



Very soon nearly every human will have a mobile device in their pocket.

That means they have access to the gospel all day, every day—usually in a familiar language. Digital strategies allow the gospel to permeate the hardest places to reach, including locations where it is not possible to physically send missionaries.

Together with our partners, Cru has the opportunity, the technology and a clear plan to help millions of people all over the world take their next step of faith with Jesus Christ with someone they trust.

We are a team of missionaries who provide spiritual and strategic leadership in digital missions.

GOD HAS CALLED US TO HELP FULFILL THE GREAT COMMISSION.

We believe God is fulfilling this 2,600-year-old prophecy in our times through digital media: *“Write the vision, make it plain on tablets, so that the one who reads it may run... The earth will be filled with the knowledge of the glory of the LORD as the waters cover the seas.”* — Habakkuk 2:2,14

WE GO WHERE PEOPLE ARE.

- **WE ENGAGE** people who are unaware or curious about God in their journey toward Jesus. We offer them personalized online experiences toward becoming a multiplying disciple
- **WE EMPOWER** like-minded followers of Jesus with a suite of trusted tools and strategies that help them leverage digital media for ministry
- **WE LEAD** and are a catalyst for the body of Christ by using digital tools to help plant ministries, churches, groups and networks where none currently exist
- **WE COLLABORATE** with partners and the body of Christ to inspire and equip 10 million multiplying disciples by 2020

We share some wildly important goals

By December 31, 2020, we are trusting God to help us...

1

INNOVATE AND DELIVER WIN-BUILD-SEND USER JOURNEYS AT SCALE

- Exposed → 250M people
- Engaged → 12.5M people
- Connected → 1.25M people

2

GROW TOGETHER AS A DIGITALLY MATURE ORGANIZATION

- Insight → 100 countries
- Deployment → 50 countries
- Investment → leaders, women, talent, money

3

MOBILIZE DIGITAL MISSIONARIES

- 194,700

For an in-depth look at our goals, visit globalstaffweb.cru.org > Strategies > Digital Strategies



*Every number has a name,
Every name has a story,
Every story matters to God.*

We don't just make websites, apps,
videos and social media posts.

We make disciples.

We share some wildly important goals.

By December 31, 2020, we are trusting God to help us...

1 INNOVATE AND DELIVER WIN-BUILD-SEND USER JOURNEYS AT SCALE¹

AS MEASURED BY: *people, from every nation in the world, journeying with God in our digital ecosystem.*

a. **EXPOSED:** 250 million people

2017	137 M*
2018	145 M
2019	175 M
2020	250 M

*30 M web/mobile + 107 M Jesus Film + 5 M Social

b. **ENGAGED:** 12.5 million people (5%) known and moving

c. **CONNECTED:** 1.25 million people (0.5%) connected to a guide

- known and moving with someone they know and trust
- would include those engaged with a friend, personal mentor, a personal relationship via email, 1-1 engagement in a conversation facilitated by an app (e.g. JF app, GodTools)

d. **SHOWING THE FRUIT.** At least 80% of results viewable on a [map and] live “journey grid” report with filters by nation, product, language, area, audience, and time period (1,7,30,60,90,365, YTD)

2 GROW TOGETHER AS A DIGITALLY MATURE ORGANIZATION

AS MEASURED BY:

a. **INSIGHT:** Digital champions from 100 countries and/or MCC strategy teams actively use Cru analytics to evaluate ministry impact and opportunity

b. **DEPLOYMENT:** 50 countries and/or MCC strategy teams who are using an integrated digital content strategy² to increase their ministry impact

c. **INVESTMENT:** Increasing numbers of leaders, women, talent and money are being allocated to digital strategies year by year, nation by nation, team by team

d. **QUALITY:** The overall experience of our digital ecosystem is best in class

3 MOBILIZE DIGITAL MISSIONARIES.

AS MEASURED BY:

a. **194,700** disciple-makers, guides, innovators, influencers, and technologists engaged in #digitalmissions³, such as:

- Anyone actively using front-line digital evangelism and discipleship tools
- People participating in Indigitous events and communities
- Participants in Digital Days of Outreach, training seminars, etc
- People using their digital talents (e.g. authors, videographers, designers, coders, marketers) contributing towards digital missions
- Online missionaries and e-mentors

NOTES

¹ A journey is a sequence of experiences designed to guide a user on a pathway towards spiritual multiplication, beginning with wherever they might currently be at on that journey. (See scale of belief and journey grid).

² Integrated digital content strategy means that we deliver the right content at the right time for the right person or audience in the right channel. This uses the Cru Growth Stack’s five capabilities of content management, social media management, email marketing, personalization, and analytics.

³ 194,700 represents 10x the number of our national staff and associates worldwide. We design to scale at least 10x.