

# CHANGING OUR TRAJECTORY

## 1

### NEED:

Reduce the marketing, designing, proofreading, and social media creation tasks for Bob and Dannah. Marketing work takes up much of their time and most of their “brain bandwidth.”

### SOLUTION:

Invest \$90,000 for the first year, \$40,000 in year two, and \$20,000 in year three for a compensation package (including salary, benefits and associated costs—such as a computer) to hire the marketing person. We’re certain God is bringing an individual to us. This individual will also be critical to repackaging content as well as editing and working with me on my writing. (Bob hasn’t done any writing for the last few years even though the publisher has offered him contracts for four different books.)

### RESULT:

**Bob will start writing again and commit to four weeks of writing and content development in 2019 and likely much more in subsequent years.**

## 2

### NEED:

Free up more of Dannah’s time by reducing her administrative tasks. The same assistant will also help Bob to a lesser extent.

### SOLUTION:

Invest \$25,000 for two years for support for Dannah. This will free up a lot of space for Dannah to be free to write. This number is based upon a \$12 per hour salary plus taxes.

Eileen King was hired as our assistant 14 years ago, but our revenue has literally grown from 200k to 2.3 million during that time. As a result, she has been pulled into many other things. We limit our access to her because she’s so busy shipping books, answering emails, and helping with basic bookkeeping. She knows us well and will be great in this role, but we will need to bring other staff on to free her to help us.

### RESULT:

**Dannah will triple her focused writing time from 4-6 weeks to 15 weeks of writing/content development over the next two years.**

## 3

### NEED:

Acquire the necessary equipment for audio, video, and livestream production and distribution.

### SOLUTION:

Invest \$35,000 per year for 3 years for necessary tools to enable us to get our new content to our audience through various media. We have been trying to fund and finish Dannah’s network radio minute, Mom Moments, for more than 5 years. The Moody network is already committed to running them and other networks are interested as well. This will put us in prime positions in front of millions of listeners. The investment would also allow us to finish a basic broadcast studio for Dannah so that we can do more podcasts and other radio ventures. We will also create a small and simple “starter” stage set to make the live stream Bible studies broadcast quality. Dannah currently does them in her home office.

### RESULT:

**We will be able produce the network radio broadcasts as well as marketable, sellable and downloadable content in real-time. This is a total game changer for our national name recognition, resource sales, ticket sales, and donor base.**

# 4

## NEED:

Born to be Brave was very successful last year and the Lord used it to bear a lot of fruit in the lives of fathers and sons. More and more communities are asking for the event.

## SOLUTION:

An investment of \$60,000 would provide the necessary funding to cover the projected deficit for the fall of 2018 and spring of 2019 Born to be Brave events. God is opening the door this fall for us to return to a number of markets that we were in a year ago which will allow us to grow brand awareness for Born to be Brave. In addition, we will be heading to Florida and the West Coast with the event in the spring.

## RESULT:

**Born to be Brave will be fully developed and have a national presence. We will also have the ability to create simple follow up materials that keep dads and sons engaged all year long.**

# 5

## NEED:

Staff and programming support in the Dominican Republic.

## SOLUTION:

Over the next few months the leadership team at Pure Freedom will be discussing the future of the ministry in the DR. Marlene and Irving Flete are doing an incredible job of leading the ministry to touch the lives of leaders and others in their home country. \$10,000 in funding will help with programming and staff needs.

## RESULT:

**The Mighty Oaks Prayer Retreat this fall will be fully funded and will raise up other leaders within the Pure Freedom ministry in the DR. The team in the DR will be able to expand with some part time help and help with other programming this coming year.**

# 6

## NEED:

The successful launch of the Pajama Party Tour in the fall of 2019.

## SOLUTION:

The Masterpiece World Tour will finish its third season this spring, and this fall we will relaunch the Pajama Party Tour. This tour first debuted over five years ago and is in need of a number of upgrades. The investment to re-develop this event is \$75,000.

## RESULT:

**The Pajama Party tour will be updated and will run for 120-130 events over 3 years. The team will create a God-glorifying, fun event that brings moms and daughters closer to each other and closer to Jesus.**

## WHERE WE ARE

Over the last six months the Pure Freedom team has been seeking the Lord about our direction for the next two to three years. Through much prayer and many discussions, the Lord has made it clear that this Changing our Trajectory plan is the direction. This was made abundantly clear when a partner in ministry committed to covering parts one through three over the next three years.

## WHAT WE NEED

Parts four to six is what we are now seeking funding for and the funds are to cover the expanding ministry needs between now and the fall of 2019. Our prayer and goal is to raise these last funds above and beyond the regular giving the ministry receives.



# TRAJECTORY CAMPAIGN GOAL

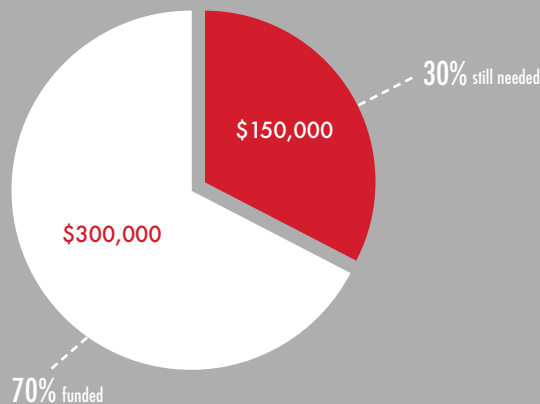
\$450,000

NEED

GOAL

MARKETING PROGRAM	\$150,000 funded
ASSISTANT FOR DANNAH	\$50,000 funded
PRODUCTION COST/STUDIO	\$100,000 funded
BORN TO BE BRAVE	\$65,000
MIGHTY OAKS RETREAT	\$10,000
PAJAMA PARTY	\$75,000
<b>TOTAL FUNDED</b>	<b>\$300,000</b>
<b>TOTAL TO COMPLETE CAMPAIGN</b>	<b>\$150,000</b>

70% TOWARDS THE GOAL



It is the mission of Pure Freedom to encourage men and women of all ages to live a vibrant life of purity, to equip them to heal from past impurity if it exists in their lives and to experience a vibrant, passionate marriage which portrays the love of Christ for His Bride, the church. | Ephesians 5:31-32

**NAME**

- I would like to make a one time gift to support the ministries of Pure Freedom.
- I would like to make a good faith pledge to be given over the next two years.

\$

**CARD #**

EXP

CW

**BANK**

ROUTING #

ACCOUNT #

**CHECK**

- I will send a check made out to Pure Freedom.

**SIGNATURE**

**DATE**

LEAVE A NOTE ABOUT YOUR GIFT

