



## DFW 4-month Mobilization Budget

For background see  
[Mobilization-Every  
Student Sent](#)

See following pages for  
details and partners.

This is the initial  
mobilization using the new  
ESS Mobile App.  
Subsequent mobilizations  
will become increasingly  
efficient,

Dallas 4 Month Launch Budget (September - December)				
	Monthly		Total 4 Months	Full or Part Time
City Director	\$2,000		\$8,000	PT
Partnerships Catalyst	\$1,500		\$6,000	PT
Tech Design/Coordination/Fracti onal CTO	\$3,000		\$12,000	PT
Student Followup Coach	\$3,000		\$12,000	FT
Digital Advertising	\$4,000		\$16,000	
Mobile App Enhancements	\$2,000		\$8,000	
Communications/Content Creation/Social Media	\$2,000		\$8,000	
Travel/Meals/Meetings	\$1,400		\$5,600	
Marketing And Tracking Software	\$400		\$1,600	
Printing	\$750		\$3,000	
Total	\$20,050		\$80,200	



DFW  
4-month Mobilization  
Budget

The 3431 student number  
ties to the spreadsheet on  
[Mobilization-Every Student  
Sent](#)

Titled “Annual Incoming  
Freshmen Engaged.

Dallas 4 Month Launch Deliverables (September - December)							
First Year Total Goal	Students connected to ministries, churches and new Christian friends through ESS	Note: Annual goal comes from this <b>ESS-Mobilization page</b> for Dallas (DFW) Year 1					
	3,431	See note above. Goals are conservative					
Note: Specific Organizations for the categories below are listed in the <b>DFW Readiness Document</b> on the ESS-Mobilization Page							
First 4 Month Goals	Church Partnerships			Parachurch Partnerships			
	Partnering churches	Average connected/trained HS Seniors per church	Total Students from Churches	Partnering business/parachurch/community groups/Christian High Schools	Average connected/trained HS Seniors per business/parachurch/community group/Christian	Total Students from Parachurch	Total HS students involved through partnerships
	50	20	1000	20	20	400	1400
	Direct Advertising						
	Targeted Digital Outreach						
	1,000						
	Totals						
	Total participating HS Seniors first 4 months	Percent Of Annual Goal					
	2,400	70%					
Future DFW Goals	Students Connected Year 2	Students Connected Year 3					
	6,862	10,294					

# Summer/Fall 2025 Mobilization Readiness

Mobilization primarily pertains to making the churches, ministries, parents and youth in a given city aware of Every Student Sent in the Web and App versions.

As shown below, ESS is ready for the mobilization process to start as early as this week.

[ESS Mobilization page](#) demonstrates the awareness process of the Mobile App and includes:

- Local and National channel partners
- Digital Advertising
- National news outlets

We are focusing on the efficiency and synergy of notifying the churches, youth and parents in given cities, but since ESS is a national digital platform, there will always be a level of national exposure that grows with this.

See following pages and links.

# CHANNEL PARTNERS DFW ([see page](#))

**Channel Partners:** We have partners, processes and content that have been prepared and literally ready to activate today. Channel Partners who will notify all their students, parents and pastors about ESS web and ESS app via content we give them for social media to spread around, text and email. [College-bound Kit](#).

- **Churches** – Church Info Page
  - **8 TenX10 grant churches:** Gateway, Cottonwood Creek, Park Cities Baptist, Fielder Church, Upper Room Dallas, Central Bible Church, 2 more being selected
  - **Churches in the network of** [NXTmoveDFW](#)
  - **Texas NNYM Churches through leader Rick Eubanks** connecting with these National Network of Youth Ministries Churches. [See NNYM post](#).
  - **Southern Baptists** – Texas Baptists – See our [SBC page](#)
  - **Assemblies of God** North Texas District – See our [AG page](#)
- **Christian Schools** – We have already have traction with some DFW schools and ACSI is our partner ready to assist.- [See School page](#)
- **Texas Home School Coalition** [Homeschool page](#)
- **Alpha Course and Alpha Churches** – [see page](#)
- **Focus on the Family** – [See page](#)
- **Josh McDowell Ministry** – they have been a strong supporter. [See article](#)
- **Business Ministries**, especially [Faith Driven Entrepreneur](#) and [CBMC](#) see pages

## Mobile advertising

- **Instagram** - We have demonstrated good Instagram effectiveness at about \$2.25 per student onboarded. Our Lecrae video performed very well.
- **Facebook** for parents performed well and can be re-launched
- **TikTok** – This is very strong with Gen-Z and we have a Dallas partner who has developed some of the best Christian TikTok marketing in the nation for Gen-Z including Gen-Z for Jesus and Jesus Clubs. They are ready to engage for ESS at monthly levels of \$500, \$1500, and \$3000.

## National News Outlets

We have favor with national news outlets who have produced articles and interviews for us for major events. Advertising the new Mobile App would be very concrete and interesting for them, and especially if it is in the Back to School season. See Articles and Interviews from CBN News, The Christian Post, and Baptist Press on [Every Student Sent – News & Endorsements](#)

**Local Advocate** – Scott Burks is ready now to employ his large network of youth leaders and experience at a level of \$20K per year. He is the first of 5 city advocates in our target cities.

These Cities also have a level of preparedness with local channels, including regional representatives of our national channels. See links:

- [Houston](#)
- [San Diego](#)
- [Inland Empire and Orange County](#)
- [Phoenix](#)
- [Kansas City](#)

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See also [\*\*Every Student Sent Mobilization\*\*](#)