

THE POCKET TESTAMENT LEAGUE - NOVEMBER 5-7, 2008 - PAGE 1 OF 2

A. CONTACT INFO

Ministry Name	The Pocket Testament League
CEO Name & Title	Mike Brickley, President
Primary Contact & Title	Mike Brickley, President
Address, City, State, Zip	P.O. Box 800, Lititz, PA 17543
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Website	www.pocketpower.org

B. KEY INFO

Year Founded	1893 in Great Britain by a 14 year old girl – Helen Cadbury
Total Employees (FT & PT)	Four full time; five part time
Total Volunteers	208,000
Total Board Members	13
Total Donors (last 24 months)	Over 10,000
Organizational Memberships	<input checked="" type="checkbox"/> Evangelical Council for Financial Accountability <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 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	2,184,081	2,835,000	3,300,000
All Other Income			
Total Income	2,184,081	2,835,000	3,300,000
EXPENSE			
Program Services	1,387,229	1,807,483	2,290,000
General & Administrative	354,891	490,000	530,000
Fundraising	403,262	440,000	480,000
Total Expense	2,145,382	2,737,483	3,300,000

D. OUR "ELEVATOR SPEECH" (external)

Brand Promise (slogan or tagline)	"What's in Your Pocket? Keys? Wallet? Small change? Why not fill your pocket with the power of God's Word and use it to change someone's life?"
What do you do? (50 words or less)	We challenge Christians to pledge to Read some portion of the Bible daily, to carry scripture with them everywhere they go in a dedicated pocket, and to share that scripture when God prompts them.
Key Endorsements (people or organizations)	Every US president since Theodore Roosevelt, Billy Graham, Bob Shank, Rick Warren, Focus on the Family, BBL Forum, thousands of pastors nationwide who have presented the Pocket Powered Church program
Our "BHAG" is:	To have 1,000,000 members annually sharing 25 million Gospels one on

one with people who do not yet know Jesus Christ!

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E. THE FIVE DRUCKER QUESTIONS (internal)

1. What is our mission?	To mobilize and equip Christians to read, carry and share God's Word
2. Who is our customer?	<ul style="list-style-type: none"> • Our PRIMARY customer is: Christians • Our SUPPORTING customers are: Donors/sponsors, and those who have yet come to know Jesus Christ as their Lord and Savior
3. What does the (PRIMARY) customer value?	Quality Gospels of John (God's Word – not tracts) Christians can use in sharing the Good News along with training, unique measurement tools, and encouragement in how to do this. Partnerships with other ministries is key to our growth.
4. What have been our results?	Over 1,500,000 one on one presentations of the Gospel each year and growing-thousands of lives changed for eternity-30,000 stories posted on our website each year
5. What is our plan?	The Pocket Testament League is creating a unique web – based system that connects people who want to share the gospel, but who have limited resources to acquire Gospels of John, with sponsors who want to invest in their personal evangelism efforts, but want specific accountability for their investment.

F. S.W.O.T. ANALYSIS

STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • God's Growth model • Low cost • Highly measurable • Web-based • Incredibly successful-life changing 	<ul style="list-style-type: none"> • Foreign concept to today's Christian • _____ • _____ 	<ul style="list-style-type: none"> • To build the largest, most powerful, most effective, most cost-effective force for one-on-one evangelism in the history of the world 	<ul style="list-style-type: none"> • Satan-the enemy does not want God's people to read the Bible, or share their faith

G. THREE STRATEGIC WAYS FOR TBG MEMBERS TO BECOME INVOLVED

No.	Opportunity/Task/Volunteer Role	Target Date
1	To sponsor five members in getting their Gospels with "\$100" (supplied), and give us the feedback to improve and develop the Sponsorship experience	Today
2	To host a lunch where we can introduce this ministry (not a fundraiser) to your friends	90 days
3	Introduce us to your pastor so he can present this to his church – or we can do it!	Today
4	Join the League today, and become a sower of the Word	Today

H. We'd like TBG members to discuss this "BIG QUESTION" on August 28. *Describe where you need guidance on solving a problem...overcoming an obstacle...or re-inventing a program, etc.*

As stewards, what would encourage you to want to sponsor these people who want to share their faith, and how do we communicate that this opportunity exists to potential donors?