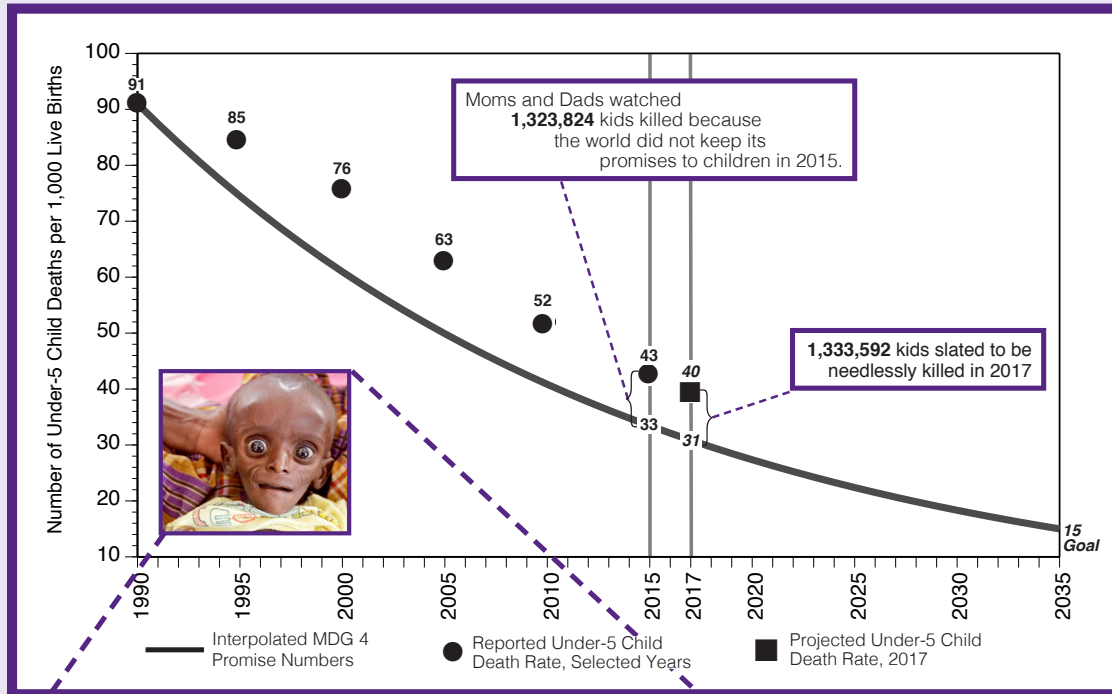


**empty tomb<sup>®</sup>, inc.** Mission Match<sup>®</sup> Discipleship Tree<sup>®</sup> National Marketing Plan  
**Request for Information: Interest in a Developing Campaign**

From *The State of Church Giving through 2014: Speaking Truth to Power*, 26th edition (October 2016)

**Figure 23: Exponential Interpolation of MDG 4 Under-5 Child Deaths Per 1,000 Live Births, Based on Reported 1990 Data and 2035 Goal; Reported Data, 1995, 2000, 2005, 2010, and 2015; Projected 2017 Data**



July 26, 2011

On 7/26/2011, Minhaj Gedi Farah was admitted to the International Rescue Committee field hospital in the Eastern Kenyan village of Hagadera near Dadaab. He weighed 3.4 kg (7 lb 8 oz). (AP photo by Schalk van Zuydam)

On 8/6/2011, he weighed 3.8 kg (8 lb 6 oz). (AP photo by Jerome Delay)

August 6, 2011



This Somali child's mother was able to reach a hospital in Kenya. The seven-month old baby responded to the medical assistance provided. The church in the U.S. has the potential to increase giving in order to help close the child death gap between the actual rate and the goal target, thereby helping millions of children (see Chapter 6).

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**empty tomb, inc.**

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**Purpose of this Request for Information (RFI):**

To gauge the level of interest on the part of marketing firms regarding working with empty tomb, inc. to implement the ideas outlined in this document over the proposed five calendar-year timeframe.

**Contents of RFI:**

- Marketing Campaign Key Components..... Page 2
- Marketing Information Questions.....Page 3
- Whitepaper: “A Proposal to Move the Church in the U.S. to Strengthen the Supply Lines” ....Page 4
- Goal Timetable Spreadsheet .....Page 6

**How to Respond:**

Written responses to this document, including answers to the Marketing Information Questions on page 3, are welcome. Answers should be received in the empty tomb office by **Wednesday, April 26, 2017, 5 PM Central Time.**

Answers can be submitted by mail or email to the address below.

Please do not include any proprietary, confidential, or trade secret information in your response. This Request for Information is for information and planning purposes only, and will not be regarded as a proposal or agreement process, and does not include any obligation on the part of empty tomb, inc. to acknowledge any information included in responses. No basis for claims against empty tomb, inc. shall arise as a result of a response to this Request for Information or from empty tomb, inc.’s use of such information.

Responses will be reviewed by empty tomb staff. You may be contacted for clarification, so please be sure to include:

- Name of Chief Responder
- Name of Firm
- Street Address, including city, state, and zip code
- Phone Number
- Email Address

***empty tomb, inc.***

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## Marketing Campaign Key Components

### • Potential Results

- \$8.1 billion a year by 2021 donated by a broad-based constituency of individuals to the empty tomb Mission Match Discipleship Tree, for use as Mission Match Matching Contributions distributed to congregations for mission projects. The starting goal is \$480,000 by June 2017.

*Fact:* Members of churches in the U.S. control, through their incomes, the equivalent of the third-largest GDP in the world (after the U.S. as a whole, and then China, and before Japan).

*Fact:* A percent of the total donated pays for related campaign costs, including marketing.

### • Product

- Close the “Promise Gap” as a result of mission projects carried out in Jesus’ name.

*Fact:* A total of 189 countries promised to reduce the global under-age-five mortality rate (U5MR) and set a goal timeline to accomplish this task.

*Fact:* As of 2015, although reductions in the death rate have taken place, there is still a gap between the promised rate of reduction in the U5MR and the actual rate of reduction.

*Fact:* An estimated 1.3 million children under age five will die in 2017 because of this “promise gap” between the goal rate of reduction and the actual rate of reduction in the U5MR.

### • Method

- Move the church in the U.S. to “strengthen the supply lines.”

*Fact:* empty tomb’s Mission Match has been functioning since 2002. Congregations apply for Mission Match Matching Contributions to combine with money the congregation raises to spend on the mission project identified in the congregation’s application. As of 2017, acceptable congregational projects will focus on reducing the U5MR in one of the 40 countries making slower progress in the rate of U5MR reduction.

*Fact:* Churches in the U.S. have networks already in place globally, including work on helping to reduce the U5MR. Increased resources, inspired by Mission Match Matching Contributions, sent by churches to these U5MR reduction projects will “strengthen the supply lines” for this work.

*Note:* The term “the church” is used as a general category to include the hundreds of thousands of historically Christian congregations in the U.S. Close to 60% of the U.S. population claims membership in, and 70% self-identify with one or another of, these Christian traditions.

### • Plan

- Through marketing, raise the priority of U5MR reduction among self-identified Christians in the U.S. The effectiveness of the campaign will be demonstrated by people’s willingness to donate \$48 a year each to empty tomb’s Discipleship Tree® for empty tomb’s Mission Match® effort.

*Fact:* The activity envisioned is a broad mass marketing effort to create a popular movement, unlike fundraising which often targets a specific set of identified donors, or primarily high-end donors, or cause-related marketing, to reach a short-term dollar target.

### • Goal

- By 2021, enroll half the U.S. population at \$48 a year as a result of acquisition and retention marketing to the 70% of the U.S. population that self-identifies as Christian.

**Marketing Information Questions: Interested marketing firms are invited to answer these questions and provide additional comments as are deemed useful.**

1. A campaign targeted at the individuals in the 70% of the U.S. population that identifies with the historically Christian church, using mass/social media, with the goal of successfully mobilizing at least 50% of the population to action — donating \$48 a year to a specific cause — may not have been done before. What is one key step that you would recommend to start such a five-year mobilization process?
2. While the campaign is designed to generate revenue to cover campaign-related costs (see the attached “Goal Timetable Spreadsheet”), a donor has offered up to \$60,000 to launch the campaign. This initial amount might be regarded as the fish and loaves offered by the young boy in John 6:8-9; Jesus took that small amount and multiplied it into food for 5,000. What might be a best-use scenario to multiply this initial \$60,000 into the national movement outlined above?
3. Some firms have begun to take on accounts on a 100% contingency basis. Does the practice of 100% contingency deal with agency fees only, or does it also include initial advertising costs?
4. With a five-year timeframe (with hundreds of thousands of children under age five dying each year that the Under-5 Mortality Rate reduction goal is not met), the urgency of the effort requires that a marketing firm produce results at the necessary level in a timely fashion.
  - 4a. What safeguards can be built in to any agreement, to help insure a high level of commitment on the part of the marketing agency?
  - 4b. Is it ever a practice to have more than one agency working on the same project, with friendly competition between them, including separate response-Web sites to track each agency’s results independently?
  - 4c. Can quarterly goals be set, which if not met, have consequences, such as engaging an additional marketing agency?
  - 4d. Could “teams” of marketing agencies form a league, with good-natured competition between two leagues to achieve the goals?
5. Once the campaign attracts interest and participation by more and more individual self-identified Christians, the campaign will generate sufficient revenue to cover marketing costs.
  - 5a. To jumpstart the campaign, what is the dollar number needed?
  - 5b. Does the agency have contacts with foundations, or other funding sources, to which the marketing firm may want to market the campaign, in order to supplement the initial dollar amount available if more is needed to effectively launch the campaign?
  - 5b. How soon will the campaign be fully self-supporting? Please review the attached “Goal Timetable Spreadsheet” and comment on whether the goals are realistic, explaining why or why not.
  - 5c. In your opinion, can the campaign make a jump to the next level each year of the five-year campaign, as outlined, given the percent allocations for campaign-related costs?
6. The executive editor of *The New York Times* told an NPR interviewer on December 7, 2016, “We don’t get religion. We don’t get the role of religion in people’s lives” (Dave Davies; “New York Times Executive Editor on The New Terrain of Covering Trump”; NPR; 12/8/2016 11:33 AM ET; <<http://www.npr.org/2016/12/08/504806512/new-york-times-executive-editor-on-the-new-terrain-of-covering-trump>>; p. 19 of 2/15/2017 3:41 PM printout).

How is your marketing agency different than *The New York Times* on this point?
7. Is your marketing agency willing to undertake a common-good, great-goal campaign, targeting 70% of the U.S. population who self-identify as Christian, in order to help the one million+ children under age five, facing preventable death in 2017, as well as the parents experiencing this tragedy?

## **Whitepaper:**

### **“A Proposal to Move the Church in the U.S. to Strengthen the Supply Lines”**

**The “market” for this proposal is at least 70% of the U.S. population that self-identifies as Christian.**

- Roughly 60% of the U.S. population is “churched” in a historically Christian tradition.
- Churched Americans control, through their incomes, the equivalent of the third largest Gross Domestic Product in the world: after the U.S. as a whole, then China, and before Japan.

**The “target” is to engage half the population in the U.S. by 2021 in moving the church in a positive direction, both to renew the church within, and to impact an urgent global need without. This goal is reached by convincing church people to “strengthen the supply lines” from their congregations to the frontlines of mission outreach. These distribution channels are already in place but are underutilized; thus, the concept of “strengthening the supply lines.”**

- empty tomb, inc.’s Mission Match, in an initial group of congregations, increased the percent of spending on missions outside the U.S. as a percent of total church spending an average of 34%.
- The goal is to have a broad movement among individual Christians, each offering a small annual donation (\$48 a year) that is pooled with millions of other small gifts, and then offered to congregations as Mission Match Matching Contributions for their mission projects.
- By 2021, the goal would be to have \$8.1 billion donated per year, including \$6.9 billion available as Mission Match Matching Contributions.

**Mission spending formerly gave churches a positive and attractive agenda for members.**

- Mission spending was a most popular “product” of the church. Yet, many denominations began to cut back on missions in the early 1960s. As has been observed about the retrenchment in missions, especially international, among mainline denominations beginning about 1960, “To speak in marketing terms, the national churches were divesting themselves of their most popular products.”<sup>1</sup>
- empty tomb data analysis found that from 1916-1927, on average, about 8¢ of each dollar donated to a church went for denominational international missions; in 2014, it was about 2¢.<sup>2</sup>

**Data shows the church in the U.S. is moving in the wrong direction.** empty tomb, inc.’s *The State of Church Giving* series analyzes data for a broad spectrum of historically Christian traditions in the U.S. Over a period of decades, both per member giving as a percent of U.S. Disposable (after-tax) Personal Income, and membership as a percent of U.S. population, have been shrinking. Church members control, through their incomes, \$7.7 trillion a year. Yet no mission organization in the U.S. is at the “enterprise” level, represented by the minimum amount on the 2015 Fortune 500 list.

**What is needed is a positive agenda for affluence.** A marketing campaign can promote the potential of self-identified Christians in the U.S. to “make a world of difference” through empty tomb’s Mission Match. The focus will be projects suggested by congregations to “close the promise gap” in 40 slower-progress countries — the gap between each country’s current under-age-five death rate, and the goal rate set by

<sup>1</sup> Craig Dykstra and James Hudnut-Beumler, “The National Organizational Structures of Protestant Denominations: An Invitation to a Conversation,” in Milton J Coalter, John M. Mulder, Louis B. Weeks, eds., *The Organizational Revolution: Presbyterians and American Denominationalism* (Louisville, KY: Westminster/John Knox Press, 1992), p. 319.

<sup>2</sup> John Ronsvale and Sylvia Ronsvale, *The State of Church Giving through 2014: Speaking Truth to Power*, 26th edition (Champaign, IL: empty tomb, inc., October 2016), p. 76.



global leaders. empty tomb's Mission Match project will offer Matching Contributions to inspire and encourage congregations to fund and expand such projects.

**Marketing, not fundraising, is the answer.** A fundraising campaign generally targets a select group of donors, often those with higher incomes, to secure a short-term, defined amount for a campaign. Another approach is to engage in cause-related marketing, which identifies a cause with a popular company to attract donations from those who favor that company. The goal of this campaign is different.

The goal of this campaign is to increase awareness among self-identified Christians in the U.S. to produce a broadly-based *movement* to secure modest donations. These donations will result from an increased awareness among Christians in the U.S. about the need and potential to impact the need. The donations will provide funds to offer to congregations as Matching Contributions. The purpose of the Matching Contributions is to encourage increased spending by churches to close the Promise Gap between the current Under-5 Mortality Rate (U5MR) and the goal U5MR in the 40 slower-progress countries. Marketing the idea of "move the church" results in both a better-informed church population (popularizing the ideas of "the church" as a broad identity described in John 17:20-23, as well as the potential for good that exists among church people). Further, because the campaign is targeted to the entire spectrum of the historically Christian church, successful marketing ads will emphasize values held in common by this broadly based group, and, to the degree relevant in the advertising, build on traditional morality. In addition to building a consensus for mobilization, the marketing results in action, producing funds to replenish money offered to congregations through Mission Match Matching Contributions that encourage increased efforts to close the Promise Gap. The goal is to develop a movement among church members, and in congregations throughout the U.S., that renews the church through positive action and impacts in Jesus' name an urgent global need.

A former Bible salesman was responsible for starting the national campaign that raised the priority of avoiding body odor, and thus created the market for using deodorant.<sup>3</sup>

In 2015, P&G spent \$176 million on just one of its product lines, Crest, in an effort to convince the public to whiten their teeth and prevent cavities.<sup>4</sup>

Our focus is preventing child deaths globally, and to do it in Jesus' name. We hope to use marketing techniques to convince a large portion of church people in the U.S. of their power for good to do just that.

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<sup>3</sup> Sarah Everts; "How Advertisers Convinced Americans They Smelled Bad"; Smithsonian; 8/2/2012; <<http://www.smithsonianmag.com/history/how-advertisers-convinced-americans-they-smelled-bad-12552404/?no-ist>>; pp. 1-3 of 8/24/2014 2:19 PM printout.

<sup>4</sup> "P&G, Procter & Gamble: Profile"; adbrands.net; <[http://www.adbrands.net/us/pg\\_us.htm](http://www.adbrands.net/us/pg_us.htm)>; p. 3 of 9/27/2016 printout.

## Goal Timetable Spreadsheet

	A	B	C	D	E	F
1	<b>Goals for empty tomb, inc. Mission Match Discipleship Tree Marketing Campaign</b>					
2						
3	<b>Donations Path:</b>					
4	Received by: empty tomb, inc. [(501(c)(3) charitable organization] project, "Mission Match Discipleship Tree"					
5	Spent through: empty tomb, inc., with 85% for "Mission Match Matching Contributions"					
6						
7	<b>Year</b>	2017	2018	2019	2020	2021**
8	<b>Participants</b>	50,000	500,000	5,000,000	50,000,000	168,554,500
9						
10	<b>Income</b>					
11	Dollars Donated	\$2,400,000	\$24,000,000	\$240,000,000	\$2,400,000,000	\$8,090,616,000
12						
13	<b>Expenses</b>					
14	85% for Matching Contributions	\$2,040,000	\$20,400,000	\$204,000,000	\$2,040,000,000	\$6,877,023,600
15	5% for Congregational Support	\$120,000	\$1,200,000	\$12,000,000	\$120,000,000	\$404,530,800
16	10% for Development (See Note 1)	\$240,000	\$2,400,000	\$24,000,000	\$240,000,000	\$809,061,600
17	<b>Total Expenses</b>	<b>\$2,400,000</b>	<b>\$24,000,000</b>	<b>\$240,000,000</b>	<b>\$2,400,000,000</b>	<b>\$8,090,616,000</b>
18						
19	Note 1: 10% for Development may be allocated as follows. Percents are of the 10% Development allocation.					
20	30% PayPal Fees (est.*)	\$72,000	\$720,000	\$7,200,000	\$72,000,000	\$242,718,480
21	30% for empty tomb Costs	\$72,000	\$720,000	\$7,200,000	\$72,000,000	\$242,718,480
22	10% for Marketers	\$24,000	\$240,000	\$2,400,000	\$24,000,000	\$80,906,160
23	30% Ad Placement (Note 2)	\$72,000	\$720,000	\$7,200,000	\$72,000,000	\$242,718,480
24	<b>Total (see Row 16)</b>	<b>\$240,000</b>	<b>\$2,400,000</b>	<b>\$24,000,000</b>	<b>\$240,000,000</b>	<b>\$809,061,600</b>
25	* PayPal fees are estimated at 3% of donations, which equals 30% of the Development allocation.					
26						
27	Note 2: If a marketing firm is willing to launch the campaign on a contingency basis, empty tomb, inc. will plan to					
28	reimburse the marketing agency from the income raised. In that case, the "Ad Placement" allocation will be reduced					
29	by the amount reimbursed to the marketing agency for initial contingency costs.					
30	Reimburse any Contingency \$	\$24,000	\$240,000	\$0	\$0	\$0
31	Available for Ad Costs	\$48,000	\$480,000	\$7,200,000	\$72,000,000	\$242,718,480
32						
33	** The goal will be to maintain these numbers annually, adjusted for changes in the U.S. population, through					
34	retention marketing.					
35						
36	Quarterly Goals for 2017					
37	Goals for 2017	April-June	July-Sept.	Oct.-Dec.	Total	
38	Participants	10,000	20,000	20,000	50,000	
39	Dollars Donated	\$480,000	\$960,000	\$960,000	\$2,400,000	