

Center for Church
COMMUNICATION

2010 Annual Report

Dear Church Communicator,

Welcome to the 2010 Annual Report produced by the team at the Center for Church Communication. We exist quite simply to serve you so we're glad you're curious about this year's developments and progress.

Both you and your church community are the designated benefactors of our growing collection of communication resources. We hope our resources fuel your passion, spark your creativity and liberate your imagination as you communicate the gospel both within your local congregation and to the community beyond.

Each of the initiatives we support are designed to empower you in your search for insights, information and the tools to help you tell the gospel story better. We've done a lot in the few shorts years since we began, and we hope it's just the beginning.

In the following pages, you'll find an overview of the projects we offer which are a part of the Labs at the Center for Church Communication (CFCC). Everything we do is an experiment, a living, breathing organic construct of applied learning and evolving application.

In addition, you'll find current 2010 financial reports, as well as a summary of all finances since our beginning in 2006.

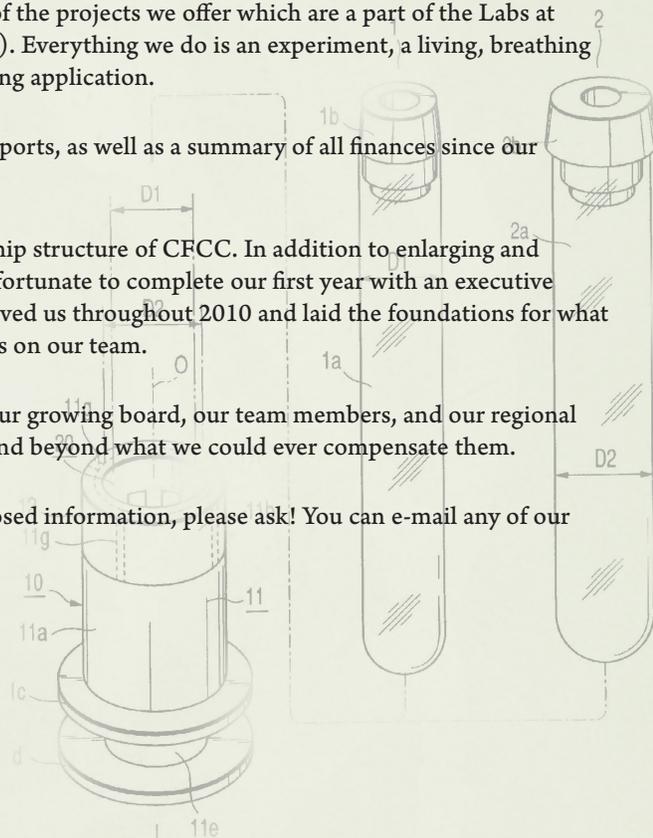
The year 2010 was a pivotal year for the leadership structure of CFCC. In addition to enlarging and expanding our board of directors, we were also fortunate to complete our first year with an executive directorship position in place. Cynthia Ware served us throughout 2010 and laid the foundations for what proves to be one of the central support positions on our team.

Throughout the following pages you can meet our growing board, our team members, and our regional network coordinators, all of whom give above and beyond what we could ever compensate them.

If you have any questions about any of the enclosed information, please ask! You can e-mail any of our team members by first name @cfcclabs.org.

Thanks for caring and communicating well.

Brad Abare
Founder



History of CFCC

2010 Summary

What CFCC Does (experiments in progress)

CFCC Board of Directors

CFCC Team Members

Regional Network Coordinators

Finances (2006 - 2010)

We are a firebrand of communicators, sparking churches to communicate the gospel clearly, effectively and without compromise.

We are made up of passionate change agents, experienced comm professionals and thoughtful instigators; advocating for communicators to find their place in the church—and helping the church get through to their communities so that churches know who they are and are unashamed to tell others.

We identify, resource and celebrate the next generation of church communicators, encouraging them to focus their tenacity and talent for excellent communication, so that churches are sought out by the communities they serve.

We provide smart coaching and mentoring through social media, publishing, events and one-on-one relationships, spotlighting communication that is true, good and beautiful—prompting others to do the same—so that more outsiders become a part of a church community.

We remove barriers to change the way people see Christians and how they speak about the church by promoting relationships, resources, ideas and models for communication. We collaborate people's gifts/skills to work in concert with the creator and their local church.

As God's story comes alive to us and others, we see gospel-centered local churches that captivate the attention and liberate the imagination of their community, resulting in more people saying, 'That's what church should be!'

The Center for Church Communication started as an idea to help churches communicate better. The initial roots go back to the late 1990s when Brad Abare started a marketing agency that worked with a handful of churches and ministries. The idea was to help as many people as possible for as little money as possible. It quickly became clear that ministry pricing didn't equal financial sustainability, so Brad continued to help churches on the side while growing his company as a separate entity outside of the "church market."

Several years later, in 2004, Abare tried again to launch a stand-alone company that would work exclusively with churches. During a planning meeting for the launch of CFCC, the idea for Church Marketing Sucks was also born. Together, the Center for Church Communication and Church Marketing Sucks would both serve churches by drawing attention to effective communication and offering resources for accomplishing the task.

It didn't take long for CFCC to abandon its original commercial model, and instead come alongside and be the over-arching organization for Church Marketing Sucks, the Church Marketing Lab and other projects being hatched. CFCC would be the nonprofit hub for multiple communication support streams, and continue to foster and facilitate a community of church communicators around the world. In 2005, CFCC was incorporated as a 501 c(3) not-for-profit organization, and was officially granted tax exempt status on June 20, 2006.

From June 2006 to June 2009 each of CFCC's initiatives continued to develop, expand, gain audience and foster community. During the summer of 2009, CFCC team members responded to the need for a greater support structure and put plans in place to establish a CFCC board of directors.

Following the establishment of the board, an executive directorship position was created so strategic coordination of CFCC efforts could foster even greater support for churches looking to communicate well.

2010 marked the inaugural year of a full board of directors whose direction was underscored by an executive directorship role. Additionally, CFCC established a Regional Network Coordinators role for local church communication experts to represent CFCC in various parts of the United States. This group of champions helps CFCC identify churches who are telling their stories uniquely and creatively and paved the way for the CFCC Firestarter initiative, a celebration of churches who are communicating well.

CFCC VALUES

- Reflecting Jesus
- Clear communication
- Continued learning
- Generosity in spirit and resource
- Praising, supporting and equipping others
- Collaborating with integrity and transparency
- Humility in expressing our unique personalities
- Disagreeing well
- Not stealing from others
- Owning mistakes and resolving problems
- Building friends for life, not friends for leverage
- Pioneering the uncharted

CFCC 2010 Summary by Quarter

First Quarter (January – March)

- Regional Network Coordinators established and populated
- Church Marketing Lab receives new leadership structure
- Church Marketing Directory launches

Second Quarter (April – June)

- Center for Church Communication (<http://cfclabs.org>) new site design
- Church Marketing Sucks (<http://churchmarketingsucks.com>) new site design
- Project Catalyst role established

Third Quarter (July – September)

- Firestarter campaign launches; 10 recipient churches
- CFCC ecumenical statement published
- First international member joins Regional Network Coordinators
- Entry criteria for Church Marketing Directory refined

Fourth Quarter (October – December)

- Four new board members join board
- CFCC staff team adds Social Web Strategist

Church Marketing Sucks (blog)

<http://www.churchmarketingsucks.com>

Status: Launched July 2004

The Church Marketing Sucks blog has been CFCC's most popular service to churches. The site features news and updates on church marketing, helpful ideas and resources, commentary and philosophy, and a growing community of people interested in seeing the church matter. Church Marketing Sucks has been mentioned in the *Wall Street Journal*, *Advertising Age*, *How Magazine*, *Boston Herald*, *Christianity Today*, *Relevant*, *Leadership Journal*, *PR Week*, *Ministries Today* and more. The site draws 50,000 monthly visits from nearly 24,000 unique visitors who have contributed more than 11,000 comments on more than 1,900 entries. The site also has a monthly e-mail newsletter with nearly 4,000 subscribers. In 2010 the site saw its first major redesign since 2006 and the entire backend was upgraded.

Social Networking: Twitter & Facebook

<http://www.twitter.com/cmsucks>

<http://www.facebook.com/churchmarketing>

Status: Launched in August & October 2009

Envisioned as extensions of Church Marketing Sucks, these services deliver content via status updates, condensing church marketing content to 140 characters or less. Twitter content is imported to Facebook and served on our fan page along side links to blog posts, job listings and more. The mini content offers more opportunity for interaction and the ability to cover more material. Much of the content is unique and not covered on the blog. The Twitter feeds of CFCC web properties have more than 12,000 followers and the Facebook pages have more than 1,300 fans.

Church Marketing Lab

<http://www.cfclabs.org/cml>

Status: Launched March 2006

Feedback can make all the difference, which is why we started a group to share and critique church marketing materials. This group is hosted on Flickr and enables people to share their work, offer their feedback and improve church communication. It's the power of the people, working for the church. Since its inception nearly 4,500 people have become members of the group representing more than 10,000 graphic posts and 3,500 different discussions. A Twitter feed was also launched in late 2008 and currently has more than 7,000 followers.

Events Calendar

<http://www.cfclabs.org/events>

Status: Launched June 2006

You're not alone. Sometimes it can feel that way, but there are people in churches all over the place going through the same struggles you are. That can be one of the biggest bonuses to events—meeting and interacting with others in the same boat as you. We've put together a public calendar listing all sorts of church communications and marketing related events, powered by Google Calendar, called the Events Calendar. Find an event near you and check it out. It's a chance to grow, stretch yourself and learn something new.

Church Marketing Directory

<http://directory.cfclabs.org>

Status: Launched in early 2010

A list of tools, resources and companies that help the church communicate better. The Directory has a narrow focus on church marketing and utilizes a crowd-sourcing approach to optimize efficiency as it serves up more than 400 resources to churches.

Job & Freelance Boards

<http://freelance.cfclabs.org>

<http://jobs.cfclabs.org>

Status: Launched May 2007

Looking for church marketing or communications work? Need to fill a church communication position? Look no further. The folks who brought you Church Marketing Sucks and the Church Marketing Lab are now connecting the church with creative professionals. Post a full-time job in the Job Board or a part-time freelance project in the Freelance Board.

Local Labs

<http://www.cfclabs.org/local>

Status: Launched March 2008

A chance to meet up with local church communication folks to share ideas, encouragement and stories. Local Labs are self-organized and coming to a community near you.

Speaking Engagements

Status: Began in 2005

CFCC team members often accept speaking engagements on behalf of CFCC and have spoken at numerous events such as How, MinistryCOM, Echo Conference, NRB, the Internet Ministry Conference and more. These have taken the shape of keynote speakers, workshop presenters and even emcees. Presentations have ranged from general discussions of church marketing to specific design workshops to interactive events dubbed 'Church Marketing Lab Live' that recreated the critique process of the online community.

Advertising Network

<http://www.cfccclabs.org/advertising.html>

Status: Launched December 2006

The CFCC Ad Network reaches a concentrated group of communication professionals unlikely to be found anywhere else. The network serves up approximately 750,000 page views every year. The bulk of the traffic is on our flagship conversational piece, Church Marketing Sucks. The remaining traffic comes from the CFCC site, the Job and Freelance Boards and other channels as they come online.

Firestarter

<http://www.cfccclabs.org/labs/knowledge-lab/firestarter/>

Status: Launched July 2010

CFCC launched Firestarter to bring attention to churches communicating with excellence and intentionality. With more than 30 submissions from all over the U.S., the field was narrowed down and voted on by the board of directors. Out of the 30 churches, 10 were selected as the first Firestarters. Churches were honored with a small token of appreciation from CFCC and were invited to share the news with their congregations. The 2010 Firestarters were: Bloom, St. Paul, Minn.; The Gateway Church, Des Moines, Iowa; BridgeWay Church, Oklahoma City, Okla.; Mission Community Church, Gilbert, Ariz.; Park Community Church, Chicago.; Guts Church, Tulsa, Okla.; Grace Church, McKean, Penn.; The Chapel, Chicago; Ottumwa Bridge, Ottumwa, Iowa.

Outspoken Book Project

<http://bit.ly/OUTSPOKEN>

Status: Launching Spring 2011

Under the supervision of CFCC's newly-appointed co-director Tim Schraeder, the *Outspoken* book project is nearing completion for release in the Spring of 2011. *Outspoken* is a collection of short essays from over 60 church communications professionals representing some of the most progressive and innovative churches around the country. *Outspoken* will be released as an ebook and available for download as a PDF or through Amazon with all proceeds going to benefit CFCC.



Maurilio Amorim

Maurilio Amorim is an award-winning marketer, author and blogger. Maurilio currently consults with some of the country's leading churches, ministries and Christian publishers. A native of Brazil, Maurilio's creativity and his ability to help develop systems and solutions have contributed to the success of The A Group, a marketing and technology firm in Brentwood, Tenn. He is at his best when helping his clients identify and plan the next steps for their ministry, business or career. Maurilio has a mega-church background as both an executive pastor as well as creative arts pastor. He is currently a board member of Cross Point Church in Nashville, Tenn. He lives in Brentwood with his wife and two boys.



Lori Bailey

Lori Bailey serves as the director of communications at LifeChurch.tv where she works with numerous teams, ministries and campuses to help them communicate effectively. She writes, edits, clears up communication traffic jams and asks lots of questions. Lori also works with YouVersion, the free online and mobile Bible used by millions. Previously, Lori spent five years with Fellowship Church and CreativePastors.com, developing resources for pastors and churches throughout the country. She loves living in Austin, Texas, with her husband and son.



Dawn Nicole Baldwin

Dawn Nicole Baldwin is a strategist with a passion to help churches reach people more effectively. She is the founder of AspireOne and is a senior partner in Jarbyco, a mobile communications firm specializing in live events. She's spoken at conferences nationwide and has guest lectured on marketing strategy at the University of Chicago's Graduate School of Business. She is a leading expert on branding and marketing for ministries and has consulted with some of the country's most innovative and influential churches. Dawn Nicole is a former staff member of Big Idea Productions [creators of VeggieTales] and Willow Creek Church.



Chad Cannon

Chad Cannon is a marketing and branding industrialist. He found his calling for Christ during his childhood and continues to spread his passion for helping churches reach their communities through innovative marketing and branding. He currently serves as the youngest executive at Outreach Inc. He is vice president of sales and also holds the general manager title for Outreach Speakers. Chad has spent several years in the church industry, exploring unique strategies and taking calculated risks, which has resulted in outstanding achievements. Chad is a Christ follower, husband, an avid Cubs fan, sports enthusiast, dog lover and adventure seeker. Catch up on his tweets and sports rants @ccannon.



Phil Cooke

Phil Cooke is a writer, speaker, filmmaker and media consultant whose work focuses on creating personal and organizational cultures where real change happens and creative ideas become reality. *Christianity Today* magazine calls him a “media guru,” and his media company, Cooke Pictures, advises many of the largest and most effective churches and media ministries in the world. As a founding partner in the commercial production company TWC Films, he also produces national advertising for some of the largest companies in the country, including two TV commercials for the 2008 Super Bowl. His books and online blog at philcooke.com are changing the way religious organizations use the media to tell their story. He's lectured at universities including Yale, UC Berkeley, UCLA, and is an adjunct professor at the King's College & Seminary and Biola University in Los Angeles.



Drew Goodmanson

Drew Goodmanson co-founded and serves as a pastor at Kaleo Church. Kaleo Church is a missional community, multi-site church planting movement in San Diego, Calif. Drew also founded and serves as CEO of Monk Development, Inc. Monk Development develops web-based products such as Ekklesia 360 used by thousands of churches and ministries worldwide. Drew is a recognized authority on church and ministry technology and web strategies. He is a sought out conference speaker and currently writes a Church Web Strategy column for *Christian Computing Magazine*. His blog, Goodmanson.com, is recognized as one of the top 100 Church Blogs. Drew spends much of his time thinking about church planting, web missiology, being a husband and father of two.



Scott McClellan

Scott McClellan is a writer and the editor of *COLLIDE Magazine*, an increasingly popular publication known to readers as the place where media and the church converge. Additionally, he acts as the director of the Echo Conference, a Dallas-based gathering that has gained national appeal among those interested in the newest media technologies used by churches and ministries. Scott lives with his wife, Annie, and their baby daughter. They are active members of Irving Bible Church and support IBC's Tapestry, a ministry to foster and adoptive families.



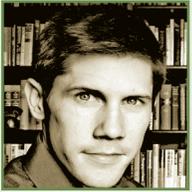
Kem Meyer

Kem Meyer is a recovering corporate spin doctor and outspoken advocate for applying simple insights to the not-so-simple art of communication. Eight years ago she left her 15-year career in corporate communications to join the staff team at Granger Community Church. As communications director, Kem leads creative, information and technology teams to champion a clutter free, cohesive and unified experience across Granger's departments and campuses. She speaks, writes and blogs to help other churches, businesses, schools and not-for-profits find ways to get the word out and, simply, do better. Her book, *Less Clutter. Less Noise.*, was released in 2009.



Tim Schraeder

Tim Schraeder is a communications consultant for Church Solutions Group, working with churches to evaluate their communications and branding. He also serves as a volunteer doing communications for Soul City Church in Chicago. He blogs his thoughts on church communications at TimSchraeder.com and is an incessant Twitterer. Tim is the lead curator for *Outspoken: Conversations on Church Communication*, a collaborative ebook for church communication leaders.



Kent Shaffer

Kent Shaffer is an organizational strategist making a living via businesses like AcreScout.com so he can collaborate with ministries like LifeChurch.tv. From his home base in Oklahoma, Kent enjoys keeping a pulse on culture and technology, studying behavioral science, and learning best practices for design, leadership, management, marketing and ministry. He's a meticulous data collector and an expert at interpreting what he collects. You can read Kent's thoughts about creating effective and efficient organizations at KentShaffer.com or the highly respected ChurchRelevance.com site. Kent compiles the popular "Top 100 Church Blogs" annually.



Brad Abare (Founder, Board Chair)

An entrepreneur at heart, Brad started his first company at age 14. By the time he was 16 he had launched a publishing company and by 19 he had started a design studio. Today, in addition to being a catalyst for the CFCC community, he is the communications director for the Foursquare denomination and consults with organizations who are in the midst of significant transition. He lives in Los Angeles with his wife, Jamaica.

Board Compensation and Terms

All board members are volunteer and are not compensated for any of their time or service with CFCC. Board terms range from 2-4 years and are staggered to allow for new and old voices to always be at the table.



Cynthia Ware, Executive Director

Cynthia Ware is an interactive media consultant with an in depth expertise in two areas: online technologies and strategic church development. Equipped with two decades of pastoral ministry and a master's degree in mass communication, Cynthia helps Christian leaders develop online communication strategies to compliment their ministry goals. She consults pastors, churches, ministries and nonprofits in how to use their online presence to enrich and expand their ministry reach. Besides consulting, Cynthia is an active conference speaker and writer. Her personal blog, The Digital Sanctuary, encourages Christian leaders to explore and embrace participatory media to serve the kingdom of God. Cynthia and her husband Bob, have served as Foursquare pastors for 20 years.

What Cynthia does for CFCC:

Support the team (below) and works closely with the board to carry out the vision and mission of CFCC.



Kevin D. Hendricks, Editor

Kevin D. Hendricks is a freelance writer, editor and web geek. His communications company, Monkey Outta Nowhere, has worked with major national organizations and tiny local businesses, both secular and faith-based. Kevin has been blogging since 1998, once spent a summer as a yo-yoing street performer on the streets of Chicago and has a minor obsession with public art. He's attended church all his life and always volunteered actively. Kevin and his wife, Abby, live in St. Paul, Minn., with their three kids and two dogs.

What Kevin does for CFCC:

General editor for Church Marketing Sucks and launching the Church Marketing Directory. Ensures that everything CFCC communicates is with one voice.

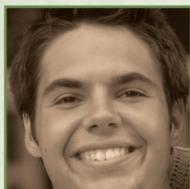


Michael Buckingham, Creative Director

Michael's business card says founder and creative director of Holy Cow Creative but really, he's just a guy who wants to help the church stop being so churchy. That's what he's trying to do with Holy Cow Creative and his work with CFCC. Holy Cow Creative is the church's design studio created to link arms with the church and make it the most creative place on the planet.

What Michael does for CFCC:

Primary keeper of the Church Marketing Lab, helping moderators to navigate the overall conversation. Creative director for CFCC projects and a contributor to Church Marketing Sucks.

**Josh Cody, Associate Editor**

Freshly minted as a college graduate with information technology as his specialty, Joshua Cody resides with his wife in beautiful Portland, Ore. A man of many hobbies, when he isn't exploring the area or playing outside, you can find him brainstorming, writing, designing or doodling. He's worked with churches small to huge and holds tight to the passion of helping the church tell the whole story of Jesus Christ in innovative and personal ways. The Church Marketing Sucks blog has gotten the benefit of Josh's posts for the last couple of years and he is an integral part of the CFCC community.

What Josh does for CFCC:

Works with Kevin to coordinate content for Church Marketing Sucks. He also handles the majority of e-mail correspondence for CFCC and helps navigate issues and opportunities facing the community-at-large. He's also the go to tech guy in a pinch.

**Justin Wise, Social Web Strategist**

Justin Wise is a blogger, communicator and thinker. He writes daily for BeDeviant.com, a blog focused on church, culture and technology. Justin is on staff at one of the largest Lutheran churches in the United States, Lutheran Church of Hope, where he serves as the church's digital director. He likes reading, drinking good coffee, long boarding and mowing the yard. Justin lives in West Des Moines, Iowa, with his wife, Kerry, and son, Finnegan.

What Justin does for CFCC:

Oversees all social media endeavors, specifically Twitter and Facebook. He also spearheads Firestarter and contributes to Church Marketing Sucks.

Regional Network Coordinators

The Regional Network Coordinators are a network of people to help CFCC better connect to local churches. This is a team of folks scattered across the country to help us better serve you. In a nutshell, the Regional Network Coordinators serve as reporters, promoters and representatives.

CFCC 2010 Regional Network Coordinators:

Greg Atkinson (Dallas)

Tiffani Barnes (Nashville, Tenn.)

Shelley Chesney (Santa Barbara, Calif.)

Nathan Davis (Oklahoma City, Okla.)

Sam DuRegger (Pella, Iowa)

Steve Fogg (Melbourne, Australia)

Danielle Hartland (Erie, Penn.)

Rich Kirkpatrick (Temecula, Calif.)

Matt Knisely (Lawton, Okla.)

Craig Littlejohn (San Jose, Calif.)

Mike Loomis (Denver)

Vince Marotte (Austin, Texas)

Crystal Renaud (Kansas City, Kan.)

John Saddington (Atlanta)

Tim Schraeder (Chicago)

Ryan Spilhaus (McLean, Va.)

Vin Thomas (Portland, Ore.)

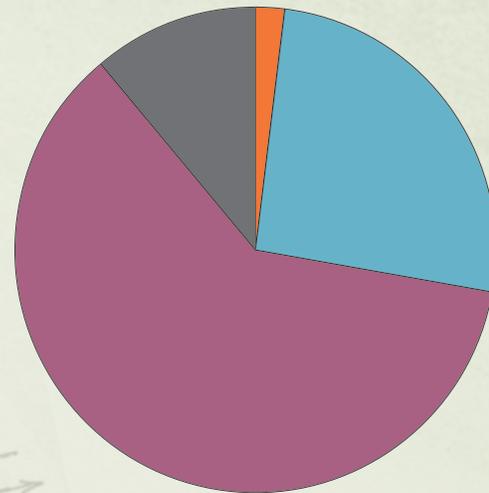
Camron Ware (Dallas)

Brian Wurzell (Chandler, Ariz.)

Benji Zimmerman (Las Vegas)

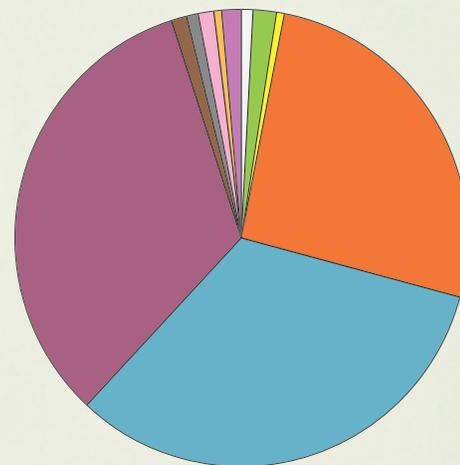
2010 Income

Amazon Referrals	\$738
Donations From Organizations	\$8,769
Donations From Grants	\$0
Donations From Individuals	\$0
Interest Earned	\$166
CFCC Ad Network	\$20,789
Sales: Product	\$0
Speaking & Writing	\$3,719
Travel Reimbursements	\$0
Total	\$34,181



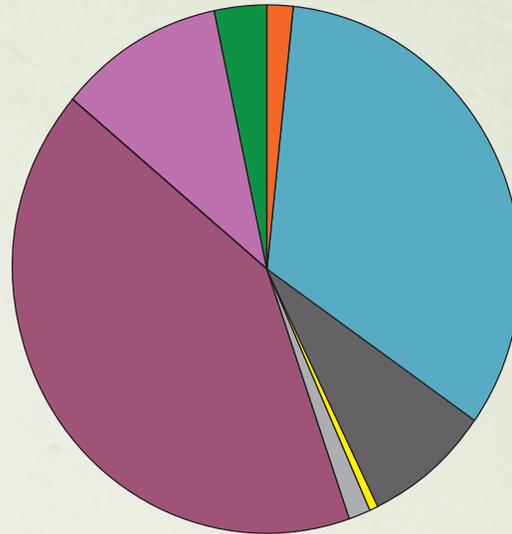
2010 Expense

Bank Fees	\$388
Cost of Goods (Product)	\$0
Domains/Hosting	\$528
Dues/Subscriptions	\$288
Freelance: Creative	\$9,500
Freelance: Content	\$11,900
Freelance: Manage	\$12,000
Gifts to Other Orgs	\$0
Licenses, Permits, Taxes	\$440
Meetings for Team/Board	\$321
Office Supplies/Printing	\$372
Postage/Mail	\$183
Professional Fees (legal)	\$0
Telephone	\$490
Travel	\$19
Total	\$36,429



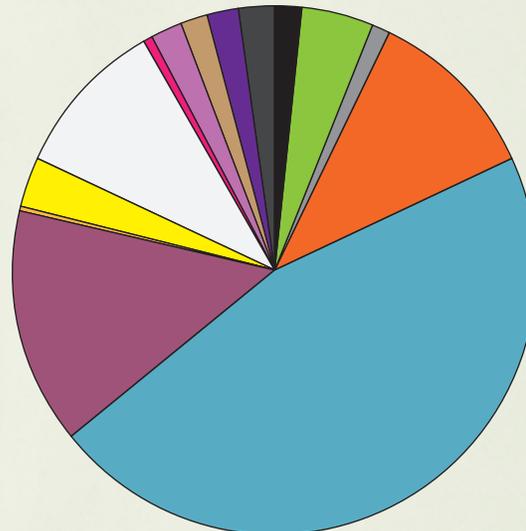
2006-2010 Income

Amazon Referrals	\$2,298
Donations From Organizations	\$40,244
Donations From Grants	\$10,000
Donations From Individuals	\$497
Interest Earned	\$1,672
CFCC Ad Network	\$50,689
Sales: Product	\$125
Speaking & Writing	\$12,869
Travel Reimbursements	\$3,778
Total	\$122,172



2006-2010 Expenses

Bank Fees	\$1,777
Cost of Goods (Product)	\$1,876
Domains/Hosting	\$4,848
Dues/Subscriptions	\$1,119
Freelance: Creative	\$11,304
Freelance: Content	\$47,700
Freelance: Manage	\$15,000
Gifts to Other Orgs	\$1,982
Licenses, Permits, Taxes	\$525
Meetings for Team/Board	\$2,968
Office Supplies/Printing	\$10,108
Postage/Mail	\$770
Professional Fees (legal)	\$2,128
Telephone	\$1,849
Travel	\$19
Total	\$103,973



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Key.

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Center for Church
COMMUNICATION

