

**Mission Resource Development Response Group Meeting
5:00pm-6:00pm, June 18, 2013**

1. Robin opened the meeting in prayer.
2. Report on Matthew 25 Grant and BGM Approval
 - The group discussed tabling this discussion until Beth is in attendance, as she is a key part of the conversation.
 - There needs to be a proposal from the Response Group to the Board of General Ministries.
 - Leo explained that the donor is being kept in the loop throughout the process, told how money is being spent.
 - o There may be some changes in this in the future. The storytelling will be key, stories to donors and stories to wider audiences to ABC.
 - o The hope is that this will make funds grow.
 - o RFP needs to be spelled out – Request for Proposal
 - o Many churches utilize a method that enhances additional requests for the proposal, closes off recipients. This would be governed by the selection committee.
 - Group decided to table the discussion until later.
3. Print Publication and Communications
 - ABCUSA Connections – we have planned a longer version
 - Two larger editions in Fall and Spring, shorter editions in Summer and Winter
 - What are the budgetary implications?
 - o Goes to everyone – is it sent every time? No, people can receive it upon request.
 - o Instructions should be included in future issues – persons may receive a printed copy upon request
 - Analytics
 - o Response Group was given analytic information to review.
 - Audience Overview – Individual Site Visits
 - Content Overview – Page Visits
 - Top Ten Pages Visited – March 3-June 1, 2013
 - Top Ten Pages Visited – March 3-June 1, 2012
 - Site Views by Country
 - Site Views by Mobile Device /Tablet
 - Have we looked at other organizations?
 - Moving towards/evaluating how the individual customer lines up with ABCUSA and the individual programs and ministries.
 - Moving towards more crystal clear individual giving – we may need to look at this more.

- ABCIS – staff members cross-trained? Is it a silo?
 - o This is a resource we offer.
 - o This comes under Alan Musoke, Finance department.
 - o There is not currently a seamless process between MRD and ABCIS.

- 4. Moved the ABCUSA Identity to session two of the Response Group Meeting.

- 5. ABCUSA Ministries
 - Group members reviewed the graphic
 - o ABCUSA – all of the things are ABCUSA-related
 - o Board of General Ministries – where is it?
 - o How are we identifying BGM/ABCUSA?
 - Somewhere, that has to be identified.
 - o The big circles are not concrete, they are conceptual.
 - o Can we list “more” rather than all the info?
 - o This is helpful for congregations and others.
 - o What is its intent, and what is the audience?