



Benchmarking Your Online Programs and Strategies to Increase Results

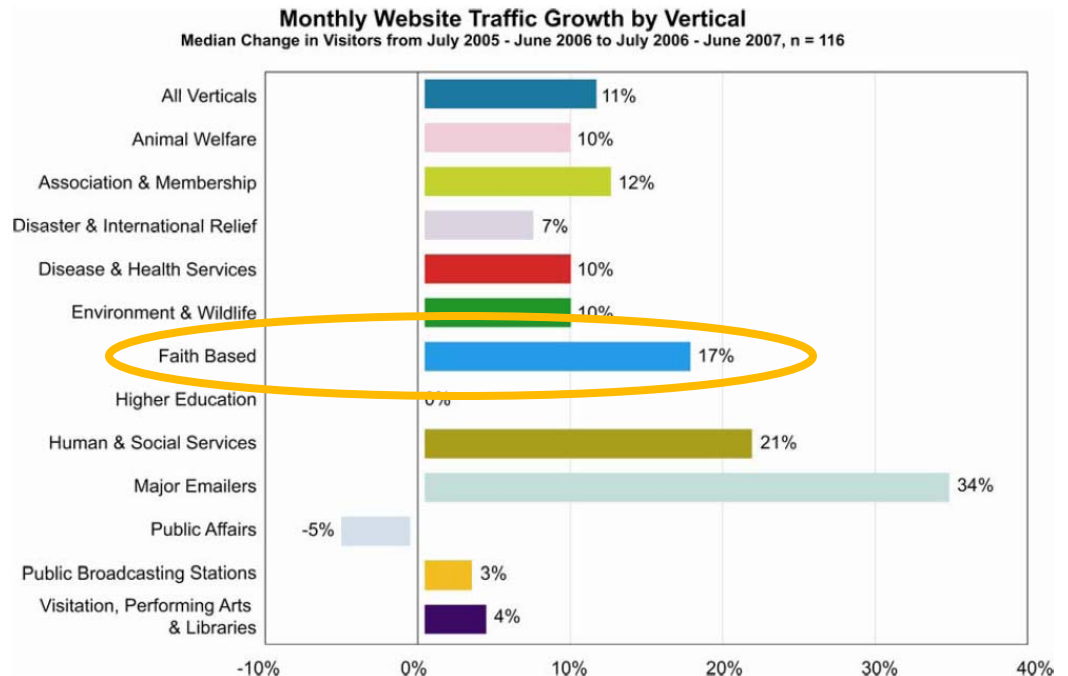
Faith-Based Organization Webinar **May 21, 2008**

Matt McCabe, Principal Consultant, Convio
Jim Killion, Founder & Chief eStrategist, is7



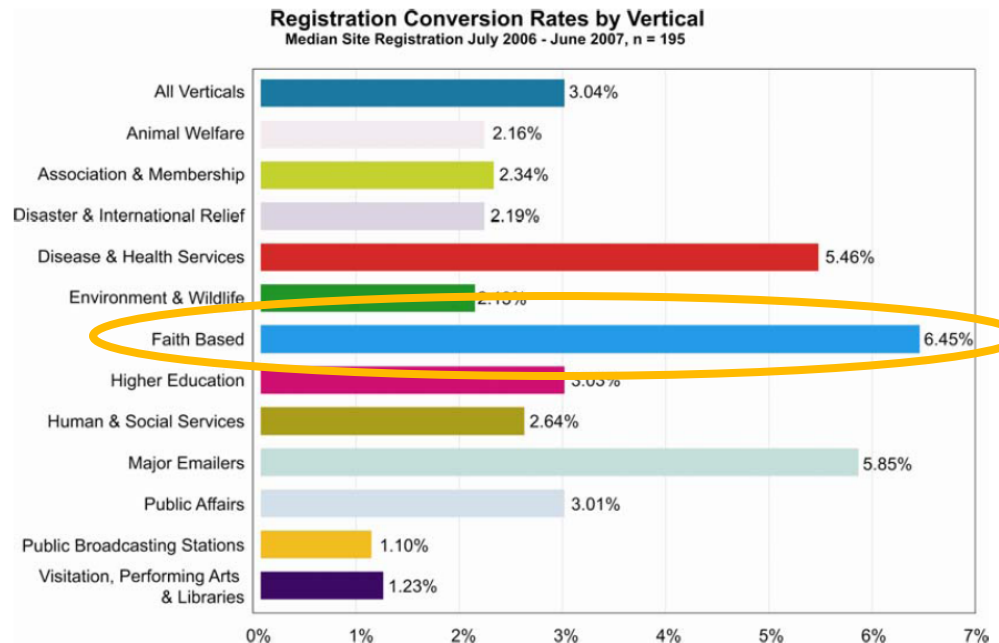
Online Benchmarking: Christian Vertical

- The primary driver of these numbers is the typically large investment by Ministries in offline media, such as radio and television which act as a feeder channel for the Website.
- Additionally, Ministries tend to offer compelling reasons to visit the Website by offering frequently updated and compelling content which reinforces the broadcast television and radio messages.



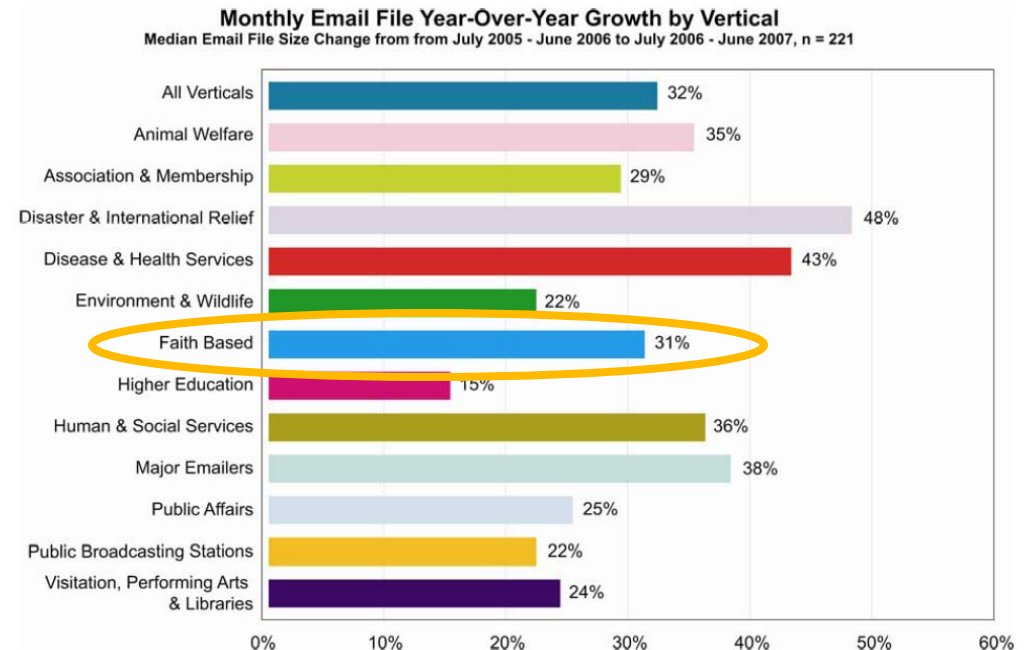
Online Benchmarking: Christian Vertical

- Typically, ministries have programs in place that offer access to additional resources, incentives, or other tangible benefits to constituents in exchange for registering.
- Many ministries also provide daily devotionals, weekly program guide or broadcast schedule via email, as well as podcasts, further reading and free resources based on program topics in return for registering.
- The website is fast becoming the key name acquisition channel for ministries. 13,500 visitors (faith based median site traffic) at a 6% registration rate is 810 new names/emails per month!



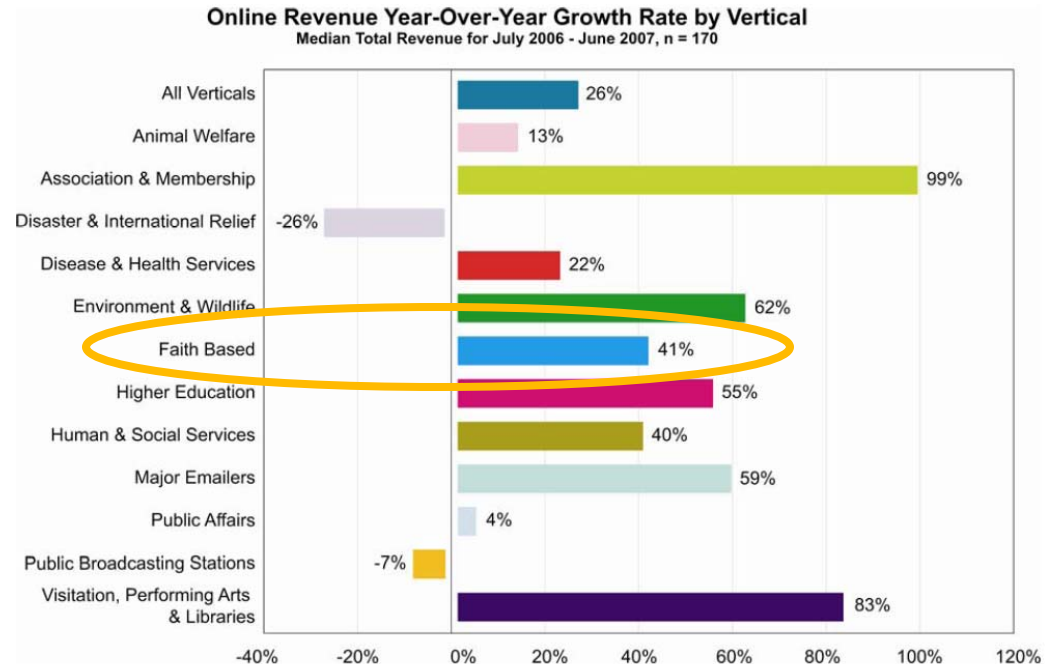
Online Benchmarking: Christian Vertical

- The email growth number for the Faith vertical is right at the average.
- Due to the depth of legacy media content and the deep level of engagement exhibited by constituents, there would appear to be significant opportunity to increase this growth rate by more fully leveraging the full range of content ministries have to offer.
- Examples of this would include digitizing media and creating online media centers that require registration to deliver on-demand or downloadable print, audio and video content.



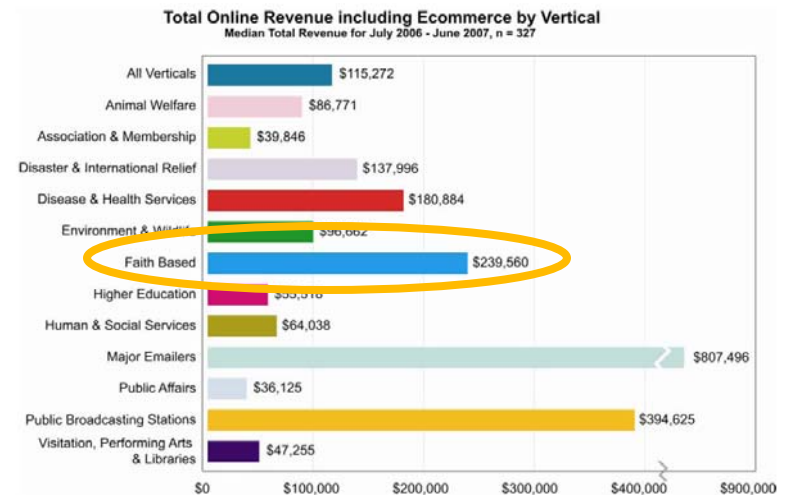
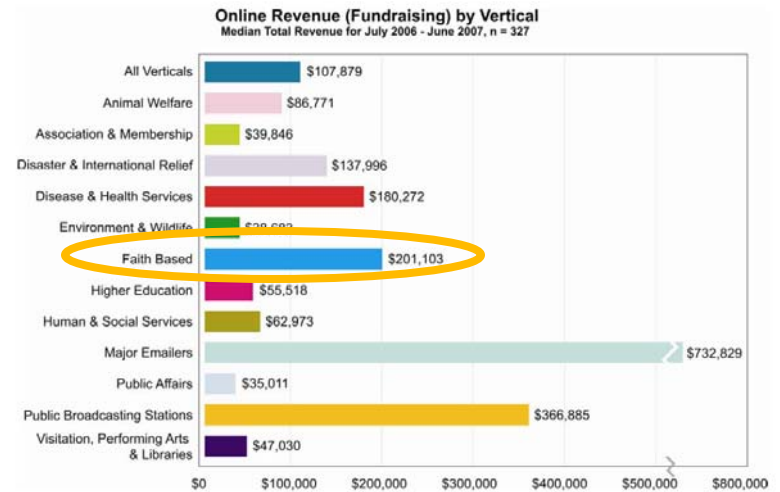
Online Benchmarking: Christian Vertical

- Online revenue generation (including E-Commerce) grew at 26% per year across all verticals. Excluding E-Commerce, online fundraising grew at just over 23%.
- Faith-based organizations experienced positive total online revenue growth with an average year-on-year growth rate of 41%.
- Not all verticals experienced growth from the prior year. Disaster & International Relief experienced negative growth after record fundraising in 2004-05 because of the Asian tsunami and Hurricane Katrina.



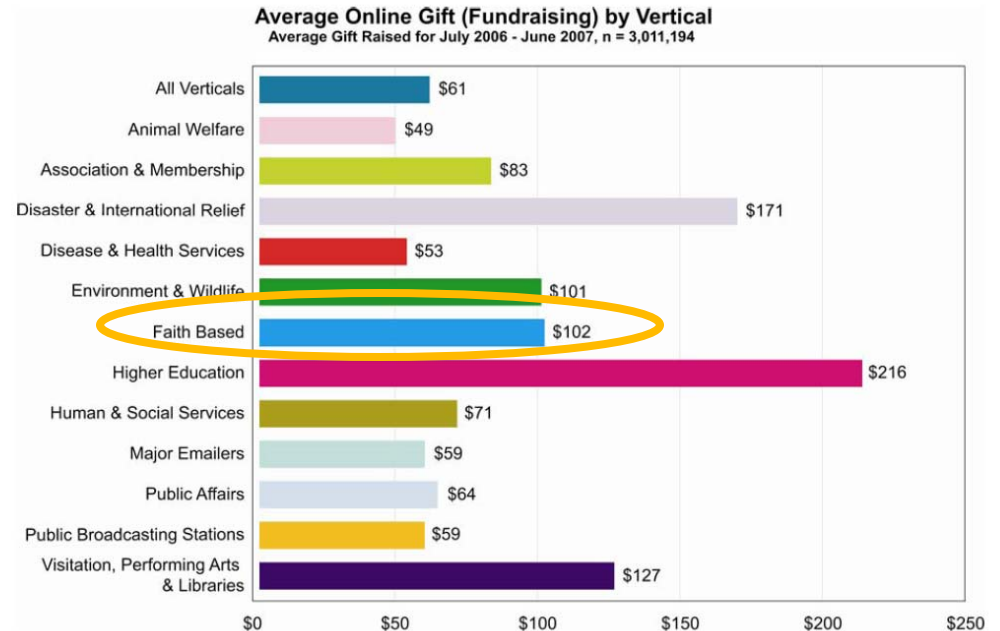
Online Benchmarking: Christian Vertical

- PBS stations typically run massively-coordinated fundraising campaigns a couple of times a year with excellent results. In fact, the broadcast reach and strict channel coordination of PBS fundraising efforts could provide a rich model for increasing both online and total net income for ministries.
- Faith based organizations often have the most sophisticated and extensive eCommerce needs of any non-profit organization. While use of premiums for fundraising is common, direct product sales can sometimes make-up as much as 50% or more of the revenue mix.
- Integration and coordination between fundraising efforts and product sales is crucial. Key tactics include related product promotion around relevant site and email content.
- eCommerce increased online revenue by 19% over fundraising alone for faith based organizations.



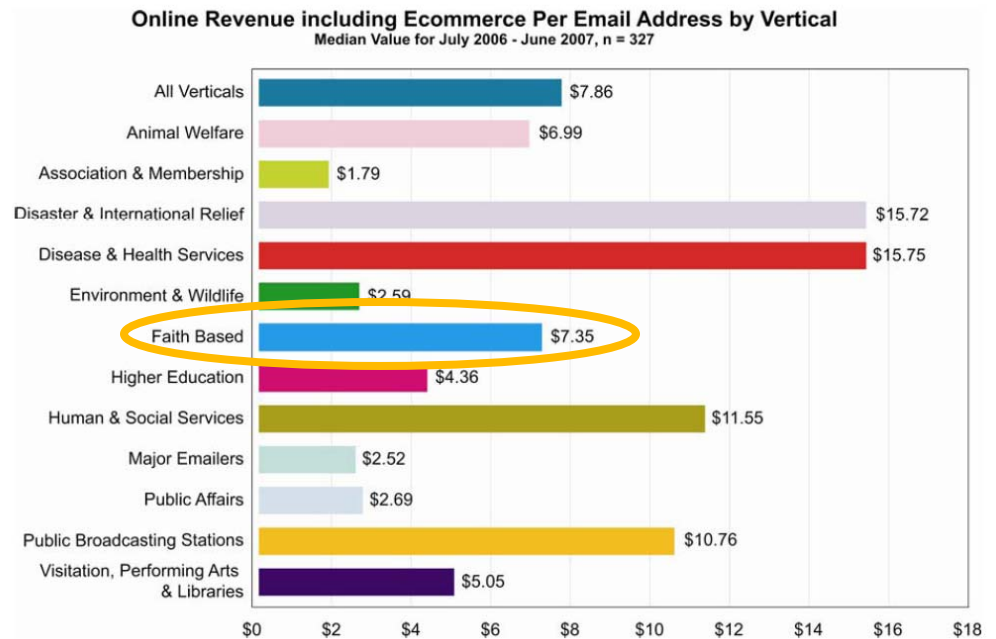
Online Benchmarking: Christian Vertical

- The faith based vertical performs well with an average online gift well above the benchmark.
- Ministry donors tend to make more frequent gifts than in other segments: Tithing and recurring gifts are particularly important as faith-based donors tend to not only give more, but also to give more frequently, leading to a lower average gift but higher cumulative giving.



Online Benchmarking: Christian Vertical

- The value of an email address is a way for nonprofits to gauge how efficiently they are generating online revenue from each online constituent. It does not factor in offline contributions.
- It is important to take a holistic approach here and remember that ministry and outreach to constituents occurs through the online channel. Therefore, many constituents will be seeking ministry initially and, as they are ministered to, the relationship will deepen over time.
- Many constituents will be lead to give through this ministry, but the relationship could take 6-12 months to mature through a variety of cycles including registering for information, deciding to invest in a product and then becoming an active donor.



Understanding and actively nurturing the relationship life-cycle is key to improving financial performance and the value of each constituent

Keys to improving your online results:

- **Information Architecture** that enables site visitors to find and do what they want - and what you want them to do.
- **Design** that serves architecture and usability standards, and that makes desired actions clear and compelling.
- **Usability** that serves visitors and makes your most desired responses simple and easy to complete.



Keys to improving your online results:

- **Websites** that exhibit best practices.
- **Microsites** that capture attention for campaigns, initiatives, books, events.
- **Landing Pages** that bring a unique focus to a single need, cause, or campaign.
- **Donation Process** that is always one click away, clear, compelling, strategic, and designed for giving, not purchasing.



Keys to improving your online results:

- **eCommerce** process that is clear, compelling and user-focused.
- **eNewsletters** that minister to donors and reinforce the wisdom of supporting the ministry.
- **eDevotionals** that extend the ministry into the life of friends and donors without overwhelming subscribers.
 - ▶ Text or html devotionals
 - ▶ Video devotionals



Keys to improving your online results:

- **Reporting** that monitors traffic, click patterns, response patterns.
- **Analytics** that use interactive data to analyze, interpret, and test site effectiveness with the goal of refining site structure and communication.
- **Focus** on the ministry content, tools, and opportunities that best serve site visitors. Focus is continually refined based on reporting and analytics.



Learn from what people are clicking on

The screenshot shows the homepage of the Feed The Children website. At the top, the logo features a stylized 'Y' with a child's silhouette, followed by the text 'FEED THE CHILDREN' and the tagline 'It's who we are. It's what we do.' A red banner in the top right corner states '\$11 gives shoes & food to a child in Chad' with a right-pointing arrow. Below the logo is a BBB Accredited Charity seal and a navigation menu with links for 'Help: In the United States', 'Around the World', 'ABC Babies', and 'About Us'. The main content area features a large image of a young girl with the headline 'For many children, dreams of a better life start with food'. A video player is embedded over the image with a 'Click to Play' button. To the right of the video is a red button that says 'You can help feed them Please, Give Now' and a link to 'Forward this story to a friend'. Below the main image are three numbered story options (1, 2, 3) and three smaller promotional boxes: 'Shop for Gifts While You Help Children', 'Help Hurting Children in the United States', and 'Help Hurting Children Around The World'. A 'Special Offers' section highlights a new book 'Keep Walking' by Larry Jones, available on Amazon, Barnes and Noble, or wherever books are sold. A 'Partners Making a Difference' section features DishNet Direct and the America Card, with a link to 'Apply now' for a card that earns points for donations. A sidebar on the left contains various links such as 'Make a Difference Today', 'Help feed hungry children: Around the World', 'In the United States', 'At the Abandoned Baby Center (ABC)', 'Get our free newsletter' (with a subscribe button), 'Already have an account? Log in', 'You Can Help!', 'Send a Donation Now!', 'Shop at the FTC Store', 'Television Schedule', 'Did you watch a TV show?', 'Help now', 'Donate your vehicle', 'Donate Now', 'Disaster Relief', 'Go on a Mission', 'Start a Special Project Fundraiser', 'Help a Child Succeed in School', 'Donate Through Your Work', 'Your Company Can Help', 'Your Church Can Help', 'Who is Feed The Children?', 'About Us', 'Accountability', 'In the News', 'Become a Partner Agency', and a search bar.

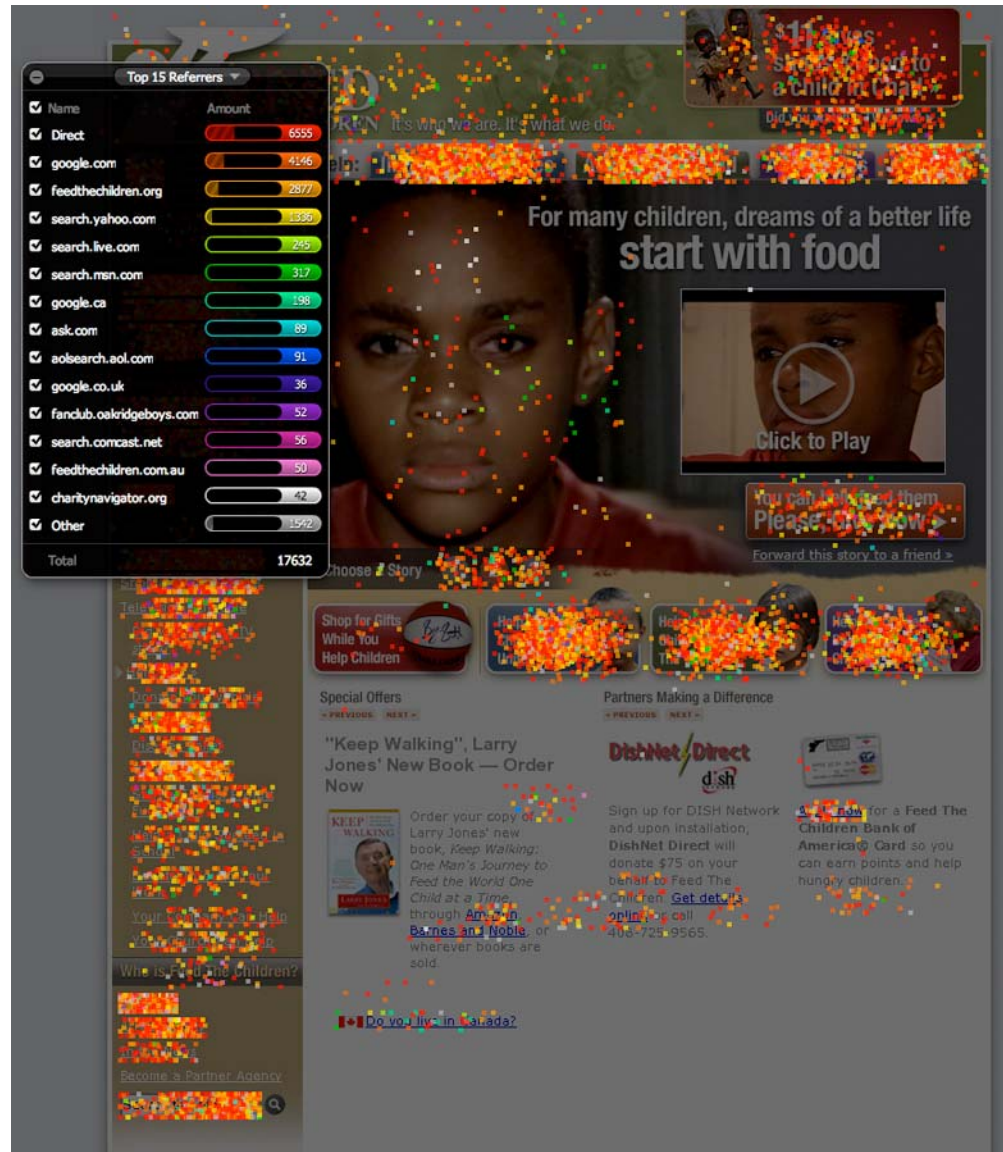
Here is a home page built on the Convio platform.

It uses good architecture, compelling design, and best usability practices.

But . . . What do people do with it?



Learn from what people are clicking on:



The confetti trail shows where people are clicking.

Note: the tool does NOT visually track clicks on the Flash® video.



Learn from what people are clicking on:

The screenshot shows the homepage of Feeds The Children. A heat map overlay is visible, with red and yellow areas indicating high click activity. Key areas of high activity include the navigation menu (especially 'In the United States'), the main content area (the large image of a child and the 'Click to Play' video button), and the 'Please, Give Now' button. The sidebar on the left also shows some activity on the 'Subscribe' button and various links.

FEED THE CHILDREN It's who we are. It's what we do.

Help: [In the United States](#) [Around the World](#) [ABC Babies](#) [About Us](#)

For many children, dreams of a better life start with food

Click to Play

You can help feed them Please, Give Now ▶

Choose a Story 1 2 3

Shop for Gifts While You Help Children

Help Hungry Children in the United States

Help Hungry Children Around The World

Help Abandoned Babies and Children

Special Offers

"Keep Walking", Larry Jones' New Book — Order Now

Order your copy of Larry Jones' new book, *Keep Walking: One Man's Journey to Feed the World One Child at a Time*, through [Amazon](#), [Barnes and Noble](#), or wherever books are sold.

Partners Making a Difference

Sign up for DISH Network and upon installation, DishNet Direct will donate \$75 on your behalf to Feed The Children. [Get details online](#) or call 408-725-9565.

[Apply now](#) for a Feeds The Children Bank of America® Card so you can earn points and help hungry children.

Do you live in Canada?

Search the site...

The heat map gives a visual clues to where people are clicking.

Note: the tool does NOT visually track clicks on the Flash® video.



Learn from what people are clicking on:

Top 10 Home Page Click Patterns

	Tag	Text	Clicks
1	div	video_video	1,923
2	img	In the United States	1,444
3	img	About Us	1,244
4	img	Around the World	1,169
5	img	click: Help Hurting Children in the United States »	1,062
6	a	Send a Donation Now!	974
7	a	About Us	891
8	img	click: Help Hurting Children in Darfur »	816
9	a	Contact Us »	690
10	img	click: Help Hurting Babies at the Abandoned Baby Center »	607

Tabular data (what you see above are the top 10 of more than 380 lines of spreadsheet data) gives you precise indicators of what people are clicking on most.



You CAN make lots of content work:

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I trust you to save me, LORD God, and I won't be afraid. My power and my strength come from you. Isaiah 12:2 [Read Today's Scripture »](#)

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Welcome back, Denise!
[Edit your e-mail preferences](#)
[Not Denise? Logout »](#)

My Bible Tools
Search the Bible
By Passage:
By Keyword:

a Word from HOME
[Free Email Devotionals »](#)

Buy a Bible at **bibles.com**
[More Bible Tools »](#)

Give God's Word
Every \$4 you give will provide for one Bible »

“If your God is so great, why can't he speak my language?”
Four brave Cakchiquel-speaking women risked all to translate God's Word. . . »

Church Resources
The Bible and the Church
Filioli mei haec scribo voics ut non peccetis sed et si quis peccaverit advocatum habemus apud Patrem.
[Get your church involved »](#)

Bible News
Scriptures for Military Personnel
Chaplain Steven Nagler has been a military chaplain for over 20 years. He provides encouragement to the soldiers by sharing verses from the Bible.
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In the midst of this physical and psychological trauma that many families are facing daily, the Bible Society's Living Hope program is seeking to meet the spiritual needs of Palestinian children . . .
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You CAN make lots of content work:

AMERICAN BIBLE SOCIETY

Good News for Everyone

[Bible](#) \ [God at Work](#) \ [About Us](#) \ [Give](#) \ [Press Room](#)

You must see that justice is done, and must show kindness and mercy to one another.
Zechariah 7:9 (CINT)
[Read Today's Scripture »](#)

Welcome back, Aaron!
[Edit your email preferences »](#)
Not Aaron? [Logout »](#)

Share God's Word

You can help buy paper so that more people in China can have a Bible of their own.

[Give Now »](#)

My Bible Tools

Search the Bible:

By Passage: (e.g. John 3:16)

By Keyword: (e.g. hope)

[Search »](#)

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Share your prayer requests »

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God's Word can make all the difference in the world. Here are just a few of the stories of how the Bible is changing lives.

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Jesus Film and Bible Videos Get Passers-by Thinking Egypt

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Reaching a new urban generation with God's word.

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is7 



eDevotionals are great ministry tools:

Inspiration IN YOUR INBOX

JOEL OSTEEN MINISTRIES

Dear <Name>,

We have some exciting news to share with you!

After months of requests from friends like you for e-mail inspiration from what God is showing us, we are ready to share [daily](#) and [weekly](#) messages with you.

You can subscribe to both formats -- the weekly [Live Like a Champion](#) video message and the daily [Today's Word](#) -- or take your pick of just one.

They're free. They come directly to your e-mail inbox. And they are designed to energize every area of your life.

It's easy to [subscribe](#) -- and to unsubscribe if you ever change your mind. Just click on the button on the left and you'll go directly to a quick, one-step [sign-up page](#).

Thank you for your friendship, your interest in becoming the champion God wants you to be, and for your support which makes this ministry possible.

Believing God's best for you,

Joel and Victoria Osteen

Sign Me Up!
FOR THE FREE eDevotionals

Live Like a Champion
Take a mini-retreat each week when you experience the best, most thought-provoking moments from Joel's motivational messages.

Today's Word from Joel & Victoria
You'll be amazed at the spiritual growth and energy you'll experience when you spend just five minutes a day in reflection and prayer!

CHOICES:

You have

VIEWERS

And you have

READERS



eDevotionals are great ministry tools:

TODAY'S WORD
WITH JOEL & VICTORIA

RESOURCES for you

30 Thoughts for Victorious Living, Living the Joy Filled Life, and Making Wise Choices

These three inspirational teachings will carry you throughout the day and open your eyes of faith to the blessings of God that surround you!
[Order Now >>](#)

[DONATE NOW >>](#)
[FORWARD TO A FRIEND >>](#)
[GO TO JOELOSTEEN.COM >>](#)

The power of words

Today's Scripture
"Watch over your heart with all diligence, for from it flows the springs of life. Put away from you a deceitful mouth, and put devious lips far from you." (Proverbs 4:23-24)

Today's Word from Joel and Victoria
I want to encourage you today to watch what you are saying. Your words have creative power and you use them as a destructive force or as an instrument of blessing. If you continually speak negative words over your life, then eventual defeat will be the result. In the same way, if you speak words of faith and victory you will see a harvest of blessing not only in your own life, but also in the lives of those around you.

We challenge you to watch over the words you speak. When you find yourself in a difficult situation, don't say the first thing that pops into your head. Learn to control your emotions and take those thoughts captive. When you speak words of faith and victory, God will fight your battles for you. You'll overcome every challenge that you face and you will live the abundant life that God has in store for you.

A Prayer for Today
God, I believe I can change my world by changing my words. I will speak of my visions, my dreams, and my hopes. I will declare, this day, that I can do all things through Christ and that I am more than a conqueror! I can do all these things because You first believed in me. In Jesus' Name – Amen.

Read another Word with Joel & Victoria
[View archived messages >>](#)

Joel Osteen Ministries, 3700 Southwest Freeway, Houston TX 77027
You are signed-up as [jkillion@itero.com](#) to receive devotional email messages from Joel Osteen Ministries.
Change your [email preferences](#) or [unsubscribe](#).

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Some People Prefer Words

Most Readers Like Related Options



eDevotionals are great ministry tools:

The screenshot shows the Joel Osteen Ministries Video player interface. At the top, there is a navigation bar with links for BROADCAST SCHEDULE, PRAYER REQUESTS, and BOOKSTORE. Below this, a large video player displays a video of Joel Osteen and his wife. The video player includes a progress bar and playback controls. Below the video player, there are two buttons: "Buy This Message Now" and "Donate Now to support Joel Osteen Ministries". To the right of the video player, there is a "RESOURCES FOR YOU" section featuring a book titled "YOUR Best Life NOW" with a "CLICK HERE TO ORDER NOW" button. Below that, there is an "OTHER MESSAGES" section with a list of messages: "Being Grateful for The Gift of Today", "Developing a Habit of Happiness", "Being a Loyal Person", "Believing for Restoration", "Storing Up Mercy for Your Family", and "Giving Your Dreams a New Beginning". At the bottom of the interface, there is a note: "You are currently using Windows Media. [Change your player preferences](#)".

Video ministry is more than streaming!

Use your video browser for more than video!



eAppeal + landing page = response:



Are you ready for your **BIG PROMOTION?**

Get ready.

There is a new level of joy, fulfillment, and abundance just around the corner. And God is using your circumstances – right now, today – to bring you to that place of victory.

Today I want to help you prepare for God's ultimate plan for your life. Here are the key, biblical principles that will help you get ready for His promotion.

- Have faith that God can help you rise above any adversity
- Get involved: Serve others and be a blessing
- Take time for others – Live a lifestyle of giving

Your special Friend's gift today will help us reach thousands who need to hear there is a plan for their lives and a purpose to their pain. Help us share these Biblical principles with others.

God wants to promote you and all His children to a higher place.

Thank you for supporting this ministry and standing with me in sharing this message!

Joel Osteen

YES!
I am ready for promotion... and I want the same for others

JOEL OSTEEN MINISTRIES

Joel Osteen Ministries, 3700 Southwest Freeway, Houston TX 77027
You are signed-up as email@address.com to receive email messages from Joel Osteen Ministries. Change your [email preferences](#) or [unsubscribe](#).



PREPARING FOR PROMOTION

"Because of your faith it will happen"
(Matthew 9:29, TLB)

The great news I have for you today is that God sees the very best in you. He wants to promote you! He desires to take you to a new level of joy, productiveness, and fulfillment.

Today I want to help you prepare for God's plan for your life. Here are the key, biblical principles that will help you get ready His promotion.

- Have faith that God can help you rise above any adversity
- Get involved: Serve others and be a blessing
- Take time for others – Live a lifestyle of giving

Promotion may be just around the corner – for you and for thousands of others who need encouragement to remain faithful while God prepares them.

Your special gift today will help us reach thousands who need to hear there is a plan for their lives and a purpose to their pain. Help us share these Biblical principles with others.


YES!
I am ready for promotion... and I want the same for others

JOEL OSTEEN MINISTRIES

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eAppeal + landing page = response:



LOOKING FOR A MOMENT OF
PEACE? **HELP OTHERS NOW**

Dear [[Insert Name]],

If you've ever said to yourself, "I don't even have time to think," then you know how hard it is to concentrate when you're being bombarded from all sides.

We have to make time in our daily lives to get quiet. David said of the Lord in Psalm 23:2, "He leads me beside quiet waters."




Take time to pray and fill your mind with Scripture. Meditating on God's Word will bring you peace and influence your entire day.

As a Friend of this ministry, you know of the incredible riches available when we invest in our relationship with God. I want to remind you of the many who have yet to experience the peace that comes from having a personal relationship with the living Savior.


Your special "over and above" gift today enables us to share the Good News of Jesus with millions of people here in America and all around the world.

Thank you so much for your support . . . and be assured God is using your gifts to sow seeds of life, hope and peace every day.

Believing God for the best in your life,



Joel Osteen Ministries, 3700 Southwest Freeway, Houston TX 77027
You are signed-up as **email@address.com** to receive email messages from Joel Osteen Ministries.
Change your [email preferences](#) or [unsubscribe](#).



GOD'S WORD **HELP OTHERS NOW**

- **Renews your Mind**
- **Restores your Peace**
- **Gives you hope**

In a life filled with noise, distraction and busyness, peace can be hard to find.


But the Bible is filled with the blessings and benefits of meditating on its principles. Spending time in the Word leads to a peace that cannot be taken away by the demands of this world.

Meditating on God's Word will:

- Give you spiritual success.** God's definition of success in life is to know Him better.
- Help you keep your heart right before Him.** The Word of God is a mirror that accurately shows us where our hearts really are.
- Guide you at every turn in your life.** "I have more insight than all my teachers, for I meditate on your statutes" (Psalm 119:99, NIV).
- Fill your mind with the things of God.** Focusing on God's love and goodness leaves no room for wrong thinking.

Too often, God's still, quiet voice is not heard by those who need it most.

Your support of this ministry means we can reach out to others with God's life-giving Word so, they too, can experience God's peace, joy,



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eAppeal + landing page = response:

Can't see this message? [View as a webpage](#)



BY SHARING GOD'S GIFT,
YOU'RE MAKING A REAL DIFFERENCE



Dear <<Insert Name>>:

The year is coming to an end and, like me, you are probably taking stock of your accomplishments. Victoria and I want to remind you to add a few things to your list.

SHARE THE BEST GIFT OF ALL ▶

When you support this ministry, it enables us to:

- Transform and equip thousands to fulfill their full potential in Christ.
- Count tens of thousands as having made public decisions for the Lord during our national worship events!

And the best part is I believe even greater things are ahead for this ministry — and for you in 2007 — because Jesus has promised:

"Anything is possible if a person believes." (Mark 9:23, NLT)

You are investing in the lives of millions. Your [special gift](#) today enables us to continue to reach out and share with others the Good News of Jesus Christ!

Believing in God's best for you in 2007,



SHARE YOUR GIFT OF LOVE ▶



Joel Osteen Ministries, 3700 Southwest Freeway, Houston TX 77027
You are signed-up as [email@address.com](#) to receive email messages from Joel Osteen Ministries.
Change your [email preferences](#) or [unsubscribe](#).



BY SHARING GOD'S GIFT,
YOU MADE A REAL DIFFERENCE



Your Help Makes a Difference Every Day

God is using this ministry to make an eternal difference for millions.

Mike, a husband and father, recently wrote:

SHARE THE BEST GIFT OF ALL ▶

"This past year has been the most difficult of my life. Our son got involved in drugs and put our lives into a tailspin. The threats of suicide and fear of losing him have been awful. Also, our small construction company had a client that cheated us out of \$189,000 and we are barely able to operate."

He went on to say that through all of it, he has not let his faith waver, thanks in part to the powerful message of hope delivered into his home through our television ministry.

Mike is one of millions of people this ministry has touched in 2006. His story is a moving example of how your support

- changes lives,
- restores hope
- and sows seeds of salvation.

Together we can launch a New Year of excellence. You can make a difference in the lives of the lost and the hurting ... and fulfill the destiny that God has for you.

SHARE YOUR GIFT OF LOVE ▶

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Harness the power of the microsite:

The screenshot shows a microsite for the book "REPOSITION YOURSELF: Living Life Without Limits" by T.D. Jakes. At the top, it identifies him as a "NEW YORK TIMES BESTSELLING AUTHOR" and includes a "Tell a friend about this book" link and a prominent "Buy Online Now!" button. A navigation bar offers links for "About T.D. Jakes", "Bishop's Blog", "Share Your Story", "Listen to the Book", and "Read a Chapter". The main content area features a 3D image of the book cover on the left and a text block on the right. The text block includes a quote from God about stewardship, a paragraph about the book's significance, and a grid of interactive icons for "Visit T. D. Jakes' Blog", "Read a Chapter", "A Word from Dr. Phil", "Listen to the Book", "Share Your Story", and "Tell a Friend". A second "Buy Online Now!" button is located at the bottom right of the main content area. The footer contains copyright information for TDJ Enterprises, logos for Allstate, IS7, and Convio, and the Convio logo itself.

T.D. JAKES NEW YORK TIMES BESTSELLING AUTHOR
REPOSITION YOURSELF

Tell a friend about this book ▶
Buy Online Now! ▶

About T.D. Jakes Bishop's Blog Share Your Story Listen to the Book Read a Chapter

Living Life Without Limits

God calls us to be the very best stewards of all the gifts, talents, and opportunities entrusted to us in this lifetime. When we work with Him, the result is full prosperity and real success regardless of title or status.

Reposition Yourself: Living Life without Limits is a culmination of what God has taught Bishop T.D. Jakes through life, business, family, books, people, and more.... God has made him a communicator and a motivator. Now he passes this on to you in his new book.

Visit T. D. Jakes' Blog Read a Chapter
A Word from Dr. Phil Listen to the Book
Share Your Story Tell a Friend

Buy Online Now! ▶

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Allstate. You're in good hands.
Developed by IS7
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Microsites bring powerful FOCUS:

The screenshot shows a microsite for T.D. Jakes' book "REPOSITION YOURSELF". At the top, it identifies him as a "NEW YORK TIMES BESTSELLING AUTHOR". A navigation bar includes links for "About T.D. Jakes", "Bishop's Blog", "Share Your Story", "Listen to the Book", and "Read a Chapter". A prominent red button says "Buy Online Now!". The main content area features a large image of an open book on the left and a text block on the right titled "Read a Chapter". The text block describes the book's theme of facing challenges and includes a call to action. Below this is a registration form titled "To read a chapter, tell us about yourself." with fields for name, email, and location, and a "Submit" button.

T.D. JAKES NEW YORK TIMES
BESTSELLING AUTHOR
REPOSITION YOURSELF

Tell a friend about this book ▶
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About T.D. Jakes Bishop's Blog Share Your Story Listen to the Book Read a Chapter

Read a Chapter

Preview the newest book from TD Jakes, *Reposition Yourself*. Read a chapter now, and follow along as you [listen to clips of TD Jakes](#) as he interprets his book aloud. Receive insight into how to face challenges and manage difficulties to maximize your life. Do you desire peace and affirmation in your life? Read more and see how you can stop fearing change to *Reposition Yourself* and embrace your life now!

To read a chapter, tell us about yourself.
If you have previously registered, please [login here](#) to prepopulate your information.

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A Word from *Dr. Phil McGraw*

From our humble beginnings, to our roots in Dallas and the deep and abiding faith at the center of our lives, I believe that I have some important life experiences in common with Bishop T.D. Jakes. We both have been blessed beyond all expectations. Yet, I think he would agree that our greatest shared blessing is that we both have been afforded the tremendous opportunity through our respective platforms to reach out to and teach and inspire others to challenge and overcome their limitations while striving to fulfill their highest possible purposes on this earth.

Bishop Jakes certainly serves as a wonderful example to us all. This pastor, author, artist, entrepreneur and philanthropist began his ministry in 1979 with just ten people in his West Virginia congregation.

Today, he leads The Potter's House in Dallas, one of the nation's fastest-growing mega churches with more than 30,000 members. Yet, that is just the home base for a spiritual outreach that now extends around the world. Through his broadcasts and missionary work, he is the spiritual shepherd to millions across the globe. Yet just as he did back in West Virginia he continues to meet people where they are in their lives bringing them a real and relatable message of the power of faith and hope.

With this book, Bishop Jakes builds upon that inspiring message by providing extremely useful tools and practical guidance to help real people, in the real world to break through whatever barriers they may encounter in reaching for higher achievement—and the most fulfilling, prosperous and authentic life possible.

Bishop Jakes believes, as do I, that the blessings granted each of us should be embraced, acknowledged, and—most of all—built upon with hard work and the determination so that we keep growing and preparing ourselves as worthy recipients of even greater rewards.

It is an undeniable truth that one year from now your life will be better or it will be worse - but it won't be the same. No matter where each of us starts out on the socio-economic scale, we all have the potential for prosperous and fulfilling lives if we take responsibility for our own successes. Bishop Jakes and I both strive to live by and teach that message. We both encourage you to stay on the path and refuse to accept limitations—either those imposed by others or those you place on yourself.

In the title of this book and throughout its pages, Bishop Jakes exhorts you to rise above your challenges, learn from your mistakes, build upon your blessings, and to continuously make adjustments so that you are always on track to serving your highest purpose.

Bishop Jakes and I agree that the measure of your success is not calculated by the material possessions you acquire but by the quality of the life you lead and the others you lift up and inspire along the way. The Bishop serves as a model and a guide for that philosophy, and with this book, he both lights the path and ignites the fires within.

Dr. Phil McGraw

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Microsites allow multimedia engagement while maintaining FOCUS:



T.D. JAKES NEW YORK TIMES BESTSELLING AUTHOR
REPOSITION YOURSELF

Tell a friend about this book ▶
Buy Online Now! ▶

About T.D. Jakes Bishop's Blog Share Your Story Listen to the Book Read a Chapter

Listen to the Book

Listen to T.D. Jakes read from his new book *Reposition Yourself*. As you read along, hear T.D. Jakes as he orates his own book, full of advice on how to accept the inevitable and embrace what is coming in a positive and fulfilling way. Are you ready for redemption, restoration and revitalization? Then *Reposition Yourself* and reclaim the dreams the you have inside. Listen now to hear personal insight, advice and wisdom from T.D. Jakes himself.

To listen to a sample, tell us about yourself.
If you have previously registered, please [login here](#) to prepopulate your information.

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* Last Name:
* Email:
State / Province: State / Province:
* ZIP / Postal Code:
Country:

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Microsites create focused interaction

T.D. JAKES NEW YORK TIMES BESTSELLING AUTHOR
REPOSITION YOURSELF

Tell a friend about this book ▶
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About T.D. Jakes | Bishop's Blog | Share Your Story | Listen to the Book | Read a Chapter

Share the Wealth: *Tell Us Your Story*

Is there a time when you repositioned your life and changed it for the better? Will you encourage others with your story? Tell us:

- Where was your life when you knew you wanted to change?
- Where did your motivation to change come from?
- What obstacles did you overcome?
- Who encouraged—or tried to discourage—you?

Send us your story. If we choose it for website publication, we'll be back in touch!

Tell us about yourself:
If you have previously registered, please [login here](#) to prepopulate your information.

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* Last Name:
* Email:
State / Province: State / Province:
* ZIP / Postal Code:
* Country:
Phone Number:
 Remember me. *What's this?*

Tell us your story:

Submit Survey

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Microsites allow you to selectively introduce friends to your main site

The screenshot displays the TDJakes.com website interface. At the top left is the logo "TDJAKES.COM" with the tagline "Educate. Empower. Entertain." Below the logo is a navigation bar with links for "Inside TDJakes.com: Choose a topic", "About T.D. Jakes", "TDJ Enterprises", and "Store". On the right side of the header, there is a sign-up form titled "Be the First to Know..." with a text input field for "Your email address" and a play button icon.

BISHOP'S BLOG

Negative Press Distracts Churches from Mission

May 8th, 2008

The blood-washed church for which Jesus died is not relegated to one group or another, nor is it held hostage by politics or ethnicity. It is a breathing, living testament to God's love and grace. It serves its community where it is located and is aware of the needs and nuances of that community. However, its relevance and vision must go beyond its community and reach the world for which Christ died.

Today as the church moves from its introspective posture to a broader role in politics, business, media and impacting societal ills, it has the dubious and daunting task of doing so without losing its core function. Like all such organizations that cease to be intrinsically focused, it runs the risk of being totally misunderstood and misaligned.

I have listened and watched the events of the last few days with great disappointment as the church and the so-called African-American church, in particular, has been painted rather negatively with a broad, wide-ranging brush. I personally wish the distinctions of the church by ethnicity would one day become an antiquated idea. But this will require more people moving from a segregated worship experience. Until then, the church is becoming increasingly bruised by those who seek to move it from its core principles and make it an instrument of division rather than a catalyst for unity!

[Read the rest of this entry »](#)

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Categories

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- » [Around the World with Bishop Jakes](#) (1)
- » [BEST](#) (1)



Good usability works across language barriers:

The screenshot shows the website for the National Shrine of Saint Jude. At the top left, there is a header with a portrait of Saint Jude and the text "The National Shrine of Saint Jude". To the right of the header, there is a language selector "En español »" and a login prompt "Already signed up? Login to your account." Below the header is a navigation menu with links for "Home", "St Jude", "The Shrine", "Shop", "Make a Gift", and "Pray". A prominent sign-up box for "Inspirational Email" is located in the top right corner, featuring a "Sign up »" button and a text input field for an email address.

The main content area is titled "St. Jude, Plead for Us" and features a background image of a statue of Saint Jude surrounded by many lit candles. On the left side of this area, there are five interactive buttons: "Say a prayer" (with a hands icon), "Send your petition to the shrine" (with a paper icon), "Post a prayer online" (with a mouse icon), "Pray a novena" (with a book icon), and "Light a vigil light" (with a candle icon). On the right side, there is a section titled "Pray with St. Jude patron of hopeless causes" which includes a video player and text describing the shrine's history and the significance of St. Jude as the patron of hopeless causes.

At the bottom of the main content area, there are four smaller interactive cards: "Healing ePrayer Cards" (with a hands icon), "Express your Devotion" (with a candle icon), "St. Jude eMeditation" (with an open book icon), and "Shrine ePilgrimage" (with a building icon).

The footer contains the logo for "THE CLARETIANS" and the text "The Claretians serve in more than 60 countries to bring hope to those who need it most." It also includes copyright information "© 2008 The Claretians" and links for "Privacy Policy" and "Contact Us". On the right side of the footer, there are logos for "Developed by IS7" and "powered by CONVIO".



Good usability works across language barriers:

El Santuario Nacional de San Judas

[In English »](#) ¿Ya se suscribió? [Entre a su cuenta.](#)

Suscribase para recibir mensajes devocionales

Su dirección de email aquí [»](#)

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San Judas, ruega por nosotros

- Peregrinación virtual
- Ore a San Judas
- Comparta sus intenciones
- Envíe una petición al santuario**
- Encienda una veladora

Un mensaje del Padre Marcos

Director del Santuario

En Pentecostés celebramos "la venida del Espíritu Santo". Con el símbolo del fuego del Espíritu Santo, le invito a que juntos formemos la [Vela de Oración de Pentecostés](#).

- Encienda una veladora
- Tarjetas de Oración
Envíe una oración de esperanza
- Pida una Misa
Oremos con Usted
- Comparta su Experiencia
Cuéntenos su historia

LOS CLARETIANOS Los Claretianos sirven en más de 60 países para traer esperanza a los que más lo necesitan.

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Buttons demand attention and drive response:

\$28
helps feed
2 families
for a month

\$42
helps feed
3 families
for a month

\$98
helps feed
7 families
for a month

\$11 gives
shoes & food to
a child in Darfur »



Help Hurting
Children in the
United States



Help Hurting
Children
in Darfur



Help Hurting
Babies
At The ABC



Give a Child a Chance
Your monthly or
one-time donation will
make a lasting
difference in a child's
life.
Send Help Now »



\$11
treats
100
children

\$22
treats
200
children

\$55
treats
500
children

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Recurring credit card giving is easy!

Can You Help Every Month?
YOU'LL MAKE A LASTING DIFFERENCE ►



Buttons demand attention and drive response:

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will help cure a child crippled by clubfoot

\$50 ▶

will help provide surgery that can cure a child of crippling clubfoot

\$20 ▶

will help pay for the casts a child needs after clubfoot surgery

A Monthly Gift Keeps on Curing ▶

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You need a break. Take one with God »




Send survivors the Rock to rebuild on: the Bible

Rebuild »

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a Word from HOME
Daily Scripture Reading

Good News for Everyone



Lent: The Journey Of Hope

Ash Wednesday
February 9, 2005

Joel 2:1-2, 12-17
Psalm 51:1-17
2 Corinthians 5:20
Matthew 6:1-6

Stepping Back from the World's Distractions

This year the gospel reading for the Sunday of the Baptism of Our Lord comes from Mark. In Mark, the story of Jesus' baptism is succinct, but filled with the suspense generated by John's message of anticipation that Jesus is coming.

In his account of Jesus baptism, Mark focuses on announcing that Jesus is the baptizer. And he baptizes not with water, but with the Holy Spirit. The story ends with the dramatic moment when John baptizes Jesus. Mark describes how Jesus sees the Holy Spirit coming down to him like a dove, revealing his true identity as the Son of God.


Activity Corner:


"Child of God" Doves


Supplies Needed: Bible; drawing paper and crayons for young children; white construction paper; pencils or pens; scissors; dove pattern (about 3" x 5").

Read together Mark 1:4-11 and compare it with the account of Jesus' baptism as recorded in Matthew's Gospel (3:13-17). What similarities do you find? What differences? Discuss these similarities and differences with members of your household. Young children may be encouraged to draw a picture of the story based on Mark's Gospel.

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a Word from HOME
Daily Scripture Reading

Good News for Everyone

1 Peter 4:1-19 (GNT)


¹Since Christ suffered physically, you too must strengthen yourselves with the same way of thinking that he had; because whoever suffers physically is no longer involved with sin. ²From now on, then, you must live the rest of your earthly lives controlled by God's will and not by human desires. ³You have spent enough time in the past doing what the heathen like to do. Your lives were spent in indecency, lust, drunkenness, orgies, drinking parties, and the disgusting worship of idols.


⁴And now the heathen are surprised when you do not join them in the same wild and reckless living, and so they insult you. ⁵But they will have to give an account of themselves to God, who is ready to judge the living and the dead. ⁶That is why the Good News was preached also to the dead, to those who had been judged in their physical existence as everyone is judged; it was preached to them so that in their spiritual existence they may live as God lives.


⁷The end of all things is near. You must be self-controlled and alert, to be able to pray. ⁸Above everything, love one another earnestly, because love covers over many sins. ⁹Open your homes to each other without complaining. ¹⁰Each one, as a good manager of God's different gifts, must use for the good of others the special gift he has received from God. ¹¹Those who preach must preach God's messages; those who serve must serve with the strength that God gives them, so that in all things praise may be given to God through Jesus Christ, to whom belong glory and power forever and ever. Amen.

¹²My dear friends, do not be surprised at the painful test you are suffering, as though something unusual were happening to you. ¹³Rather be glad that you are sharing Christ's sufferings, so that you may be full of joy when his glory is revealed. ¹⁴Happy are you if you are insulted because you are Christ's followers; this means that the glorious Spirit, the Spirit of God, is resting on you. ¹⁵If you suffer, it must not be because you are a murderer or a thief or a criminal or a meddler in other people's affairs. ¹⁶However, if you suffer because you are a Christian, don't be

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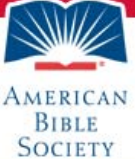
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- **Think response by making it easy to respond**
- **Use the upper right for key action items**
- **Utilize buttons to draw attention & to drive response**
- **Keep it simple; usable is better than pretty**
- **Test, test, test . . . And adjust for greater impact**



Time for your questions and discussion:



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