



C&MA MEN
Evangelism • Discipleship • Service

2009 Report to Stakeholders

Governing Documents

The Board of Directors approved our revised governing documents October 29, 2009. The documents have been posted on our website in three files: National, district, and local church.

Branding and Brochures

The National Office Communications Division incorporated our brand into headers for our newsletter and website. In addition they produced a ministry brochure and business plan brochures incorporating the brand and a graphic depicting a climber assisting another to the top.



Equipping Leaders

During 2009 we launched Go Strategy, a proactive approach to encouraging local churches to establish or re-energize their men's ministries. The intent was to conduct three to four Blueprint workshops in three interested districts each year over the next five years. We sent our "Go Strategy" paper to each district and association along with a hard copy of the Coaching Handbook.

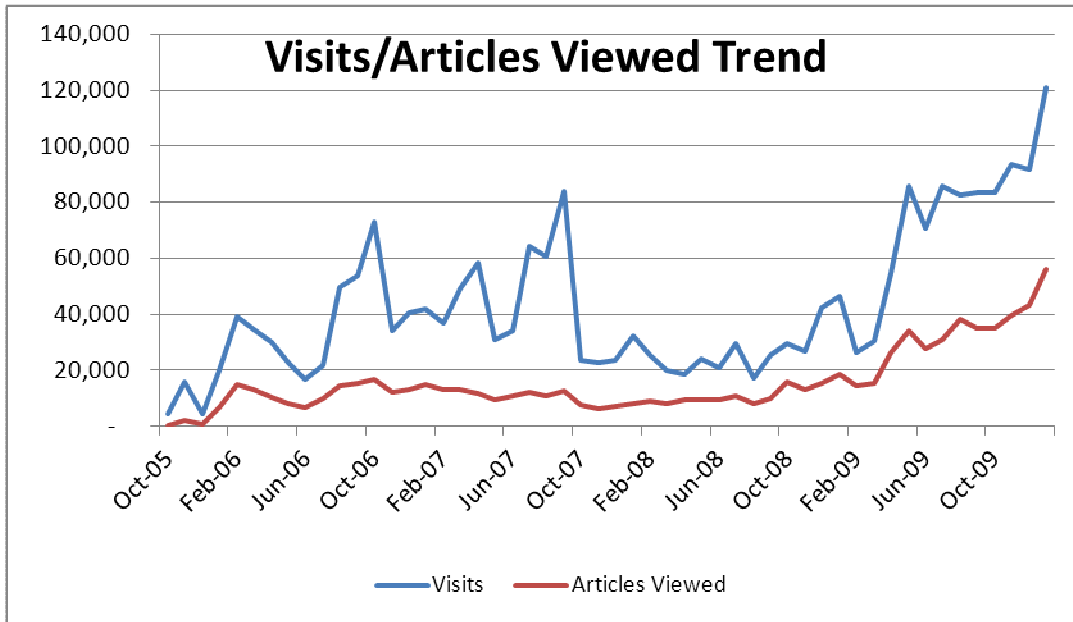
We conducted one Blueprint workshops in the Great Lakes and Mid-Atlantic Districts with plans to do at least one more in each during 2010. In addition we conducted a workshop in an independent church in Illinois. The total number of men attending workshops in 2009 was 30.

Besides the additional workshops in the Great Lakes and Mid-Atlantic Districts, we are working to set up workshops in the Southern and Southeastern Districts in 2010. We have already scheduled a workshop in a Montagnard church in the South-Atlantic District.

Website

The first chart below shows the number of "visitors" to our site and the second chart the number of "Pages Viewed" per month. **Visitors** represent the sum of unique people that visit each day. If you visit once each day, it would count you once per day. If you visited the site two times in a day (within

a short time) it will count you only once. But, if you visited the site once a day each day for the month, the count would be 30. The charts show the trend over the past four years.



2006-2009 C&MA Men Website Usage Report

A **page view** is the number of different pages requested per month. The average views per visit in 2009 were 2.3. The average number of visitors per month in 2009 was 337 and the average pages viewed per month was 1488.

We began announcing monthly uploaded articles in the August 2008 eNewsletter. In addition we added nearly 65 articles in December 2008 in the Local Church Toolkit. We have continued to add at least one article per month during 2009 and have identified them in the eNewsletter. These likely account for the clear upward trend during the year.

The top five articles viewed:

1. Blueprint Leadership Development
2. Ensley Men Blog
3. Planning Men's Events
4. Discipling Men (Area)
5. The Framework for Men's Ministry

Top Five Searches

1. Men's ministry ideas - 115
2. Discipling men - 105
3. Alliance Men -87
4. Biblical manhood - 71
5. Men's ministry mission statements -35

eNewsletter.

Our newsletter entered its sixth year in August. We are now featuring a local church or district ministry each month. We need reports from district coordinators and suggestions on churches to feature.

During 2009 subscriptions increased from 1078 to 1360. We added 100 approximately subscribers from visitors to the booth at General Council and the book drawing. We still estimate that sixty percent of

subscribers are from outside of the Alliance. Subscribers range across the spectrum from Catholic to non-denominational and from mainline Protestant to fundamental.

Man in the Mirror reports that 11 subscribers opted out during 2009 and that we had a click-through rate of 49 per month, i.e., subscribers clicked to an article or website referenced in the newsletter

Finance: Income from July 2009 through December was \$3141.00. Expenses for the same period were \$3220.17. The balance at the end of December was -\$79.17.

General Council: We rented one booth for General Council. Our booth was on the corner of two main passages and next to the Alliance Women’s booth, both of which gave us visibility. The book drawing brought at least 400 visitors (men and women) to the booth from which we were able to cull nearly 100 new subscribers to the newsletter. We gave away five *Pastoring Men* books by Pat Morley and sold a number of copies of *No Man Left Behind*.

Luncheon: Two-hundred-fifty men attended the luncheon. Rev. Derwin Gray was our speaker. We provided copies of *Catalyst* by Tom Sefik to each man attending.

Actions Completed in 2009	Plan/Goals for 2010
<ul style="list-style-type: none">• Assisted district leadership teams in the Great Lakes and Mid-Atlantic Districts in equipping men’s ministry leaders.• Publish: Small group book	<ul style="list-style-type: none">• Assist district leadership teams in Great Lakes, Mid-Atlantic, Southern, and Southeastern Districts in developing local church men’s ministries.• Identify and pursue at least one fund raising project that will increase income by \$10,000 over 2009 income..• Launch: one ACT project• Enlist a finance coordinator.• Encourage one district to establish a men’s ministry that does not have one.

Respectfully submitted,

Len Ruffner
National Director

Encl: 2009 Financial Report

Financial Statements
of
C&MA Men's Ministry
Statement of Revenues and Expenses -
For the Period Ended December 31, 2009

6 Months Ended
Dec. 31, 2009

Revenue		
Receipts	\$	<u>3,141.00</u>
Total Revenue		3,141.00
Cost of Sales		<u>0.00</u>
Gross Profit		3,141.00
Operating Expenses		
Council Expenses		783.78
Dues and Subscriptions		250.00
Materials		322.83
Meeting Expenses		64.00
Office Expense		56.00
Subcontract Labor		1,250.00
Travel Expenses - Airfare		323.56
Travel Expenses - Lodging		110.00
Travel Expenses - Meals & Entertainment		<u>60.00</u>
Total Expenses		<u>3,220.17</u>
Operating Income		<u>(79.17)</u>
Net Income (Loss)	\$	<u><u>(79.17)</u></u>