



Center for Church
COMMUNICATION

We Need Your Help

As an organization that has delivered thousands of breakthrough moments—those key sparks that frustrate, educate and motivate the church to communicate, with uncompromising clarity, the truth of Jesus Christ—we believe there is even more to be done.

We'll get to that in a moment.

First, 2011 was a remarkable year and I want to celebrate what took place. Last year included events such as the launch of *Outspoken: Conversations on Church Communication*, Creative Missions, more CFCC meetups and the continuation of Cultivate. I encourage you to read this annual report and learn about these and many of the other successes that took place. In addition, as you'll read in the report, CFCC returned to good shape financially after several years running a deficit.

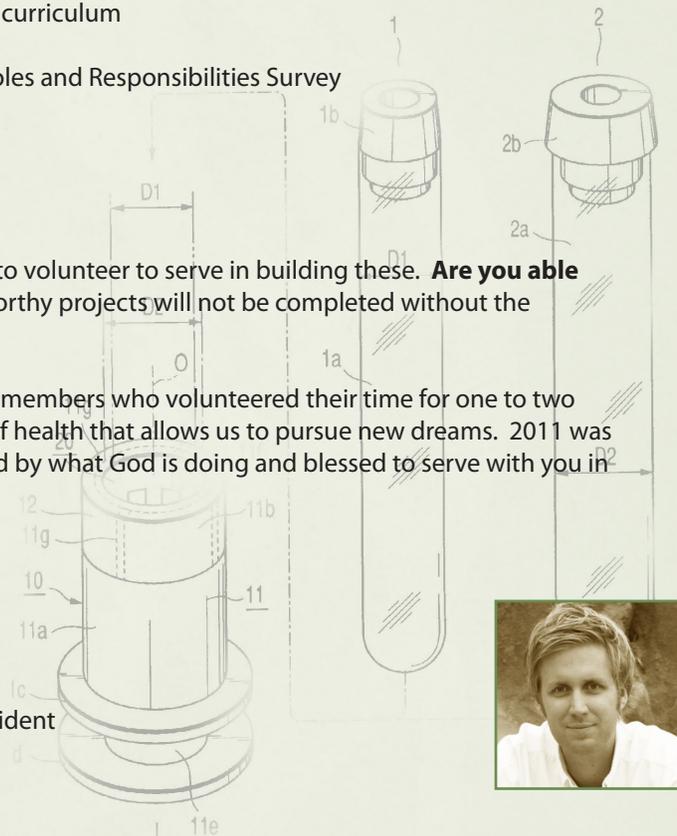
In speaking with you, the community we serve, the board has committed the year of 2012 to adding more value into the life of church communicators. We believe there is much more we can accomplish together. A few of the initiatives we would like to tackle include:

- 101 Church Communicators Certification curriculum
- Church Communicators Annual Salary, Roles and Responsibilities Survey
- Coaching/Mentorship
- Outspoken Conference

Already a few people have raised their hands to volunteer to serve in building these. **Are you able to help serve?** Please let us know as these worthy projects will not be completed without the leadership from volunteers like you.

I want to thank several of the outgoing board members who volunteered their time for one to two years and have helped steer CFCC to a place of health that allows us to pursue new dreams. 2011 was a pivotal year for CFCC and we are encouraged by what God is doing and blessed to serve with you in spreading the good news of Jesus Christ!


Drew Goodman
Center for Church Communication Board President



History of CFCC

2011 Summary

What CFCC Does (experiments in progress)

CFCC Board of Directors

CFCC Team Members

Finances

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 overarching 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.

The year 2011 marked a year of transition in the life of CFCC, as we welcomed two new co-directors, Tim Schraeder and Justin Wise, who have built on the solid foundation that was laid by outgoing executive Cynthia Ware. We also celebrated the great work of Joshua Cody and Michael Buckingham when they announced their departure from our team. CFCC would not be where it is today without their selfless contributions. We have continued to refine the focus of our board of directors and installed a new board president, Drew Goodmanson, who is helping give direction and vision to the role of our board members.

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

CFCC 2011 Summary by Quarter

First Quarter (January-March)

New co-directors, Justin Wise and Tim Schraeder, installed to replace outgoing Cynthia Ware.
Firestarter took on a new life as a month-to-month project.
First CFCC Meet Up held at Catalyst West in Los Angeles.
Job descriptions were crafted for each one of the volunteer and paid team members for CFCC.

Second Quarter (April-June)

Exit strategy drafted should any board, team or volunteer member need to be excused from their positions.
CFCC sponsors the Cultivate Conference in Huntington Beach, Calif.
Joshua Cody and Michael Buckingham, two long-serving team members, step down from leadership.
Help launch the Creative Missions outreach, sending church creatives to serve churches in upstate New York.

Third Quarter (July-September)

The executive team met after the Echo Conference for a board-wide meeting
Board members helped develop a new advertising strategy to help further financial goals of CFCC.
Board members begin re-evaluating the role of our board, drafting descriptions of their individual roles.
Outspoken: Conversations on Church Communication is released at the STORY Conference.
CFCC sponsors the SPEAK Conference at North Central University.

Fourth Quarter (October-December)

New volunteers emerge including Chuck Scoggins and Adam Legg.
CFCC sponsors the Social Media Lounge at the Worship Facilities Expo.
Board thanks outgoing members Cynthia Ware and Phil Cooke.
Plans put in motion for making 2012 focused on developing more resources and additional revenue.

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. In 2011, the site drew 23,000 monthly visits from nearly 178,834 unique visitors who have contributed more than 11,000 comments on more than 2,000 entries. The site also has a monthly e-mail newsletter with nearly 4,000 subscribers.

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 13,000 followers and the Facebook pages have more than 1,700 Likes.

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. Currently led by Danielle Hartland and a team of volunteers, the group includes more than 5,000 members who have posted more than 11,000 images and 3,500 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

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.cfclabs.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.

New Experiments in 2011

Since its inception, the Center for Church Communication has provided great content for church leaders through the ChurchMarketingSucks.com blog and the Church Marketing Lab. In 2011, we began steps to extend our offerings by creating resources and providing opportunity for relationships and connections to happen.

Publishing

Status: Launched September 15, 2011

<http://www.outspokenbook.com>

One of the primary projects we invested in for 2011 was the creation of our first book, *Outspoken: Conversations on Church Communication*.

What began as an idea for a simple ebook quickly morphed into a fantastic book which brought together over 60 church communication leaders from around the globe, sharing their ideas and insights on various topics related to church communication including: branding, websites, social media, leadership, design, writing and more.

Assembling the book was collaborative effort which involved our entire team as we opted to self-publish the book instead of going the traditional publishing route. Self-publishing meant more work but allowed us to have more creative control as well as being able to make a more sizable profit. All proceeds from the sale of *Outspoken* will help fund other CFCC projects and initiatives, with a portion of the proceeds benefiting the Creative Missions outreach.

Thanks to Ben Arment, we were able to release *Outspoken* at the STORY Conference on Sept. 15, 2011, in Chicago. The book immediately began generating a great amount of buzz and was featured on *The Christian Post* as well as some top Christian blogs. The response to the book has been overwhelmingly positive and as of January 2012, nearly 2,000 copies have been sold.

Outspoken is the first of many book projects we hope to create in coming years.

Creative Missions

Status: Launched May 2011.

CFCC helped support the vision of our friends Cleve Persinger and Eric Murrell as they launched the Creative Missions outreach. It's a short term 'creative' missions trip where church creatives can put the skills God had given them to use by helping other churches communicate better. CFCC helped support the effort by spreading the word through Church Marketing Sucks and by handling all of the donations and finances for the effort. Nineteen participants served 14 churches in upstate New York this year. Plans are underway for a trip in 2012 to serve churches in Joplin, Mo., and in Northwest Arkansas.

CFCC Meet Ups

Status: Ongoing

While there are only a handful of conferences that specifically focus on the area of church communication, we know that every conference that happens throughout the year provides a great opportunity to connect church communication leaders. So, beginning in April at Catalyst West, we began hosting CFCC Meet Ups at some of the key conferences that happen throughout the year. These informal gatherings gave us the chance to meet with people who have been following the work of CFCC, and provided us with the opportunity to share more about what we do.

Cultivate Conference

Status: Held May 2011

This year CFCC officially partnered with the Cultivate Conference, which was created by board member Dawn Nicole Baldwin and co-director Tim Schraeder. Held in May 2011 in Huntington Beach, Calif., Cultivate welcomed nearly 200 church communicators from around the globe for a two-day conversation on the role of new media in the church. A large audience also participated in the event online.

Guest speakers included: Mark Horvath, Charles Lee, Chalene Bryan, Danny Yont and Richard Kang. A large panel made up of CFCC board members and other church communicators were a part of the event as well.

Proceeds from the event benefited CFCC and InvisiblePeople.tv.

Looking Forward

In 2012, we hope to continue to create valuable resources and provide opportunities, online and offline, for people to connect. Through continuing to create ebooks and launching an online webinar series, as well as by creating our first-ever CFCC conference, we believe 2012 will be a key year of CFCC moving forward and resourcing the church with tools to help them communicate the message of the gospel more effectively.



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.



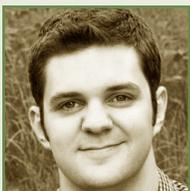
Phil Cooke

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, President of the Board

Drew Goodmanson serves as CEO of MonkDev, creators of Ekklesia 360 used by thousands of organizations worldwide. Drew co-founded Kaleo Church where he served as pastor for more than 8 years and coached five new church plants in San Diego. Drew is a co-founder and board member of the GCM Collective, president of the board at the Center for Church Communication, board member of the Entrepreneurship Organization and Internet/technology advisory chair at the Christian Leadership Alliance. He brings more than 16 years of experience visioning, creating and building organizations that make a substantial impact. He's spoken at numerous national conferences, written for several magazines and appeared on shows such as CBS Sunday Morning and NPR's All Things Considered, discussing organizational leadership and the intersection of culture and technology.



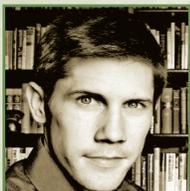
Scott McClellan

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.



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.



Cynthia Ware

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.



Brad Abare (Founder)

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.



Kevin D. Hendricks, Editorial Director

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 two kids and two dogs.

What Kevin does for CFCC:

General editor for Church Marketing Sucks.



Tim Schraeder, Co-Director

Tim Schraeder is passionately committed to helping churches effectively communicate the unchanging message of the gospel in a way that's relevant to our ever-changing culture, and has served churches as a communications director for over a decade. Today, Tim writes, speaks, travels and consults with churches around country on the topic of church communication. He lives in downtown Chicago where he can be found in any neighborhood coffeeshop that has free wifi.

What Tim does for CFCC:

Supports the team and volunteers, and works closely with the board to carry out the vision and mission of CFCC. He also contributes to Church Marketing Sucks and focuses on resource development and relationship management for CFCC.



Justin Wise, Co-Director

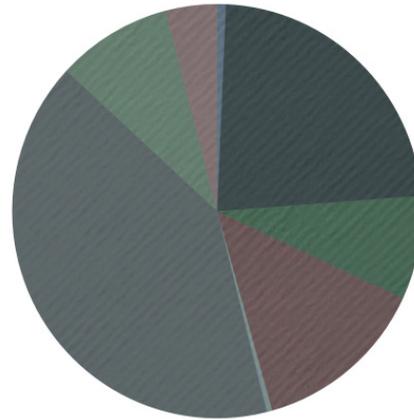
Justin Wise is a blogger, communicator and thinker. With nearly a decade of parish ministry experience, he specializes in digital ministry and social strategy. Justin is a daily blogger at JustinWise.net, producer of the Social Media Summit and serves as the social media director for Monk Development. He's also been a presenter at national gatherings like Cultivate, Exponential, Echo, LifeServe and M2 LIVE. Justin received his Master of Divinity from Bethel Seminary (St. Paul) and lives in West Des Moines, Iowa, with his wife, Kerry, and son, Finnegan.

What Justin does for CFCC:

Supports the team and volunteers, and works closely with the board to carry out the vision and mission of CFCC. He also contributes to Church Marketing Sucks and manages development and the CFCC Ad Network.

2011 Income

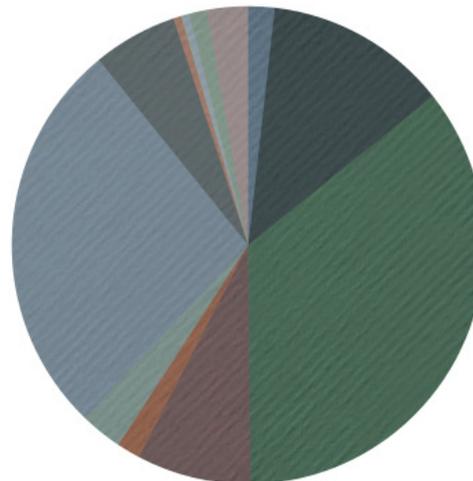
Amazon Referrals	\$506
Conferences & Events	\$16,883
Creative Missions	\$5,993
Donations from Organizations	\$10,036
Donations From Grants	\$0
Donations From Individuals	\$210
Interest Earned	\$105
CFCC Ad Network	\$29,775
Sales: Product	\$6,652
Speaking & Writing	\$2,953
Travel Reimbursements	\$0
Total	\$73,053



- Amazon Referrals
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2011 Expense

Bank Fees	\$785
Creative Missions	\$5,429
Cost of Goods (Events)	\$15,747
Cost of Goods (Product)	\$3,392
Domains/Hosting	\$699
Dues/Subscriptions	\$979
Freelance: Creative	\$1,250
Freelance: Content	\$11,750
Freelance: Manage	\$25,000
Gifts to Other Orgs	\$0
Licenses, Permits, Taxes	\$0
Meetings for Team/Board	\$235
Office Supplies/Printing	\$72
Postage/Mail	\$176
Professional Fees (legal)	\$0
Telephone	\$537
Travel	\$1,211
Total	\$67,263



- Bank Fees
- Creative Missions
- Cost of Goods (Events)
- Cost of Goods (Product)
- Domains/Hosting
- Freelance: Creative
- Freelance: Content
- Freelance: Manage
- Gifts to Other Orgs
- Licenses, Permits, Taxes
- Meetings for Team/Board
- Office Supplies/Printing
- Professional Fees (legal)
- Postage/Mail
- Telephone
- Travel

Key.

each %

