

THE BARNABAS GROUP – FAITH WORKS TEAM
Ministry Presentation

A. CONTACT INFO

Ministry Name	Global Media Outreach
CEO Name & Title	Walt Wilson, Founder & Chairman
Primary Contact & Title	same
Address, City, State, Zip	16330 Los Gatos Blvd, Los Gatos, CA 95032
Phone	408 218-3398
Fax	
Email	Waltwilson2000@aol.com
Website	www.GlobalMediaOutreach.com

B. KEY INFO

Year Founded	2004
Total Employees (FT & PT)	23 FTE's
Total Volunteers	350
Total Board Members	None
Total Donors (last 24 months)	1,000+
Organizational Memberships	<input checked="" type="checkbox"/> Evangelical Council for Financial Accountability (ecfa.org) <input 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 ECFA's Standard No. 3 and is available to the public?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> We will meet this standard by (date): _____

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

	Last Fiscal Year Actual	Current Fiscal Year Budget	Estimated Budget 2010
INCOME			
Donated Income	\$650,000	\$1,300,000	\$4,000,000
All Other Income	-0-	-0-	-0-
Total Income	\$650,000	\$1,300,000	\$4,000,000
EXPENSE			
Program Services	\$598,000	\$1,196,000	\$3,680,000
General & Administrative	\$52,000	\$104,000	\$320,000
Fundraising	-0-	-0-	-0-
Total Expense	\$650,000	\$1,300,000	\$4,000,000

D. OUR "ELEVATION SPEECH" (external)

Brand Promise (slogan or tagline)	Presenting Jesus to every nation ... every moment ... every day
What do you do? (50 words or less)	Present the gospel in multiple languages through 44 web sites and personally respond to everyone seeking a relationship to Jesus. Then disciple and connect new believers to local churches and Christian movements in all 191 countries across the world.
Key Endorsements (people or organizations)	<ul style="list-style-type: none"> • Steve Douglas, President, Campus Crusade for Christ • Tom Phillips, Horizon Fellowship • Rick Warren, Saddleback Church • Chip Ingram, Walk Through the Bible

THE BARNABAS GROUP – FAITH WORKS TEAM
Ministry Presentation

Our “BHAG” (Big Holy Audacious Goal) is:	<ol style="list-style-type: none"> 1. Reaching all 1 billion Internet users, seeing 100 million decisions for Christ, connecting 25 million to the local church 2. Learning to tell the story to 5 billion oral learners 3. Through other emerging technologies, reach all nations
---	---

E. THE FIVE DRUCKER QUESTIONS (internal)

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

1. What is our mission?	Enabling every man, woman, and child on earth multiple opportunities to know Jesus
2. Who is our customer?	<ul style="list-style-type: none"> • Our PRIMARY customer is: The spiritual seeker • Our SECONDARY customers are: They're all primary
3. What does the (PRIMARY) customer value?	<ol style="list-style-type: none"> 1. A relationship to God (an abundant life) 2. Internal peace 3. Eternal salvation
4. What have been our results?	<ul style="list-style-type: none"> • A visitor every 3 seconds, an indicated decision every 60 seconds, • Current annual traffic 20 million, 600 thousand decisions • Over 1 million indicated decisions for Christ in 24 months
5. What is our plan?	<ol style="list-style-type: none"> 1. Segmented internet sites, perhaps hundreds 2. IP Radio, cell phones, audio/video gospel 3. IPTV strategic alliance

F. S.W.O.T. ANALYSIS

STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • Holy Spirit • Evangelism • Technology • Senior execs • Compatible team 	<ul style="list-style-type: none"> • Finances • Staffing limits • Engineering • Cost of advertising • Data security 	<ul style="list-style-type: none"> • Church alliances • Training volunteers • Denominations • Discipling masses 	<ul style="list-style-type: none"> • Church indifference • Google pricing • Loss of staff • Cost of housing

G. THREE STRATEGIC WAYS FOR TBG MEMBERS TO BECOME INVOLVED

No.	Opportunity/Task/Volunteer Role	Target Date
1	Establishment of church volunteer program for e-mail responses	current
2	<ul style="list-style-type: none"> • Strategies for Internet traffic development to reach one billion people • Search engine optimization 	current
3	Technology advice on IP Radio and cell phone messaging,	
5	<u>Major Prayer Request:</u> Wisdom, discernment, direction, focus as we look at the future.	

THE BARNABAS GROUP – FAITH WORKS TEAM
Ministry Presentation

H. **FOR TBG INPUT:** Give us guidance on solving this problem...overcoming this obstacle...or re-inventing this program (etc.)

Question for TBG:

1. **How do we increase volunteer base among US mega churches to support multiple language sites?**
2. **How do we reduce the cost of Google advertising through linking and search engine optimization?**
3. **How do we connect people from voice messaging to response centers currently using e-mail?**