

**A. CONTACT INFO**

<b>Ministry Name</b>	Global Media Outreach
<b>CEO Name &amp; Title</b>	Walt Wilson, Founder and CEO
<b>Primary Contact &amp; Title</b>	Jeff Gowler, President
<b>Address, City, State, Zip</b>	7160 Dallas Parkway Suite 200, Plano, TX 75024
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<b>Email</b>	Jeff.Gowler@gmomail.org
<b>Website</b>	GlobalMediaOutreach.com
<b>Facebook</b>	facebook.com/GlobalMediaOutreach
<b>Instagram</b>	instagram.com/GlobalMediaOutreach
<b>LinkedIn</b>	https://www.linkedin.com/company/GlobalMediaOutreach/
<b>Twitter</b>	twitter.com/WitnessToAll

**B. KEY INFO**

<b>Year Founded</b>	2004
<b>Total Employees (FT &amp; PT)</b>	28
<b>Total Volunteers</b>	3,500
<b>Total Board Members</b>	7
<b>Total Donors (last 24 months)</b>	1,729
<b>Organizational Memberships</b>	<input type="checkbox"/> Evangelical Council for Financial Accountability (ECFA) <input checked="" type="checkbox"/> Christian Leadership Alliance (CLA) <input checked="" type="checkbox"/> Global Alliance for Church Multiplication (GACX)
<b>Is your IRS 990 form available for public inspection?</b>	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
<b>Do you have an annual audited financial statement that meets ECFA's Standard No. 3 and is available to the public?</b>	<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)

	<b>Last Fiscal Year Actual</b>	<b>Current Fiscal Year Budget</b>	<b>Estimated Budget Coming Year</b>
<b>INCOME</b>			
Donated Income	5,871,971	7,700,000	7,700,000
All Other Income	4,481	300	300
<b>Total Income</b>	5,876,452	7,700,300	7,700,300
<b>EXPENSE</b>			
Program Services	5,828,690	5,747,657	5,800,000
General & Administrative	361,201	355,541	350,000
Fundraising	1,482,675	1,461,499	1,400,000
<b>Total Expense</b>	7,672,566	7,564,697	7,550,000

**D. OUR “ELEVATOR SPEECH” (external)**

<b>Brand Promise</b> (slogan or tagline)	Brand Promise: Share Jesus online in every country of the world, helping believers grow in the faith through personal contact with a volunteer “Online Missionary”, using cutting-edge technology and connecting them to authentic Christian community.
<b>What do you do?</b>	<p>Global Media Outreach presents the Gospel of Jesus Christ in 12 primary languages to millions looking for answers about God and life’s circumstances through multiple websites and social media. New believers are disciplined in their faith through personal contact with one of 3,500 volunteer online missionaries - located in 110 countries and speaking some 40 languages – and through digital resources.</p> <p>Global Media Outreach shares the Gospel online between 350,000 and 500,000 times each day; and in May, 2020, surpassed 2 billion Gospel presentations since the organization’s founding in 2004.</p>

<b>Key Endorsements</b> (names of people or organizations)	Steve Douglass, President of CRU (Campus Crusade for Christ) Paul Eshleman, Founder of The Jesus Film Project Promod Haque, Norwest Ventures Partners Ed Kobel, Debartolo Development
<b>Our “BHAG” (Big Holy Audacious Goal) is:</b>	Global Media Outreach plans to expand its average daily Gospel presentations from 500,000 to 2,000,000 by the end of fiscal year 2021.

**E. THE FIVE DRUCKER QUESTIONS (internal)**

From: *The Peter F. Drucker Foundation Self-Assessment Tool: The Five Most Important Questions Every Nonprofit Organization Must Ask* (leadertoleader.org)

<b>1. What is our mission?</b>	Give everyone on earth multiple opportunities to know Jesus Christ. See hundreds of millions receive Him. Build them in their faith. Connect them to Christian community.
<b>2. Who is our customer?</b>	<ul style="list-style-type: none"> <li>Our PRIMARY customers are: Seekers</li> <li>Our SUPPORTING customers are: Christians</li> </ul>
<b>3. What does the (PRIMARY) customer value?</b>	Millions of times every day, people search online for hope, peace, spiritual help. They value a safe place online to explore, engage and find a relationship with God, and someone who will meet them at their point of need to respond to their questions and help them grow in their faith.
<b>4. What have been our results?</b>	2 billion gospel presentations since the ministry began More than 228 million indicated decisions for Christ
<b>5. What is our plan?</b>	Continue to expand our channels, technology, languages and volunteers to reach people for Jesus digitally.

**F. S.W.O.T. ANALYSIS**

STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> <li>Scalability to reach billions with the Gospel.</li> <li>In-depth tracking of results and ROI.</li> <li>Documented stewardship success in reaching billions at the lowest possible cost.</li> <li>3,500 volunteer Online Missionaries providing response and support in over 40 languages.</li> <li>Secure proprietary online systems.</li> </ul>	<ul style="list-style-type: none"> <li>Limited financial and human resources for operations and marketing.</li> <li>Need to expand into more languages.</li> </ul>	<ul style="list-style-type: none"> <li>Systems capable of handling more communications channels, including Instant Messaging (OTT).</li> <li>Partnerships with other ministries.</li> <li>Providing assistance to churches and 501-C3s with digital ministry.</li> <li>Content Partnerships.</li> </ul>	<ul style="list-style-type: none"> <li>Government interference.</li> <li>Banning of all religious content.</li> <li>Security threats to proprietary systems.</li> </ul>

**G. THREE STRATEGIC (and specific) WAYS FOR TBG MEMBERS TO BECOME INVOLVED**

No.	Opportunity/Task/Volunteer Role	Target Date
1	Make key introductions to strategic ministry partnerships.	IMMEDIATELY
2	Develop training/documentation strategies for volunteer online missionary program.	OCT 2020
3	Development of customer satisfaction process with the goal of analyzing success of new CRM system.	NOV/DEC 2020
	Major Prayer Request: God would allow our ministry to remain on the leading-edge of technology to share the Good News of Jesus Christ with everyone on earth.	