



“...man looks at the outward appearance,
but the Lord looks at the heart.”

1 Samuel 16:7



We help ministries get ready to go out in public.



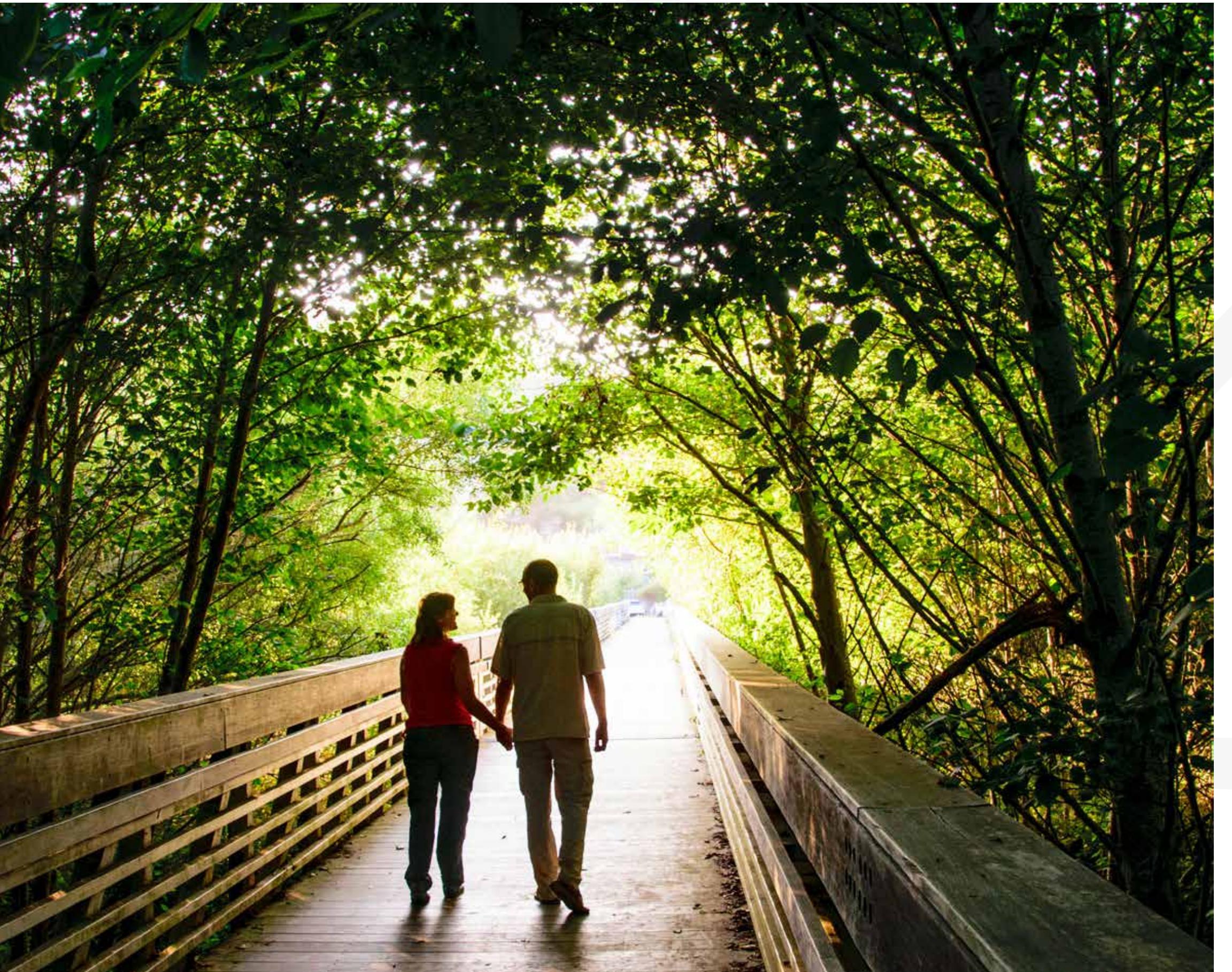


What's at the heart of your ministry?



The Vision:

Do you believe in it? If God called you to it, He will provide. Don't fight for God's promises nor shame others to supply for it. Obey and be patient.



The 3 “i”s

(and in this order)

INSPIRE:

Draw people in. Emotional language. Powerful quote.
Heartfelt photo. Intrigue. Pique curiosity.

INFORM:

Context. The Who, What, Where, and How. Background. History.

ENGAGE:

Invite participation. Help the reader see themselves as part
of the solution. Clear action steps.

Finding Strengths

- Discern what you've got
- Knowing and/or seeking what you're not

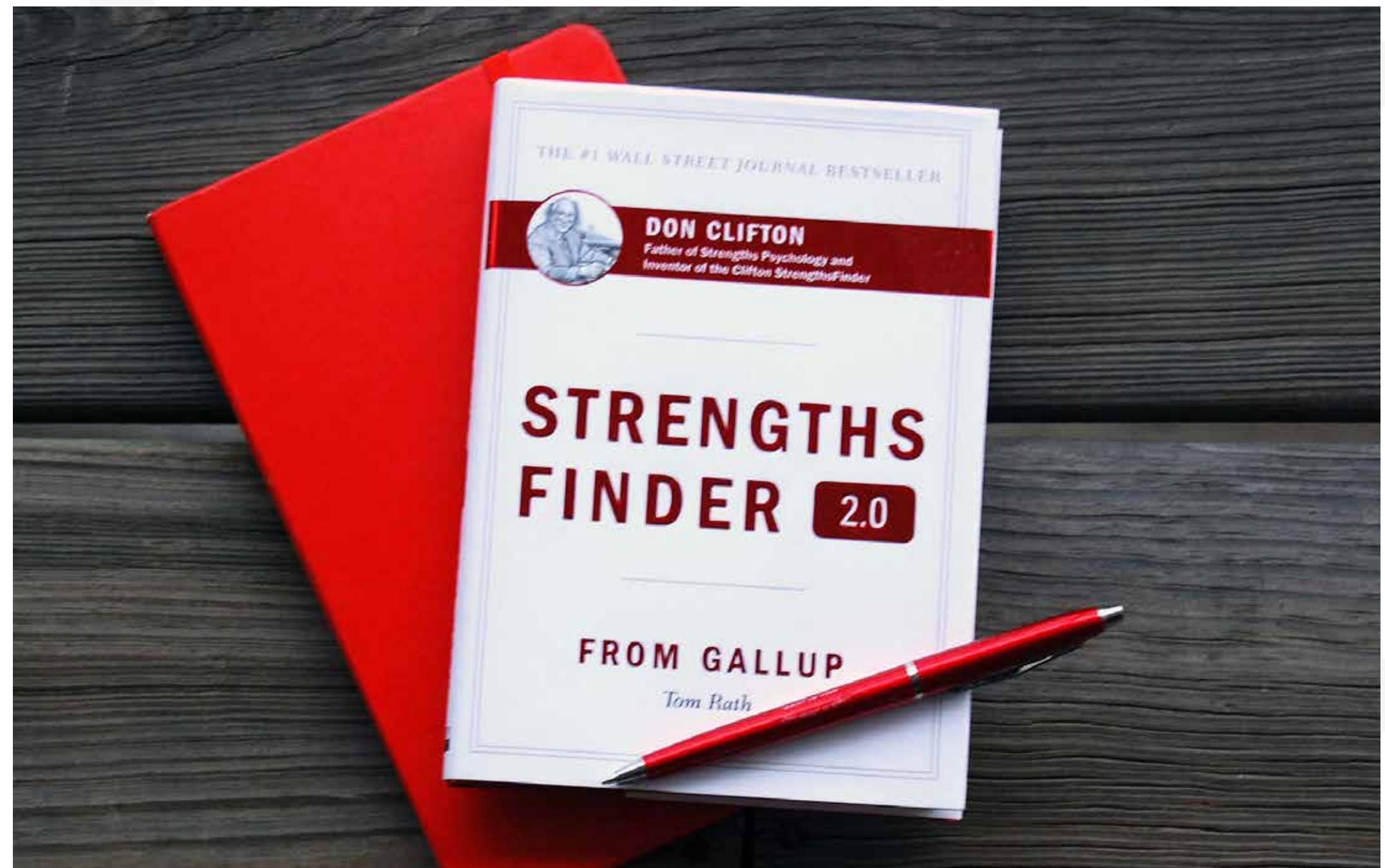
The 34 Strengths

- Achiever
- Activator
- Adaptability
- Analytical
- Arranger
- Belief
- Command
- Communication

- Competition
- Connectedness
- Context
- Deliberative
- Developer
- Discipline
- Empathy
- Fairness
- Focus

- Futuristic
- Harmony
- Ideation
- Inclusiveness
- Individualization
- Input
- Intellection
- Learner
- Maximizer

- Positivity
- Relater
- Responsibility
- Restorative
- Self-assurance
- Significance
- Strategic
- WOO





The 30-Minute Rule

If it takes more than 30 minutes,
employ technology or a specialist.



The Matrix

Functions and tools that make up an effective communications department. Robust, comprehensive, and ever-expanding—never complete.

Branding		Text Content		Multimedia Content		Correspondence		Digital Footprint		Stationery & Literature		Campaigns		Accounting		Events		Tools		Annual Planning		Equipment		Marketing		In-Person Advocacy	
1	Naming your org	1	Org mission, vision, summary statements	1	Overall intro flagship pieces	1	Online forms development and responsiveness	1	Channel Branding YouTube	1	Envelopes: #10, BRE 6.76, 9x12, etc.	1	Goals and timelines	1	Planned giving via wills, trusts, etc.	1	Promotion via Multimedia channels	1	Canva design and layout	1	End-of-year planning	1	Internal numeric inventory system: (# #-##)	1	Constituent list growth	2	Associations
1	Establish & define emotional tone	1	Writing system	1	General static and downloadable resources	1	2-way email "customer service"	1	Broadcast email templates (1-way)	1	Static promotional resources: brochures, folders, rack cards	1	Prospective audience lists	1	Implementation to website	1	Purpose or goal to be achieved	1	InSightly constituent database cloud service	1	Publication cycles	1	Lapel wireless microphone	2	Denominational partnerships	2	Networks
1	Logo design in versatile formats	1	Proofreading policy and process	1	Photography process, organization, and training	1	Gift thank yous and acknowledgments	1	Social media: account names and handles	1	Business cards for staff and official advocates	1	Giving options unique to the campaign	1	Acknowledgment and receipting	1	Audience segmenting	1	Broadcast email service (1-way) MailChimp, Constant Contact, etc.	2	Reporting on the past year	1	External hard drive storage with backup drive protection	2	Networks of missionary, clergy, etc.	2	Churches
1	Official org fonts	1	3-5 Inspirational flagship articles	1	Video process, organization, and training	1	Scheduled touches digital and print	1	Search engine optimization (SEO) basics	1	Branded blank note cards and envelopes for thank yous	1	Campaign-specific Multimedia resources	1	eGift processing partner	1	Food: audience appropriate	1	JotForm or other embed-friendly forms	2	Holidays worth noting	2	Desktop color laser printing and scanning	2	Social media paid ads	2	Community events
1	Official color palette	2	"Web hawk" (post-production proofreading)	2	Script development	1	Constituent database administration	1	Website and landing pages	1	Publications: monthly, quarterly, etc. of org updates	2	Letters explaining the vision and need	1	Budgeting	1	Timing etiquette of advanced notice and reminders	1	Print service partners: local and budget	2	Internal forecast of campaigns	2	Tripods	2	Organization partnerships	2	Conventions
1	Choose a website domain	2	Scheduled reminders of expiring content	2	On-brand art-direction	2	Followup to constituent and colleague introductions	1	Social media post and article drip	2	Standard letterhead with optional 2nd page version	2	Campaign mailers and inclusions	2	Giving method trends peer-to-peer, etc.	1	Giving options enabled	1	Photo offline storage: Synology, etc.	2	Promo in conjunction with national or other affiliate programs (Orphan Sunday, National Day of Prayer, etc)	2	Audio recorder: Zoom mic (hardware brand, not the meeting platform), etc.	2	Radio ads, interviews, syndicated spots, and sponsorships		
1	Style Guides - default and in-house	2	Organized archives of articles, blogs, posts	2	Specific campaign and project content	2	Specific solicitations	2	Channel branding Rumble	2	Reports: annual or board reports may need special attention	2	Thematic campaign development and branding guides	2	Annual end-of-year reporting	1	Dynamic speaker considered	1	WordPress: internal and/or external	2	Special occasions worth recognizing	2	Equipment check-in check-out system	2	Rented snail and email lists		
		2	Multimedia descriptions and branding	2	Editing process and training	2	2-way phone "customer service"	2	Channel branding Vimeo	2	Internal: organizational file structure system (# #-##)			2	Legacy recognition options for gifts of certain amounts	1	Follow up to attendees	1	Stock photography: UnSplash, Pexels, etc.	3	Publicize forecast of the coming year	2	Primary and fill lights	2	Website affiliate and paid placements: Google AdWords, etc.		
		3	Press releases	2	Voice talent for your org	2	Thank you card rotating designs or renewed regularly	2	QR code management	2	Print vendor relationships			2	Pledge administration and followup	1	Table hosts or event advocates	1	Time tracker: ClickUp	3	Notable anniversaries	3	Teleprompter hardware camera tablet mount	2	Engagement directly on others' social media and blog content		
			Writing		Internal asset organization:		Voicemail and tree		Email signature					Text to give		Venue: audience		Website builder platform:				Shotgun		Merch: pens, apparel, donations			

Branding		Text Content		Multimedia Content		Correspondence		Digital Footprint		Stationery & Literature		Campaigns		Accounting		Events		Tools		Annual Planning		Equipment		Marketing		In-Person Advocacy		
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		3	Writing submissions to publications	3	Internal asset organization: general vs project-specific assets	2	Voicemail and tree scripts and recording	2	Email signature branding					2	Text to give options	2	Venue: audience appropriate	1	Website builder platform: WordPress, WIX, WebFlow, etc.			3	Shotgun microphone	2	Merch: pens, apparel, drinkware, chotchkies, etc.			
						3	Followup to gifts (reporting on progress to promoted campaigns)	2	Social media: paid placements boosts					2	Credibility seals and endorsements	2	Table assignment administration	2	Adobe			3	Gimbal gyroscopic camera mount	2	Signage both indoor and outdoor			
						3	Real-time chat integrations	2	Social media: interactions and surveys					3	Reporting on progress to promoted campaigns	2	Sponsors to underwrite various elements	2	Email, calendar, document, and more collaboration: Google Workspace (free for nonprofits) domain-centric			3	Drone for aerial and indoor fly-throughs	2	Business underwriters and sponsors			
							2	Social media: subscribe, follow and like promotion						2	Registration and confirmation systems in place	2	Video conferencing: Zoom, etc.							2	Segmenting: compassion trigger documenting			
							2	Social media: post and article drip						2	Theme and emotion	2	Social media management: Hootsuite, Agorapulse, etc.							2	Broadcast texting			
							3	Search engine optimization (SEO) advanced						2	Media capture for highlights or playback	2	Video and photo collaboration editing: Wipster, etc.							2	Constituent analytics: source, triggers, connections, capacity, etc.			
							3	Social media: Reciprocating orgs and affiliates						2	Auctions and gimmicks: audience appropriate	2	Electronic payments: Square, SumUp, Zettle							2	EDDM mailings for geographic snail mail promotion			
														2	Photo cloud storage: Google, Zenfolio, Amazon, etc.							3	Influencer partnerships					
														2	Teleprompter App								3	Endorsements by leaders in your industry or notable				

Branding		Text Content		Multimedia Content		Correspondence		Digital Footprint		Stationery & Literature		Campaigns		Accounting		Events		Tools		Annual Planning		Equipment		Marketing		In-Person Advocacy	
1	Naming your org	Org mission, vision, primary elements	1	Overall intro flagship pieces	1	Online forms development and responsiveness	1	Channel Branding YouTube	1	Envelopes: #10, BRE 6.76, 9x12, etc.	1	Goals and timelines	1	Planned giving via wills, trusts, etc.	1	Promotion via Multimedia channels	1	Canva design and layout	1	End-of-year planning	1	Internal numeric inventory system: (###-##)	1	Constituent list growth	2	Associations	
1	Establish & define mission statement	 Outward Heart	1	General static and downloadable resources	1	2-way email "customer service"	1	Broadcast email templates (1-way)	1	Static promotional resources: brochures, folders, rack cards	1	Prospective audience lists	1	Implementation to website	1	Purpose or goal to be achieved	1	InSightly constituent database cloud service	1	Publication cycles	1	Lapel wireless microphone	2	Denominational partnerships	2	Networks	
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1	Official org fonts	1	3-5 inspirational flagship articles	1	Video process, organization, and training	1	Scheduled touches digital and print	1	Search engine optimization (SEO) basics	1	Branded blank note cards and envelopes for thank yous	1	Campaign-specific Multimedia resources	1	eGift processing partner	1	Food: audience appropriate	1	JotForm or other embed-friendly forms	2	Holidays worth noting	2	Desktop color laser printing and scanning	2	Social media paid ads	2	Community events
1	Official color palette	2	Website production, proofreading	1	Website and landing pages	1	Publications: monthly, quarterly, etc. of org updates	2	Letters explaining the vision and need	1	Budgeting	1	Annual end-of-year reporting	1	Dynamic speaker considered	1	Photo offline storage: Photography, Pixels, etc.	2	Promo in conjunction with national or other affiliate programs (Orphan Sunday, National Day of Prayer, etc)	2	Audio recorder: Zoom mic (hardware brand, not the meeting platform), etc.	2	TriPods	2	Organization partnerships	2	Conventions
1	Choose a website domain	2	Scheduled reminders: existing contacts	2	On-brand email signatures	1	Followup to constituent and donor thank-yous	2	Social media: most	2	Standard letterhead with optional 2nd page version	2	Campaign mailers and inclusions	2	Giving method trends peer-to-peer, etc.	1	Photo offline storage: Photography, Pixels, etc.	2	Photo offline storage: Photography, Pixels, etc.	2	Radio ads, interviews, syndicated spots, and sponsorships						
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1	2	Modern descriptive branding	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	
3	Press releases	2	Voice talent for your org	2	Thank you card: rotating designs or QR code	2	Print vendor relationships	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
3	Writing submissions to publications	3	1	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
3	Followup to gifts (reports, programs, signs)	3	1	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
3	Real-time chat integrations	3	1	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
3	Social media: subscriber follow and like promotion	2	1	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
2	Social media: post and article drip	2	1	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
3	Search engine optimization (SEO) advanced	3	1	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
3	Social media: Reciprocating orgs and affiliates	3	1	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2

What's at the heart of your ministry?



Branding

- Consistency is key
- Brand and style guides...
- Writing rules...
- Photo styling...

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D A M A S C U S W A Y

Brand Guide

Make sure the team knows the rules to the game.

Simple one-pager or 30+

Official Branding Guide: Go Multiply

Full logo at 100% scale: 1.5" wide



Smallest printable size to include Title: .625" wide

Use white when overlaid on green, purple or other colors that do not contrast well.

Use color logo with white title on backgrounds that are black or have 90% coverage or more.

Full logo at 100% scale: 1.5" wide



Color Palette

PMS: 376 #7A8B00 CMYK: 34/0/100/28	PMS: 366 #BDE18A CMYK: 0/6/39/12	PMS: 2603 #E62585 CMYK: 17/72/0/48	PMS: 2573 #B382C7 CMYK: 10/35/0/22	PMS: BK #000000 CMYK: 0/0/0/100
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QR to: <https://www.Gomultiply.org>



Fonts

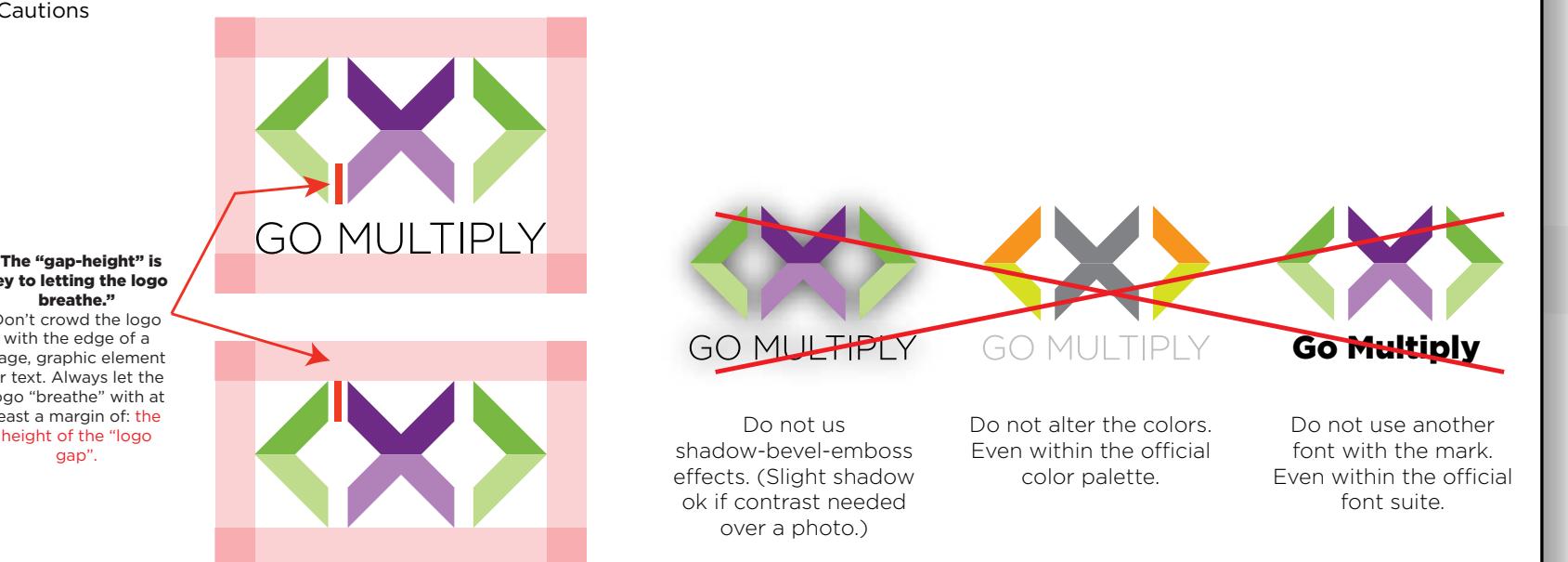
Gotham Black: AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz0123456789

Gotham Light: AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz0123456789

Gotham Book: AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz0123456789

Avoid Gotham Bold

Cautions



design by 



Our Mission — To mobilize local churches to transform lives and communities In the Name of Christ.

Our Vision — To see Christian churches united in purpose and fully engaged in actively living out their faith by lovingly serving people in need in their communities.

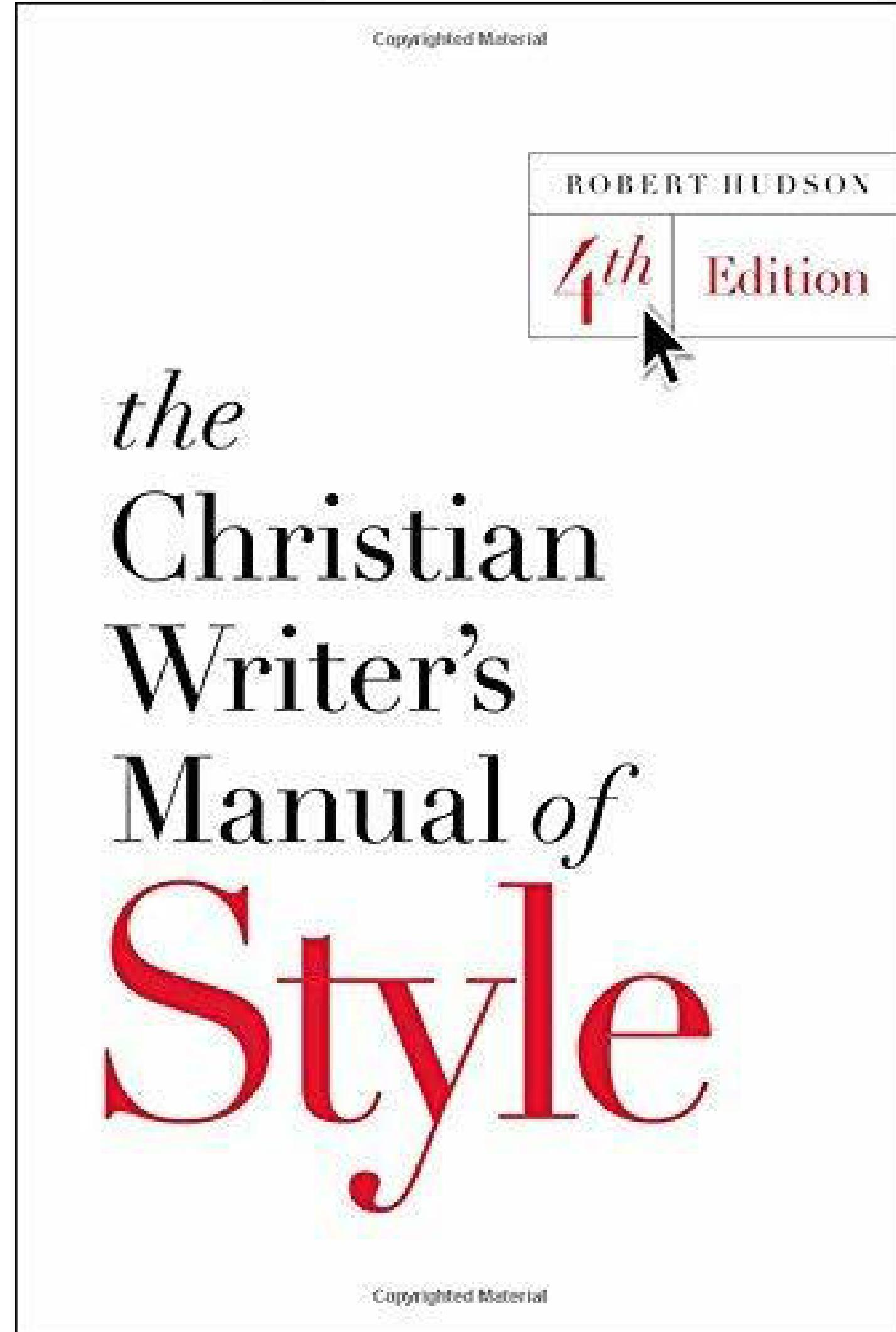
Table of Contents:

- 1 LOGO
- 2 Logo Overview
- 3 Spacing
- 4 Secondary Logo
- 5 Secondary Spacing
- 6 Use + Misuse
- 7 C O L O R
- 8 Color Overview
- 9 Palette Structure
- 10 Use + Misuse
- 11 T Y P O G R A P H Y
- 12 Type Overview
- 13 Hierarchy
- 14 Misuse
- 15 I M A G E R Y
- 16 Imagery Overview
- 17 Graphic Elements
- 18 Patterns
- 19 Photography
- 20 Iconography
- 21 VOICE



Writing Rules

- Have a default
- Establish and grow your in-house styles and exceptions





Photographic Style

Consistent treatment can unify widely-diverse subject matter.



Photographic Style

Consistent treatment can unify widely-diverse subject matter.

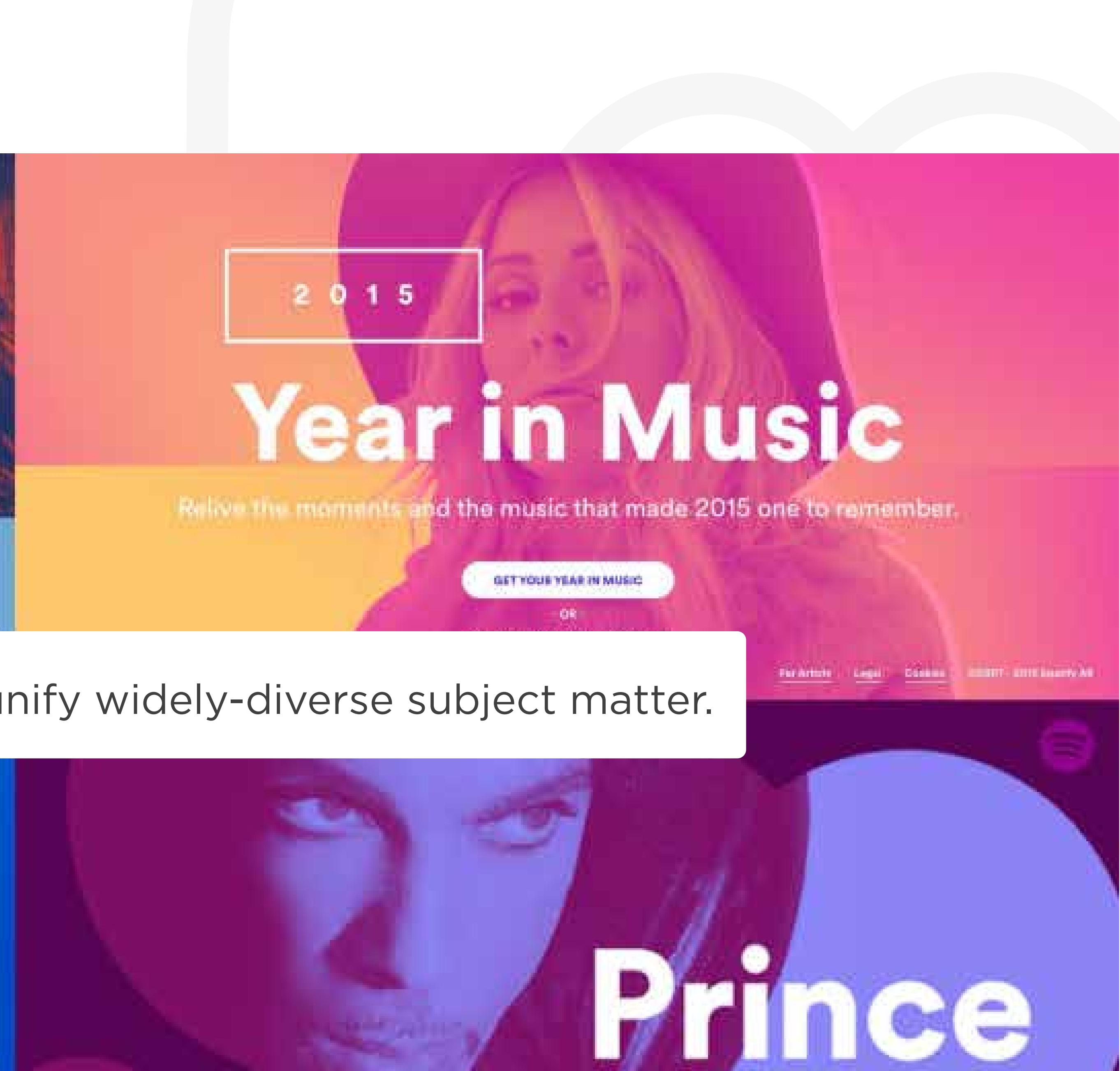


Photographic Style

Consistent treatment can unify widely-diverse subject matter.



Outward Heart



Consistent treatment can unify widely-diverse subject matter.

What's at the heart of your ministry?

Text Content

- Org mission, vision, summary statements
- 3-5 inspirational flagship articles
- Proofreading policy and process
- The 3 “i”s



Outward Heart

Proofreading Digest - Updated Monday Mornings

Publish Deadline	Client	Doc Name	Link
5/20	Be Still	Be Still: Clickbait	https://docs.google.com/document/d/12rCrSXJeURJMSecEu4LkbakF1AvRoAKLMjpKLXpbdY4/edit
LIVE	Samaritan's Heart	Samaritan's Heart: 2540S blog	https://docs.google.com/document/d/1UqewxT3Rzul7XCzjOc152kWF8FagsMM6kyH1jPlYbZw/edit
LIVE	Outward Heart	Outward Heart: Style Guides	https://docs.google.com/document/d/1BaXegk73eihihgA-WWFB_ckxM9ZKddnEgWYHqTFuADo/edit
LIVE	Go Multiply	About Us	https://docs.google.com/document/d/1JamaKzen2ocjsbw4ZLxEFA_gt-b91DA8-yFhrbitjY/edit



Outward Heart

Writing Guide: CWMoS Website: OutwardHeart.org

Publish Deadline	Type of Content	Client	Summary	OK as is or with noted suggestions.				
LIVE	Web	Outward Heart	Website content as a client resource.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
				Not OK, needs work.				
				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



Dave Wied
10:43 AM Today
Edit list: checked state

Resources: Style Guides
If you're creating anything... yes, anything, you need a style guide. A style guide will establish a system of defaults and styles within your organization that govern a wide range of subjective—and some objective—ways you describe, spell, design, punctuate, or even refer to God and concepts of faith and theology.

In some areas, you may think it's no big deal, or there is no right or wrong way to indicate 2PM vs 2:00 p.m. Well, how about referring to The Comforter vs the Spirit of the Lord. You may say, well that depends...



Multimedia Content

- Video
- Channel platform strengths
- Photography
- Intros and outros





Correspondence

- Timeliness
- Constituent database administration, Constituent Relationship Management (CRM)



Digital Footprint

- Consistency across social media and account platforms
- Video channels
- SEO basics
- Website

Social Media

- Post and article drip
- Schedule ahead of time and proof so content is quality
- Interactivity is powerful. Ask questions & use for recruiting.
- Paid placements need to be closely monitored



Stationery & Literature

- Standard needs
- Organizational system 03-123
(03=brochure 123=specific brochure)...





Outward Heart

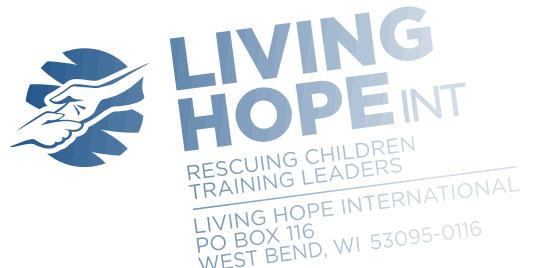
01-ads	03-102 Lasting Hope Rack Card	04-045
02-stationery	03-103 2017 Dinner Event Programs	04-046 LHI Re...
03-brochures	03-104 2017 Dinner Giving Card	04-046 Partner Clos...
04-newsletters	03-105 Servant Refuge Project Flyer	04-047 Gomez Summer...
05-posters	03-106 LHI Giving Card Go...	04-048 LHI Partner Closeup...
06-special projects	03-107 Crossroad	04-049 LHI Reach 2018 Sept...
07-multi-media	03-108 LHI Ch...	04-050 LHI Reach 2018 Decem...
08-thank yous	03-109 V...	04-051 Partner Closeup 2018 Q3...
09-invitaciones	03-110 FRASES	04-052 Lasting Hope Update 201...
10-empty	03-111 LISH	04-053 LHI Reach 2019 March...
11-empty	03-112 PANOL	04-054 Partner Closeup 2018 Q4...
12-CD-DVD	03-113 Perio	04-055 Partner Closeup 2019 Q1...
13-empty	03-114	04-056 LHI Reach 2019 June...
14-annual report LHI	03-115	04-057 LHI Reach September 201...
15-LHI Business Plan	03-116	04-058 Partner Closeup 2019 Q2...
16-sponsorship	03-117	04-059 LHI Reach 2019 Decem...
17-empty	03-118	04-060 LHI Partner Closeup 20...
18-video projects	03-119 Ga...	04-061 Lasting Hope Updat...
19-empty	03-120 EV C...	04-062 LHI Reach 2020 M...

Outward Heart



WILL
SPONSOR
A TABLE

04-056



LIVING HOPE INTERNATIONAL
RESCUING CHILDREN TRAINING LEADERS
LIVING HOPE INTERNATIONAL
PO BOX 116
WEST BEND, WI 53095-0116

WILL YOU
SPONSOR
A TABLE?

04-056



REACH

UP - DOWN - IN - OUT

10
YEARS

REACH

UP - DOWN - IN - OUT

Reach is a quarterly publication of
Living Hope International, connecting
friends and partners to its mission.



PO BOX 116
WEST BEND, WI 53095-0116
1-262-381-0121
WWW.LOVEHOPEMERCY.ORG

REACH

UP - DOWN - IN - OUT

Reach is a quarterly publication of

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Living

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Campaigns

- Goals
- Specific audience
- The 3 “i”s
- The ask





Outward Heart

DONATE NOW 

Give Online Now

Accounting

- Processor integration and implementation
- Planned giving
- Don't give up on old-school methods for giving
- Credibility endorsements and registrations: ECFA, NCF, etc.





Events

- Can be a make-or-break for impressions and precedence
- Always over-deliver
- The speaker matters
- Table hosts will fill a room much faster than individual tickets
- ~8:1 ratio of invite to attendee; improves over time to maybe 5:1...
- The 3 “i’s



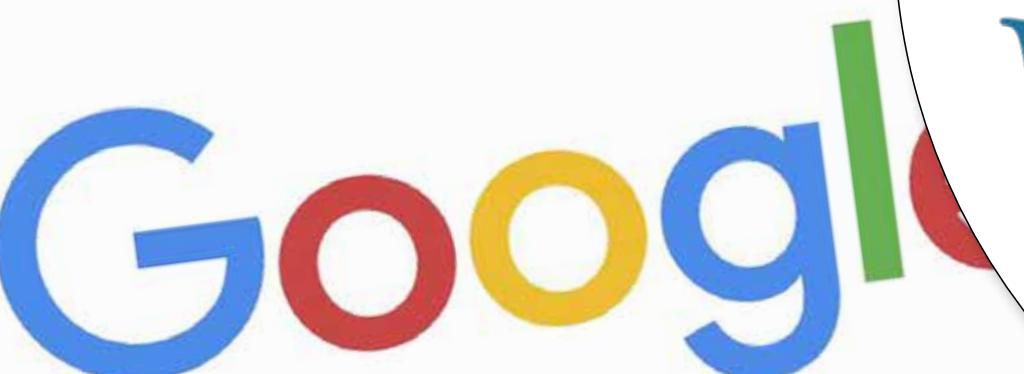
Outward Heart



What's at the heart of your ministry?

Tools

- Time tracker such as ClickUp
- Bulk emailing service: Mailchimp
- CRM such as InSightly, Salsa, etc.
- Media: WordPress, Synology, Google, etc.



Google



WORDPRESS



Synology®



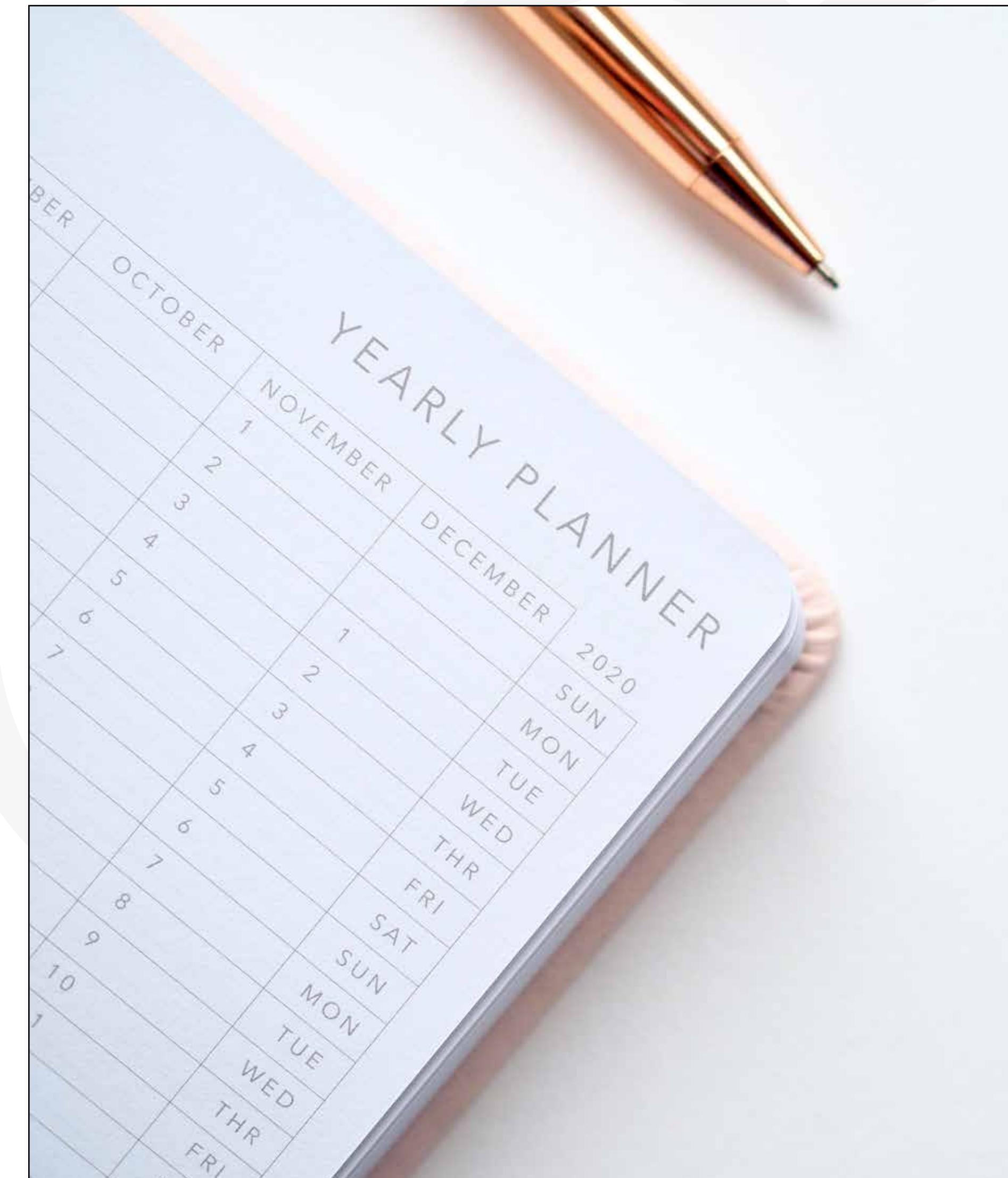
ClickUp





Annual Planning

- Themes/focal seasons: allow for 3-5 touches per theme
- EOY campaign: 70-90% donations





Equipment

02-045

- Tripods, gimbal, wireless lapel mic. etc.
- Hard drives: Synology system
- Stewardship 101
- Organizational system 01-004...
(01=camera 004=specific camera)





	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
1	Item Code	General Description	Specific Description	Where is it?	Price Paid	Owners Manual Location	Web link	Warranty	Date purchased	Who Received	Estimated replacement date	Date Reviewed	Condition	Date retired	Serial #	Labeled
2	00=Audio, 01=Camera, 02=Video, 03=Design, 04=Memory/Storage, 05=Other															
3	00=AUDIO															
4	00-001	Microfono Amb	JVC Negro (a	Media Closet #1	\$129	File cabinet #1	https://www.bhp1	90-days	8/2/2019	Larry	9/7/2019	5/2/2022	Fine		-	Yes
5	00-004	Radio Midland	Midland 1 Ne	Media C		Cargas	https://www.bhp1	2 years	4/3/2022	Nancy	5/9/2022	5/2/2022	Button missing, t		-	Yes
6	00-005	Radio Midland	Midland 1 Ne	Media C		Cabinet #1	https://www.bhp1	5 years	10/8/2002	Chuck	11/13/2002	5/2/2022	Strap is frayed		-	Yes
7	00-008	Cargador Radi	Midland 1 Ne	Media C		Audifonos	https://www.bhp1	12 months	8/2/2019	Larry	9/7/2019	5/2/2022	Zipper bag is tor	2/8/2022	-	Yes
8	00-009	Cargador Radi	Midland 1 Ne	Media C			https://www.bhp1	90-days	4/3/2022	Nancy	5/9/2022	5/2/2022	Fine		-	Yes
9	00-010	Audifonos	Midland 1 Ne	Media C			https://www.bhp1	2 years	10/8/2002	Chuck	11/13/2002	5/2/2022	Button missing, t		RP-HT260	Yes
30	01=CAMERA															
31	01-001	Tripie SONY				Sony	https://www.bhp1	90-days	8/2/2019	Larry	9/7/2019	5/2/2022	Fine		-	
32	01-002	Tripie Ma				Manfrotto	https://www.bhp1	2 years	4/3/2022	Nancy	5/9/2022	5/2/2022	Button missing, t		-	Yes
33	01-003	Funda T					https://www.bhp1	5 years	10/8/2002	Chuck	11/13/2002	5/2/2022	Strap is frayed		3221WN	Yes
34	01-004	Camar					https://www.bhp1	12 months	8/2/2019	Larry	9/7/2019	5/2/2022	Zipper bag is tor		-	
35	01-005	Lente C					https://www.bhp1	90-days	4/3/2022	Nancy	5/9/2022	5/2/2022	Fine		-	
36	01-006	Carga					https://www.bhp1	2 years	10/8/2002	Chuck	11/13/2002	5/2/2022	Button missing, t			
37	01-007	Pila C					https://www.bhp1	5 years	8/2/2019	Larry	9/7/2019	5/2/2022	Strap is frayed		-	
65	02=VIDEO															
66	02-001	Carga					https://www.bhp1	90-days	8/2/2019	Larry	9/7/2019	5/2/2022	Fine		10430859	Yes
67	02-002	Carga					https://www.bhp1	2 years	4/3/2022	Nancy	5/9/2022	5/2/2022	Button missing, t		8430881	Yes
68	02-003	Carga					https://www.bhp1	5 years	10/8/2002	Chuck	11/13/2002	5/2/2022	Strap is frayed		10430859	Yes
69	02-004	JVC came					https://www.bhp1	12 months	8/2/2019	Larry	9/7/2019	5/2/2022	Zipper bag is tor		TAS6400-JV	Yes
70	02-005	JVC Camera					https://www.bhp1	90-days	4/3/2022	Nancy	5/9/2022	5/2/2022	Fine		-	Yes
88	03=DESIGN															
89	03-001	iMac 27"				02-001	https://www.bhp1	90-days	8/2/2019	Larry	9/7/2019	5/2/2022	Fine		C02LC2HZF	Yes
90	03-002	iMac 27"					https://www.bhp1	2 years	4/3/2022	Nancy	5/9/2022	5/2/2022	Button missing, t		C02L700SF	Yes
91	03-003	Mac Mini				02	https://www.bhp1	5 years	10/8/2002	Chuck	11/13/2002	5/2/2022	Strap is frayed			Yes
92	03-004	Mac Pro					https://www.bhp1	12 months	8/2/2010	Larry	9/7/2010	5/2/2022	Zipper bag is tor			Yes



Marketing

- Grow your audience
- Segmenting your audience:
Compassion triggers, past activity
- Content is king - resources and
even discipling your audience
- The 3 “i”s
- Social media



In-Person Advocacy

- Get your go-getter out there!
- Conventions, networks, churches

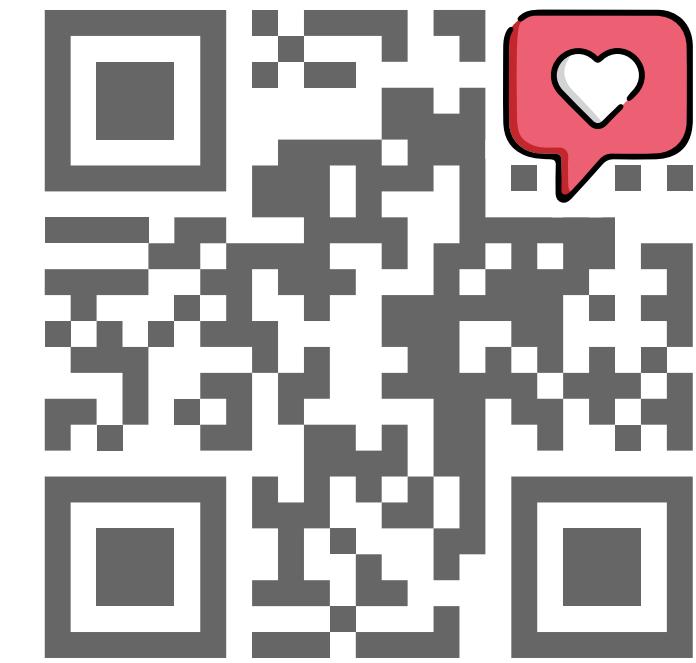


Remember:

God will equip you for that to which He called you.

If that is not you, but rather your organization, you must have faith in the foundational vision.

If not, you are likely to be an obstacle to the goals being reached. Nothing can hamper progress like doubt or desperation.



PRESENTER: Dave Wied
Founder/Director of Outward Heart
Missionary with Modern Day Missions

OutwardHeart.org
Dave@OutwardHeart.org
608-373-4887
Social: [@OutwardHeart](https://twitter.com/OutwardHeart)

HOST: Heather Pubols
Heather@leMotif.org