The Son of Man came not to be served
but to serve."*

MARK 10:45

CAPTURE

Volunteers at dawn, outreach, quiet acts of generosity.



THE PRACTICAL PLAYBOOK

Practically — on a Sunday, with the team you have.

FIVE MOVES FOR SUNDAY

01 BUILD A CULTURE SHOT LIST

Brief on values, not just events. "Capture fervour, worship, love" produces culture.

02 CURATE, DON'T JUST CAPTURE

The gallery is a discipleship tool. Choose the images that exalt what the house believes.

03 PUT ICONS IN THE HOUSE

Walls, lobby screens, lyric loops, feeds — write it on the doorposts and the gates.

04 STAY CONSISTENT

One beautiful post is a moment; a consistent visual language is a culture.

05 CAPTURE THE WHOLE HOUSE

If your gallery only shows the pulpit, your culture will look like a stage. Show the body.

Closing
**STONES OF
REMINDER**

Write them on the doorposts of your house and
on your gates.

DEUTERONOMY 6:9 · IN THIS HOUSE

IN THIS HOUSE, WE **PRAY.**

IN THIS HOUSE, WE **WORSHIP.**

IN THIS HOUSE, WE **SEEK HIS FACE.**

AND IN THIS HOUSE, WE **LOVE.**

It pays to serve Jesus.

THANK YOU

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