

This report includes information and results for the NSW Jesus. All about life campaign. There is a more detailed report available on request.

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1. EXECUTIVE SUMMARY

The Jesus. All about life campaign was based around John 10:10 Jesus said “I have come that they might have life and have it to the full” The Christian Media Project was acquired by Bible Society NSW in January 2003. Following research the name was changed to Jesus. All about life and the first campaign was trialled in Adelaide (September 2005), a small and confined market, to ensure all aspects of the campaign were workable. The campaign subsequently ran in Canberra (April 2006) and Tasmania (September 2007). The campaign was being prepared to launch in a number of different cities however due to a number of factors these campaigns experienced delays.

In July 2008 work commenced in earnest on preparing the greater Sydney region for the campaign which was to be launched in September 2009. As time progressed it became obvious that the campaign should become state wide and Western Australia also determined to run the campaign at the same time.

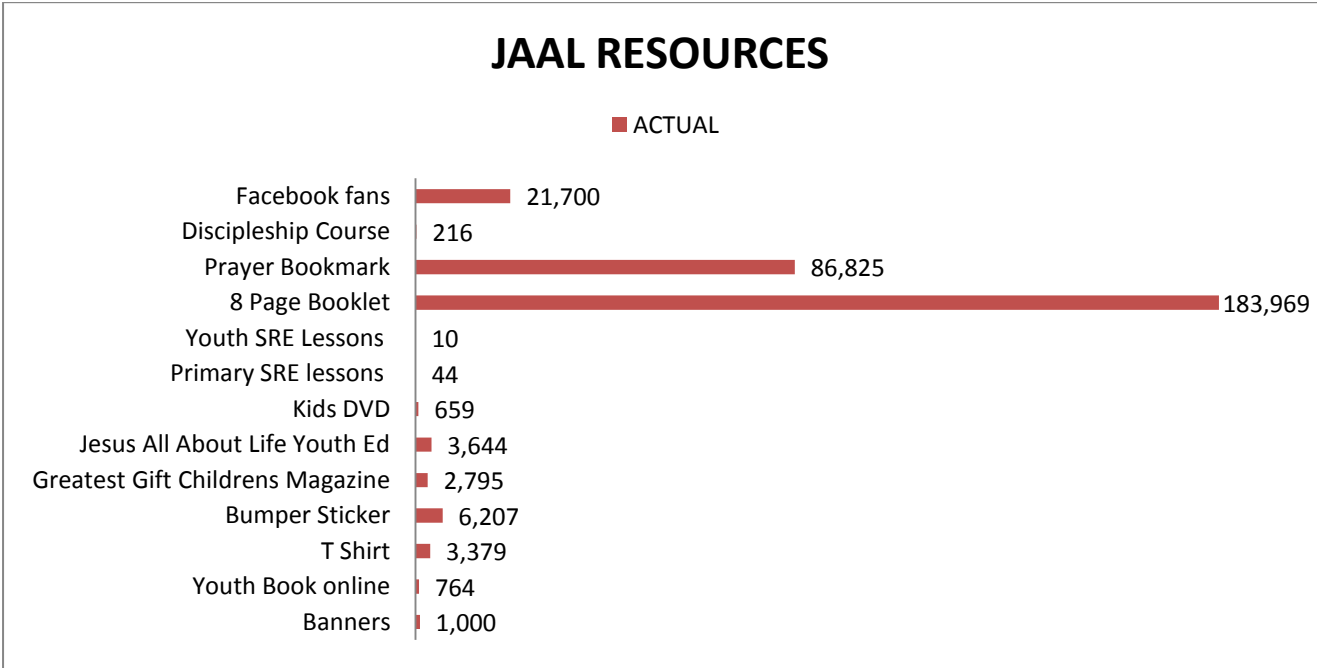
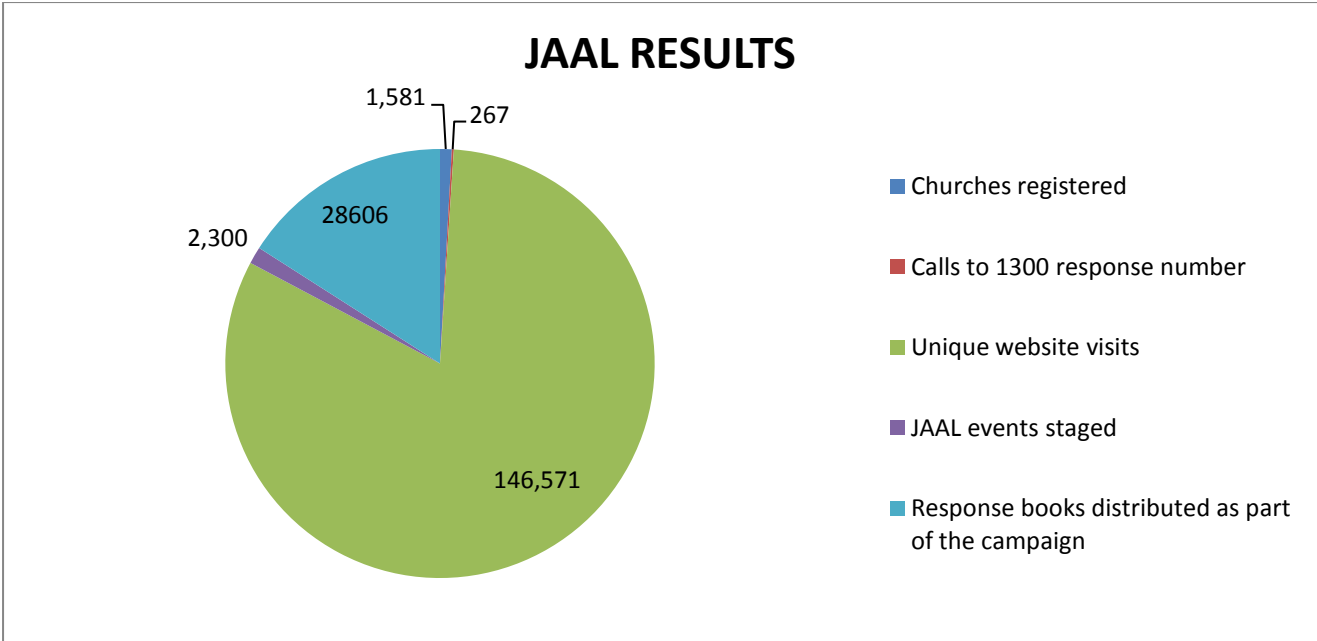
The NSW campaign was extremely successful and achieved results above expectations in all areas with the exception of funding.

The Campaign was an integrated campaign which included three major components;

1. Online / Viral Advertising spots from September 9th – 26th
2. Outdoor Bus shelters - September 15th – 29th throughout NSW
3. Prime time television September 27th - October 25th and received bonus time covering an additional months

In addition we also ran;

1. Hoyts Cinemas across NSW – 6 weeks from early September
2. Hope 103.2 – 6th September – 3rd October
3. The Australian Golf Masters – November 12th – 15th



Financials

Bible Society had set a total budget of \$2.8 million dollars. In June 2009 we recognised the need to amend the initial budget to reflect the low funds raised. This meant a review of the major expenditure lines.

Major Expenses Projected Budget (based on Sydney)

TV, Outdoor and Viral Media Buy - \$1.6 million
 PR - \$285,000
Total - \$1,850,000

Actual Spend (Based on Sydney and NSW)

TV, Outdoor and Viral Media Buy - \$1,353,910

PR - \$143,600

Total - \$1,497,510

Total Fundraising

REGION	\$ Registrations	\$ Donations	\$ TOTAL
Hunter/Newcastle	16,400.00	85,839.45	102,239.45
South Coast	15,400.00	43,693.20	59,093.20
New England (Tamworth/Armidale)	7,800.00	4,600.00	12,400.00
Central Coast	5,200.00	2,110.00	7,310.00
Central West	9,700.00	3,190.00	12,890.00
Griffith	3,240.00	4,652.92	7,892.92
North Coast (Taree/Port)	3,300.00	3,077.20	6,377.20
Northern Rivers (Coffs)	5,800.00	5,328.15	11,128.15
Riverina (Wagga)	3,700.00	250.00	3,950.00
Broken Hill	600.00	2,000.00	2,600.00
Sydney Metro (Metro/Blue Mtns)	74,232.00	616,405.42	690,637.42
TOTAL	145,372.00	771,146.42	916,518.34

Media monitors an independent agency estimates that in addition to the paid advertising at a cost of \$1,092,147, the campaign attracted more than \$550,000 worth of media space. This is an actual figure as the perceived value is much higher when you count the many editorials that were written surrounding the campaign.

Quantifiable and objective data from media monitoring organizations has found the campaign had significantly good exposure with 578 media reports between August and the end of October 2009.

Media Top Line Findings

- There was a total of 578 media reports analysed for the Bible Society during the period 1 August to 31 October 2009.
- Press had the highest volume of coverage with 241 articles, 58% of all coverage, followed by internet with 60 reports.
- New South Wales was the leading state by volume, with 98% of press coverage and 89% of broadcast coverage.
- The *Daily Telegraph* website was the leading website with 16 articles.
- The *Illawarra Mercury* was the leading publication with 18 articles.
- ABC Central West NSW was the leading broadcast radio station with seven reports
- Leah Davies from the *Central Coast Express* and Greg Ellis from the *Illawarra Mercury* were the leading journalists with four articles each.
- Chris Bath from Channel Seven's *Seven News* was the leading compere with 30 television reports.

Over past campaigns the question was always raised whether we can assess the success of the campaign in conversions? As this is the work of the Holy Spirit it is very difficult to assess this also difficult to measure whether there is growth within Churches in the months following a campaign. The real success of the campaign was in providing the opportunity for quiet Christians to share the gospel with relatives and friends and to speak out at school and work.

The campaign brought together 1,681 Churches from 15 denominations working in unity across NSW & WA through 2,300 events all designed to engage the community in a conversation about the relevance of Jesus in our everyday life.

Jesus Racing Coverage

620K of coverage in the V8 Ute series for Australian telecast only, we also go out on Fox internationally to 30 countries. **210K** worth of Coverage at Philip Island 500 during September

350K worth of coverage for the Bathurst 1000 during the weekend racing telecast plus exposure on National News with the accident on the Friday which was run several times nationally on both free to air and Fox, plus a 3 minute exclusive interview that ran more than 10 times over the course of the weekend on Fox sports.

Jesus Racing Events and race Meets

No. of school/ juvenile justice centre events: 38 (within NSW)

No. of JAAL/ church events: 33 (within NSW)

No. of racing meets attended: 9

2. JAAL Brief

Strategy – The JAAL strategy for the brief was reviewed in July 2008. This review involved key Bible Society staff and past Project Consultants and team members to have input into changes. The core message of the campaign remained the same. All considering the current relevance of the previous campaign for a critical, cynical and hard Sydney environment

Jesus. All about life Sydney campaign brief

Background

The 'Jesus. All about Life' (JAAL) campaign has now been run in Adelaide, Canberra and Tasmania, all based on the same core set of mass media executions including primarily TV and outdoor advertising.

The plan was to implement the campaign brief in Sydney from September 7th.

Campaign Aim

To mobilise quiet Christians to talk about the relevance of their faith to their everyday life the campaign is designed get people talking about the contemporary relevance of Jesus' teachings, and to specifically encourage Christians to talk about their personal insights and perspectives on faith with non-Christians.

- The campaign aim is for 80 % of people to see the Jesus TVC, banner, or here on radio 9 or 10 times during a 4 – 6 week period
- People respond to the campaign by attending an event, through a friend or via a call centre during the 6 weeks
- Churches will run events during the campaign to reach their community
- Christians will be confident to share their faith and speak with friends, work colleagues and family.
- People to feel challenged about who Jesus is and the relevance for today
- It would be great for people to become Christians but this is NOT the ultimate aim of our campaign
- The campaign aims to encourage non-Christians who broadly accept the basic principles of Christianity and acknowledge the importance of spirituality to reconsider the personal relevance of becoming an active member of a Christian congregation.

2.1 How it was delivered

- - Agencies

Delivery -

To deliver the advertising and PR aspects of the campaign six agencies were considered. The campaign was awarded to 303 to develop the Advertising campaign and strategy and initially to Horizon for PR.

The brief they were asked to deliver on was an awareness campaign with a call to action. The call to action was through the local Church and individuals backed by the campaign, response site and call centre.

Brief

Target Demographics

- Children and youth Up to 20
- Young Adults 20 – 30
- Family Former 30 – 50
- Empty Nesters 50+

Research to develop the campaign that previously ran in other states was championed by McCrindle' Research and held focus groups of the target demographics that were non Christians but had been exposed to Church or Sunday school. 303 were engaged with this process and tested some early concepts to gather feedback from the groups.

Following the outcomes we held several meetings with 303 to develop the campaign concept.

Due to the size and complexity of the campaign we felt the need to partner with a communications agency to manage the risk and arrange interviews and PR. Initially we chose Horizon to work with us but found they were not right partner, we then met with Taurus who came on board in early August and contacted all members of the working group and called 1,000 Churches to get an understanding of the campaign and what was needed. We worked together and developed a strategy. During the course of the campaign they distributed 10 press releases along with managing risk. They coordinated TV, newspaper and radio interviews throughout the campaign along with counsel for spokespeople.

3. Consultants

Karl Faase

Tasks:

1. Build fundraising committee to raise 1.5 million
2. Use profile to allow JAAL to gain access to key stakeholders in NSW
3. Use profile to allow JAAL to gain access media across Australia
4. Use profile allow JAAL to gain access to church networks, pastors groups, para-church organisations across Australia
5. Provide a level of 'status' for the NSW Jesus. All about life program
6. Provide non-biased credibility to the NSW & national Jesus. All about life program
7. Possess Pastoral influence and guidance

Martin Johnson Jan 09 – April 09

Tasks:

1. Initiated JAAL Project in Sydney
2. Coordinate initial meetings for Regional NSW to take part in JAAL
3. Manage the branding of JAAL
4. Manage the communications and creative for the campaign
5. Management of Website, email campaign, monthly newsletters, Radio VO, Website online campaigns

Andrew Fisher

Tasks:

1. Use profile to gain access to key stakeholders in each state/regional area
2. Use profile to gain access to church networks, pastors groups, para-church organizations across Australia
3. Provide 'relevance' in terms of the broader message across Australia
4. Provide a level of 'status' for the national Jesus. All about life program
5. Create profile through the Jesus Racing ministry in churches and the media
6. Provide Marketing expertise

Peter Irvine

Initially Peter. Irvine was part of the fundraising team being led by Karl Faase. Due to Peter's vast experience within media he became a key decision maker for our media and communications for JAAL

Tasks:

1. Attend Advertising agency pitch

2. Referred Media and Communications agencies to Bible Society
3. Reviewed material and contracts along with Project manager
4. Provided strategic counsel and knowledge for media

Rob Clark

Tasks:

1. Provided counsel and strategic advice on fundraising and Media buying

Dominic Steele

Tasks:

1. Provided counsel on project decisions
2. Wrote response material for the AAL website
3. Attended meetings and provided Pastoral advice on decisions
4. Created a DVD and booklet regarding JAAL

John Holt

Tasks:

1. Attended Fundraising meetings with Karl Faase
2. Obtained sponsorship for the Watersedge fundraising Luncheon
3. Contacted high net worth donors to give towards JAAL

Bible Society Stakeholders

Stakeholder	Project Role	Responsibilities to the Project
CEO Daniel. Willis	Project Sponsor	Champion the project with change management and key decisions. Provide feedback and guidance.
Mark. Lees	Regional NSW / Fundraising Department	Implement fundraising plan for Bible Society. Part of the fundraising team
Chris. Melville	Missions Department	Worked on JAAL strategy and consulting on the project
Rachel Hockings	Project Manager	Manage the program timeline, budget and resources. Monitor project goals and implement tasks
Katie. Williams	Project Coordinator	Arrange meeting minutes and implementation of merchandise orders. Assist Church registration process and follow up questions regarding the campaign
Karl.Faase	Program Consultant	Head of Fundraising for JAAL, assist with providing advice along with facilitation of working group meetings
Andrew. Fisher	Program Consultant	Provide advice on redesign and implementation, assist stakeholders. Promote JAAL through Jesus Racing
Hamilton. Smith	Regional Team Driver	Driving tasks within fundraising / Regional travel to get Churches on board. Fundraising and direct mail
Mark. Brown	Youth Team Driver	Driving tasks within Youth to promote JAAL. Develop JAAL youth book and scripture
Rick George	SRE Team Driver	Driving tasks to promote JAAL throughout schools and Churches. Develop Primary SRE lessons
Sydney Working Group	Increase awareness within denominations	Over see and have input for the project deliverables. Communicate / report back to each denomination and action key tasks

Stakeholder	Project Role	Responsibilities to the Project
Daniel.Barrecca	Regional Team driver	Regional NSW travel to increase Church participation for the project
Karen. Graham	Regional Team Driver	Regional NSW travel to increase Church communication and participation for North coast and Newcastle Churches. Management of Jesus racing in relation to coordinating events for the program and del
Ching. Wan	Team Driver	Contact with Cross Cultural Churches, assist with online process and marketing material

3. Structure

Strategy – The strategy for Jaal was initially set up as it was with other States, this meant the Bible Society had a Project manager but the Churches had more control over the project implementation and fundraising. In early 2009 Bible Society decided to make Jaal a State wide project. We then set a team within Bible Society to manage the details and project implementation.

The Sydney and Regional working group worked alongside the Project manager as the conduit for information within each denomination. They also provided feedback on project milestones such as changes to the TVC and the overall campaign concept.

The oversight committee acted as governance over campaign funding and key milestones by providing counsel on changes and provided reports back to the Bible Society Board.

Results – Putting Bible Society behind the campaign meant we were able to build relationships with Churches along with engaging with all of the denominations.

- *BSNSW Team* (As above in point 3)

- Working Group

Name	Ministry/Denomination	Email
Rosemary Cottrell	Wesley mission	rosemary.cottrell@wesleymission.org.au
Ivan Kelly	Salvation Army	ikelly@bigpond.net.au
Glenn Coombs	Scripture Union	glennc@nsw.su.org.au
Greg Burke	Anglican	greg@stannes.org.au
Karl Faase	Consultant	karl.faase@gymeabaptist.org.au
David Crafts	Hillsong	david.crafts@hillsong.com
John Crowther	Baptist	jcrowther@acom.edu.au
Carole Gan	Catholic Church – Broken Bay Diocese	carole.gan@dbb.org.au
Alan Soden	Baptist	asoden@baptistnsw.asn.au
Ivan Kelly	Salvation Army	ikelly@bigpond.net.au
David Gibbons	Seventh Day Adventist	DavidGibbons@adventistmedia.org.au
Daniel Willis	Bible Society CEO	dwillis@biblesocietynsw.com.au
Rachel Hockings	JAAL Project Manager	rhockings@biblesocietynsw.com.au
Katie Williams	JAAL Project Coordinator	kwilliams@biblesocietynsw.com.au
Chris Melville	Missions Manager	cmelville@biblesocietynsw.com.au
Sharon Williams	Taurus Marketing	Sharon.Williams@taurusmarketing.com.au
Jake Betlem	C3	jake.betlem@myc3church.net
Steve Peach	JAAL coordinator - JR	steve@jesusracing.com.au
Jim Ramsay	Anglican	jr@em.anglican.asn.au
Andrew Chin	Wesley Mission	Andrew.Chin@wesleymission.org.au
Brendan Pratt	Seventh Day Adventist	brendanpratt@adventist.org.au
Andrew Fisher	Jesus Racing	andrew@willpower.com.au

- Regional Committees

Name	Region / Denomination	Email
Rev Kevin Webb	Griffith	revkev@tpg.com.au
Barry & Denise Di Salvia	Narrandera	badendis@inet.net.au
Malcolm Rathbone	Port Macquarie	merathbone@people.net.au
Ps. Kerry Medway	Grace Church	kerry@gracechurchpm.org.au
Ps. John Baker	Grafton	grftncoc@tpg.com.au
Ps. Dean Gearen	Broken Hill	deangearen@bigpond.com
David Tunkin	Church of Christ	dtunkin@outbackgalleries.com.au
Ps. Di Skinner	Coffs Harbour	pastadi@wirefree.net.au
Ps. Peter Ainsworth	AOG Woolgoolga	petejen@aapt.net.au
Peter Hopkins	Central Coast	peterh@nsw.uca.org.au
Terri Muendel	Newcastle	terri-m@aapt.net.au
Bill Denis	Taree	dennisbill@bigpond.com
Andrew Carmichael	Wagga Wagga	acarmichael@msanda.com.au
Ps. Joy Stiles	Lismore	office@lcf.org.au
Rochelle Jeffery	Sth Coast/Illawarra	rochelle_everill@wmi.usyd.edu.au
Ps. Mark Sutton (Bathurst)	Bathurst/Orange/Dubbo	pastorbcc@gmail.com
Ps. Elaine Cooper	Orange	elainecooper@optusnet.com.au
Graham Tupper	Orange	grmtupper@yahoo.com.au
Rev Phil Howes	Dubbo	philandsho@yahoo.com.au
Bishop Peter Brain (Armidale)	New England	diocarm@northnet.com.au
Dr. Dave Logan	Armidale AOG	drdave@aog.asn.au
Rev Chuck Shave	Tamworth	Chuck.Shave@Bigfoot.com

- Oversight Committees

Name	Role
BM Martyn Mitchell	Board member
BM Carol Allen	Board member
BM Roger Chilton	Board member
BM Andrew Fisher	Chairman
CEO Daniel Willis	CEO
Karl Faase	Fundraising
David Smith	Major Donor
Mark Lees	Marketing/ Fundraising
Katie Williams	Project Coordinator
Rachel Hockings	Project Manager

4. Signs of Success

Strategy – In May 2009 a Bible Society team along with consultants took part in a strategic workshop to set Campaign objectives, Strategy, key messages and tone, call to action and audiences.

Below are the details of the strategic planning;

Campaign Objectives

The primary objectives of the JAAL campaign in Sydney and NSW are:

- To raise awareness of the person of Jesus.
- To encourage participation and involvement.
- To facilitate a cultural shift amongst and with churches and the way they engage with the community.

These are supported with an advertising campaign, PR initiatives and church events and activities. There is a hotline to capture calls, a website to provide further information and events to go to.

Communication Strategy Key Messages

Overarching message: *Jesus. All about life is a campaign that focuses on Jesus and his life.*

Call to action

- Consumer: Visit the Jesus All about life website, or call our hotline.
- Christians: Talk to your friends, work colleagues, neighbours, and family about Jesus.
- Churches: Register and get active.

Tone

- Gracious
- Respectful
- ...but leaves people challenged.

Capturing what success looks like?

A group discussion unveiled a number of ideas and views on what a successful campaign would look like and how it could be measured.

These included:

- 60% of churches (1,8001) registered to participate in the campaign.
- 90% of people (5.4 million²) in the NSW regions that participate recognise the campaign.
- Of this number 45% (2.43 million³) understand the campaign messages and
- 1.5% (36,4504) respond by either calling the phone number or visiting the website.
- Additional measures considered to evaluate the campaign response included:
 - Calls to the hotline
 - Unique visitors to the website
 - Number of events staged
 - Number of participants attending an event

- Pieces of collateral sent out via calls/website (30,000)
- Number of complaints, negative comments, debate
- Fundraising collected and spent
- Mainstream media exposure
- Effective management of conflict
- Level of interaction with community, media and stakeholders

1 Based on a total of approx 3,000 churches across Sydney and NSW

2 Based on total a NSW population of approx 6 million

3 Based on 5.4 million

4 Based on 2.43 million

Results

JAAL Signs of Success	Forecast	Actual
Churches registered	1,500	1,581
Calls to 1300 response number	5,000	267
Unique website visits	30,000	146,571
JAAL events staged	1,500	2,300
Response books distributed as part of the campaign	35,000	*28606
*Mark and Lukes gospel and JAAL youth edition		
JAAL Resource / Merchandise	Forecast	Actual
JAAL Banners	500	1,000
Youth Book online	0	764
JAAL T Shirt	1,000	3,379
JAAL Bumper Sticker	3,000	6,207
JAAL Greatest Gift Childrens Magazine	1,000	2,795
JAAL Jesus All About Life Youth Ed	5,000	3,644
JAAL Kids DVD	300	659
JAAL Primary SRE lessons	100	44
JAAL Youth SRE Lessons	100	10
8 Page Booklet	50,000	183,969
Prayer Bookmark	30,000	86,825
JAAL Discipleship Course	500	216
Facebook fans	10,000	20,700

5. Church Engagement & Ministries

Strategy – The strategy to engage Churches begun with building a working group with representation from each denomination in April 2008. This assisted us with communicating within the denominations. The overall strategy is set out below

1. Visit/call all Sydney based editors of denominational and inter-denominational magazines by Dec 19th
2. Partnered with Hope1032 and arranged a Sign up week for radio and throughout different Christian publications from 15th – 21st February
3. Email JAAL National and Sydney Churches e-mail lists
4. Obtain email lists from Working group to send press releases regarding JAAL and sign up week
5. Mark Brown spoke with youth Leaders and youth groups regarding participation in the campaign
6. Rick George spoke about Jaal in the Kids shows
7. Partnered with Youth Alive to raise awareness
8. Created a monthly newsletter to keep people up to date with information and what other churches were doing around the State
9. JAAL alerts begun in August in the lead up to the campaign daily one line email alerts were sent to remind people what to pray for and what was happening
10. Mail out sent to all churches, follow up with tele marketers calls
11. Steve Peach contacted 50 large churches
12. Met with Chinese Christian Church leaders and appointed Cross Cultural team member to engage and communicate with Chinese Churches.
13. Ran four information and awareness nights to cover North, South, East and Western Sydney. These ran 8 weeks out from the campaign and included campaign information along with resources that were available.

Banners – The Jesus. All about life banner was put up outside up to 1,000 Churches. 95% of Church respondents personally saw the banner and 86.55 % of Churches noted they would like to leave the banners up post campaign, emphasising the impact of these banners for churches connecting with their communities. 64.5 % of non Christians recalled seeing the banner

Results – By February 15th we had 225 registrations, this figure begun to grow more rapidly when the campaign went State wide in March and we arranged telemarketers to call all the Churches following a mail out around this time. We had more than 30 Chinese churches participate in the campaign. The Anglican Church had the highest amount of Churches registered with the Salvation Army being the lowest. Overall the uptake was positive across all the denominations, all of the heads of Churches excluding the Catholics had given written approval of there agreement with the campaign.

The campaign had hit 1,500 by September with 80 registering during the campaign.

As of October the split of Churches across NSW registered

Count of region	Total
Broken Hill	6
Central Coast	58
Central West	102
Griffith	40
Hunter Region	160
Illawarra	115
New England	81
Newcastle Hunter	12
North Coast	61
Northern Rivers	34
Riverina	33
South Coast	47
Sydney	832
Western Australia	182
(blank)	
Grand Total	1783

NSW total 1581

Regional NSW 749

Rick George Kids Show

Visited 170 Schools, Youth groups and Churches promoting the JAAL campaign.

Youth

Mark Brown partnered with Youth Alive organising Jesus racing at the Big Exo Day which had over 13,000 Youth who heard about the message of JAAL through race car driver Andrew Fisher.

Other Engagement – During the campaign two Universities ran assignments where students were asked to show how they would advertise religion and Jesus.

5.1 JAAL Prayer Support

Strategy - Importance of Prayer in the Campaign:

Foundational to the overall success of the JAAL campaign was the mobilisation of prayer amongst participating Churches. Prayer has been a vital component of the campaign:

- It caused individuals and churches to focus on the important elements of the campaign
- It had a unifying influence as Churches prayed not only for the needs within their local communities but also prayed for other communities and issues across the State
- It was a continual reminder that the campaign, although media based, was essentially a spiritual battle that relied on the movement of God's Holy Spirit to effect change in the hearts of individual and communities.

12.2 The mechanics:

Email: A prayer strategy for the campaign was developed in early 2009 that used as its central information hub the Jesus. All about life website and email prayer updates (E Prayer Updates). These updates were also posted on the Jesus. All about life fan page.

Website:

The website had a dedicated prayer page where prayer updates were regularly posted and individuals and churches invited to share prayer needs and praise points via a prayer blog. Ideas to promote prayer were also listed on the website including prayer walks, adopting your neighbours', street or block for prayer to prayer triplets and the effective use of prayer bookmarks. Through the volunteer services of one of our supporters, Glenda Weldon, regular prayer requests arising from the campaign were posted on national and international prayer networks/websites.

eUpdates:

Regular prayer E Updates and Church Bulletin inserts were sent to registered Churches and the Chair of each Regional JAAL Committee for distribution through existing prayer networks. The frequency of the E Updates was increased from fortnightly to weekly in mid August and remained on a weekly basis throughout the six weeks of the campaign. Post campaign E updates to be maintained on a weekly basis to the end of November to allow Churches to share their successes and praise points from the campaign with others across the state.

Church Prayer Vigil:

All registered Churches were invited to hold a prayer vigil over the weekend prior to the commencement of the campaign to pray for their local community, other Churches across the state and to act as a time of dedication for the church family.

6. Fundraising

Fundraising for JAAL Sydney Strategic Approach

The Strategy for fundraising was set by Karl Faase in January 2009 and was to achieve a total of \$1.4 million. This is made up of five different areas. Each area required a different and specific approach. The strategy was as follows;

1) PRIVATE DONATIONS

Target \$777K

Actual \$183,270

LARGE DONORS – we are looking for \$400,000 from four individuals in this section of the budget. These amounts will only occur after personalised approaches and one on one conversations. Key to this will be contacts through the fundraising team and their contacts. The approach will be lunches or meetings with the appropriate team member and the potential donor.

MEDIUM DONORS – This is a Target of \$340K from those who give between \$1000 and \$20,000. We are looking for this to come from 70 individuals. This will require either one large luncheon, dinner or event or several smaller events. Key to this area will be event promotion and coordination as well as good material for each meeting.

Consideration should be given to outsourcing these events to an event management group experienced in these types of approaches e.g. 'Capacity Builders'.

SMALL DONORS – The total here is of \$37.5K from 75 individuals. This will need some creative thought about wider mail-outs or contact with a large group of people who can give around the \$500 amounts. This may be possible via denominational mailing lists or the like.

2) JAAL Sunday

Target \$250K

Actual \$141,506 (This appeal was coordinated by Bible Society NSW)

As this is not mentioned in any other areas of income it has been included in the fundraising target. This is seeking \$250K from 500 churches. The suggestion would be a retiring offering from these churches to build the total.

A very helpful approach for this section of the fundraising is to approach the larger churches around Sydney earlier in the year to get them signed up to the campaign and to commit to the JAAL Sunday and the offering. This will balance up the many churches who will either choose not to do the offering or who do not make the \$500 average amount.

3) Foundations

Target 200K

Actual \$0

The Target for foundations is \$200K. We need to research which foundations would be interested in the JAAL Sydney campaign and make an application to them for support.

4) Denominations

Target \$50K

Actual \$27,000

While in most cases denominations say that they have no money there would certainly be opportunity to find some funds from this area. The target here is \$50K, made up of five lots of \$10K commitments. This would need to be a personal approach to denominational leaders and most probably Karl Faase and Andrew Fisher, as well as Daniel Willis as time permits. The one on one approach is key here.

5) Companies and organisations

Target \$50K

Actual \$0

There are several companies and organisations that are Christian in their ethos and would be open to looking at supporting the JAAL campaign. The target here is set at \$50K. This is another one on one approach looking to give the background to JAAL and helping them to consider being involved financially.

6) SYDNEY LOCAL CHURCHES

Target \$325K

Actual \$145,372

The local churches of Sydney will be contributing to the campaign via their \$100 registration fee. Realistically many churches will see this as their centralised contribution and will have budgets so stretched that they will not want to give anything more to the cost of the media buy. There is scope to build towards the \$300K target for local churches:-

Total target = \$1,500,000

Total Actual = \$497,148

Regional Fundraising

In an effort to assist the local committees to be more effective, the Marketing Dept coordinated any mailing or appeals to churches, groups and donors in their local geographic area.

Each committee had different needs which were supported by BS. Following their brief, a draft concept design would be sent to the local committee for discussion as well as the database available at BS. Once confirmed the campaign was produced by the Marketing Team then lodged with Australia Post.

The chairman of the local committee was always the signatory to the letter ensuring a strong local management content to the ask. Regions that were supported were Central West / New England / Port Macquarie / South coast / Central Coast / Western Australia.

Where requested, our telemarketers were used to follow up the campaigns, especially in the task of seeking churches to register on line.

Bible Society Fundraising Strategy

Strategy Three major fundraising appeals were conducted in February, July and October by Direct Mail to our entire donor database as well as lapsed donors along with Churches: The fundraising team coordinated and implemented the Sunday giving appeal

February Autumn Appeal

The Autumn JAAL Appeal attracted very strong support from our donors. Income for this appeal was greater by a factor of 2.65 compared with the 2008 Autumn Appeal for the same period with an average gift of \$95.40 compared with \$69.50. The donor uptake of this appeal was significantly greater than for any of our Autumn Appeals conducted over the last 5 years

October Crises Mailing

The Spring Crises JAAL Resources Appeal, received very strong support. 20,285 donors were sent the mailer while 2,820 received the appeal via email. Email response rate 1.7% (mailer 2.7%); email average gift \$111 (mailer \$85).

Overall Results:

Appeal	Budget	Income	I/B%	ROI
Autumn Appeal JAAL TD	\$60,000	\$125,258	208.80%	8.8
Spring JAAL Resources NTD	\$100,000	\$90,820	91.00%	7.9

REGION	\$ Registrations	\$ Donations	\$ TOTAL
Hunter/Newcastle	16,400.00	85,839.45	102,239.45
South Coast	15,400.00	43,693.20	59,093.20
New England (Tamworth/Armidale)	7,800.00	4,600.00	12,400.00
Central Coast	5,200.00	2,110.00	7,310.00
Central West	9,700.00	3,190.00	12,890.00
Griffith	3,240.00	4,652.92	7,892.92
North Coast (Taree/Port)	3,300.00	3,077.20	6,377.20
Northern Rivers (Coffs)	5,800.00	5,328.15	11,128.15
Riverina (Wagga)	3,700.00	250.00	3,950.00
Broken Hill	600.00	2,000.00	2,600.00
Sydney Metro (Metro/Blue Mtns)	74,232.00	616,405.42	690,637.42
TOTAL	145,372.00	771,146.42	916,518.34

7. Budget

Budget – Initial Projection December 2008

JAAL Budget	
Jan - June 09	Costs
Staff costs	\$220,000
Fund raising Events	\$70,000
Youth Events x 4	\$30,000
Kids training	\$10,000
Resources / Merchandise JAAL	\$50,000
V8 Racing	\$350,000
V8 Schools program	\$100,000
V8 Resources caps, shirts, posters	\$65,000
Registration kits	\$30,000
Research	\$20,000
Mailing	\$12,000
Media	\$1,600,000
Consultant	\$40,000
JAAL Response material	\$80,000
Call centre	\$50,000
Web Launch JAAL - Aug 09	\$50,000
Thanks event	\$30,000
	\$2,807,000
Income	
F/R Dinner Key donors including Jesus Racing	\$400,000
Jesus Racing	\$200,000
Church Liaison	\$300,000
Genesis	\$400,000
Youth events	\$30,000
Resource / Merchandise Bookshop	\$50,000
Registration	\$150,000
BS NSW legacy funds and or BS NSW direct fund raising	\$500,000
Major Donors	\$500,000
V8	\$100,000
V8 Resources caps, shirts, posters	\$50,000
Missions	\$150,000
	\$2,830,000

DRAFT / UNAUDITED

December 2009

**2009
Full Yr Budget
2009**

Sydney

YTD Act

YTD Bud

Diff

Account Name

Account Name	YTD Act	YTD Bud	Diff			
DGR Donations						
JAALSYD Faase FR	\$230,915	\$600,000	-369,085	-62%	-100%	\$600,000
JAAL SYD DGR Gen Donations	\$44,975	\$0	44,975	0%	15%	\$0
JAAL SYD DGR Gen Donations	\$54,874	\$0	54,874	0%	100%	\$0
JAALSYD Genesis	\$400,000	\$400,000	0	0%	0%	\$400,000
Total DGR Donations	\$730,764	\$1,000,000	-\$269,236	-27%	-100%	\$1,000,000
					0%	
					0%	
					0%	
Non Tax Donation						
Jesus Racing NT	\$1,290	\$0	1,290	0%	15%	\$0
JAALSYD Sunday Giving	\$137,079	\$300,000	-162,921	-54%	-100%	\$300,000
JAAL SYD Sundry Proceeds	\$1,729	\$0	1,729	0%	15%	\$0
JAALSYD BSNSW FR Events	\$52,310	\$60,000	-7,690	-13%	15%	\$60,000
JAALSYD Resources/Merchandise	\$3,246	\$80,000	-76,754	-96%	-100%	\$80,000
JAALSYD Registration	\$67,841	\$150,000	-82,159	-55%	-100%	\$150,000
JAALSYD V8 Resources/Merchandise	\$149,338	\$50,000	99,338	199%	100%	\$50,000
*JAALSYD LEF Investment	\$500,000	\$500,000	0	0%	0%	\$500,000
JAALSYD General Donations	\$61,891	\$500,000	-438,109	-88%	-100%	\$500,000
JAALSYD V8 Schools Mission Grant	\$207,446	\$100,000	107,446	107%	100%	\$100,000
JAALSYD Mission Grant	\$0	\$150,000	-150,000	-100%	-85%	\$150,000
Total Non Tax Donation	\$1,182,171	\$1,890,000	-\$707,829	-37%	-100%	\$1,890,000
					0%	
*Total Income	\$1,912,935	\$2,890,000	-\$977,065	-34%	-100%	\$2,890,000

* As per 16th October resolution on number 56 08 The Board resolves to invest up to \$500,000 from the Legacy Equalisation fund into the NSW JAAI Campaign under the supervision of the JAAL Oversight Committee

Sydney Expenses	YTD Actual	YTD Budget	Diff			
DGR Expenses					0%	
JAALSYD Jesus Racing Media	-\$234,874	-\$150,000	-84,874	57%	-100%	-\$150,000
JAALSYD Media	-\$1,353,910	-\$1,400,000	46,090	-3%	15%	-\$1,400,000
					0%	
Total DGR Expenses	-\$1,588,785	-\$1,550,000	-\$38,785	3%	15%	-\$1,550,000
					0%	
Non Tax Deductible Expenses					0%	
AT PGM 1 JAALSYD Staff Alloc	-\$344,686	-\$296,140	-48,546	16%	-100%	-\$296,140
JAALSYD Youth Resources	-\$1,916	-\$15,000	13,084	-87%	100%	-\$15,000
JAALSYD FR Events	-\$57,182	-\$70,000	12,819	-18%	100%	-\$70,000
JAALSYD - Kids Training	\$0	\$0	0	0%	0%	\$0
JAALSYD Events Consultant	-\$3,200	-\$20,000	16,800	-84%	100%	-\$20,000
JAAL SYD Resources - JAAL	-\$46,941	-\$60,000	13,059	-22%	100%	-\$60,000
JAALSYD V8 Racing	-\$246,700	-\$190,000	-56,700	30%	-100%	-\$190,000
JAALSYD - V8 Schools Program	-\$93,404	-\$90,000	-3,404	4%	15%	-\$90,000
JAALSYD V8 Resources/Merch	-\$60,302	-\$60,000	-302	1%	15%	-\$60,000
JAALSYD Resources/ Kits	-\$5,622	-\$22,000	16,378	-74%	100%	-\$22,000
JAALSYD Merchandise	-\$19,284	-\$30,000	10,717	-36%	100%	-\$30,000
JAALSYD Research	-\$26,500	-\$20,000	-6,500	33%	-100%	-\$20,000
JAALSYD Mailing	-\$12,533	\$0	-12,533	0%	15%	\$0
JAALSYD Communications	-\$143,615	-\$285,000	141,385	-50%	100%	-\$285,000
JAALSYD PR Consultant	-\$32,245	-\$40,000	7,755	-19%	100%	-\$40,000
JAALSYD Response Mats	-\$12,394	-\$40,000	27,606	-69%	100%	-\$40,000
JAALSYD Call Centre	-\$3,764	-\$40,000	36,236	-91%	100%	-\$40,000
JAALSYD Web Launch	-\$8,778	-\$41,860	33,082	-79%	100%	-\$41,860
JAALSYD Thanks Event	-\$2,489	-\$20,000	17,511	-88%	100%	-\$20,000
					0%	
Total Non Tax Deductible Exp	-\$1,121,554	-\$1,340,000	\$218,446	-16%	100%	-\$1,340,000
					0%	
Total Expenses	-\$2,710,338	-\$2,890,000	\$179,662	-6%	15%	-\$2,890,000
					0%	
Surplus/(Deficit)	-\$797,403	\$0	-\$797,403	0%	15%	\$0

REGIONAL NSW	YTD Act	YTD Bud	Diff	December 2009	15%	YTD Bud
					15%	
					0%	
DGR Donations					0%	
JAAL-REG Banners	\$8,718	\$50,000	-41,282	-83%	-100%	\$50,000
Total DGR Donations	\$8,718	\$50,000	-\$41,282	-83%	-100%	\$50,000
Non Tax Donations					0%	
JAAL-REG Registrations	\$55,740	\$50,000	5,740	11%	15%	\$50,000
JAAL-REG Response Materials	\$0	\$20,000	-20,000	-100%	-85%	\$20,000
JAAL-REG Fundraising Media	\$56,154	\$500,000	-443,846	-89%	-100%	\$500,000
JAAL-REG Youth Materials	\$0	\$20,000	-20,000	-100%	-85%	\$20,000
JAAL-REG Trf from Mission Budg	\$250,000	\$249,289	711	0%	15%	\$249,289
JAAL REG NT Donation	\$59,191	\$0	\$59,191	0%	15%	\$0
Total Non Tax Donations	\$421,085	\$839,289	-\$418,204	-50%	-100%	\$839,289
Total Income	\$429,803	\$889,289	-\$459,486	-52%	-100%	\$889,289

DGR Expenses					0%	
JAAL REGIONAL NSW Media	-\$322,148	-\$500,000	177,852	-36%	100%	-\$500,000
					0%	
Total DGR Expenses	-\$322,148	-\$500,000	\$177,852	-36%	100%	-\$500,000
Non Tax Deductible Expenses					0%	
JAALREG Promo Materials	\$24,236	-\$30,000	54,236	-181%	100%	-\$30,000
JAALREG Research	\$0	-\$10,000	10,000	-100%	115%	-\$10,000
JAAL REG Fulfillment	\$0	-\$25,000	25,000	-100%	115%	-\$25,000
JAALREG Response Material	-\$15,342	-\$40,000	24,658	-62%	100%	-\$40,000
JAALREG Call Centre	-\$5,225	-\$10,000	4,775	-48%	100%	-\$10,000
JAALREG Events	-\$3,304	-\$10,000	6,696	-67%	100%	-\$10,000
JAALREG Youth Materials	-\$37,727	-\$20,000	-17,727	89%	-100%	-\$20,000
JAALREG Telemarketing	\$0	-\$10,000	10,000	-100%	115%	-\$10,000
JAALREG Consulting	-\$13,463	-\$15,000	1,538	-10%	15%	-\$15,000
JAALREG Website	-\$5,151	-\$10,000	4,849	-48%	100%	-\$10,000
JAALREG Banners	-\$11,830	-\$50,000	38,170	-76%	100%	-\$50,000
JAALREG Rego Kits	-\$2,800	-\$20,000	17,200	-86%	100%	-\$20,000
JAALREG Staff Allocations	-\$141,358	-\$139,289	-2,069	1%	15%	-\$139,289
Total Non Tax Deductible Expenses	-\$211,964	-\$389,289	\$177,325	-46%	100%	-\$389,289
					0%	
Total Expenses	-\$534,112	-\$889,289	\$355,177	-40%	100%	-\$889,289
					0%	
Surplus/(Deficit)	-\$104,309	\$0	-\$104,309	0%	15%	\$0
					0%	
JAAL Total Income	\$2,342,738	\$3,779,289	-\$1,436,551	-38%	-100%	\$3,779,289
JAAL Total Expenses	-\$3,244,451	-\$3,779,289	\$534,838	-14%	15%	-\$3,779,289
Total Surplus/(Deficit)	-\$901,713	\$0	-\$901,713	0%	-100%	\$0

Regional Media buy Actual
Aimed at ages 18 – 54 Reach 70 % Frequency 10
Sydney Actual Media Spend

Client **Bible Society NSW**
 Produc **JAAL**
 Market **Sydney metropolitan**
 Target **People 18-54**
 Date **23-Oct-09**
 Status **Booked**



		Aug	September			October				November				No	Total Cost	Client Cost		
Week Commencing	Sunday	30	6	13	20	27	4	11	18	25	1	8	15	22	29			
Media Description	Size																	
Television																TARP's		
Sydney 70/30 peak/day	30"					200	120	100	100							520	\$574,742	\$546,005
																People 18-54 Reach 67%, F 7.8		
Internet - NSW																	\$120,000	\$114,690
Bus Shelter																Panels		
Sydney- suburban	Panels			14th - 27th Sept												230	\$69,000	\$65,550
Radio																	\$5,250	\$4,988
Hope 102.3	30"														150			
Scooters																	\$2,500	\$2,375
Media	Poster														5	\$2,500	\$2,250	
Production																\$2,250	\$2,250	
Total Gross Cost																	\$773,742	
Invoice Cost to Client																		\$735,858

8. Resources

Strategy Engaging with the Christian and secular market place would create a demand for not only immediate resources during the campaign, but ongoing support materials as participants sought to grow their knowledge of God and his kingdom.







It was decided to use the Book Shop as a communication and resource outreach to raise its profile amongst the churches and wider secular marketplace. In a practical sense this meant that all resources would be ordered from the shop by phone or on line.




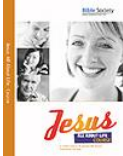
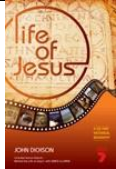

The fulfilment of the orders was also to be managed by the shop. The staff and volunteers undertook to pick, pack and dispatch the resources as a mission endeavour of their own, saving substantial warehousing costs to BS.

The Project manager combined with the Bookshop Manager and Youth Manager developed new resources for the campaign, this assisted in increasing the margins for the bookshop and provided income for the JAAL project. We also identified merchandise which achieved high volumes throughout this time.

The Bookshop achieved record sales during the campaign and increased their database by thousands to build on the success. All campaign resources were driven through the bookshop; this included free Scripture material along with the response books that were developed for the campaign.

Resources

Product Picture	Product Category / Price
	<p>Mark Gospel</p> <p>Retail price: \$3.95 ea Bulk price (20+): \$ 2.95 ea</p>
	<p>Youth Book</p> <p>Retail price: \$14.95 ea Bulk price: \$ 7.95 ea</p>
	<p>T-shirts</p> <p>Retail price: \$19.95 ea Bulk price (10+): \$ 15.99 ea Bulk price (20+): \$ 13.99 ea Postage: \$3.99 for single order / \$7.99 for bulk order of 10+ /20+</p>
	<p>Bumper Stickers</p> <p>Bulk price pack of 10: \$ 14 Bulk price pack of 20: \$ 24 Bulk price pack of 50: \$ 50</p>
	<p>Coreflute with cable ties. (No Stakes)</p> <p>Prices:</p> <p>20+ Units or more - \$20 Each</p>
	<p>JAAL Response book 9 was replaced by Marks Gospel)</p> <p>Retail Price: \$9.95</p>

	<p>JAAL - Prayer bookmarks Retail Price: \$10.00 They are available in lots of 100 only at \$10 per set (10c each).</p>
	<p>JAAL Outreach Leaflet Retail Price: \$0.30</p>
	<p>Getting Ready for Mission Retail Price: \$9.95</p>
	<p>Jesus All about life DVD Course Retail Price: \$89.95</p>
	<p>The Life of Jesus Guidebook, John Dickson Retail Price: \$9.95 Life of Jesus DVD, John Dickson DVD 6 week course - Retail Price: \$29.</p>
	<p>Jesus. All about life CHILDRENS RESOURCES KIT For Sunday School, Kids Church, Sabbath School. Combo Includes:</p> <ul style="list-style-type: none"> • JAAL Kids Magazine for each child • JAAL Kids DVD • Leaders Notes with 3 lessons • Poster • Bible Gift Certificates <p>Jesus. All about life Kids DVD Jesus. All about life Primary SRE lessons x 4 Jesus. All about life KIDS SHOW For Primary School SRE Assemblies, Chapel Services or Church Family Services. By Donation Spaces are limited so book in early.</p>

8.1 Bookshop Results

The JAAL Project Team and Book shop Manager established an agreement whereby the JAAL Project would receive a margin of the income made by the resources and merchandise developed as part of the Jesus. All about life campaign. The profit made went directly into the JAAL income to cover costs for producing resources.

Comparative Sales analysis Bookshop report for 2008 & 2009

Comparative Sales May - Oct 08 and 09						
Year	May	June	July	August	September	October
2008	\$45,949.42	\$85,606.34*	\$46,793.11	\$57,730.47	\$43,499.27	\$49,602.50
2009	\$41,531.28	\$51,601.27	\$71,683.16	\$84,579.95	\$157,591.80	\$81,354.51

*\$50,000 WYD order

Costs for JAAL Resources

Resources	JAAL	BS Book Shop	JAAL Profit
Marks gospel	\$0.99	\$1.95	\$0.96
JAAL 8 pager	\$0.14	\$0.20	\$0.60
JAAL T-Shirt	\$6.20	\$10.47	\$4.27
Bumper sticker	\$0.50	\$1.00	\$0.50

Resource, Merchandise and Campaign Results

Item	Quantity
JAAL Website hits	146,571
JAAL Marks Gospel online	400
JAAL Marks Gospel via call centre	54
JAAL events run	2,290
JAAL calls to call centre	221
JAAL Banners	1000
JAAL Youth Book clicks	129
JAAL Blue T Shirt	3,379
JAAL Bumper Sticker	6,207
JAAL Greatest Gift Children's Magazine	2,795
JAAL Jesus All About Life Youth Ed	3,875
JAAL Kids DVD	659
JAAL NIV Gospel of Mark	13,902
JAAL Primary SRE lessons - Printed	44
JAAL Youth SRE Lessons Printed Booklet	10
Jesus All About Life 8 Page Booklet	183,969
Jesus All About Life Prayer Bookmark	87,438
Original Response Book Luke's Gospel	10,059
JAAL DVD Discipleship Course	216

9. Lessons Learnt and change history

Item	Category of Change	Date of Occurrence	Comments
Team Structure	Structure	October 08 January 09 March 09 May 09	<p>Complexity of the project necessitated change in the structure to make sure people understood their roles. This added pressure to the project team . The most challenging was going from a Sydney project to NSW, doubling the project in size.</p> <p>When setting the project plan in early 2009 the team worked from previous campaign models, as we begun to look at implementing the project tasks we found that that the past projects were not similar to Sydney therefore we had to revise the plan. Consultants from previous campaigns found the changes difficult which added pressure to the project team and made it difficult to implement necessary change in a timely manner.</p>
Communications	Comms agency	Jan 09 May 09 August 09	Not having a Bible Society communications person led us to an agency due to the size and budget of the project; the initial agency did not work well with the so we hired a new agency. Taurus marketing was appointed and was a better fit for the team and saved the project over \$100,000.
Media Agency	Appt of agency	December 08 April 09	Initially the campaign had been promised to adcorp media agency , the project team felt that the agency decision should be opened to tender. We had six agencies apply to run the campaign with 303 appointed at the end of this process
Change to TV commercial	TVC	April 09	Following focus groups reviewing the previous JAAL TVC it was decided a new one should be developed for this campaign to be up to date and relevant
Resources	Products	April	After researching the cost of the existing JAAL response material the team decided it would affect the overall budget by adding cost rather than providing income. Therefore the team went about to produce a new response book which was DL size (reduce postage costs) and the cover was refreshed in line with the overall campaign look. The 8 pager, book mark, logo were all refreshed. The JAAL Youth book and Marks Gospel were

			created for the campaign response material.
Bookshop	Structure	April	<p>As part of the campaign the Project team developed merchandise and resources to assist in providing an income stream. When we begun the process we initially looked to manage the merchandise ourselves to receive the overall profit margin as the project paid for the set up and order costs and arranged the products. We were advised the bookshop would be in charge of selling all of the JAAL merchandise and resources. There was no policy on how this would be managed as the project team had arranged all the ground work we needed to see income covering our costs and making a small profit. Due to limited time we set up a spreadsheet and provided a wholesale price to the bookshop, this meant JAAL was able to gain a small profit to assist shortfall in other areas. There needs to be a policy for future projects as to how the bookshop manages campaigns and budget processes when other mission projects have established the funding. During this time the bookshop had 3 record months and grew the database by thousands, we are one organisation but need to report with more transparency in the future.</p>