

Until Everyone Sees Jesus = \$1.3b

“How fast can we do it, and what will it cost?” – Erick Schenkel

	Function	Responsible Group	Target	Considerations	Action Steps
A	Networking	DDB	\$325m/5yrs \$65m/yr (148 donors)	<ul style="list-style-type: none"> – \$373b donated annually; 119b to religious (32%) – No billionaires currently b/c God wants to spread the blessing – Presume 40 engaged DDB members, 12 referrals = 4 commitments = 148 donors 	<ul style="list-style-type: none"> – DDB works with reps to identify top 50 prospects and segment A, B, C, D (Briefings, Mini-events, Finishers, direct donation) – Central CRM? (Get what you inspect) – Pray for billionaires by name (I am 1° away from 6 billionaires) – Erick and Malcolm
B	Mini-Briefings Database Farming	JFP Reps	\$15m/yr	<ul style="list-style-type: none"> – Quadruple reps (DDB connections) (I know two in Mountain View that would potentially be excellent reps) – 16% wallet share – farm database of 800k donors (Fred) 	<ul style="list-style-type: none"> – One page template for reps to set up events: venue selection, speaker selection, invitation template, costs covered by JFP – Design rep development program
C	Viral/ Partners/ Grassroots	“Finishers Group” “Ambassadors”	\$230m in 5yrs Exponential growth 58 DDB and 35 Reps	<ul style="list-style-type: none"> – Reps are overbooked as are DDB members – Connect with new partners who catch the vision! – Fire and excitement by frequently hearing stories! – “I’m an ‘ambassador’ for the ‘finishers group’ with the Jesus Film” – Roll is to spread the message of the Lord’s work through the JFP; solicit individual donations, small event participation, and signing up new ‘ambassadors’ – ‘Title’ creates sense of purpose and vision – Friend to friend; home groups? 	<ul style="list-style-type: none"> – Create program – Simple one page outline – Set up events for them to feed into and stay connected – Dedicated program overseer – Monthly meetings to make progress