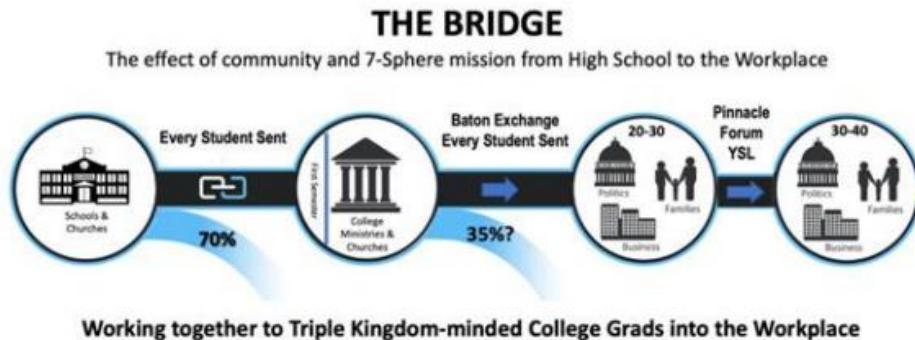


The Bridge from High School to College to the Workplace

National Summer Mobilization to Reverse the 70% Loss and Create 7M Disciple-makers

Building a Bridge for the Next Generations

Many young Christ Followers wander or are drawn away from their faith during the journey from high school through university to career. God has provided the components for a "Bridge" to provide safer passage, including protecting and strengthening their faith walk while on the way. Pinnacle Forum Partners can play an integral role in connecting and strengthening the components of this "Bridge" while also becoming companions for these next generation leaders in the journey.



John Decker
Director of Partnerships with
Every Student Sent



Ben Sanders
Co-Director of Campus Christian
Center

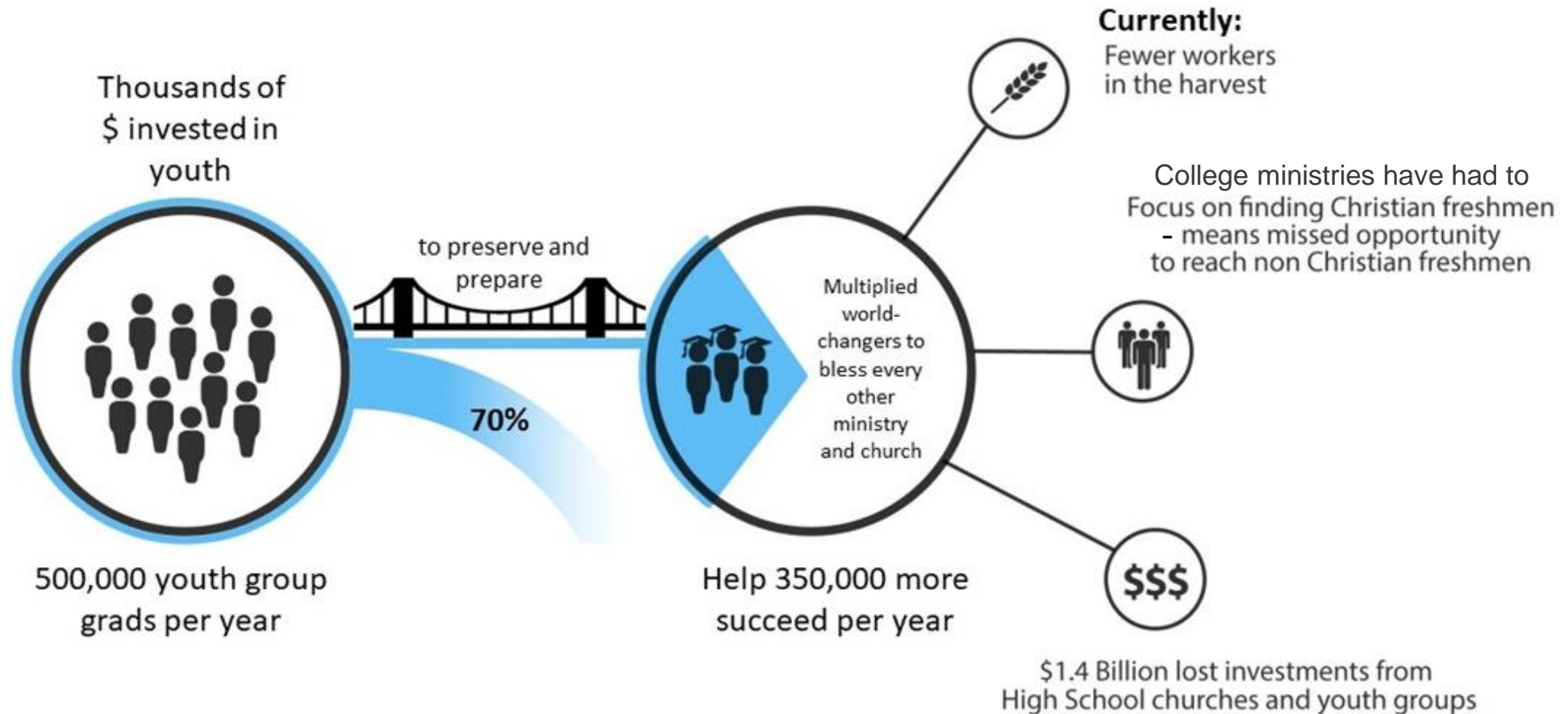



John Scroggins
Executive Director of the Baton
Exchange



Connor Hillard
Director of Young Successful
Leaders Forums at Pinnacle Forum

Are you content with our nation losing 70% of our Future Leaders when they head off to college?





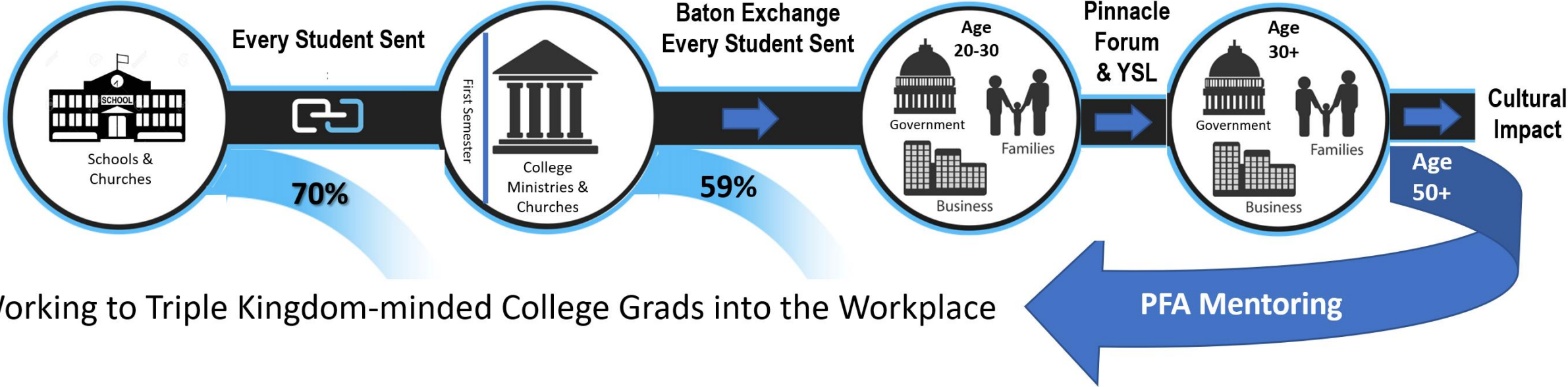
Are you aware that the friends a student makes during the first 72 hours on campus usually dictates their faith trajectory?

Therefore it's essential to be prepared and connected in advance!

Do you want this to be by happenstance or design?

Now there's a Bridge to send every HS student to college with a community they meet many months before they land on campus

Pinnacle Forum is helping to accelerate the Bridge from the university to the marketplace



Working to Triple Kingdom-minded College Grads into the Workplace

Thus impacting all seven mountains



Keeping Faith in College: Helping Your Young Adults



College-bound kids and their faith have never been more threatened. Starting college unprepared and alone is a no longer a viable option. As a parent, now you can positively shape your young adult before they leave for college, make sure they are already connected in community long before they arrive. Resources like Every Student Sent, will equip your kids to be prepared, find community and face challenges.

Read the Focus on the Family article
about Every Student Sent

**MEET FRIENDS & LEADERS TODAY
at your FUTURE COLLEGE!**



**EVERY
STUDENT
SENT**

LEADING FRIENDS TO FAITH IS EASY WITH A TEAM

Don't go alone! Meet freshmen headed to your college all Spring & Summer.
God is moving on campuses. Younger students: get college-ready with friends now!



Check out Mobilizers on EveryStudentSent.org

The demonstrated solution and national coalition to reverse the 70% college faith drop-off and multiply disciples.

- Every Student Sent was launched 1.5 years ago and is on nearly every US campus.
- A broad coalition is part of this historic movement so that every student starts college with a team long before landing on campus.
- Students are trained to start missional movements in their academic dept's & dorms
- Pinnacle Forum is helping complete the transition from college to the marketplace
- Summer 2022 is the time to grow national awareness and impact campuses this Fall



Ronnie Floyd - Southern Baptist Convention

What breaks our heart is when we see students not carry their faith forward. You need to consider being a part of EveryStudentSent.org. You can upload all your students and literally expose them to collegiate ministries and churches who have all partnered together. This has the potential to change the world. (note: video uses our old name, "Campus Ministry Link")



Josh McDowell - CRU / Josh McDowell Ministry

The good news is that when freshmen are connected in advance to campus ministries, churches, and Christian friends, they not only survive, but thrive and impact their class-mates. Every Student Sent will help parents, churches, and ministries to turn the tide so this generation can now become the leaders of tomorrow."



Jason Thomas - Exec Vice President, Intervarsity

Don't do the college experience alone. Plug into community. Think about the university as a place God's calling you to serve and love the campus with a group of believers together. A great way to do that is to check out Every Student Sent for communities that already exist on your campus.



Darin Poe - Assemblies of God Youth Ministries

Assemblies of God Youth Ministries is excited to partner with Every Student Sent. We have the same mission - to connect every high school graduate going away to college to a campus ministry and church. ESS has the strategy and created a space to make this happen. The end result will be a win for the Kingdom of God! Chi Alpha is part of this collaboration as well!



Pastor Greg Terndrup - Gateway Church, Dallas TX

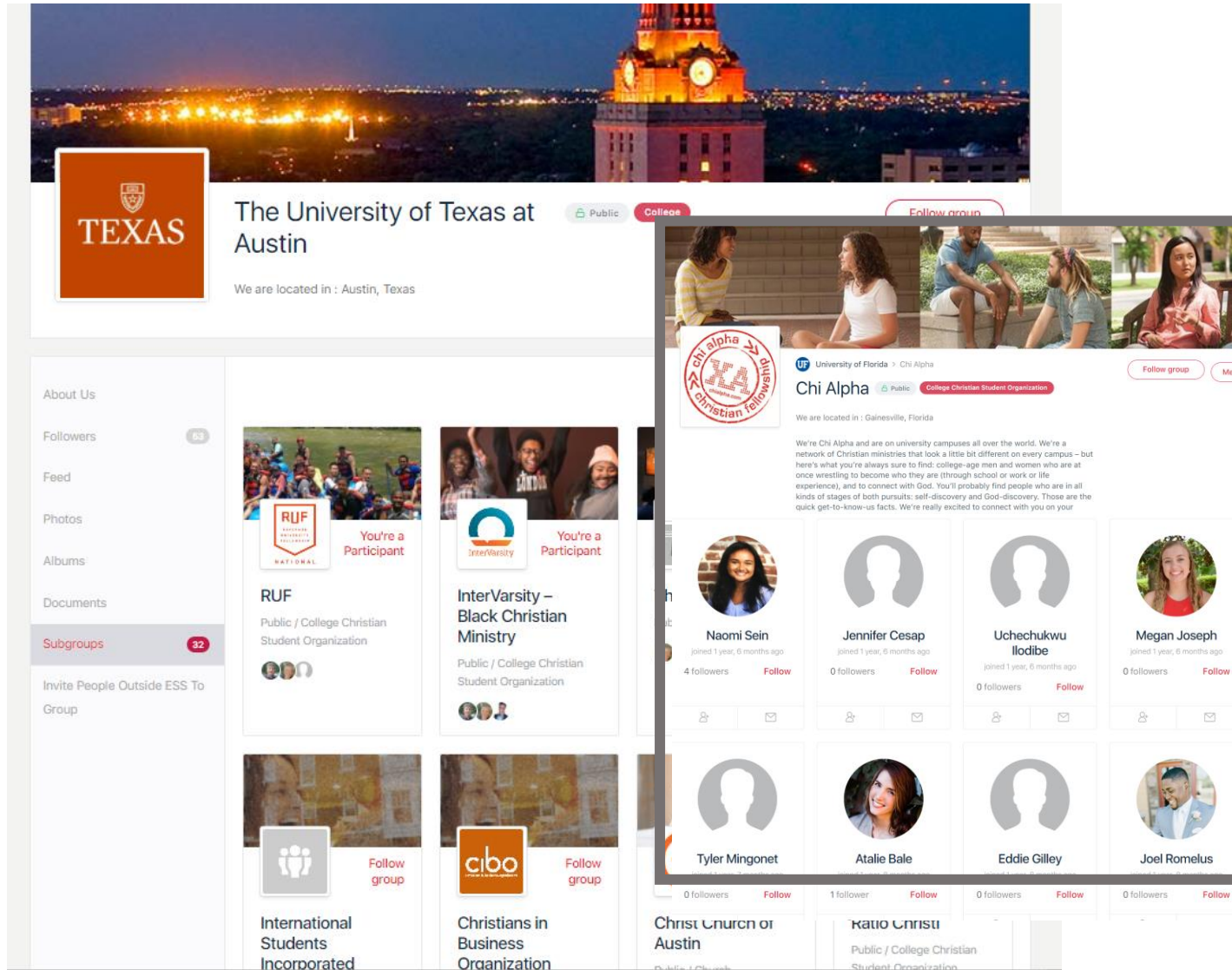
"How do we take these precious high school kids and send them off to a campus and ensure that they will have a good spiritual experience and come home full of faith? I want to encourage you to use a tool that is so important in placing high school graduates into a good university environment. Every Student Sent is providing the missing link in the hearts of so many parents and pastors.



Nick Hall - Pulse, Table Coalition, Together'22

Whether you are a student heading off to college, a parent, or church leader, you need to know about Every Student Sent. While many stats talk about a generation walking away from faith once they step foot on a university campus, I believe that college can be some of the best days of your faith journey! Making the right spiritual connections is crucial, and that's where Every Student Sent comes in.

Student Community – So Students Survive & Thrive



Freshmen arrive already
connected with a team

- Connected to friends and leaders many months before they land on campus
- Leaders build a team to reach their dorm during the first week
- Meeting potential roommates before mid May
- Campus leaders help prepare and coach ahead of time
- Use Every Student Sent Learning Management System to develop resilient faith and discipleship

Learning Management System Helps Students Become Disciples who make Disciples

Mobilized For Mission Training
11 Lessons
90% Complete
Last activity on September 3, 2021

Sent 2021 Training
6 Lessons
16% Complete
Last activity on February 14, 2022

The Thrive Course
11 Lessons
100% Complete
Last activity on August 9, 2020

CROWN
FINANCIAL MINISTRIES

Career Direct®
Living by Design

Career & Calling



Summit Ministries



Josh McDowell Ministry



ESS Courses



Current courses in the Learning Management system use ESS produced and curated training resources to:

- Develop disciples who make multiplying disciples
- Evangelistic Training
- Worldview development
- Career, purpose, and student debt minimization
- Learn to impact the culture of their college academic departments, then the workplace upon graduation.

DEMONSTRATED SUCCESS

COLLEGE TRANSITION SUCCESS



Black Rock Church in Fairfield CT used to experience the typical 70% loss upon graduation. *“Last year I had all of my high school students participate in the college transition video material. Most were blown away by the idea that their first 72 hours at college were the most important in staying strong in their faith. As they have started college, they say that much of what they learned was true about their first days at college. Many were had become plugged into campus ministries through this. The result? All of our graduates continued in their faith and connected to ministries!”* - **Jeremy Taylor, HS Director, Black Rock Community Church, CT**

Freshmen leading Freshmen to Christ, first day of college

Chelsea saw many of her older friends fall away from their faith in college. She was determined to not do the same. Through the website she found the Navigators at the University of Nebraska, a Christian roommate, and met the leaders and other students involved in the ministry over the summer. Her first night on campus, four girls in her dorm invited Chelsea and roommate to a party. Chelsea convinced them all to go to a Navigators hangout instead. Today all six are still in the Navigators and are strongly walking with Christ!

Dorm awakening at Freshmen Orientation

Most high school students have not had the life-changing experience of leading an unchurched friend to faith. Non-believing freshmen are tremendously open to new ideas and new friends. A student was radically converted during Freshmen orientation at Geneseo college in NY. The InterVarsity students saw how this student was completely set free, which encouraged them to partner with him and lead 26 other students to faith in that dorm that semester!

Preparing students for 7 Mountain Mission



Students don't want to just "go to church" any more. They want to plant multiplying movements of the gospel to influence culture in their dorms and academic departments. This experience translates to their future jobs.

1. **Help high school students select college majors in the context of 7M impact.** [Crown Financial Ministries Career Direct](#) assists students and parents, through new Pinnacle Forum partner Jim Sullivan and partner John Scroggins from [Baton Exchange](#).
2. **Incoming freshmen create missional communities for their academic department** for fellowship and to engage culture, and can partner with Christian professors. Change the campus, change the world.
3. **This preparation helps them transition to the workplace.** The ESS network will provide continuity and a resume service. Baton Exchange is included in this network.



An ESS Missional Community at UT Austin.

Building on Success

- This innovative platform is already on nearly every US campus
- Over 15,000 users are already on the platform since Fall 2020 launch
- There is an existing, broad coalition of engaged partners

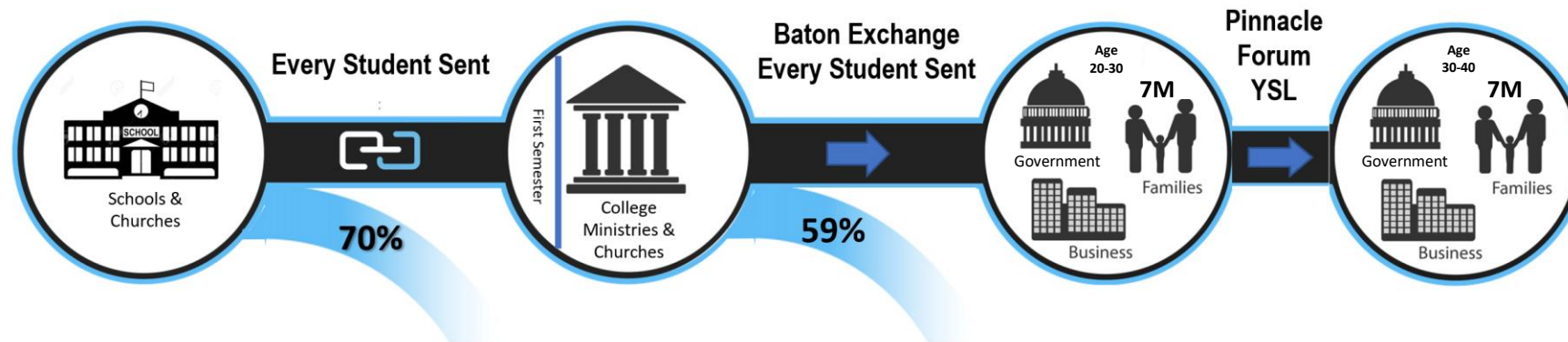
See [Pinnacle Forum and Every Student Sent](#)



Every Student Sent - Goals

A similar loss happens in the transition from the university to the workplace.

- **Reverse** the 70% College Faith Drop-off by sending them with a team (proven in churches)
- **Help our youth to disciple others** - especially among new freshmen during the [Fall Sweet Spot](#)
- **Thereby doubling** the number of active Christian Freshmen, and impact university culture
- **Activate** youth groups with success and transition testimonies of returning **Freshmen**.
- **Triple** the number of Kingdom-minded Christian College Grads, who can impact culture
- **Transition college grads to** business ministries, mentors, and churches to influence the “Seven Spheres Culture” in our Cities. [Pinnacle Forum and Baton Exchange](#) are teaming on this aspect.



National Mobilization

Over 500,000 college-bound students graduate from youth groups each year. The 2022 goal is to scale from the current 15,000 users to 50,000.

2016 – Platform started and partners integrated
2020 (Aug) Every Student Sent platform launched

Capital raised and effectively utilized

- \$2.2M for Every Student Sent since 2016
- \$10.4M for Campus Renewal since 1997

2020

ESS Launch

2021

15,000

2022

50,000 students

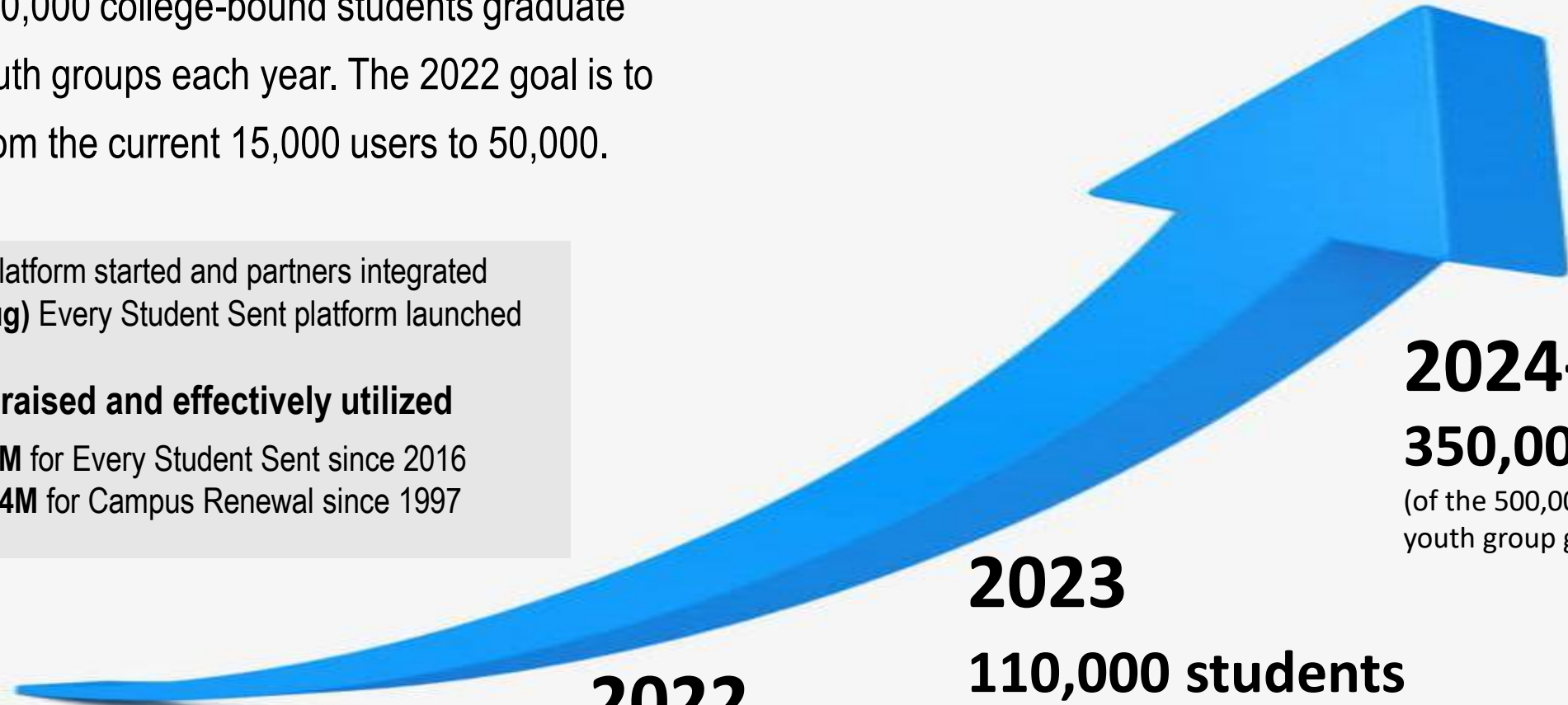
2023

110,000 students

2024+

350,000 students

(of the 500,000 annual college-bound youth group grads)



2022 Marketing and Mobilization

We can provide our detailed ministry plan

Channel Partners & Coalition

- College Ministries
- Denominations
- Independent Church Networks
- Christian School Associations
- Homeschool Associations
- Youth Ministries



Advertising

- Digital Advertising (demonstrated \$2.75 per onboarded student, will be lower cost at scale).
- Free and Paid Radio PSAs.

Events

- Various events.

City-wide movements

- Catalyze pastor-sharing-with-pastor in cities so that no student is left behind. See next page. Phoenix and San Diego are furthest along.

2022 Scaling & Mobilization

At right is the investment needed to mobilize for 2022 to increase users from 15,000 to an estimated 51,000 and up. This is from a field of approximately 500,000 youth group grads per year. The goal is to reach a tipping point where the majority of Christian students (and their parents and pastors) start college with a team on mission rather than alone.

Fully Self Sustained in Year 3 via:

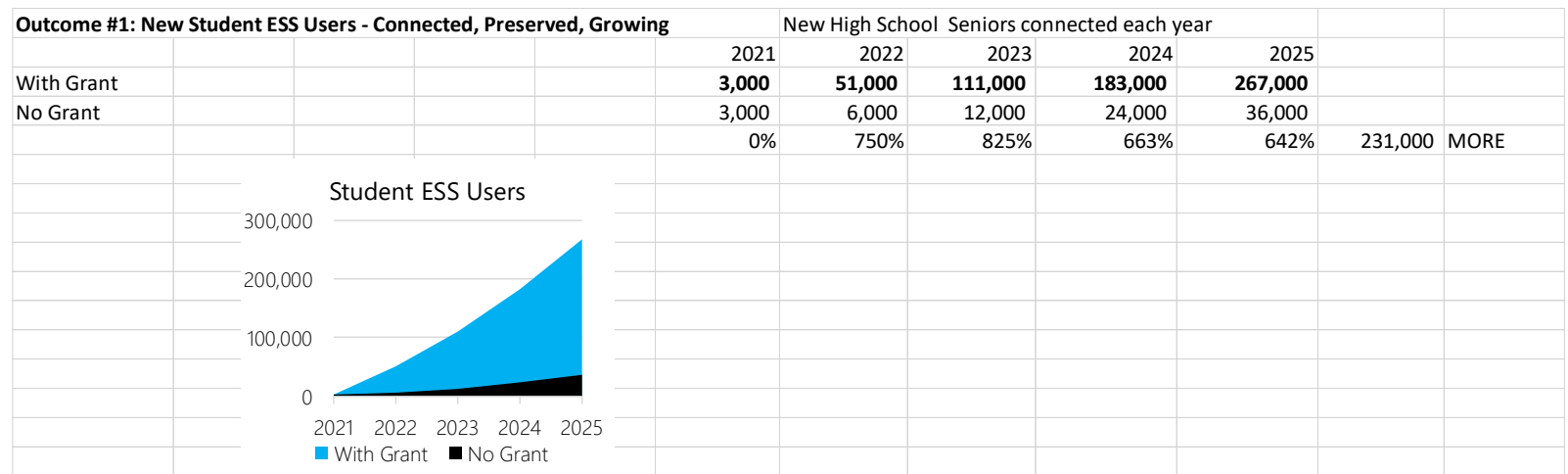
- Church and Parent donations
- Store and gift box
- Advertising Revenue from site
- Service partner revenue
- See Sustainability in Full Plan

Our detailed implementation plan outlines the exact partners, processes, and costs to implement ESS more fully.

We have an Executive Summary we can share, plus a detailed field plan.

	Line Item	Year 1	Year 2	Year 3	Totals
EXPENSES	Personnel				
	Mobilizing City-wide Movements	\$ 69,510	\$ 69,510	\$ 69,510	\$208,530
	Church and Denomination Mobilization	\$ 66,200	\$ 66,200	\$ 66,200	\$198,600
	Christian High School Mobilization	\$ 59,580	\$ 59,580	\$ 59,580	\$178,740
	Homeschool Networks Mobilization	\$ 49,650	\$ 49,650	\$ 49,650	\$148,950
	College Ministry Coordination	\$ 39,720	\$ 39,720	\$ 39,720	\$119,160
	Youth Ministry Coordination	\$ 46,340	\$ 46,340	\$ 46,340	\$139,020
	Staff Total	\$331,000	\$331,000	\$331,000	\$993,000
	Full Program Launch				
	Product Adoption/ Feature Metrics/User Demo Software	\$8,400	\$10,000	\$10,000	\$28,400
	Mobile App Development	\$30,000	\$10,000	\$10,000	\$50,000
	Digital Advertising	\$240,000	\$240,000	\$240,000	\$720,000
	Cross Promotional Partnerships Sponsorships, Travel and Resources	\$84,000	\$84,000	\$84,000	\$252,000
	Marketing and Tracking Software (Texts, Email, Social)	\$30,060	\$35,000	\$35,000	\$100,060
	Program Launch Total	\$392,460	\$379,000	\$379,000	\$1,150,460
TOTAL COST		\$723,460	\$710,000	\$710,000	\$2,143,460
INCOME	Donations & Other Sources in Plan - Self Sufficient by Year 3	\$108,519	\$355,000	\$710,000	\$1,173,519
NET REQUIRED		\$614,941	\$355,000	\$0	

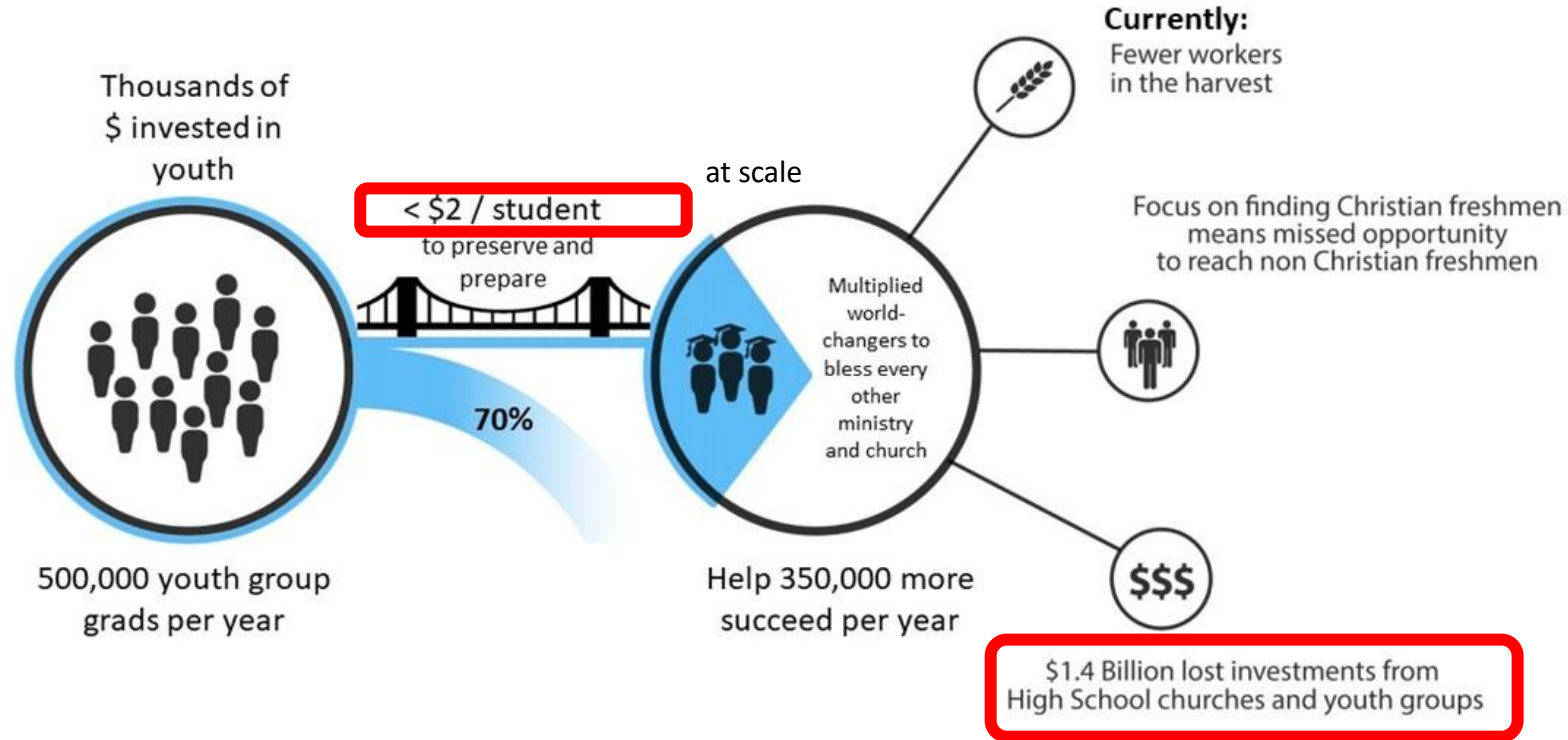
Baton Exchange transition to workplace partner \$50,000



Efficiency of Investment

Building this bridge costs a small amount to preserve the huge investment made in high school students

- Per MinistryArchitects.com
Church youth programs and facilities cost:
- \$1,500 per year per student
 - \$6,000 in high school
 - \$12K+ for Grades 1-12



It makes no sense to invest all these resources in youth then to send them off to college alone!

**MEET FRIENDS & LEADERS TODAY
at your FUTURE COLLEGE!**



**EVERY
STUDENT
SENT**

LEADING FRIENDS TO FAITH IS EASY WITH A TEAM

Don't go alone! Meet freshmen headed to your college all Spring & Summer.
God is moving on campuses. Younger students: get college-ready with friends now!



Check out Mobilizers on EveryStudentSent.org

**EVERY
STUDENT
SENT**

We would be pleased to arrange a Zoom call with you to demonstrate the platform and answer any questions.

John Decker, Director

john.decker@campusrenewal.org
315-480-1232

Jeremy Story, President

jeremy@campusrenewal.org
512-331-5991

Addendum below

ADDENDUM

Sustainability

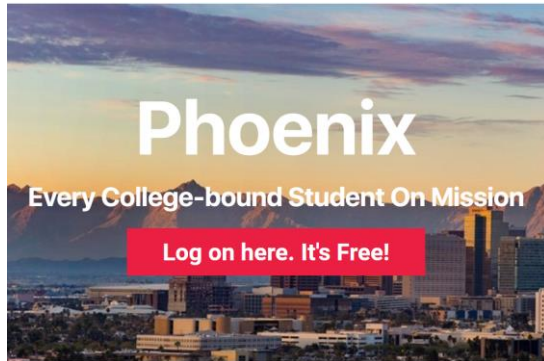
ESS will be self-sustaining within 3 Years

- **Will launch an online store** on ESS with various graduation and college prep related products in addition to video trainings, digital downloads
- **Donations.** Churches who have hosted their ESS listing at a University, plus those who want to put ESS into their mission budget. We have not started asking yet but already one has donated in excess of \$15,000 and another one is offering. Parents will be asked, and each student ESS user will be asked to connect us with their parents. This will allow us to close the connection loop between parent and child as well as convert a percentage of the parents into donors or gift box service subscribers. As ESS becomes a normal process for college, the donor base will be quite large based on a service that is so close to the hearts of parents and leaders.
- **Advertising revenue** from the platform from selected organizations and Christian universities.
- **Revenue from added service partners** providing career services and college planning. Crown Financial Ministries Career Direct and College Assistance Plus are two of these partners so far.
- **Will offer a monthly subscription gift box service** for churches and parents to buy that sends a care package to a student each month which includes books, pre-paid digital Christian music downloads, spiritually themed movies, care items of general interest to college students, and custom video teaching content made by top Christian leaders exclusively for ESS. Recipients of the care packages will also have access to a monthly live web video conference featuring different influential Christians from various spheres of society to train them and answer their questions personally. It uses our ability to leverage our tremendous number of partners to create custom content not available anywhere else.

2022 City-wide Movements

(in Addition to National Mobilization)

Click Images to Get Involved



In Process

ASU C3 Center & church networks
Pinnacle Forum
All America
NNYM
The ESS Church/School network



In Process

All America / All California movement
Southern Baptist Network
AG Network
Pinnacle Forum
NNYM
The ESS Church/School network

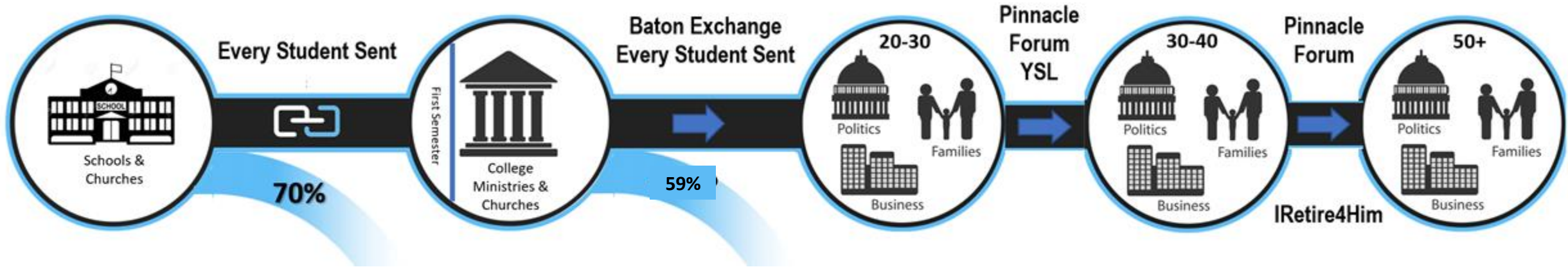


Early Stages

Together'22 ramp up for June 23/24
Southern Baptist Network
Pinnacle Forum
Gateway Church
NNYM
The ESS Church/School network

THE BRIDGE DETAILS

The effect of community and 7-Sphere mission from High School to the Workplace



- Vision to multiply
- Equipped, 7M vision
- Right Purpose/Major
- Going with a team
- Minimal Student Debt
- First Semester multiplication
- Mature in 7M purpose
- Academic Dept Missional Groups
- Juniors & Seniors tie to Baton Exchange in ESS network
- Network in first city
- Faith & Work church
- Mentors
- Business ministries
- Resume searching
- Feeder to YSL
- Develop leaders
- PFA Impact
- Source of mentors

[See The Bridge - Pinnacle Forum, Every Student Sent, Baton Exchange](#)