



## WHERE WE HAVE BEEN

### A Year in Review - Since December 2012

- 368 unique ministries from 30 different states have been approved and continue to be featured and promoted on our website.
- Serving local and national ministries with a local, national and international footprint.
- Close to 8,000 Facebook followers, nearly 11,000 Twitter followers, and a growing following of over 1000 followers on Pinterest nearly tripling our social capital in one year.
- Email newsletter database reaching an audience of more than 1500 ministries and over 18,000 subscribers who are Giving of Life fans.
- 40 unique projects that raised nearly \$40K in online crowd funding in increments of \$5 to \$200 gifts.
- Reached a new donor base with 500 unique generous donors giving to specific projects.

### Common Denominators of Ministries

- Tend to be smaller, home grown and “on the ground”
- Scale of the organizations we serve do not typically include a development office or department
- 90% of the ministries we serve are budding non-profits in need of a creative funding strategy as well as a creative outlet for exposure to a growing fan base
- According to the Better Business Bureau’s “Wise Giving Alliance” ministries spend far more than 35% of their annual budgets on their fundraising efforts.

### Our Target Audience

- Any and all 501c3 Christian ministries with a valid IRS 990 and IRS determination letter are eligible to apply. Churches are not eligible.



## WHERE WE ARE GOING

### • Building organizational capacity for ministries we serve.

- Training ministries to use the Giving of Life platform more effectively.
- Invest in the creation of a suite of tutorial short films explaining how to most wisely engage the Giving of Life platform.

### • Strategic marketing initiatives

- Investing in the creation of a series of partner tutorial videos that helps any potential giving partner understand how to engage with Giving of Life.
- Transitioning into a granting strategy that helps small enterprising ministries to raise money for their project simultaneously enabling philanthropists to double their investment.



## WHERE WE ARE

### Challenges & Opportunities:

#### • An Open Source & Market Driven Approach

- A common misperception of an open source funding strategy is that there should be more scrutiny on the front end.
- Open source marketing may not seem that demanding but it is actually far more demanding because of the higher level of scrutiny by the donor.
- In other words, projects will not reach their funding goal if a strong case is not made to a scrutinizing audience.
- For open source funding to be a success, a clear ministry strategy is necessary to draw the level of support required to reach funding goals.
- This approach helps ministries to organically and intentionally clarify and refine their vision, mission and values as they creatively communicate them through new media.

#### • Building a Strong Infrastructure

- **Deepening Connections with Planned Givers**
  - It is our goal to avoid the national trend and statistics that state that roughly 25% of every dollar is actually going to serve the intended ministry target.
  - 100% of all money raised on Giving of Life goes directly to the ministries promoted on our site.

#### • Crowd Sourcing & Growing Social Capital

- Helping ministries cultivate and curate a tribe of followers giving both the ministry and the donor a voice.
- Ministries can rally a tribe of new donors of shapes and size by sharing their project on various social media platforms.

#### • Refining a Sustainable Crowd Funding Model

- We have launched a new funding campaign model that allows a ministry to customize their own fundraising plan
- Every single ministry has the opportunity to receive financial support because any site visitor can donate directly to a project of their choice.
- To receive a grant, every ministry finds one donor who would be willing to give \$1K, \$1,500, \$2K, \$2,500 or \$3K.