



museum of the Bible

ENDOWMENT CAMPAIGN

RFP RESPONSE

Presented by

Prolific

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Personal
Stories



Government



Family



Banned
&
Burned

IMPACT OF THE BIBLE IN THE WORLD



IMPACT OF
THE BIBLE
IN AMERICA

Throughout the American
history, the Bible has been
a central part of the cultural
and religious life of the
country. It has shaped the
moral and ethical values of
the nation, and has been a
source of inspiration for many
of its leaders and citizens.

The Bible has also been a
source of controversy and
debate in America. It has
been the subject of many
laws and court cases, and
has been the focus of many
religious and political
movements. Despite these
challenges, the Bible remains
a powerful and influential
text in American society.

SECTION 01

INTRODUCTION

INTRODUCTION

It was toward the end of autumn 2016. Change was in the air. Known to only 0.16% of the U.S. population, a project was emerging of worldwide importance just two blocks from the National Mall in Washington DC. At the time, almost exactly one year from opening, not one element of the project had been installed. Yet the historic cold-storage building, originally built for rail cars, was ready to facilitate a greater history. Its anointing was to house the Word of the Lord God Almighty, the Creator of the Universe, the one and only God.

The year 2017 was a rush, in every sense. Elaborate ceilings, floors, stairways and exhibits emerged. So substantial was this effort that it had the backing and support of the State of Israel and the Vatican. Sovereign nations and their leaders visited the site almost daily. What would become the finest and most technologically-advanced museum in the world was coming to life. At the same time, the teams from JDA Worldwide and Conquer immersed themselves in the high challenge of letting the whole world know about this new wonder.

By the summer of 2017, leadership and the Board of Directors united behind an ambitious national communications effort. In August, we launched the "Experience the Book that Shapes History" campaign. Make history we did. By opening day, 11% of all Americans were aware of this new attraction, with 29% of residents in the DMV also informed. Hundreds of millions were introduced to the initiative nationwide.

Then, on November 17, 2017, it all came together.

Museum of the Bible was opened to the public.



museum of the Bible

Over one million visited the museum in the first year.

So remarkable is this place that it has remained a powerful symbol of truth and peace through a global COVID pandemic, election turmoil, wars around the world, and division among the people here in the United States.

Prolific, JDA Worldwide, and Conquer have been steadfast through every challenge, fully committed no matter the circumstances. No organization could be more ready to support the coming endowment campaign. We are fully prepared as the museum's agency of record and have a team of over 160 dedicated experts who believe in this initiative. In fact, our CEO, Brad Benbow, has been advocating for several years to both the board and leadership about the viability of this idea.

Let's come together to connect with those whom God has already chosen to support this mission, inviting them to add to the legacy of one of the most significant places in the modern world.





SECTION 02

OUR APPROACH



02.01

CONDUCT FEASIBILITY + PLANNING STUDY

02.01. CONDUCT FEASIBILITY + PLANNING STUDY

OVERVIEW

The Museum of the Bible (MOTB) is a world-class institution, dedicated to the most important book in the history of humanity. Boldly located in Washington, DC, it preserves, researches, and shares the vast historical evidence, cultural impact, and transformational power of the Bible. Such a dynamic, critical cause will resonate with many donors. This campaign is inspiring to our team, and we are ready to fully commit its success.

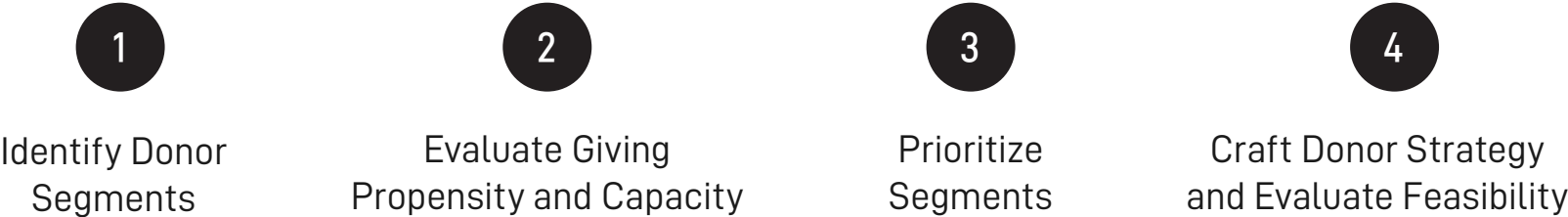
Prolific values our relationship with MOTB, and we believe our partnership gives us unique insights. Yet, intentional, proactive collaboration is the foundation of our approach, ensuring full alignment with the endowment aspirations and campaign framework. Once aligned, Prolific will use a data-driven and experience-based approach to identify the path most likely to achieve MOTB's fundraising and strategic goals.

Clearly framing and documenting MOTB's ambitious objectives for the campaign is a critical early step.



02.01. CONDUCT FEASIBILITY + PLANNING STUDY

METHODOLOGY



1. IDENTIFY DONOR SEGMENTS

All great campaigns require comprehensive planning and tenacious execution. Yet, the core of a successful fundraising campaign is clear: connecting donors with a vision so compelling they can’t imagine not being involved. This requires understanding donors’ values and aspirations so we can communicate in a way that aligns with their core motivations. Over time, this campaign can build a community of donors united by a shared set of priorities.

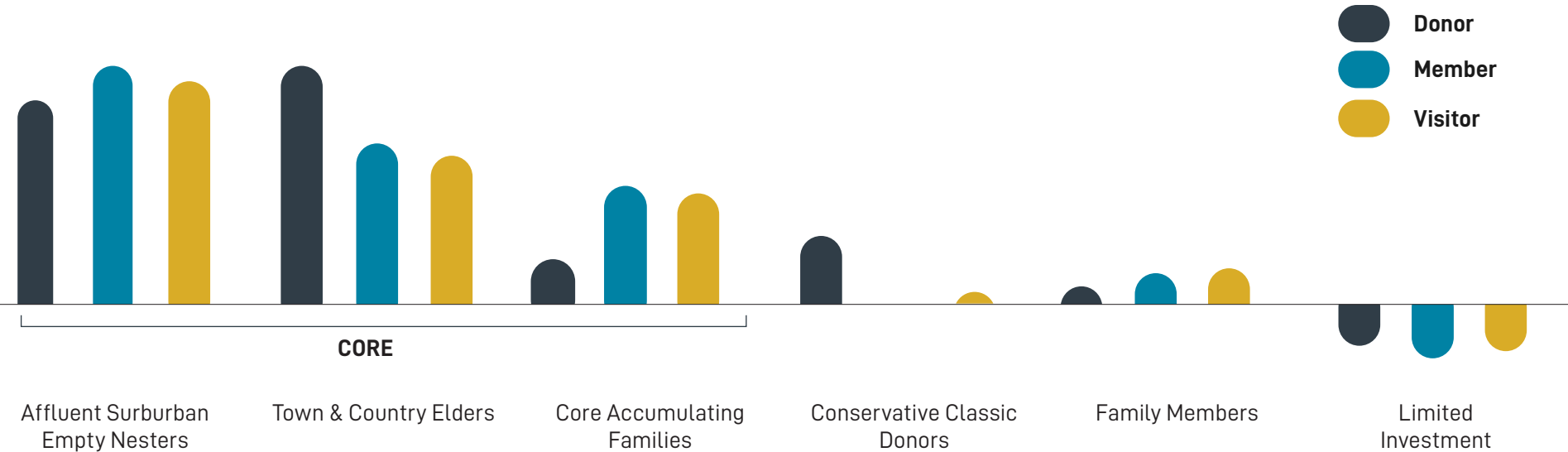


Prolific has a strong understanding of MOTB donors upon which to build. Prolific has access to multiple donor segmentation tools and databases including Claritas, MRI, Wiland, and proprietary census analysis. For example, the 2020 Claritas study indicates MOTB donors have significant giving capacity, especially segments with a strong affinity for MOTB. Prolific is a long-time student of philanthropic giving through our nonprofit fundraising engagements. We know what motivates donors, where to find donors, and how to estimate their giving capacity.



MOTB Example Segments - Claritas 2020 Study

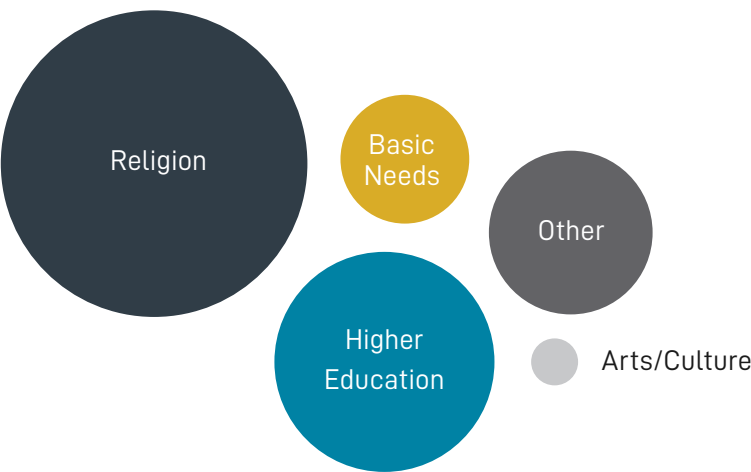
MOTB's 3 core groups are more likely to be all three customer types.



2. EVALUATE GIVING PROPENSITY AND CAPACITY

Using secondary and primary research, along with first-party data, we will evaluate the propensity to give within each segment. Capacity to give represents the annual giving potential. Testing propensity to give aligns with Section 2.03: Review and Align The Existing Case for Support. As we talk to donors, we will refine the Case for Support to create the greatest alignment to donor motivations. Primary research will include in-person conversations with high-net worth individuals and quantitative research with the general population.

Distribution of affluent dollars by category



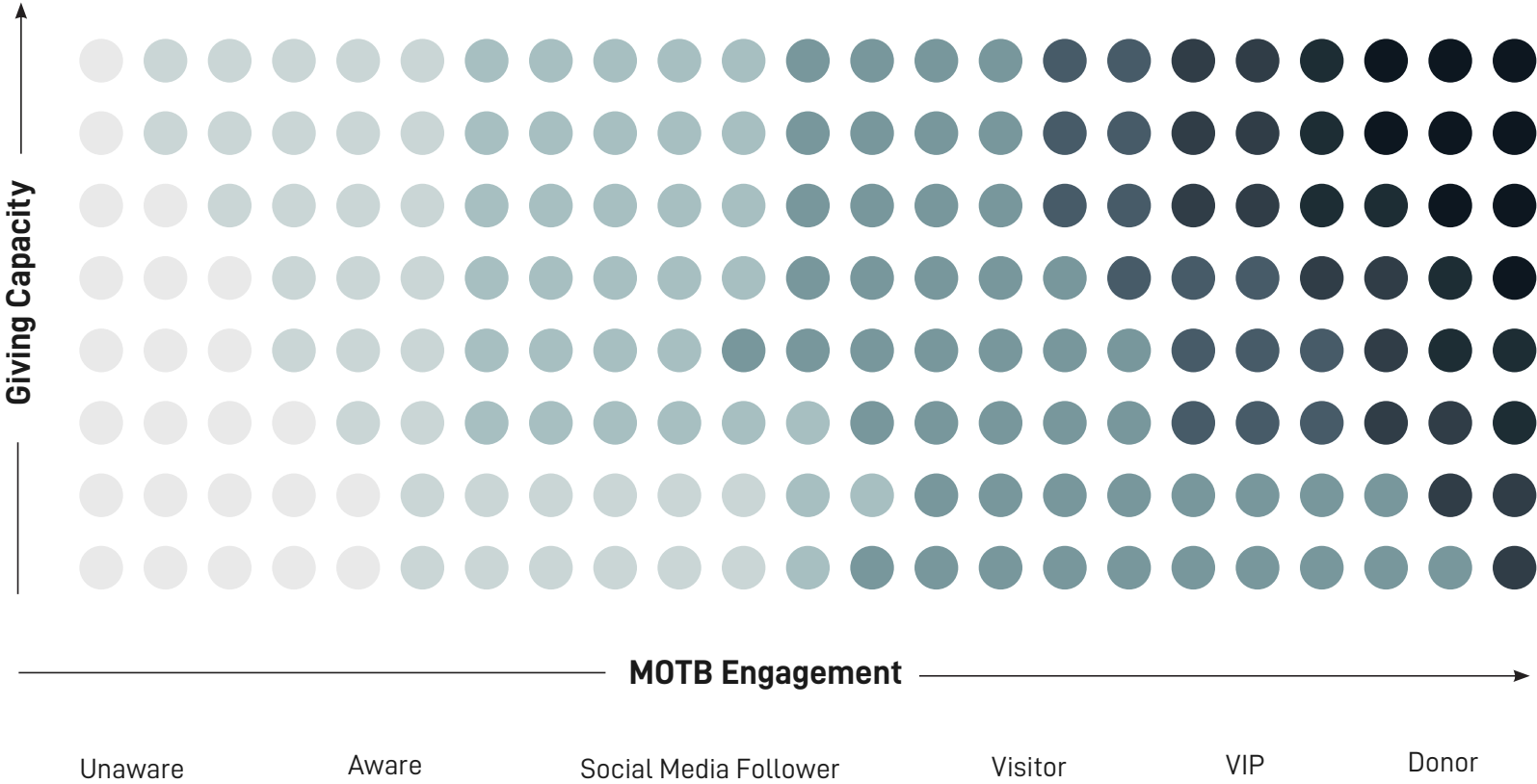
Average charitable contributions by total household net worth





3. PRIORITIZE SEGMENTS

We know that the primary reason donors give is their belief in the organization's mission. It is even better if they believe their donation is making a difference. For this to occur, the donor must be aware of the organization and have a clear understanding of its mission. Therefore, we anticipate the critical donor segments will include those that already partnered with MOTB, either as a prior donor, VIP, visitor, or content subscriber. The next set of segments will include prospects that are aligned to MOTB’s mission, but have yet to engage with the organization.

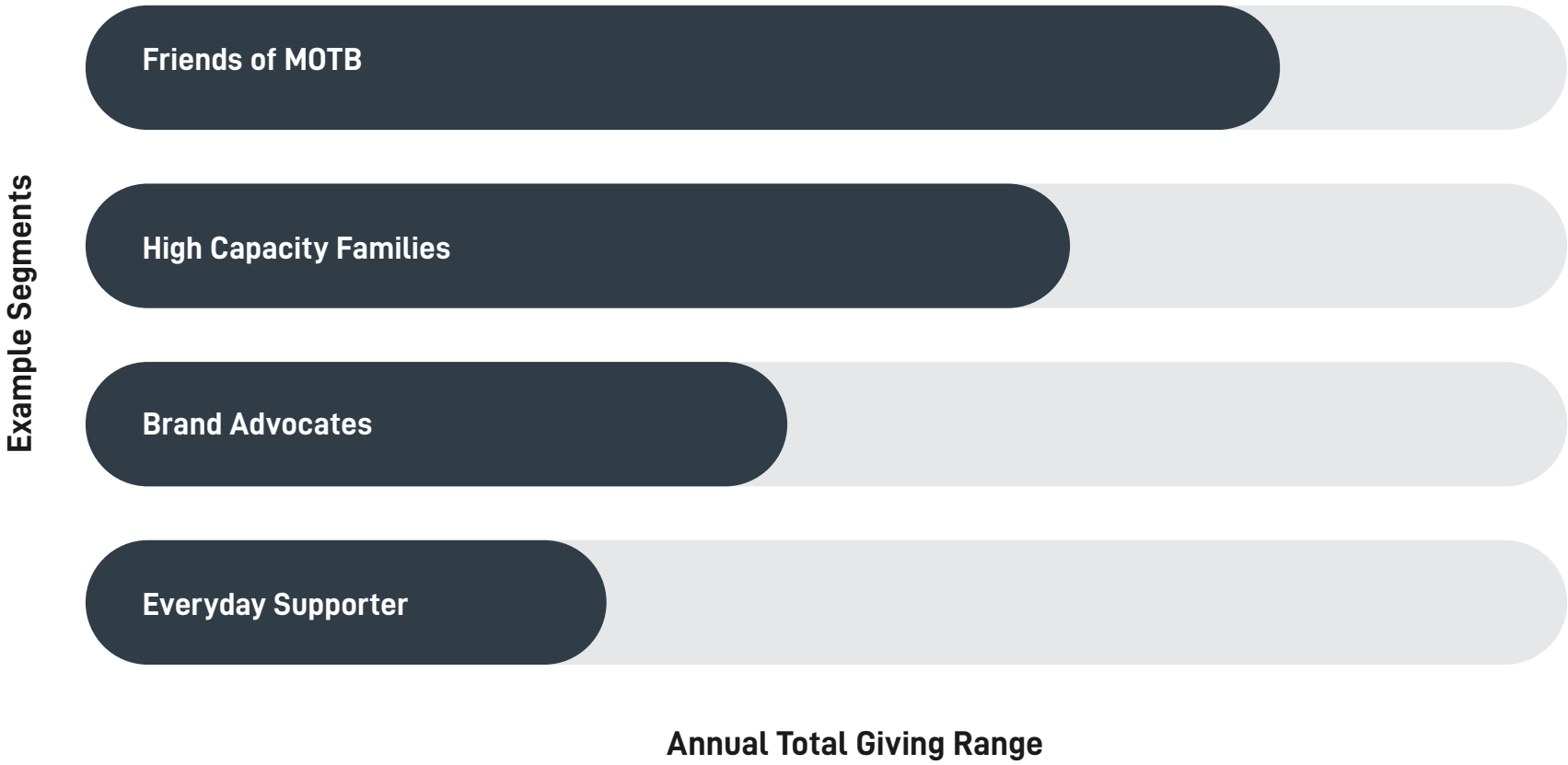


4. CRAFT DONOR STRATEGY AND EVALUATE FEASIBILITY

Based on this extensive research, Prolific will craft a campaign strategy that delivers on fundraising goals. This analysis will include the forecasted range of giving by segment each year, the timing and prioritization of those segments, and the anticipated fundraising costs.

We will develop not only a feasibility model but also an achievable plan to reach our fundraising goals, including:

- Target donor list
- Giving expectations
- Prioritized approach by segment





02.01. CONDUCT FEASIBILITY + PLANNING STUDY

DELIVERABLES, TIMELINES,
AND REQUIREMENTS

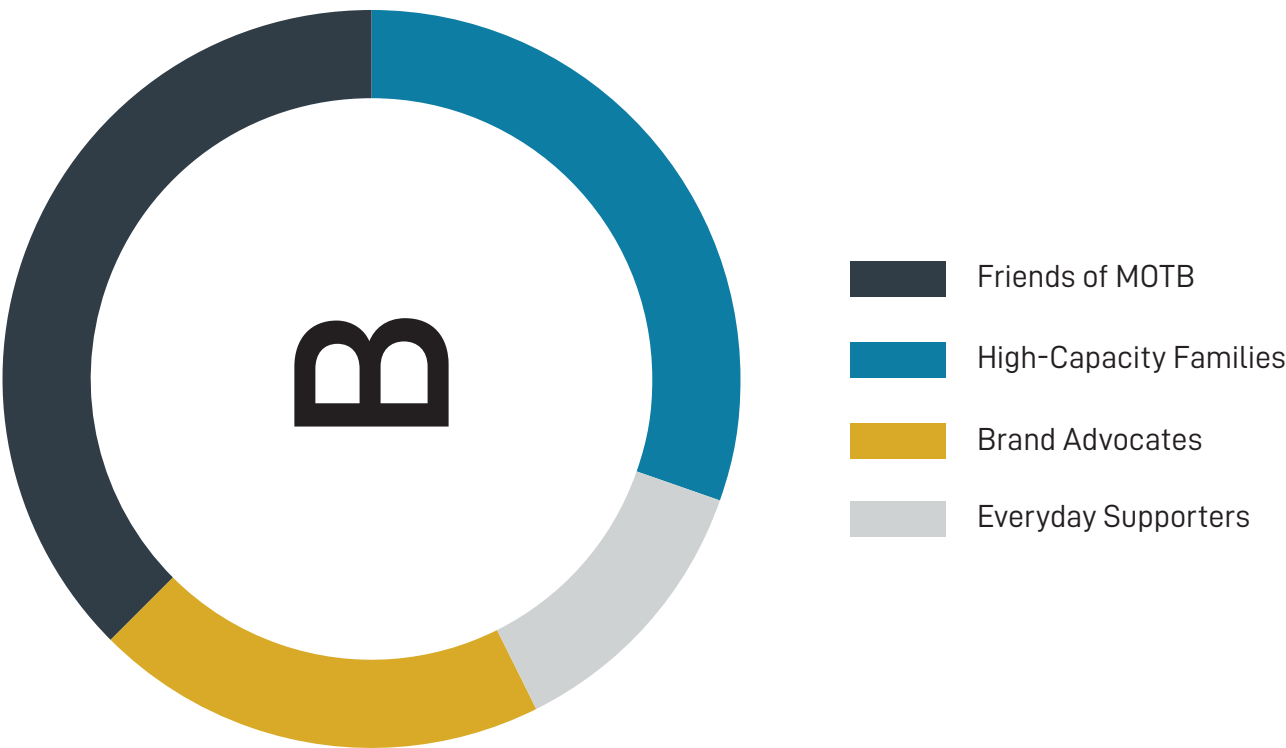
DELIVERABLES

- Campaign objectives and goals
- Updated Claritas study
- Donor personas with alignment to campaign Case for Support
- Primary research to evaluate propensity to give
- Feasibility with annual donation goals by donor segment
- Timing and sequencing of segment focus
- Target donor list

TIMELINE

- 8 weeks

Donations by Donor Segment – Example data





02.02

CAMPAIGN PLAN + PROSPECTS

02.02. CAMPAIGN PLAN + PROSPECTS

OVERVIEW

Our platform for driving growth and impact is customized for each partner's unique goals. More than a traditional agency or fundraising consultancy, our collective capabilities provide vertical and horizontal expertise for endowment campaigns.

Vertically, our industry-agnostic approach is backed by deep, cross-sector expertise. While each campaign and client may differ, our core philosophy does not—leveraging research, data, and strategy to inform our tactics and approach.

Horizontally, our versatile team offers leadership across all growth functions, delivering customized solutions from pricing strategies to compelling campaign messages that inspire action.

For MOTB, our initial market analysis provides a campaign thesis, identifying four potential donor segments, which we will refine through collaborative strategy sessions:

1. **Friends of MOTB** – MOTB has a remarkable set of donors and VIPs; these high-capacity, passionate MOTB supporters will be the cornerstone of this endowment campaign.
2. **High-capacity Families** – This group of high-net-worth individuals and family offices, with defined generosity plans aligned with faith, education, and culture, represents a smaller segment but holds significantly higher giving capacity.
3. **Brand Advocates** – This group has less capacity but is focused on seeking long-term impact and is likely composed of past or future visitors.
4. **Everyday Supporters** – This group is more transactional and is likely to engage with MOTB online content.

Each segment has unique characteristics, interests, and motivations, and their interactions are nuanced. Our approach favors a “1:1” giving experience, crafting relevant journeys for each segment.



02.02. CAMPAIGN PLAN + PROSPECTS

METHODOLOGY

As current MOTB partners, we know collaboration matters. Our mutual, long-term focus will utilize a data-driven, mission-aligned, omnichannel campaign tailored to each donor segment.

COLLABORATIVE APPROACH WITH KEY MOTB STAKEHOLDERS

By engaging the museum's key stakeholders—such as the board, leadership team, and current major donors—we will ensure that our strategy is deeply aligned with MOTB's long-term goals and vision for the endowment. This collaborative approach will help us tap into existing donor relationships while identifying new opportunities for high-impact fundraising.

Stakeholder engagement will also ensure that our campaign messaging, and communications reflect the Museum's core values, making it easier for donors to connect emotionally and intellectually with the museum's impact today and its vision for tomorrow.

COMPELLING CAMPAIGN THEME AND LOGO

One of our core competencies is telling a brand's story through compelling visual and verbal elements. We will put great care into developing a campaign theme, logo, and messaging that resonates with donors and stays true to the MOTB brand and campaign mission. Producing a compelling visual and verbal strategy that resonates with donors will be crucial to its overall success.

TAILORED BY DONOR SEGMENT

The foundation of our strategy lies in precise donor segmentation. Through detailed market research, existing donor data from MOTB, and peer insights from our long-standing nonprofit portfolio, we have a working segmentation framework that identifies key donor types.

Donor segmentation facilitates campaign success and allows us to focus our efforts to:

- Precisely find high-propensity donors
- Tailor the Case for Support messages to their motivations
- Align the tactics and effort to each segment consistently with the campaign feasibility and strategy

Each donor group will be approached differently to maximize their potential and engagement:

- **Friends of MOTB** – Highly personalized, high-touch engagement through exclusive events, one-on-one meetings, and unique benefits designed to reinforce their connection to the Museum.
- **High-capacity families** – These will be approached similarly to the Friends of MOTB, and will be identified through warm leads coming through the MOTB and Prolific expansive networks.
- **Brand Advocates** – A mix of personalized communications, small-scale VIP events, and targeted digital outreach that emphasize the impact of their contributions.
- **Everyday Supporters** – Broad-based outreach through digital channels, social media, mobile engagement, and community-driven campaigns that emphasize the Museum's role in the national cultural landscape.

This segmentation ensures that every donor receives an experience tailored to their capacity and preferences, maximizing both donor acquisition and retention.



COMMUNITY-LED GROWTH

Prolific recommends a Community-Led Growth (CLG) approach. CLG, an emerging strategy, shifts the focus from the product to the broader community of visitors, advocates, and contributors. In this model, growth is driven by the network effects of an engaged community that supports and promotes the product (i.e., not just the bricks and mortar of MOTB, but the manifestation of its place and purpose).

For MOTB, CLG allows us to nurture a community that advocates for the museum and spreads its value through relationships and shared experiences. By engaging our segments through community and peer participation, we can create interactions between our market and the emotional bonds created within the community to drive growth.

In short, the growth driver is the community; that is, the collective power of the community propels awareness and adoption. The CLG approach scales more organically, relying on building a loyal community that gradually expands as advocates bring others into the fold.

In practice, CLG can take place through events, open dialogue with donors, capturing donor testimonies, and giving donors the space tell their MOTB giving story on a community giving hub.

EXAMPLE CAMPAIGN TACTICS AND DELIVERABLES

Our omnichannel campaign will integrate multiple platforms and communication channels, refined based on research, stakeholder engagement, and collaboration with MOTB leaders.

	Example Tactics by Donor Segment			
	Friends of MOTB	High-Capacity Families	Brand Advocates	Everyday Supporters
Social Media			✓	✓
Influencer / VIP Social Media			✓	✓
Personalized Email			✓	✓
Targeted Landing Pages			✓	✓
Digital Community Hub	✓	✓	✓	✓
Direct Mail	✓	✓	✓	✓
Earned Media	✓	✓	✓	✓
Other Owned Digital Media (e.g. Website)	✓	✓	✓	✓
Signs and Information at MOTB			✓	✓
Creative Partnerships	✓	✓	✓	✓
Direct Development (Including Sales Enablement Tools and Donor Prospect Lists)	✓	✓	✓	
Channel Development – Foundations; Donor Advised Funds, Family Success Advisors, Faith-Driven Executive Networks	✓	✓		
Regional Events	✓	✓	✓	
Exclusive Events	✓	✓	✓	
Compelling Gifts	✓	✓	✓	✓
Visual Recognition	✓	✓	✓	✓

Our integrated approach ensures a cohesive narrative across all touchpoints while delivering tailored offerings with creative, messaging, and calls to action that resonate with each donor segment.

02.02. CAMPAIGN PLAN + PROSPECTS

TIMELINE

- Collaborate with Stakeholders: 4 weeks
- Design Campaign Theme, Logo, and Messaging: 12 weeks
- Develop Campaign Tactical Plan: 4 weeks





02.03

REVIEW + ALIGN THE EXISTING CASE FOR SUPPORT

02.03. REVIEW + ALIGN THE EXISTING CASE FOR SUPPORT

OVERVIEW

We understand that financial support follows vision, and we will leverage our brand messaging expertise to clearly communicate the Case for Support in a manner that resonates with each segment. Every aspect of the campaign—from the theme and logo to the messaging—will be crafted to inspire donors.



02.03. REVIEW + ALIGN THE EXISTING CASE FOR SUPPORT

METHODOLOGY

Aligning the Case for Support will seamlessly merge with developing the campaign feasibility, donor strategy, and plan. Collaborating with the MOTB advancement team and leadership to build out the full vision of the campaign, we will refine the Case for Support using the following criteria:

- Uniqueness
- Clarity
- True to the campaign purpose
- Alignment with donor motivations

Once we've aligned on the overarching Case for Support, we will develop messaging aligned to the target segments. Through primary research, we'll test and refine messages to effectively connect with donors.



1630s–1730s
TYRANNY AND TOLERANCE
New Models of Biblical Authority

"... the blood of so many hundred thousand souls of Protestants and Papists, spilt in the wars of present and former ages, for their respective consciences, is not required nor accepted by Jesus Christ the Prince of Peace."
Roger Williams, The Bloody Tenent of Persecution, 1644

IN THE SEVENTEENTH century, diverse Protestant groups began to settle in the colonies along the Atlantic coast. The Puritans were mostly in the north, Anglicans in the south, Quakers, Baptists, Presbyterians, and other denominations throughout the middle colonies. Small Jewish congregations settled in main port cities. Each group adhered to its own interpretation of the Bible's teaching.

"Tyranny, Persecution and Persecution are opposed to the plain Testimonies and Precepts of the Scriptures."
Matthew, the Good Samaritan, 1633

THE PROMISE OF A NEW WORLD
In the 17th century, the Puritans sought to create a new society in the New World, one that would be based on the principles of the Bible. They believed that they were God's chosen people, and that they had a duty to create a new society that would be a model for the world. This led to the creation of the Massachusetts Bay Colony, which was founded in 1630. The colony was based on the principles of the Bible, and it was one of the first to create a new society in the New World.

02.03. REVIEW + ALIGN THE EXISTING CASE FOR SUPPORT

DELIVERABLES, TIMELINES, AND REQUIREMENTS

DELIVERABLES

- Campaign theme and logo
- Campaign visual guidelines
- Messaging by segment

TIMELINE

- Concurrent to primary research and plan development



02.04

CAMPAIGN MATERIALS



02.04. CAMPAIGN MATERIALS

OVERVIEW

Our team specializes in transforming spiritual visions into powerful, visually compelling campaigns that resonate with audiences and inspire action. We partner with faith-based organizations of all sizes, delivering impactful materials that amplify their mission while respecting their budget. Through a thoughtful blend of strategic insight and creative execution, we will do the same for MOTB, elevating the organization's message to engage donors and expand its influence.

OUR CAMPAIGN TEAM



Chance Benbow
CEO of JDA Worldwide



Union Williams
VP of Accounts



Joe Parker
VP of Digital



Kristine Deininger
Executive Creative Director



Jonathan Vessely
Creative Director



Lauren Hawk
Copywriter

02.04. CAMPAIGN MATERIALS

DELIVERABLES, TIMELINES, AND REQUIREMENTS

There will be a "silent phase" before campaign launch, during which we will aim to raise over two-thirds of the endowment goal.

MONTH 1

- Campaign kickoff and strategy immersion
- Create initial campaign budget

MONTHS 2–4:

- Develop campaign theme, mark, and look/feel
- Finalize strategy and identify campaign tactics and collateral
- Craft leadership gift proposals
- Develop request letters for top donors
- Design gift and pledge documents
- Begin donor recognition plan
- Begin event planning

MONTHS 5–6:

- Begin creating campaign collateral
- Craft stewardship materials for major donors
- Begin marketing and communications plan
- Secure creative and influencer partnerships

MONTHS 7–8:

- Complete donor recognition plan
- Develop press releases
- Continue marketing and communications plan
- Begin campaign microsite development

MONTHS 9–10:

- Complete marketing and communications plan
- Finalize all campaign collateral and prepare to launch
- Create training materials for staff and volunteers
- Create onsite digital and print displays

MONTHS 11–12:

- Campaign launch
- Initial campaign evaluation and adjustments



02.04. CAMPAIGN MATERIALS

DELIVERABLES, TIMELINES, AND REQUIREMENTS

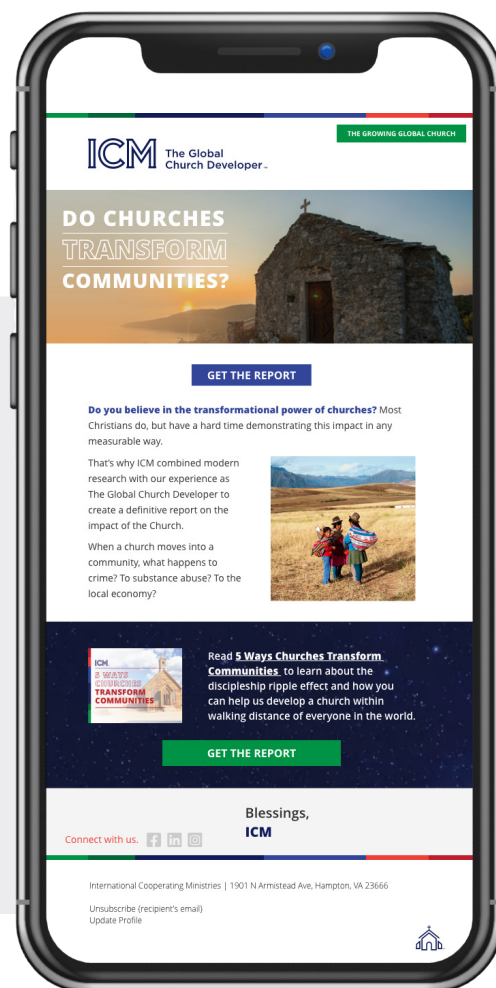
CAMPAIGN DELIVERABLES WILL BE SEGMENTED BY DONOR TIER:

- Marketing and communications plan
- Donor recognition plan
- Campaign logo, theme, and look/feel
- Leadership gift proposals
- Request letters
- Gift and pledge letters
- Stewardship materials
- Campaign brochure
- Press releases
- Event signage and displays
- Phone and SMS scripts
- Email and social media templates
- Microsite or donor landing page
- Regional and VIP event invites
- Onsite digital and print displays
- Digital community hub



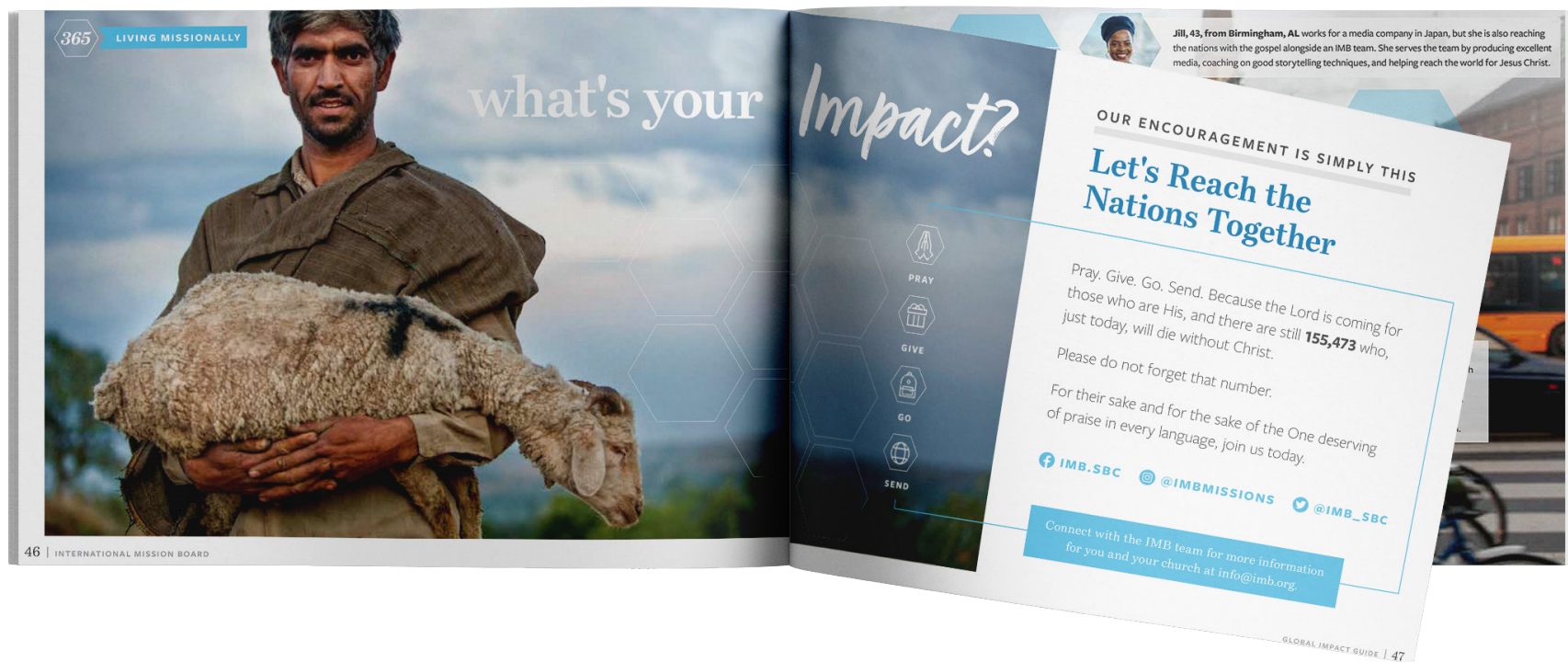
ICM

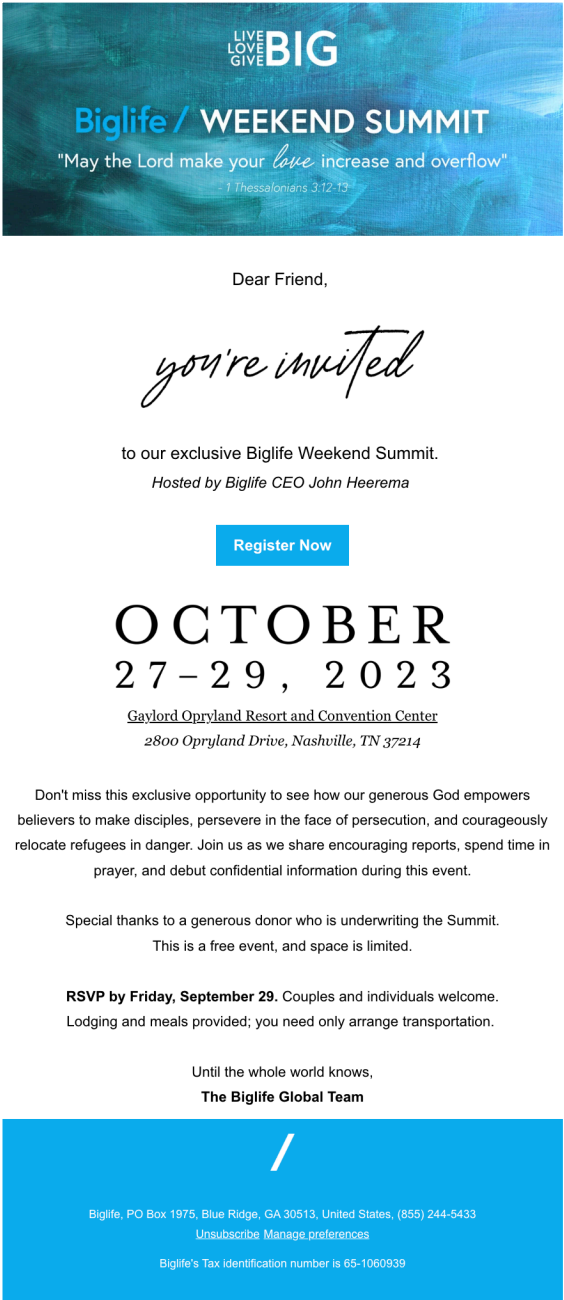
- Email campaigns following a distinct donor journey
- Donor welcome packets sent to new investors of ICM



IMB

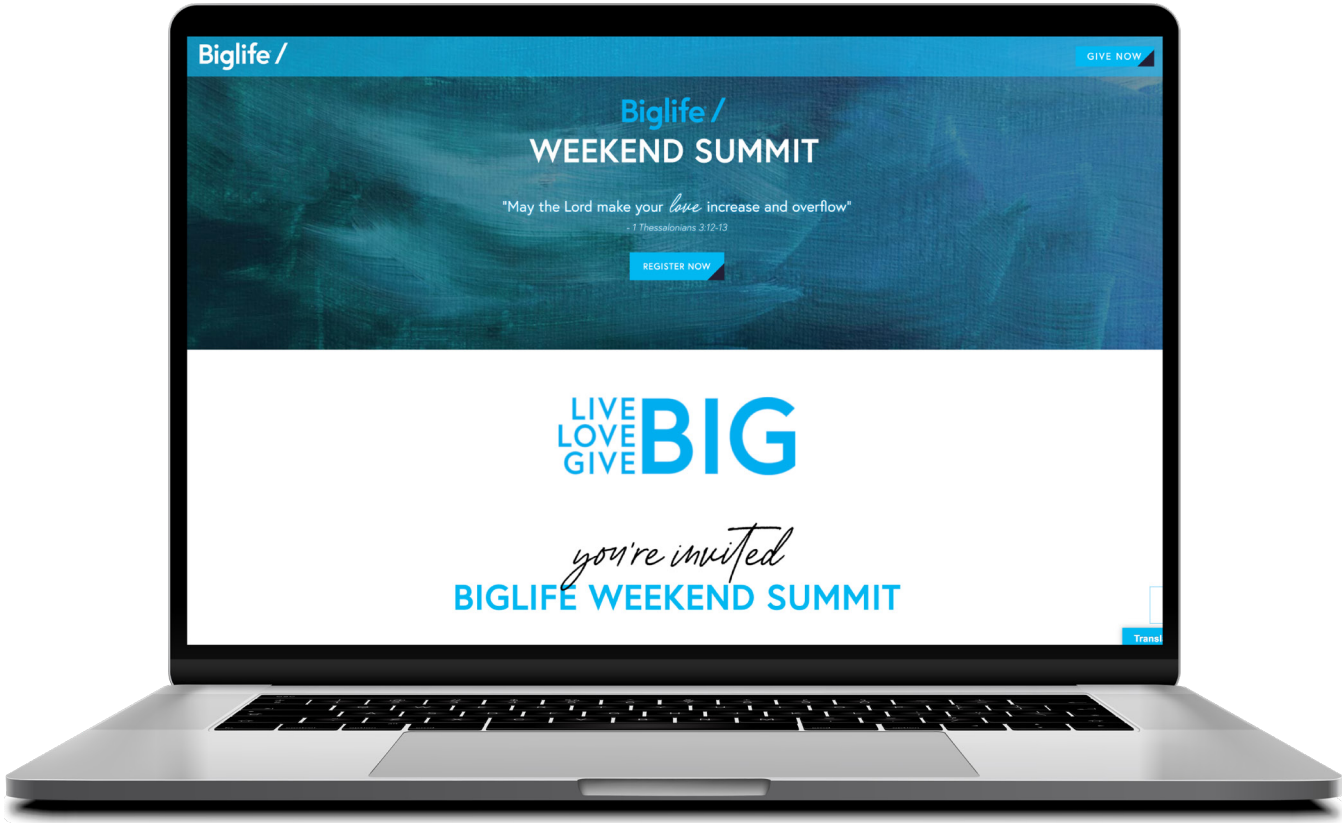
- International Mission Board TV Spot
- Targeted digital ads driving awareness and inspiring action
- IMB Impact Guide showcasing a donor's invaluable support





BIGLIFE

- Cohesive digital and visual experience leading donors from the Weekend Summit email invite to the landing page
- Year-end campaign banner highlighting a surpassed campaign goal
- PR opportunities for leading voices such as John Heerema, Biglife CEO



LIVE
LOVE
GIVE
BIG
2023 YEAR-END CAMPAIGN

There is much to celebrate! Praise God for His overwhelming provision and your generosity! Biglife surpassed the **\$6M YEAR-END CAMPAIGN GOAL!** *Thank you!*



02.05

02.06

COLLABORATE
WITH LEADERSHIP

TRAIN THE
DEVELOPMENT TEAM

02.05. COLLABORATE WITH LEADERSHIP

OVERVIEW

Prolific's mission is to unlock opportunities and possibilities for growth-minded leaders. This commitment led us to partner with MOTB from the start, and we're eager to strengthen our relationship with your team. We regularly support C-suite teams and boards through formal meetings and informal conversations, ensuring campaign success.

Our expert team in fundraising strategy and campaign execution will train the development team, ELT members, and board members on the strategy, tactics, and tools required to achieve the endowment goal.

FUNDRAISING TEAM



Brad Benbow
Chairman and CEO of Prolific



Mike Lynch
President and COO of Prolific



Tom Phillips
Prolific Development Coach



Tyler Hernly
**Chief Innovation Officer
of Prolific**



Evann Bishop
Executive VP of Conquer



Chance Benbow
CEO of JDA Worldwide

02.06. TRAIN THE DEVELOPMENT TEAM

COMMUNICATION AND TRAINING CADENCE

WE ANTICIPATE MANY OPPORTUNITIES FOR COLLABORATION, INCLUDING:

1. **Project Kickoff:** Engage all key stakeholders to confirm scope, roles, responsibilities, timeline, and communication cadence.
2. **Strategy Sessions:** Share information, review the Case for Support, finalize campaign theme and strategy, and determine key metrics.
3. **Operational Meetings:** Discuss and approve research plans, campaign assets, progress reports, tactical adjustments, and event plans.
4. **In-Person Training:** Implement donor strategy, campaign tactics, execution, and necessary tools.
5. **Real-Time Availability:** Offer immediate support for troubleshooting or idea discussions.
6. **Board Engagement:** Facilitate presentations, updates, and discussions with the board.



02.07

SUPPORT CAMPAIGN IMPLEMENTATION + LAUNCH

02.07. SUPPORT CAMPAIGN IMPLEMENTATION + LAUNCH

OVERVIEW

Our proven expertise in executing precise, multi-million-dollar national campaigns makes us an ideal partner. By leveraging JDA's full-service capabilities, we will deliver a seamless and impactful campaign. Our well-established methodical systems and processes will ensure alignment with each strategic initiative. To maximize campaign success, our fundraising executives are ready post-launch to support donor events and engage directly with high-capacity donors.



02.07. SUPPORT CAMPAIGN IMPLEMENTATION + LAUNCH

APPROACH

- **Trusted Advisor:** A dedicated account management team will navigate the entire campaign.
- **Clarify Roles:** A dedicated account management team will ensure all stakeholders understand their roles and responsibilities.
- **Donor Development Team Support:** Our seasoned fundraising team will support and train the development team from start to finish.
- **Strategic Preparation:** Our seasoned fundraising team will conduct rigorous pre-launch strategy sessions.
- **Project Management:** Operations and account management teams will use modern, interconnected tools to clarify task ownership and track progress of deliverables.
- **Transparent Communication:** Teams will regularly meet to discuss and share progress.
- **Approval Process:** Operations and account management teams will establish a clear routing and approval process.
- **Vendor Coordination:** Manage vendors and asset development efficiently.
- **Marketing Execution:** Our seasoned fundraising team will implement all marketing elements effectively.



02.07. SUPPORT CAMPAIGN IMPLEMENTATION + LAUNCH

DELIVERABLES, TIMELINES, AND REQUIREMENTS

- **Project Plan:** Provide a comprehensive asset production and tactic deployment plan in a real-time, accessible tool.
- **Task Clarity:** Identify responsible parties for all tasks and deliverables.
- **Timely Assets:** Ensure all assets are available on time to meet execution timelines.
- **Campaign Tracking:** Ensure campaign engagement relative to donor interactions and gifts.
- **Post-launch Analysis:** Offer actionable recommendations to enhance performance and achieve endowment goals.



02.08

TRACK + REPORT CAMPAIGN PROGRESS



02.08. TRACK + REPORT CAMPAIGN PROGRESS

OVERVIEW

Our extensive history of providing comprehensive, actionable data has been a catalyst behind the exponential growth of our nonprofit partners. We recognize that merely reporting numbers is not enough. Our process includes telling the story behind donor engagement, which allows us to optimize for growth, and increase engagement and retention. For Museum of the Bible, Prolific has a proven history of providing comprehensive reporting for digital and media campaigns, showing the data as a result of the “why”, for the purposes of expansion and growth.

1

KPIs and Data
Collection

2

Analyze and
Visualize

3

Report

4

Review and
Optimize



OUR APPROACH

With our approach, we have the opportunity to look at the whole donor experience and interpret their individual motives. As a result, we're poised to optimize the donor experience, attracting new donors and improving relationships with current donors. As part of the comprehensive measurement plan, we will track and report on the following KPI categories:

1

KPIs and Data Collection

- Define KPIs aligned to the agreed-upon objectives and campaign tactics.
- Create a comprehensive measurement plan linked to donor engagement and endowment objectives.
- Data governance and quality assurance to prevent duplications and comply with privacy regulations.

2

Analyze and Visualize

- Build data visualization and progress monitoring to show data and trends.
- Donor relationship management tools may be used to:
 - Track donor contributions and fulfillment
 - Monitor endowment performance and growth
 - Assess donor engagement

3

Report

- Differentiate data visualization by audience and donor segment (executive, internal team, external, etc.)
- Provide clear and transparent external reporting.
- Share risk assessment and mitigation reporting.

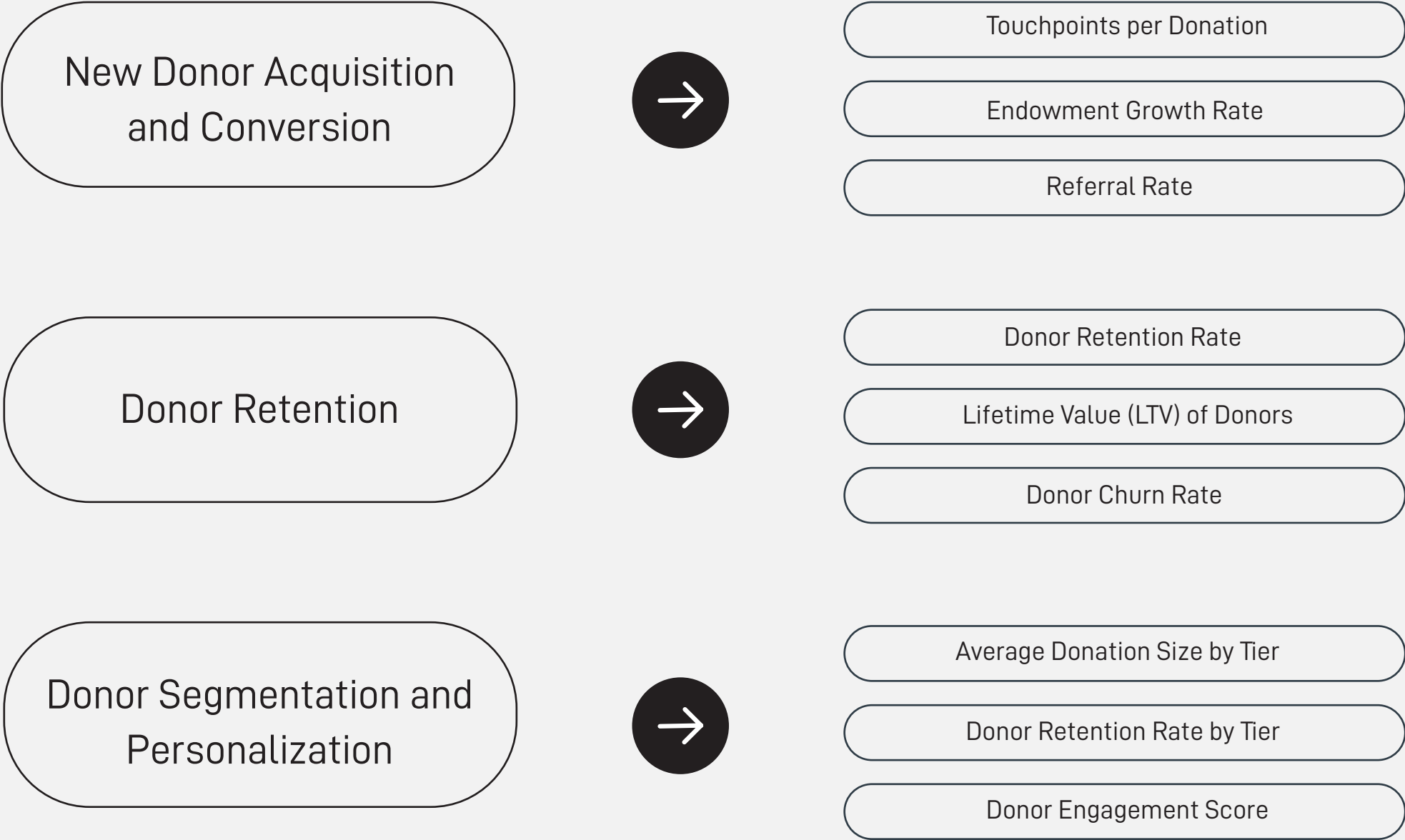
4

Review and Optimize

- Conduct regular reviews to detect trends and recommend changes to donor outreach and retention strategies.
- Utilize predictive analytics and machine learning models to forecast donor behavior and predict donors who may disengage.

SAMPLE KPIs

This approach will optimize the donor experience, attracting new donors and improving retention and growth. Our measurement plan will track the following KPI categories:



SAMPLE KPIs

Campaign Performance



- Cost per Acquisition (CPA)
- Email Conversion Rate
- Social Media Engagement

Audience Engagement Metrics



- Website Traffic to Donation Conversion Rate
- Engagement Rate on Donation Pages
- Time to Donation

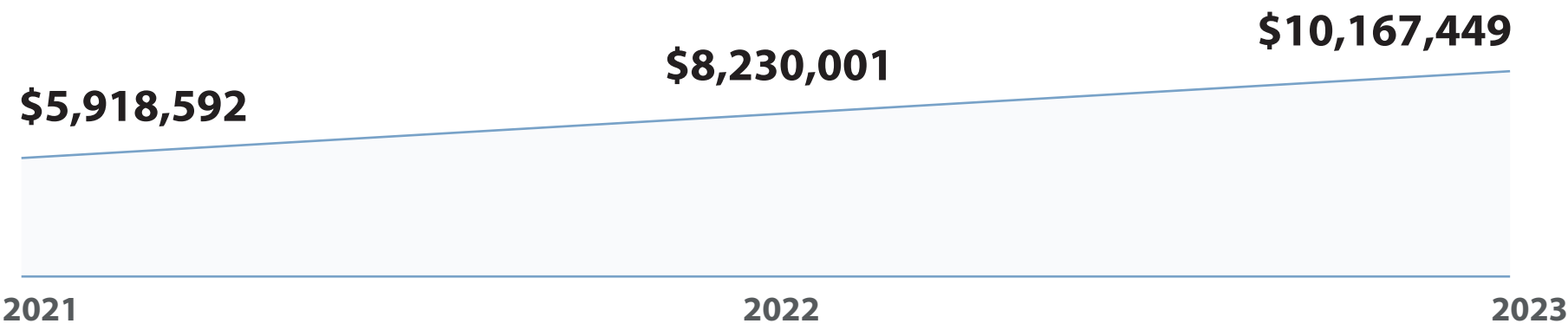
Endowment Goal Progress



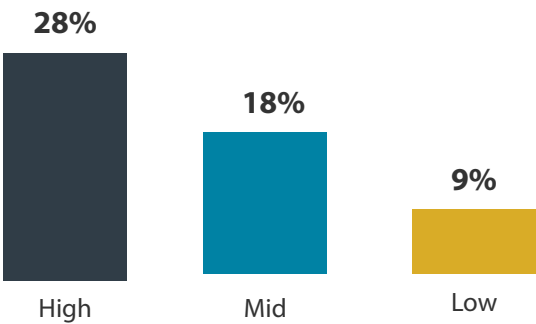
- Donor Acquisition vs. Retention Ratio
- Impact per Dollar Raised
- Economic Impact on Donations

SAMPLE ENDOWMENT CAMPAIGN DASHBOARD

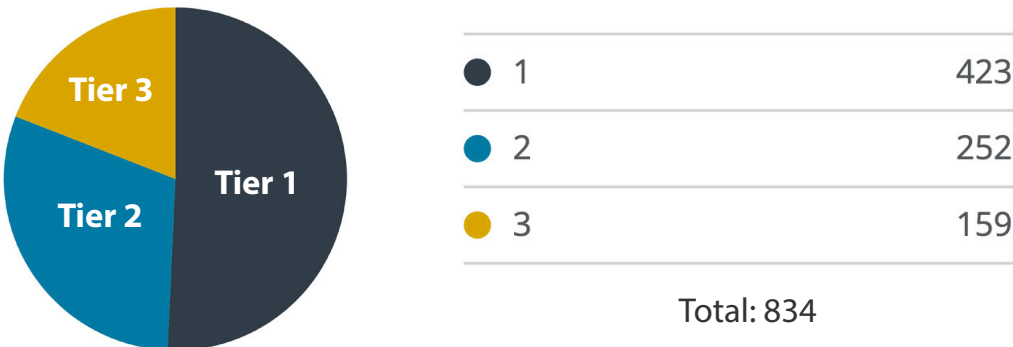
"High" Tier Endowment Growth (Total Gift Amount: \$24,316,042)



Donor Retention by Tier



Donor Tier Breakdown (Total Visits: 581,131)



Total Giving By Tier

581,131 Total Visits

↑	Donor Tier	Total Gifts	Total Gift Amount	Average Gift
	1	423	\$335,356.20	\$792.80
	2	252	\$1,054,085.58	\$4,182.88
	3	159	\$24,316,042.33	\$152,931.08



museum of the Bible B

the book

the impact

the history

the journey

SECTION 03

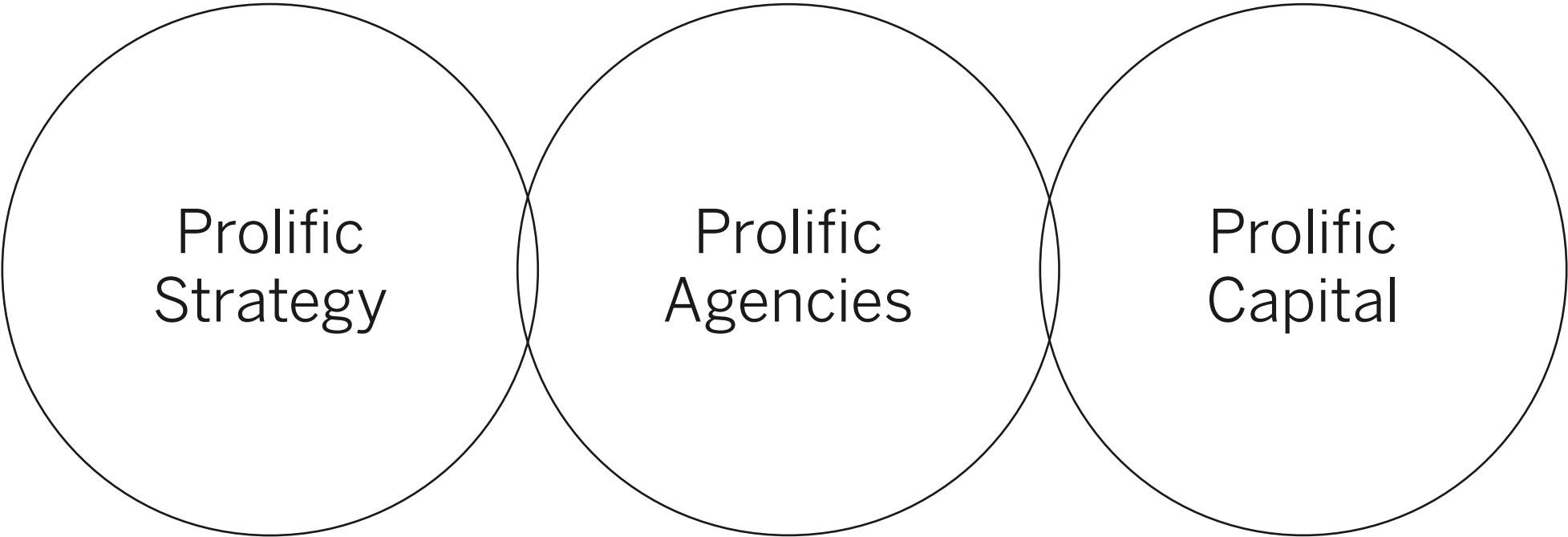
ENGAGING THE GROWTH FIRM

Prolific is the *growth firm.*

Our integrated consulting,
marketing, and capital services
provide **unmatched fundraising
expertise for purpose-driven
organizations.**



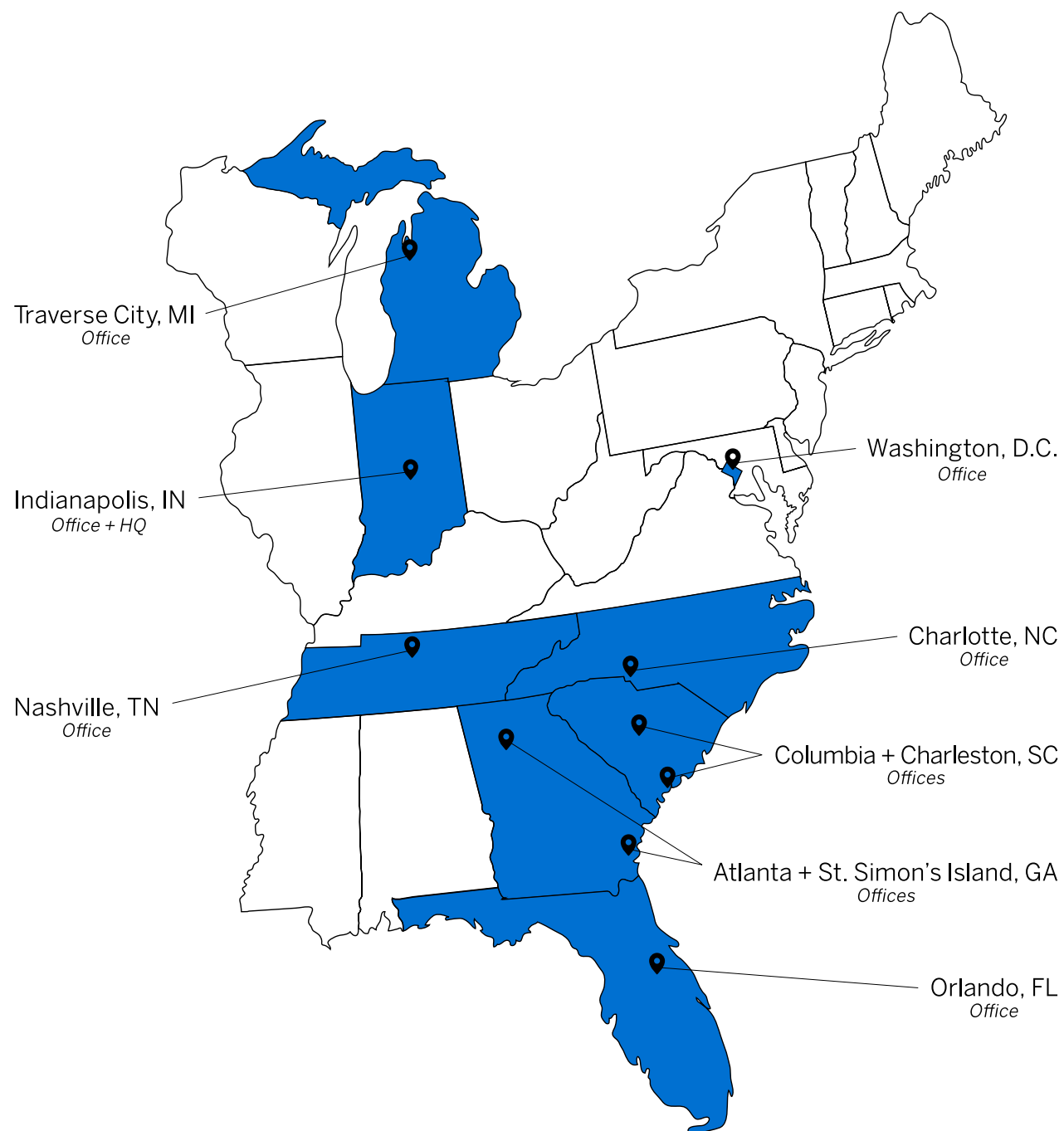
One Partner. Three Services. *Limitless Potential.*



Our *sum* is greater than our parts.

Prolific is the parent company to a fleet of high-performing organizations with a wide array of services and capabilities.

Prolific *jda* **CQR**  **ProlificCapital**



-  Founded in 2003
-  200+ brands represented worldwide
-  Headquartered in Indianapolis
-  160+ associates
-  Privately held

Prolific is the proud recipient of:





The *full-service*
partnership to
realize your
growth goals.

Our **Collective** Capabilities:

- ✓ Fundraising
- ✓ Strategic Growth Planning
- ✓ Primary Research + Data
- ✓ Customer Segmentation
- ✓ Brand Development
- ✓ Campaign Planning
- ✓ National Paid Media
- ✓ Public Relations
- ✓ Digital & Web Optimization
- ✓ Feasibility + Impact Reporting

\$5,160,000,000+

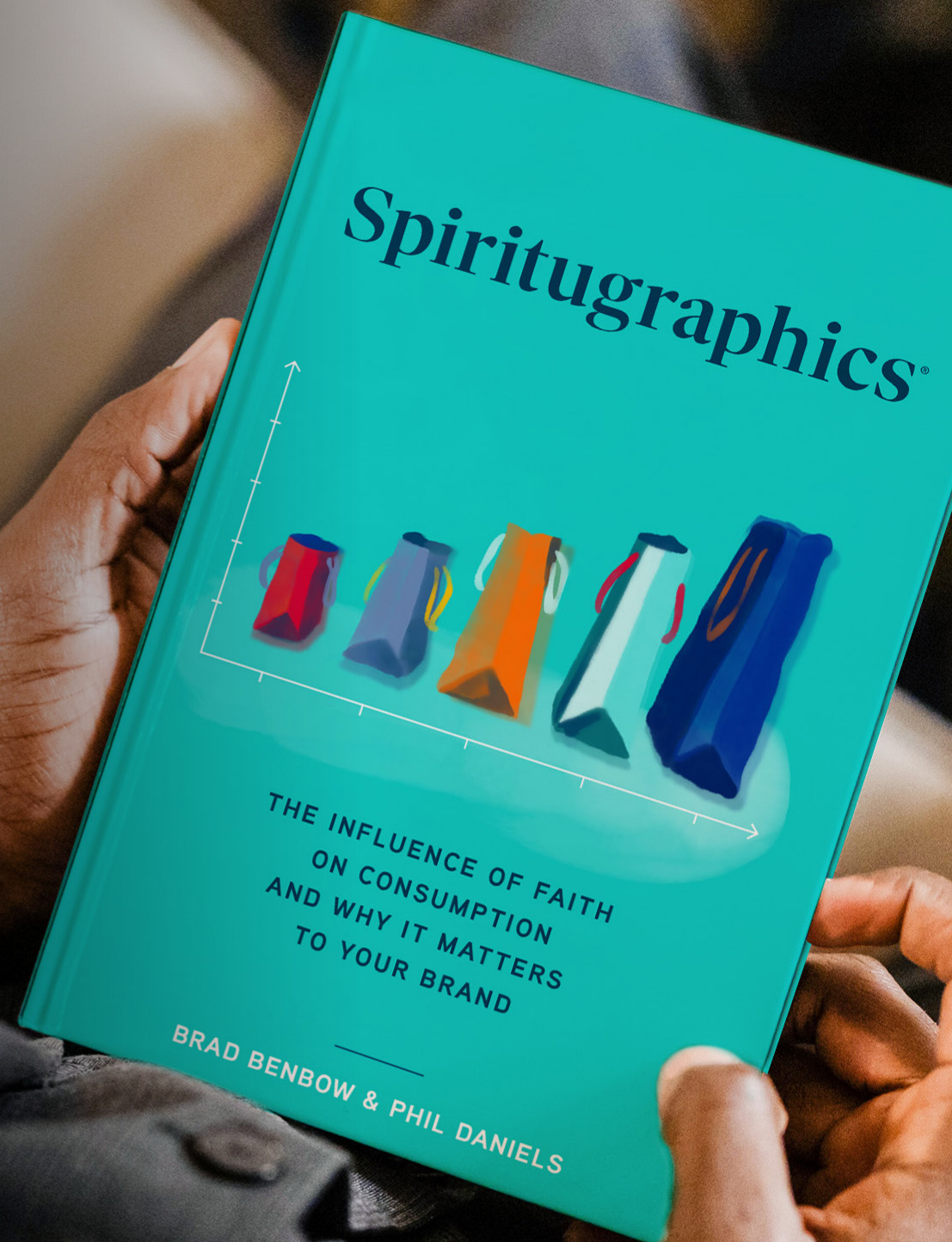
In 2023, our capabilities helped drive over \$5.6 billion in donations to support our world-class nonprofit partners across faith-based, philanthropic, and educational initiatives.

Our **Fundraising** Capabilities:

- ✓ Fundraising Solutions
- ✓ Capital Campaigns
- ✓ Events
- ✓ Donor Segmentation and Management + Analysis
- ✓ Major Donor Communications + Relationship Management
- ✓ Impact Reporting

We wrote the
book on
your audience.

Spiritugraphics®



38 million

38 million born-again consumer households in US
with combined \$2 trillion purchasing power

\$2 trillion

\$2 trillion in purchasing power

High grace.
High expectations.
Maximum impact.

You aim to make a real difference,
and so do we. **Having a values-aligned
partner makes all the difference.**





20+ Years. 4 Core Values.

Joseph David Advertising (JDA), is founded on biblical values, drawing inspiration from the courage, creativity, and wisdom of the Old Testament heroes Joseph and David. These values are at the core of our culture, guiding everything we do.

- | | |
|--------------------------|--------------------|
| 1 Interpreters of Dreams | 3 Trusted Advisors |
| 2 Courageously Creative | 4 Ready to Fight |

Aligned and poised for success.

Kristine Deininger, former Creative Director at Museum of the Bible, brings extensive experience, proven success, deep knowledge of MOTB's mission and history, and a strong desire to see it succeed.

Now leading JDA's creative team, Kristine is uniquely positioned to spearhead the endowment campaign. Her expertise in crafting compelling narratives, combined with her background in fundraising and marketing, will be crucial in engaging current and future donors—not just during the campaign but for generations to come.



Our partnership has produced *remarkable results.*

“Not only did you help raise the museum’s brand awareness from 0 to over 11% through the ‘Experience the Book’ campaign, you also changed the expectation of visitors, reshaped the perception of our target audience, and per Nielsen’s Research, **millions are now more likely to visit the museum** after being positively impacted by the campaign”



Steve Green, Chairman
Museum of the Bible

500K

500K guests within first 6 months
of grand opening

96%

The *Experience the Book that Shapes
History* campaign generated 45M
campaign views and received a 96%
approval rating

0.16% → 11%

national brand
awareness

Who we *serve*.

Prolific





SECTION 04

CASE STUDIES

We earn
big results
for our
faith
partners.



90% ↑

We developed a national media campaign that resulted in a massive increase in giving units for this international nonprofit.

\$40M

Generated \$40 million of donor support for the world's largest developer of churches, crisis centers, and safe houses

80% ↑

Generated an 80% increase in paid subscribers for this faith and family-centric entertainment streaming service, leading to a \$100 million buyout.

1,400% ↑

One of our longest standing clients has seen a 1,400% increase in year-end giving from 2017–2023. This disciple-making ministry, the fastest growing organization of its kind, continues to see exponential growth in revenue.

CREATION MUSEUM

“The strategic and creative genius of your team has helped us establish the Creation Museum as a best-in-class museum worldwide. You’ve truly been partners in fundraising, research, strategy, and creative efforts to get as many people as possible to give to this Kingdom-building attraction. We would not be here without you, and the results speak for themselves.”



Ken Ham, Founder + CEO
Answers in Genesis

Challenge

The Creation Museum, located just outside of Cincinnati, OH, is a state-of-the-art museum that allows visitors to venture through biblical history, stunning exhibits, botanical gardens, a planetarium, a zoo, a zipline adventure course, and much more. This 75,000-square-foot facility has welcomed millions of guests since its founding in 2007. The Creation Museum came to our team in need of a master Strategic Plan for, among other initiatives, fundraising for the launch and sustainability of the museum. The \$25,000,000 museum was starting from scratch and needed the right strategies for long-term viability.

Solution

Our team prepared a robust Strategic Plan for the Creation Museum focused on driving revenue. The plan was anchored in research to equip the new museum as it had to establish various primary, secondary, and tertiary audience groups with varying degrees of giving capacity. The plan also identified other generosity channels outside of individual donors. The plan included a detailed set of strategies and tactics aimed not only at raising funds but also at taking the museum to market in a manner that would produce ticket revenue and ongoing generosity. **The results have been astounding.**

46,000

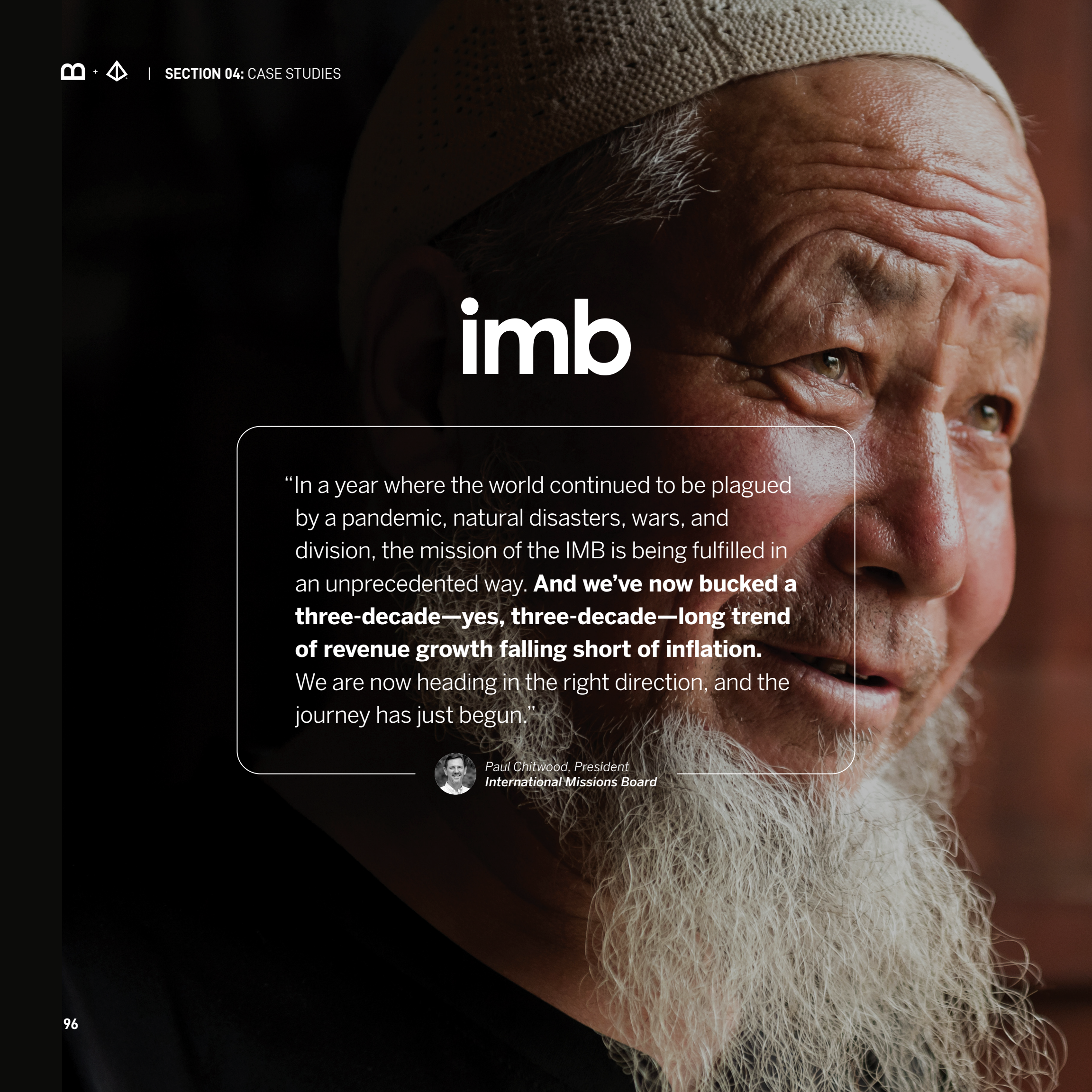
Since the opening of the museum, our team has helped drive over **46,000 lifetime donor memberships** to the Creation Museum—a **9x increase over the projected results** for which the program had planned.

\$40M+

Ahead of launch, our team helped drive over **\$40,000,000 in donations**.

\$300M+

The Creation Museum has now generated over **\$300,000,000 in follow-on revenue** since its opening.



imb

“In a year where the world continued to be plagued by a pandemic, natural disasters, wars, and division, the mission of the IMB is being fulfilled in an unprecedented way. **And we’ve now bucked a three-decade—yes, three-decade—long trend of revenue growth falling short of inflation.** We are now heading in the right direction, and the journey has just begun.”



Paul Chitwood, President
International Missions Board

Challenge

The International Mission Board (IMB) is the leading organization within the Southern Baptist Convention (SBC) that focuses on international missions. Established in 1845, it operates with the mission of spreading the Christian gospel worldwide, particularly in regions that have little to no access to it. When the IMB hired our team, they were experiencing a 4-year run of flat or decreasing giving for their annual fundraising campaign. In need of greater giving among their current donors and the need for new donors, our team created a comprehensive plan to revive giving to the IMB.

Solution

Our team produced a Strategic Plan focused on driving greater giving from the IMB’s current base of donors and donations from new or dormant donors. The plan aimed to implement strategic and creative methods to re-engage donors who had become fatigued with giving, while also introducing innovative tactics to attract a new generation of supporters. **Led by data and with a focus on execution, our team delivered game-changing results.**

most funds
ever raised

Our team helped the IMB **raise the most money in the organization’s 175-year history**—over \$177,000,000—turning around years of flat giving.

90% ↑

The IMB experienced a **90% lift in giving units alongside our fundraising efforts**—an unexpected boom for an organization as large as the IMB. The IMB also saw new visitor sessions increase by 95%, website users increase by 87%, and overall sessions increase by 73%.

multiple
7-figure
gifts

As a direct result of a single fundraising strategy within our team’s Strategic Plan, the **IMB received multiple seven-figure gifts from supporting churches in the U.S.**

Biglife® /

“We view your team as a part of our team. You are Biglife. You have helped us scale our revenue and impact—telling our story in inspiring ways that have caused real action. Your strategic expertise will continue to guide this organization for years to come.”



John Heerema, Founder + CEO
Biglife

Challenge

In 2013, disciple-making ministry Biglife possessed bold aspirations for international Kingdom impact but needed a fundraising spark to catapult its worldwide impact into US-based generosity. Lacking a strategic plan for fundraising, among other needs, our team began working with Biglife when the organization had \$1 million in overall ministry revenue. God had bigger plans.

Solution

Our team worked alongside Biglife to create several fundraising strategies that drove new and existing donors to causes and countries they cared about most. These strategies increased total donors and donations. In collaboration with Biglife, our team worked to reimagine Biglife’s year-end fundraising strategy with matches, challenges, and outreach initiatives.

\$1M → \$14M

Over the last 10 years, Biglife has **experienced a boom in organization-wide revenue, growing** from \$1,000,000 to \$14,000,000.

\$400K → \$6M

Since 2017, Biglife has seen a 1,400% increase in year-end campaign giving, jumping from \$400,000 to \$6,000,000.

23 → 150+

During this time of robust fundraising, the Holy Spirit has led Biglife from serving in 13 countries to now over 150.

“The creative genius of JDA has enabled the Ark Encounter to reach a level of marketing and growth that has raised the bar for advertising such a world-class facility. **The innovative efforts of JDA have greatly enhanced our organization’s professional look and penetration into culture.** JDA has produced results that have far exceeded our expectations.”



Ken Ham, Founder + CEO
Answers in Genesis

Challenge

The Ark Encounter is a one-of-a-kind themed attraction located half an hour from the outskirts of Cincinnati. The centerpiece of the attraction park is the life-sized Noah's Ark—adapted straight from Biblical scripture—standing at 510 feet long, 85 feet wide, and 51 feet high. While working on a separate Strategic Plan for Answers in Genesis (AIG)—the parent ministry behind the Ark Encounter—we brought a bold idea to the forefront. Through previously executed primary research, we discovered a valuable data point. According to the research, the #1 reason people don't believe the Bible to be true is the Old Testament account of Noah's Ark. Equipped with this knowledge, we endeavored on a bold journey to build a life-sized Noah's Ark for the second time in history.

Solution

We began crafting a Strategic Growth Plan to help with the many facets of the Ark Encounter coming to life. The Strategic Growth Plan focused on the private and public fundraising needed to build the \$100 million attraction. Additionally, we focused its strategic efforts on a national advertising campaign and creative, guest attendance, and identifying new revenue streams for the attraction. **The results were astounding.**

1,000,000+

guests in 2021

20x ROI

on a single strategy

ICM

Challenge

International Corporative Ministries (ICM) has a vision of a healthy church within walking distance of everyone in the world. By partnering with indigenous ministries, ICM is able to equip local churches with vital resources: a permanent church building and practical discipleship tools for oral learners. ICM believes that when local churches invest their own effort and resources into each project, the result is a sense of ownership and long-term sustainability. ICM is one of the most prolific Christian ministries in the world—8,400-plus global church buildings alone demonstrate this fact. Unfortunately, ICM is also one of the Christian ministry world's best-kept secrets.

Solution

JDA collaborated with ICM to develop a five-year Strategic Growth Plan including many material strategies and tactics to combat various issues, however, none was more critical or catalytic than the recognition that ICM is a church developer. Embracing and leveraging this simple but powerful notion was the key to ICM taking its next leap and ultimately shedding the unwanted “best-kept secret” label. In order to accomplish this, JDA navigated them through our branding process.

12,400+
global church buildings built



International Fellowship
of Christians and Jews®

Challenge

The International Fellowship of Christians and Jews (The Fellowship) had a robust team on the ground, in Ukraine and throughout Eastern Europe, before the war began this past winter. They had a strategy in place to help evacuate Jewish families in danger, and provide emergency food and supplies, should Putin decide to invade. When the worst predictions became a reality, the invasion began. The Fellowship needed to act by spreading the word on the airwaves about the danger that innocent civilians were facing and about their ability to help those in harm's way.

Solution

Working closely with The Fellowship around the clock, we assembled an assortment of talking points and editorials to prepare The Fellowship's message about the good work they were doing and their ability to save lives quickly, before many other humanitarian organizations were even mobilized. We notified several hundred reporters and editorial teams in our network that were covering the story of the war in Ukraine to inform them about The Fellowship's efforts to evacuate elderly Holocaust survivors, transport school children through hostile war zones, establish refugee shelters in Moldova, and help many Jewish families immigrate to Israel.

5 major

network opportunities at outlets like FOX News, ABC and Today.com were established for The Fellowship in less than a month

\$400,000

in ad equivalency/publicity value

*We amplify
the impact
of our
higher-ed
partners.*

90M+

Our team created a multi-platform media plan that produced over 90 million impressions, boosting national awareness.

53% ↑

Our team helped achieve a 53% increase in endowment over a five-year span for a university in Michigan.

590M

Our strategic communications practice executed a campaign for a private university that led to 90 media mentions and a potential audience reach of 590M.

\$25M

Our team helped a private college secure a \$25M grant by Lilly Endowment's College and Community Collaboration fund, the largest foundation gift to date.

Wabash.

“With a limited timeline, we knew your team could hit the ground running and be impartial and professional in many interviews and studies. Your research uncovered things we didn’t necessarily want to hear but needed to know to address many of the problems facing our community. That research provided the backbone for a proposal that led to the largest grant in Wabash’s 192-year history.”



*Jim Amidon, Chief of Staff + Director
of Strategic Communications
Wabash College*

Challenge

Wabash College came to our team with two audacious goals. One, secure the largest grant in the college's 191-year history. Two, use the grant to transform the nonprofit ecosystem and the needs of its local community. As a pillar of the city and county, Wabash College recognized the responsibility it had to not only remain one of the finest liberal arts schools in the United States but also partner with and support its own backyard. To do this important work, Wabash partnered with our team to determine the most significant needs facing the community.

Solution

Our team conducted in-depth primary and secondary research studies to identify the negative trends in Montgomery County and its neighboring counties. Armed with this important information, our team then identified the solutions necessary to solve the community's problems. With key data and strategic solutions in hand, Wabash College made a compelling proposal to one of the world's largest private philanthropic foundations with one of the largest endowments in the United States—the Lilly Endowment. **The results were historic.**

\$25,000,000

The Lilly Endowment awarded Wabash College a \$25,000,000 grant, **the largest foundation gift** the college has ever received.

PEPPERDINE

Challenge

Pepperdine University finds itself at a crucial juncture in its history. The university is the highest-ranked non-Catholic Christian university in America, and its Law and Public Affairs graduate programs rank within the top 100. The pressure to maintain or climb the rankings means there is always the temptation to mimic the big research universities. But to do so would almost certainly mean jeopardizing Pepperdine’s Christian faith, which is more than website copy—it’s the heart of everything Pepperdine does, a holistic approach to educating its students, body and soul.

Solution

By analyzing current audience data and utilizing JDA's partner Wiland, we developed target audience personas for potential Pepperdine students and donors. We compared this information with competitor analysis, gained insights into the higher education landscape, and evaluated the economic value of the target demographic. As a result, JDA created a set of strategic messaging tactics that Pepperdine can use to address the question of how to maintain its deep Christian faith while committing to academic excellence, all while positioning itself for future success in its goal of becoming the preeminent Christian university in the world.

\$5.4M

minimum advertising value equivalency

590M

potential audience research



WARNER UNIVERSITY

“The main reason a partnership is transformative is it produces results way beyond expectations. A partner like this discovers what otherwise goes unnoticed. I thought we were engaging the services of a highly successful consulting firm. We did, in fact, get that expertise, but so much more along the way. **They took a good institution with wonderful people and made us believe in what we did in an uncommon way.** This is what a transformative partner, seeking to bring your soul to life, can do.”



Gregory V. Hall, EdD, President Emeritus
Warner University

Challenge

Warner University, founded in 1968 as Warner Southern College, called on leaders at Prolific to expand the young institution's reach and impact. Located strategically between Orlando and Tampa, Warner sought to grow enrollment, develop their academic programs, and move from a college to a university. Prolific engaged President Greg Hall with bold ideas and compelling strategies to increase enrollment revenue, boost the endowment, reposition the school's brand, and drive the alumni base's affinity.

Solution

Prolific developed a Strategic Growth Plan focused on comprehensively driving enrollment growth. This five-year plan included strategies around starting new academic programs such as agriculture, breaking ground on new academic buildings and student dorms, implementing an enhanced approach to advertising, re-naming and re-branding the institution, starting a football program, and having President Hall co-author a top-selling book. The results for Warner were profound.

**7 years
straight**

Enrollment steadily climbed for seven consecutive years.

#1

The university received the #1 highest enrollment class in their history.

LIBERTY UNIVERSITY

Challenge

JDA's goal was to raise public awareness of Liberty University's position as a faith-based institution and amplify its Christian mission. JDA approached the goal head on, regularly consulting on messaging tactics, pitching stories with faith angles to local, national, and Christian press, writing and syndicating press releases, booking and coordinating interviews for faculty, staff, and students to address current events and topics relevant to Christian media, and drafting opinion editorials on behalf of university leaders.

Solution

With clear and engaging messaging, JDA was able to secure interviews with major media outlets such as Fox News, Newsmax, CBN, and OAN. In addition, JDA placed op-eds in Christian publications such as The Christian Post and CBN News, strategically coordinated media coverage of events such as the March for Life and disaster relief efforts, promoted university initiatives such as the presidential search and enrollment increases, all while facilitating rapid response to major news events such as the Dobbs decision.

11M

total unique visitors per mention

1.5M

total audience reached



HILLSDALE COLLEGE

"The Conquer team keeps their finger of the pulse of our media plan providing meaningful insights and optimizations in real-time."



Matt Schlientz, Vice President for Marketing
Hillsdale College

Challenge

Hillsdale College was in need of an awareness boost. Their goal was to increase unaided and aided recall of its educational programs, centers of excellence, owned content and offerings at the regional and national level.

Solution

Conquer created a multi-platform media plan that included national and regional TV and digital campaigns targeted to opinion leaders and influencers. Regional executions featured high profile sporting events like the Super Bowl, NFL, and NCAA games. Nationally, Conquer formed a partnership with Fox News to sponsor the All American New Year’s Eve and received remarkable national awareness with 90M + impressions, elevating recall to all new levels. Overall, site traffic to the Hillsdale website has increased dramatically since launch, with 61% more sessions, 92% more users, and a decrease in bounce rate of 24%.

90M+

impressions, resulting
in remarkable national
awareness

92% ↑

more users to
Hillsdale's website

24% ↓

decrease in bounce
rates

