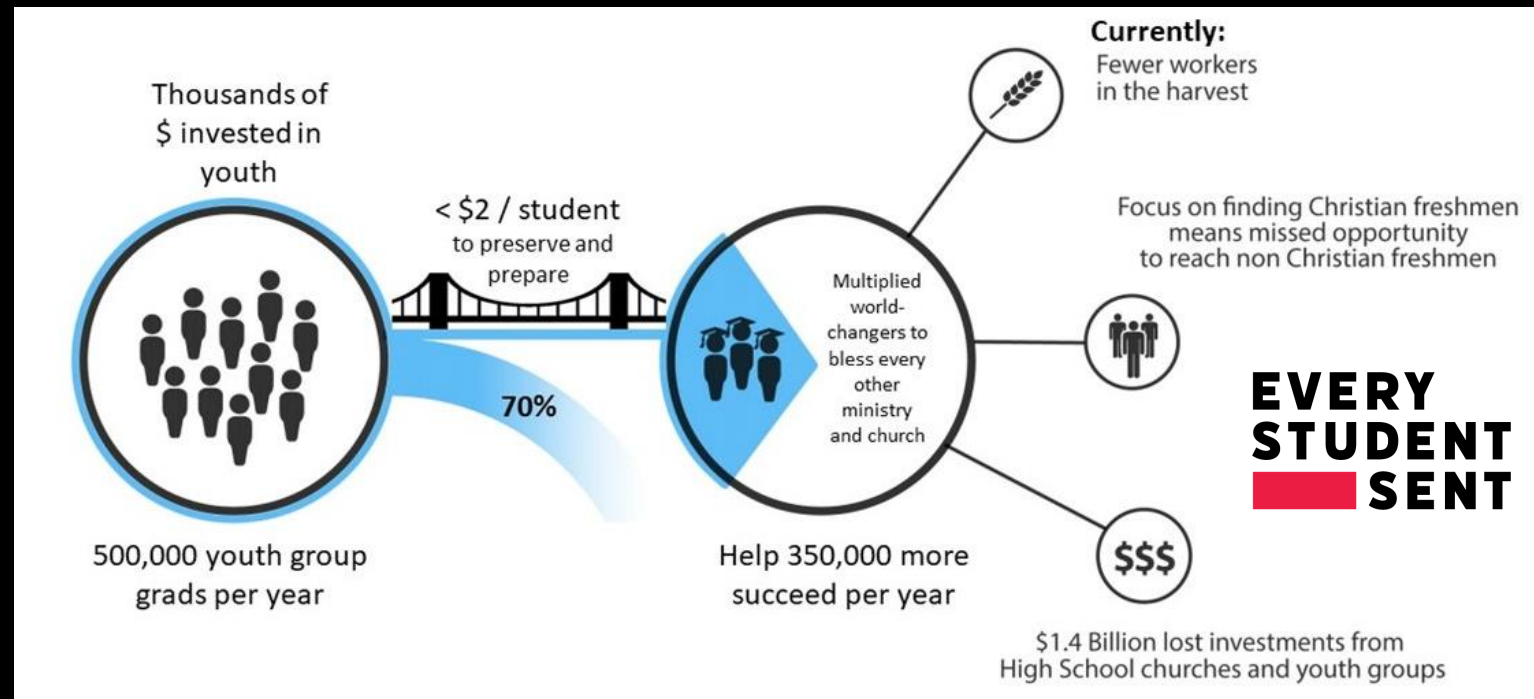


The Harvest is Plentiful... we need to stop losing workers

Barna, Lifeway, and the Pinetops Great Opportunity all agree that roughly 7 out of every 10 college-bound teens in youth groups will walk away from the faith and any fellowship in college, and increasingly, never to return.

Every Student Sent has demonstrated in churches, that when students are connected with ministries well in advance of college, they almost always thrive, and often begin leading their peers to faith in the most strategic space - universities. As they learn to multiply disciples, they graduate college and impact the culture with training from Every Student Sent and the coalition of partners.

Now is the time to make this normal in America.





Every Student Sent

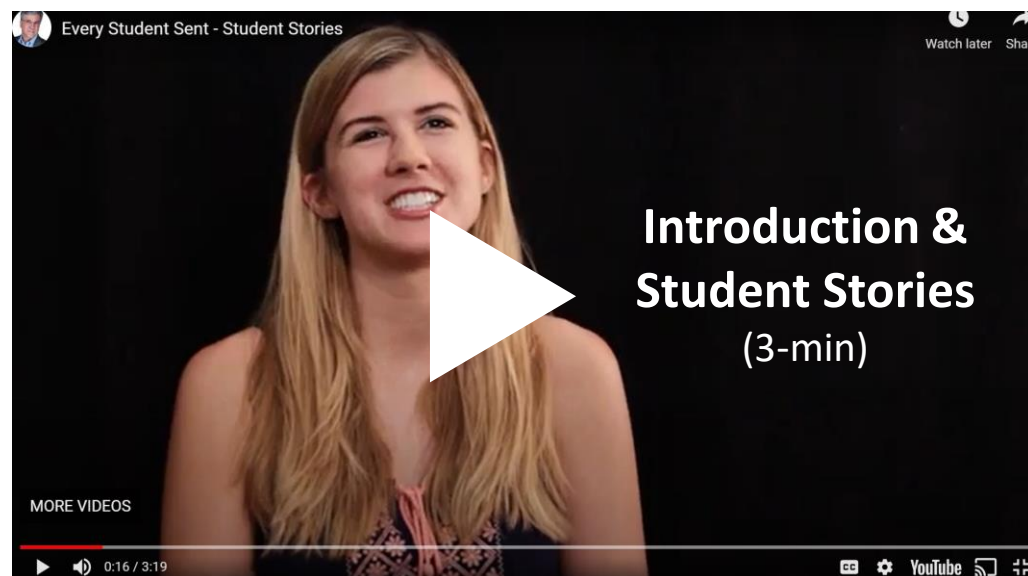
Scaling up for the Class of 2022

The national movement to reverse the 70% college faith drop-off by preparing every teen for college mission, creating resilient disciples who multiply, and sending them with a team of friends & leaders they get to know long before they land on campus.

The result will be double the number of active Christian freshmen on campus to eventually triple the number of Kingdom-minded college grads to impact culture.

The innovative platform is on nearly every US campus and a broad coalition of partners is engaged and interacting. The Spring/Summer mobilization goal is to drive awareness so that the current users increase from 15,000 to 50,000 before Fall, so the testimonies of lives changed will catalyze the movement to 100,000 students for the following academic year, followed by becoming the standard for the 500,000 annual grads.

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



Now freshmen can start with a team they get to know all Spring and Summer

The University of Texas at Austin

We are located in : Austin, Texas

Public College Follow group

About Us Followers (52) Feed Photos Albums Documents Subgroups (32) Invite People Outside ESS To Group

All Types

- RUF National Public / College Christian Student Organization You're a Participant
- InterVarsity Public / College Christian Student Organization You're a Participant
- The 512 Public / Church
- Chi Alpha University of Florida Chi Alpha Public College Christian Student Organization We are located in : Gainesville, Florida
- International Students Incorporated Follow group
- Christians in Business Organization Follow group
- Christ Church of Austin Follow group
- Ratio Christi Public / College Christian Student Organization

Chi Alpha members: Naomi Sein, Jennifer Cesap, Uchekukwu Iodibe, Megan Joseph, Tyler Mingonet, Atalie Bale, Eddie Gilley, Joel Romelus

- Meet friends and leaders many months before they land on campus
- Leaders build a team to reach their dorm during the first week.
- Find roommates.
- Get prepared and coached by campus leaders
- Use Every Student Sent content to become disciples who make disciples

Learning Management System

IN PROGRESS

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

IN PROGRESS

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

COMPLETE

11 Lessons
The Thrive Course
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

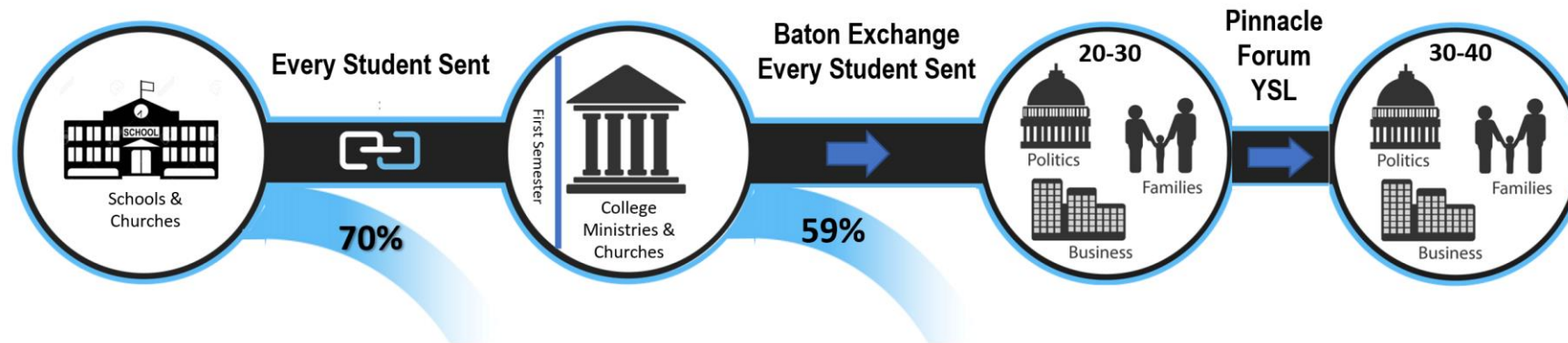


Current courses in the Learning Management system use ESS produced and curated training resources to:

- 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.

Goals of Every Student Sent

- **Reverse** the 70% College Faith Drop-off by sending them with a team (proven in churches)
- **Help them multiply disciples** especially among new freshmen during the [Fall Sweet Spot](#)
- **Therefore double** the number of active Christian Freshmen, and impact university culture
- **Freshmen return** for Christmas to activate youth groups with stories of success.
- **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.



This is already happening. Now we can make this normal in America!

**EVERY
STUDENT
SENT**

Marketing and Mobilization

We can send you 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

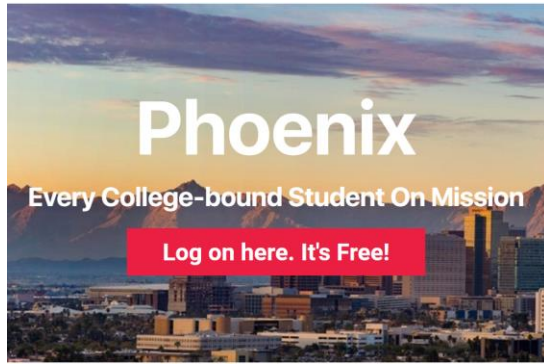
- ESS has been invited to be the call to action for students for various 2022 national events.

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.

4 Spring/Summer 2022 City Movements

in Addition to National Mobilization



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



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



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



Early Stages

PROGRESS TO DATE

Mobilizing for National Saturation

Working together to Triple Kingdom-minded College Grads into the Workplace



Current Users

- More than 15,000 users
- Platform launched Fall 2020
- See 3-year targets for national mobilization on next slide

Capital raised and effectively utilized

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

State of Art Platform created

Have Built the Coalition

- **Transition to the Workplace**
 - Pinnacle Forum, Baton Exchange, others
- **All the major college ministries** placing ESS on most campuses across the US
- **Christian School** associations.
- **Denominations** including AG & SBC
- **Youth Organizations**
- **Homeschool Associations**
- **Family and Worldview** including Focus on the Family, Summit, and others.

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:

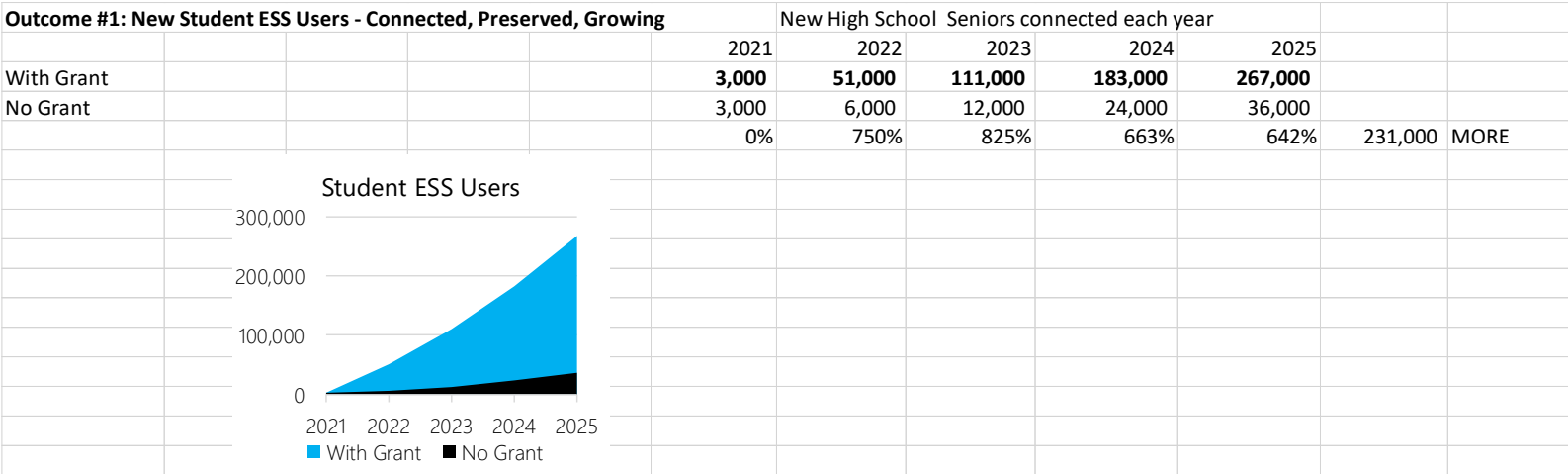
- Church and Parent donations
- Store and gift box
- Advertising Revenue from site
- Service partner revenue
- See Sustainability in Full Plan

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	

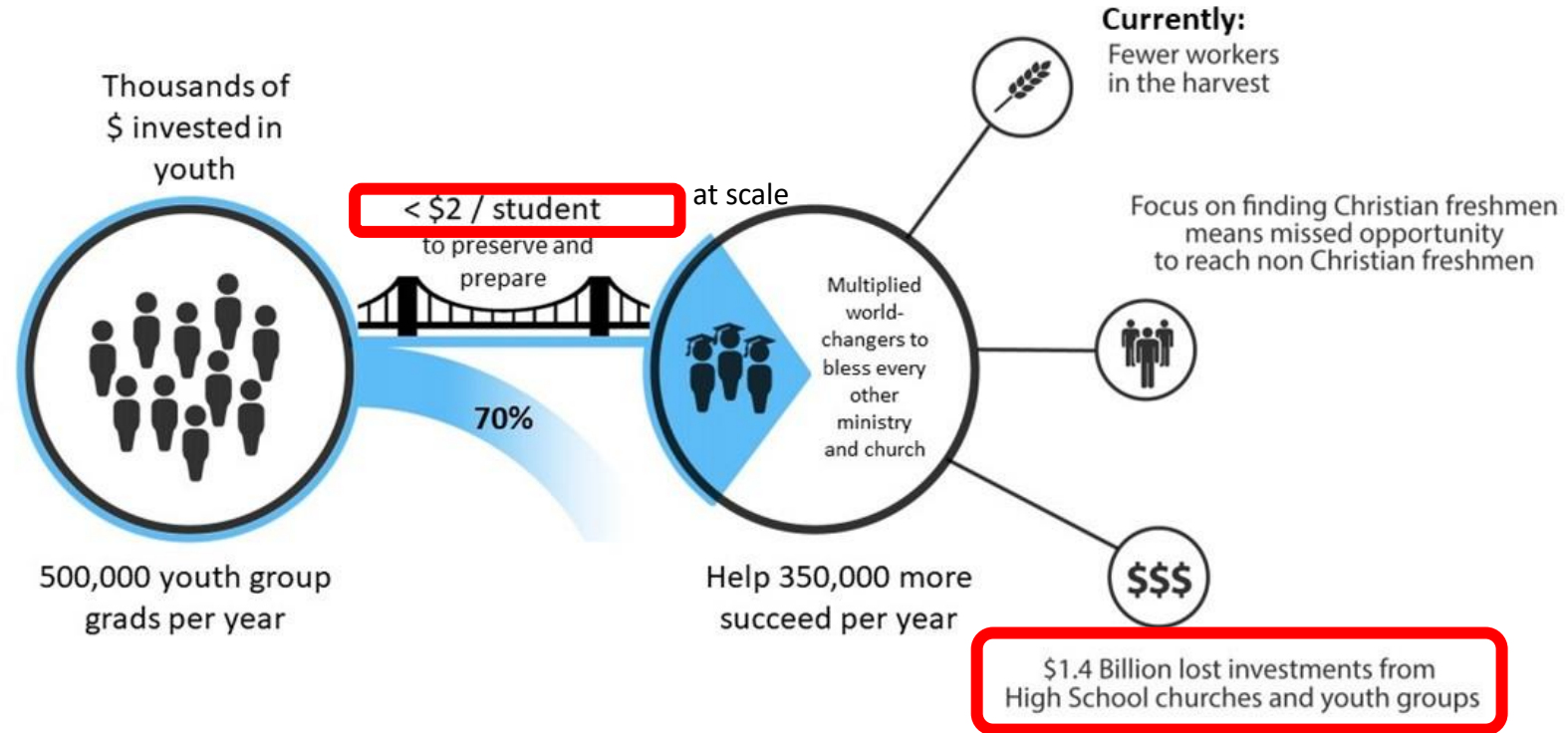
Baton Exchange transition to workplace partner \$50,000



EVERY STUDENT SENT

One of the most efficient and timely investments in America

- 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



Kingdom Impact:

Preserving & empowering youth, **Multiplying** new believers on campus, **Sending** more graduates into culture, **Creating** multipliers for a lifetime for the US and Overseas

Please email john.decker@everystudentsent.org for the Executive Overview or to arrange a discussion to learn about different ways you can assist, other partners, and the full mobilization and sustainability plan.

**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**

For further information, contact:

John Decker, Director

john.decker@campusrenewal.org

315-480-1232

Jeremy Story, President

jeremy@campusrenewal.org

512-331-5991

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.