

A. CONTACT INFO

Ministry Name	e3 Partners Ministry
CEO Name & Title	Curtis Hail, President
Primary Contact & Title	Dan Hitzhusen, Vice President
Address, City, State, Zip	16787 Bernardo Center Drive, Suite 7, San Diego, CA 92128
Phone	(760) 715-1597
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Email	Dan.hitzhusen@e3partners.org
Website	www.e3partners.org www.iamsecond.com

B. KEY INFO

Year Founded	1987
Total Employees (FT & PT)	383 (87 full time and 296 part-time)
Total Volunteers	5 (Depending on how you count Volunteers)
Total Board Members	10
Total Donors (last 24 months)	35,174
Organizational Memberships	<input checked="" type="checkbox"/> Evangelical Council for Financial Accountability (ecfa.org) <input checked="" type="checkbox"/> Christian Management Association (CMAonline.org) <input type="checkbox"/> Christian Stewardship Association (stewardship.org) <input type="checkbox"/> Other: _____
Is your IRS 990 form available for public inspection?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Do you have an annual audited financial statement that meets	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No

C. FINANCIAL INFO (per ECFA reporting categories – www.ecfa.org)

	Last Fiscal Year Actual	Current Fiscal Year Budget	Estimated Budget 2011
INCOME			
Donated Income	\$17,164,826	\$18,241,723	\$19,007,901
All Other Income	1,361,239	1,261,803	1,000,000
Total Income	\$18,526,065	\$19,503,526	\$20,007,901
EXPENSE			
Program Services	\$15,895,634	\$14,980,662	\$16,266,755
General & Administrative	1,852,007	2,165,879	2,010,114
Fundraising	734,145	902,450	804,046
Total Expense	\$18,481,786	\$18,048,991	\$19,080,915

D. OUR “ELEVATOR SPEECH” (external)

Brand Promise (slogan or tagline)	We Equip God’s people to Evangelize His World to Establish His Church. “We are committed to putting a church within walking distance of everyone on the planet.”
What do you do? (50 words or less)	We Equip God’s people with Training, Tools and Teams so that they can Evangelize lost people and disciple them into new, multiplying churches.
Key Endorsements (names of people or organizations)	Norm Miller, (Chairman, Interstate Battery), Jerry Rankin, (President, International Mission Board), Josh McDowell, (President, Josh McDowell Ministry), Rick Warren, (Saddleback Church), Paul Eshleman, (VP, Campus Crusade for Christ)

Our “BHAG” (Big Holy Audacious Goal) is:	Equip 10 Million believers to Evangelize 1 Billion people and Establish 1 Million multiplying churches.
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E. THE FIVE DRUCKER QUESTIONS (internal)

From: *The Peter F. Drucker Foundation Self-Assessment Tool: The Five Most Important Questions Every Nonprofit Organization Must Ask* (leadertoleader.org)

1. What is our mission?	Equip God’s People to Evangelize His World and Establish His Church!
2. Who is our customer?	The Church, USA and Overseas Churches
3. What does the (PRIMARY) customer value?	Individual (personal Church Growth in breath and depth)
4. What have been our results?	Since, 1987 God has used e3 to mobilize over 20,000 Americans on short-term trips and equipped 250,000 National believers to lead a little over 1 Million people to faith in Christ and start more than 25,000 new churches in 55 countries.
5. What is our plan?	Multiple Plans

F. S.W.O.T. ANALYSIS

STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> World Class Board World Class Leadership Team World Class National Partners Strong Vision & Proven Strategy Great Reputation Good Prayer Base 	<ul style="list-style-type: none"> Internal Communications Limited Marketing Plan Mobilization of Americans on Short term teams (Growth Plateau) Ministry too dependant on Foundations and Major Donors 	<ul style="list-style-type: none"> 2 year plan to plant 100,000 churches in India IAMSECOND.com for Internet church planting Huge potential for Church Planting Movements HIV & Malaria Cubes 	<ul style="list-style-type: none"> Current economy World Terrorism Too many good ideas

G. THREE STRATEGIC (and specific) WAYS FOR TBG MEMBERS TO BECOME INVOLVED

No.	Opportunity/Task/Volunteer Role	Target Date
1	Personally get involved in I AM Second.	
2	Introduce I AM Second to your church	
3	Attend a I AM Second SWOT to help brainstorm launching I AM Second in San Diego	
4	Go on an e3 Expedition	