



GlobalRize

REACHING THE WORLD FOR CHRIST ONLINE

Ministry plan 2020



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Auteur: Marten Visser

1. 2020 top priority: quality

1.1. Higher completion rate in Bible courses

Until now, 4.6% of students who enroll for a Bible course, and 10.9% of those who finish at least one lesson, finish a complete Bible course. This is not extremely low for internet studies: one study mentions a 1% to 13% completion rate for academic online courses. Yet in 2020 we want to optimise our courses to double our completion rate. At the same time we want to double the number of enrollments, which means we will need to quadruple the number of mentors from 115 active mentors currently (in 9 languages) to over 400.

1.2. Better content creation

At the end of 2019, a team of authors is coming together that will allow GlobalRize to develop higher quality content. A content plan will be developed to ensure that content will be produced of high quality, in a variety of formats, and usable on various platforms.

1.3. Higher level courses

Our basic courses are evangelistic. However, in English a large majority of the students are already Christian (though not always committed and active member of a church). Regularly, even pastors looking for more knowledge sign up for the course. There is a clear need to offer courses that will help people grow in their Christian life. In 2020 we will open up a discipleship course to the wider public. We will also launch a training course for (prospective) pastors. In this way we not just spread the Gospel, but also strengthen the church.

1.4. Training of volunteers

GlobalRize has been blessed with a large number of Bible mentors and chat volunteers. We are going to provide more training to them, so that they get even better at understanding people's questions, engaging them about the Gospel, and helping them take the next steps in commitment to the Lord and to a local church.

1.5. More support for language teams

More than half of GlobalRize's ministry in terms of people reached and volunteers at work is in English. There is a lot of growth potential in the other 18 languages we are involved in. The language leaders in those languages need more support to unlock this growth potential. We want to have one dedicated staff member, with experience as language leader, to mentor the other language leaders. He will help them to develop their ministry plans and ensure they get the technical support they need from the GlobalRize main office. Volunteers with experience in missions and leadership may assist with this.

1.6. More social media expertise

GlobalRize's ministry started with a large presence on Facebook. Currently, we do not have the social media expertise to fully use the potential of Facebook and other social media platforms. This means we are running the risk of losing our broad reach. Without broad reach on social media, our other projects are unlikely to become successful. Therefore it is important to have a social media expert. // brainstorm group.

2. Broadening our base

2.1. Biblword Facebook page leader

Biblword has been the major GlobalRize brand. The Facebook page has not received enough direction over the last few years. For 2020 we want to appoint a page leader who takes responsibility for all aspects of the page, focussing on being biblical, reaching a large audience, and creating opportunities for personal contact.

2.2. She Rises

The She Rises brand has grown to be the largest GlobalRize brand in terms of reach in 2019. It mainly reaches American Christian women. In 2020 we will try to let the success of She Rises bear fruit for the rest of the organisation in the following ways: explore whether a brand for women can become successful in other languages and areas, preferably with an evangelistic thrust; apply the lessons learned in She Rises in other pages; and mobilise the Christians reached through She Rises for the wider GlobalRize ministry.

2.3. New brands

The success of She Rises shows that new brands can be a very powerful way to reach new audiences. We want to find at least three brand leaders who will start new brands in 2020. Preferably, they would be found outside the Netherlands.

2.4. International team

We plan to build a team of 100 volunteers in India. We want to start building teams of the same size in the United States and an African country. Smaller teams or individual volunteers might come from other countries. All these volunteers will become an integral part of the English language team, mainly serving as chat workers and Bible mentors. We will look for creative new ideas coming from these teams.

2.5. Video

So far we have not been able to produce videos that are widely viewed. We got the right to two series of video clips on the life of Jesus that are popular. In 2020 we will try to find sources for free or cheap videos that are a good fit for Biblword and our other brands. We will invest in getting access to a network of Christian video makers more than in direct video production. We will look for someone who can drive our video strategy.

2.6. Chat support

We will try to find opportunities to engage with people about Christ through the social media channels of others, e.g. Christian celebrities and organisations, by offering to staff their chats.

3. IT

3.1. Rebuilding capacity

Both our senior software developers will leave GlobalRize at the end of March 2020. We plan to continue to support and maintain existing software solutions with one part-time developer. We will use 2020 to explore what the best way forward is to rebuild our IT capacity. Possibilities: 1. Appointing a new lead software developer, either self-funding or from the general budget. 2. Having a (volunteer) CTO who initiates open source projects. 3. Outsourcing on an 'as needed' basis.

3.2. IT projects

3.2.1. Solomon

The biggest IT project for 2020 is Solomon. Solomon is a hybrid chatbot, which connects to real people when needed. The main idea is to deliver biblical content in a new on multiple platforms (e.g. website, Facebook, Google Assistant), which leads to personal contact when needed. As much as possible Solomon will be a finished product by March 2020, with a clear protocol for outsourcing possibilities for the next phases of its development.

3.2.2. Church Connect (samen met Harvest)

A smaller IT project, to be finished as much as possible by trainees by March 2020, is a Church Connect Messenger app that allows users to ask for a buddy within 5 kilometers from where they are who is willing to take them to church. The 2020 challenge is to develop a really compelling app after our development team leaves. When this is solved, we progress to the greater challenge: building a network of people willing to be buddies, and to market the app. This can possibly be wedded to the next project, Harvest.

3.2.3. Harvest

We aim to help launch the Global Harvest Database in 2020. This is a global database of local churches, which splits off and syncs to national church databases where possible. This is a great catalyst for church planting by making clear where churches are, and where not. It is also a great tool for missions and denominations to track their church growth or decline. And it helps international and national organisations with follow-up.

GlobalRize will be involved in the Global Harvest Database by taking the lead in developing (through outsourcing) a second generation solution replacing the current system. We will also as much as possible contribute to populating the database.

4. Fundraising

It looks like GlobalRize's income for 2019 might not exceed that of 2018. This is a problem, as we would like to grow further, which is hard to do with no extra money. The following points are important as we try to create more revenue:

4.1. International funds

In 2020 we work towards establishing a base in the United States. We hope to get volunteers to participate in the ministry, but we will also try to develop a funding base in the United States, both institutional and personal.

4.2. Crowdfunding

Some new project will be placed online on crowdfunding platforms to try out whether that kind of fundraising has potential for us.

4.3. Personal support

Four new part-time staff of GlobalRize will be mainly funded through personal support. Willingness to build a personal support base will have to be part of the solution for hiring all or most new GlobalRize employees.

4.4. Google Grants

Though Google Grants do not result in cash income, they help keep down online marketing costs. In 2020 we will try to get Google Grants through partner organisations for all language teams.

4.5. Presentations in local churches

For most people it remains important to have met someone from an organisation before deciding to support it. We will actively look for opportunities to present GlobalRize's ministry in churches, both on Sundays and on weekdays.