

## **Strong Start Capital Campaign**

Forty thousand dollars is the fund raising goal. This will give the emerging ministry a strong start. This will pave the way for a public launch in January of 2006. The funds go into four areas equally at 10K each – Consultants, Web Development, Hardware & Software and Initial Payroll.

### **Consultants**

The business consultants will take the hundreds of pages of notes from the many possible ministry plans over the last 20 years. They will ask me tough questions. Together we will craft a Strategic Plan for the long-term roll out with emphasis on the short-term projects. Their work will also include short sweet and simple ways to communicate the vision for the emerging ministry to others – like a 12 minute DVD and simple brochure-like web page. There will be an initial business plan that will be used as a working document. This will also appeal to prospective donors who are business owners.

### **Web Development**

In order to fulfill the complex mission of the emerging ministry then there must be a professionally designed web platform. Part of the output from the consultants becomes input for the web designers. The core of the web site will be able to easily add dozens of speakers each week. The new testimonies, interviews, teachings and sermons are stored and woven into Internet radio broadcasts. We will likely use the largest vendor for that [www.live365.com](http://www.live365.com). The listeners can hear it for free streaming or pay for a download or CD. We may also piggy back with other vendors like [www.christianity.com](http://www.christianity.com) and [www.sermonaudio.com](http://www.sermonaudio.com). The speakers that are preparing for the ministry will have the option to have a profile web site that will attract a growing support base of intercessors, advisors and donors. This will require segmenting the various email newsletters according to how the various people choose to opt into them. Vendors that emphasize that include [www.convio.com](http://www.convio.com) and [www.constantcontact.com](http://www.constantcontact.com).

### **Hardware & Software**

Along the way the consultants and web developers will be recommending all sorts of hardware and software. The initial 10K will provide a strong start. During the coming months other equipment and software will be added as needed.

### **Initial Payroll.**

The ministry is designed to pay for its own costs of operation after it gets going. You could not expect a new bookstore or restaurant to pay all of it's payroll from the sales during the early phase. The income streams that the consultants and web developers will be working with from the start include: donations, sale of products like downloads and audio CDs, memberships, affiliates and advertisements.