



GlobalRize

REACHING THE WORLD FOR CHRIST ONLINE

Ministry plan 2021

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1. 2021 top priority: reaching non-Christians

We are very grateful for what we see happening in GlobalRize's ministry. However, most of our activities attract a high percentage of Christians. We want to serve them, because not all who identify as Christians are born again, and because we also want to facilitate spiritual growth. But we want to get better in reaching non-Christians. This is our top priority for 2021, for at the heart of our mission is our desire to share the gospel of Christ with those who do not know him. We will do the following to achieve this:

1.1. Emphasis on non-English ministry

About half of all the ministry done by GlobalRize is in English. The percentage of (evangelical) Christians responding is particularly high in English. Therefore we will put a stronger emphasis on the non-English ministry.

1.1.1. New languages

We aim to grow from 25 to 40 languages by the end of 2021. This means we will need to identify and appoint 15 new language team leaders. We will make a strong effort to focus on major languages with few (evangelical) Christians. These would be the main Indian languages that we are not ministering in yet (about 10), Vietnamese, Burmese, Fula, Hausa, and Russian. A grant we received allows us to appoint an additional coach for language team leaders, which gives us the capacity to get ministry in these languages started.

We will develop a manual for language team leaders that helps both the language team leaders and their coaches to start and build the ministry in any given language. The manual is understood as a suggestion: each language team leader retains the freedom to adjust the digital strategy to his own context.

1.1.2. Development of existing language teams

The English team is very well developed. Spanish and Dutch are also doing well. But in most other languages not all ministry opportunities from the GlobalRize strategy are being deployed. In 2021 we will try to remedy that. Four strategic languages get special attention: Arabic and Turkish need a new team leader, and Japanese and Farsi ministries need growth of the team.

1.1.3. Conference for language team leaders

Knowing GlobalRize better will lead to more enthusiasm for the ministry and to more cross-pollination between teams. To foster this, we will organise a conference for all language team leaders and their assistants in september 2021.

1.2. Take me to Church app

The Take me to Church app allows seekers to ask for a personal contact within 5 kilometers from their home who will invite them for a try-out visit to a church. In 2021 we will try out this app in various contexts.

1.3. New brands

Our main brand Biblword has a Christian ring to it. We will develop one or more new brands to reach non-Christian audiences. Video will have to play an important role in that, so finding good video content (or having it produced by volunteers) is an important part of this. As much as possible new brands will feed into the existing course and chat environment.

1.4. Change in advertisement strategy

The advertisements to invite students to our evangelistic Bible courses are optimised for costs. We will be going to optimise for the numbers of non-Christians, or at least non-evangelicals, who enroll. We are prepared for the cost per enrollment to double to achieve this. For the English ministry this probably will mean a greater emphasis on India (Hindus), the north of Nigeria (Muslims), and the Philippines (Catholics). On the chat we will also start to advertise more to invite non-Christians to engage with us on spiritual issues.

1.5. Training of mentors

When more non-Christians enroll, the mentors and chat volunteers ministering cross-culturally in the English team, need to be better prepared to engage with them. We will offer more training to them. The mentors also need to be prepared for a lower completion percentage of the course when more non-Christians enroll.

2. Strategy: Content and contact

Our mission is defined as follows: we use the internet to share the Gospel everywhere and with everybody. The next question becomes: how do we do that? What is our strategy? GlobalRize has a four step process: curiosity, content, contact, church. This has not become well-known within the organisation and even less so in our public relations. Yet it is very important to communicate very clearly what GlobalRize does.

We simplify our strategy to two words: content and contact. Curiosity is subsumed under content, and church under contact. Our whole ministry is either content or contact. Most of our volunteers belong to either a content team or a contact team. Our content has value in itself. But our defining characteristic is that we not just offer content, but always content with the possibility for personal interaction: contact. Therefore our content is evaluated and optimised for how much it contributes to contact. The IT team serves the content teams and the contact teams.

2.1. Contact

2.1.1. Courses (Learnnn)

Two evangelistic courses remain the main courses GlobalRize offers. We will aim for 50% growth in the number of students. We will add a discipleship course, a pastor training course (together with partner organisation NET Foundation), and several courses on life questions that appeal to non-Christians.

2.1.2. Chat (Echo)

GlobalRize subscribed to Echo, a service that allows us to pull in conversations from various social media platforms. In this way one team per language can engage with people coming in through all the different platforms and brands, which makes it easier to have 24/7 coverage. We will encourage the various language teams to focus on chat more, and to use Echo for this. On a year-to-year basis we aim to double the number of chat conversations.

2.1.3. Take me to Church app

A third and new way of personal contact is through the Take me to Church app. See 1.2.

2.1.4. Content/contact hybrids

Some activities are a hybrid of sharing content and having contact. Examples of these are Facebook and Whatsapp groups. Contact remains our key value, but we realise that valuable contact in these kinds of settings might not always include GlobalRize volunteers. We create these kinds of opportunities, while always keeping the moderating role in the hands of GlobalRize, to ensure spiritual sound content and contact.

2.2. Content

Our content consists of six categories: social media, websites, YouVersion Bible reading plans, Solomon chat bot, email lists, and advertisements. In all categories much work remains to be done. In 2021 special emphasis will be given to the YouVersion Bible reading plans and to Solomon, as they are new developments.

- Social media. Social media is the first way most people encounter GlobalRize's gospel messages. We need more young people who experiment with new opportunities on old and new platforms. TikTok is an important new channel that we want to start using.
- Websites. So far our websites are not drawing a lot of traffic (about 250,000 visitors a month). We continue to work on the websites, as the content they contain can be used in different ways as well. We will try to become more successful through a different SEO strategy.
- YouVersion Bible reading plans. Bible reading plans are a new product started in 2020. We will further develop this, especially in languages with fewer existing reading plans. We will integrate the Bible reading plans with the rest of our ministry.
- Solomon chat bot. The Solomon chat bot gives answers to life questions, but also allows visitors to request human contact. We will optimise our Google Grants to gain a large stream of non-Christian visitors to Solomon who are interested in spiritual issues. We will build the database of answers in Solomon based on the questions visitors ask.
- Email lists. Email is an undervalued way to reach people. Once you have an email address you can reach people without being dependent on an algorithm. Several thousand people receive daily devotionals through email. We will better integrate this product with the rest of our ministry to build a larger list. We will also look for other possible uses for email lists.
- Advertisements. Advertisements can be regarded as a form of content, as they contain text that invites people to other content and/or personal contact. Websites, course enrollment and chat contacts are all largely or partly dependent on advertisements to gain an audience. We want to keep enough online marketing capacity to use advertisements effectively.

2.3. Context: church mapping

We want to understand well the context in which we place our content and have our contacts. In order to do that, we map churches and Christians globally, together with other organisations. It helps identify areas where mission is most needed, for us and for the global church. It helps us with follow-up. It helps populate the Take me to Church app with volunteers who are ready to help seekers get to church.

We will work on a global church map. Through social media we will invite all the people we reach to enter the data about their church into the global database. For countries that have a project leader, we will build a comprehensive database and map customised to the national situation. We will only do this for countries that do not have a comprehensive national database yet. So far, other organisations have taken responsibility for six countries. The first national map and reports to be published by GlobalRize will be of the Netherlands.

3. Organisation

3.1. Consolidation of the organisation

In 2019 and 2020 GlobalRize initiated a large number of new projects. Many of these have not come to full fruition yet. Therefore in 2021 we will refrain from starting new projects, with the possible exception of the development of new brands on social media with new teams if that does not burden the existing organisation. We will try to maintain existing software with the current personnel and do not envision adding extra IT personnel in 2021.

In 2021 we aim to bring the following projects to maturity:

- Discipleship course. A first version of the discipleship course is being used, but needs updating to be able to attract many students.
- Leadership course. Together with NET Foundation we started developing a leadership course. In 2021 we will start offering it on our e-learning platform Learnnn.
- Church mapping. Through our social media presence, we will invite people from all over the world to enter their church in a global church database.
- Solomon. In 2020 chatbot Solomon was launched. In 2021 new answers will be added to the bot so the user experience becomes better, and the flow to our human chat team will be optimised.
- Take me to Church app. See 1.2.
- YouVersion reading plans. More reading plans will be added to our YouVersion portal, and they will be integrated with the rest of our ministry.
- E-mail lists. More emphasis will be laid on building up our email lists for messages with devotional content.

Two other projects are more of a sideline, helping others with the fruit of our ministry. If there is significant interest in these, we will also help these projects to mature.

- Digital Church. This is a school with courses for church members that churches can offer to their own members.
- Bible Link. Bible Link is a plugin that shows the Bible text when you hover over a Bible reference on a web page.

For a good use of all these products, we will build enough capacity to help all language teams that want to, to implement these tools.

3.2. Volunteers

GlobalRize mainly is an organisation of volunteers. In the middle of 2020 we had 500 volunteers, who together contributed about 70 full time equivalents to the ministry. We will optimise our organisation for continued onboarding and training of new volunteers in ever larger numbers. We try to retain our volunteers as much as possible. Clear job descriptions, training, appreciation, and opportunities to meet online and in real life are part of our effort to do this. We strive for 90% positive response in volunteer evaluation. In 2021 we will make sure that volunteer care is systematically applied in the English team. Other more mature language teams will also start implementing this more formal volunteer care program. The level of care will remain dependent on location. There are more possibilities for volunteer care in the Netherlands and in the future in other countries with a GlobalRize office.

3.3. International growth

In some ways, 2020 saw strong international growth for GlobalRize. New languages were added to the ministry, and the number of contacts in many countries grew significantly. However, because of the Covid-19 crisis, 2020 was a lost year for the setting up of GlobalRize branches outside the Netherlands. This makes it even more important to focus on it in 2021. Experiences so far indicate that national directors are important to be able to build branches in other countries. In 2021 efforts will be made to lay the groundwork for a start in the USA; in the Philippines or India; and in South-Africa, Nigeria, or Kenya. The goal for 2020 is to appoint at least one national director in one of these countries, and to have identified a good way forward in the other countries. A limitation we will have to work with is that GlobalRize cannot offer a salary from the existing budget. So a national director should either be paid from grant money, or not need payment because he is financially independent or already is on missionary support.

Appointing the right director is the most important step. Having a dedicated office space is a nice-to-have, as it more easily allows to build a team meeting and working at the same place. Regular personal contact with GlobalRize leaders is essential for the new national directors. This requires international travel. When their personal situation allows, national directors will be invited to spend a few months in the Dutch office to get to know some key players.

If the approach followed in 2021 is not successful, GlobalRize needs to send out people for longer term (around a year) to these countries to find a national director and start a national GlobalRize branch.

The new branches start off with contributing to the international English language ministry. Volunteers raised through these branches become part of the English language team under responsibility of the English language team leader. We will encourage these branches to start new brands, probably focusing on people in their own context. These new brands will not be the responsibility of the English team leader.

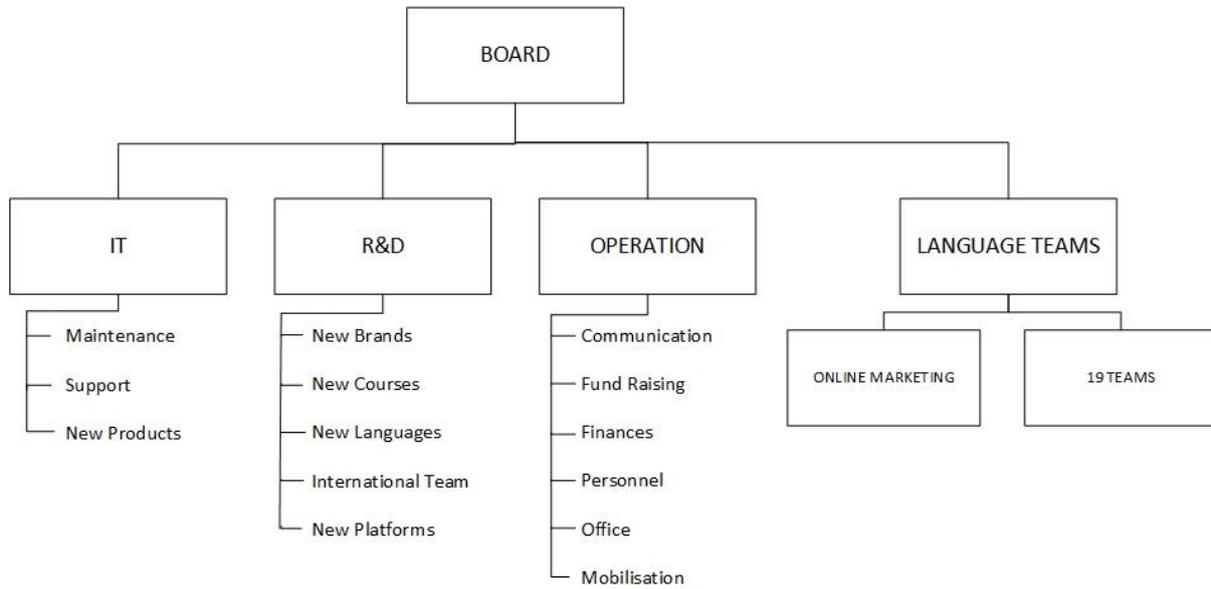
As branches mature, they might take responsibility for one or more language teams. Branches are started with an emphasis on doing ministry. Fundraising and IT capacity will also become responsibilities of more mature branches. When branches become legal entities, an international structure needs to be designed to have clarity on the roles of the various national branches.

3.4. New office

The current office is becoming too small. We assume that in 2021 office working conditions will return to the pre-Covid-19 situation. We are looking for an affordable 400m2 office in between Harderwijk and Kampen.

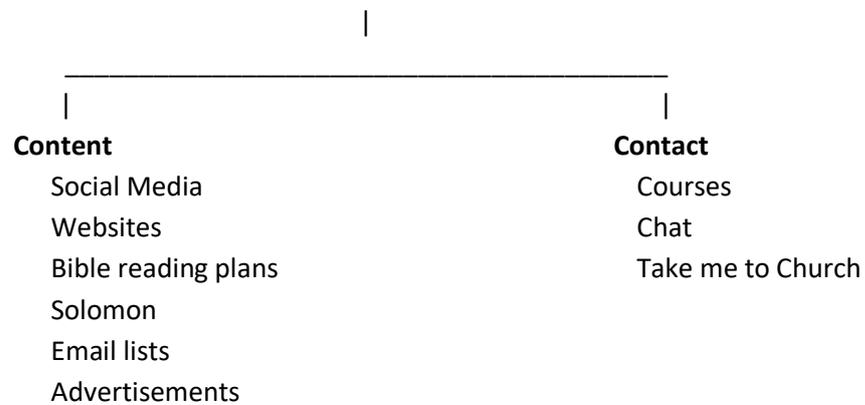
Appendix I: Organisational chart

GlobalRize Center



Language teams

Team leader



Appendix II: 2021 goals

Goal	Must-have	Nice-to-have
1.1.1. 40 language teams	X	
1.1.1. Manual for language team leaders	X	
1.1.2. New team Arabic	X	
1.1.2. New team Turkish	X	
1.1.2. Growth Farsi team to x people	5	15
1.1.2. Growth Japanese team to x people	5	15
1.1.3. Conference for language team leaders		X
1.2. Take me to Church pilot in x cities	3	8
1.3. New brands	2	4
1.4. More non-Christians in English Bible courses	X	
1.5. Better training for mentors	X	
2.1.1. Growth in students of basic courses	20%	50%
2.1.1. Final version of discipleship course launched	X	
2.1.1. Participants in leadership course	365	1000
2.1.1. Courses about life questions	0	3
2.1.2. Chat teams in more languages	10	20
2.1.2. Growth in chat conversations	50%	100%
2.1.2. Language teams that use Echo	7	15
2.1.4. Whatsapp groups	25	250
2.1.4. Growth in reach of Facebook groups	50%	300%
2.1.4. Facebook groups in x languages	5	15
2.2. Start of TikTok ministry	X	
2.2. Monthly website visitors	300,000	1,000,000
2.2. Bible Reading Plans in x languages	5	15
2.2. Solomon flows (=answers to questions)	1000	2500

2.2. Solomon chat connections per day	50	100
2.2. Email list subscribers	10,000	50,000
2.3. Number of churches in global map and database	10,000	50,000
2.3. Comprehensive church database the Netherlands	X	
2.3. New national church databases started	1	2
3.1. Digital Church participants	0	25
3.1. Bible Link verse requests per day	10,000	100,000
3.2. Volunteer care policies implemented	X	
3.3. USA National Director appointed	X	
3.3. African and Asian branch pathway defined to appointing National Director	X	
3.4. New office found	X	
3.4. Moved to new office		X