



The Nationwide Campaign for an American CHRIST Awakening 2022 to 2024

Introduction

As we enter 2022, *CHRIST NOW* is launching the initiative that *many* Christians, Christian alliances, and national leaders have been preparing for the past 20 years.

Nothing like this extraordinary two-year initiative has ever been undertaken before.

The campaign proceeds on two convictions: (1) that the greatest hope of America in this hour is a nationwide Christ Awakening; (2) that in answer to the prayers of millions of Christians the past thirty years, there exists a multitude of Jesus followers whom the Holy Spirit is waking up to join such a Christ-exalting revolution in America. They are longing for more *of* Christ; they are longing to be more *for* Christ.

The campaign launches at one of the most decisive hours our nation has faced. Commentators on the Right and the Left *agree* on one thing: The next two years will determine the long-term trajectory of our nation on many levels—including the future of the Church and the advance of the gospel in our land.

Therefore, there has never been a more crucial time than right now for a wholesale, God-given Christ Awakening movement in our country. What happens throughout 2022 to 2024—not only politically or socially but most of all *spiritually*—will become a watershed for the reign of Christ in America for generations to come.

Good news! We have a plan! *PROCLAIM HOPE!* and *Christnow.com* has created a unique, extensive, two-year strategic initiative to ignite a truly nationwide movement toward the Lord Jesus Christ for all he is in his supremacy and all the hope he offers our fellow Americans at such a desperate hour.

THEREFORE, I boldly ask for your strong, fervent prayers and sacrificial support for

***The Nationwide Campaign for an
American CHRIST Awakening.***

Ever since founding *PROCLAIM HOPE!* 25 years ago—the parent organization for *ChristNow.com*—we’ve worked with a host of believers across the land to lay the groundwork for this huge step. This includes the past seven years of expanding our unparalleled national outreach into the digital world through *ChristNow.com*.

Now, like Jesus prayed as he stood at the threshold of fulfilling the mission for which he came into the world, even so, many of us are now praying: “Father, the hour has come! Glorify your Son that your Son may glorify you.” (John 17:1)

Some may ask: How can such a massive spiritual transformation take place in our nation in just two years? How can such a thing as an “American CHRIST Awakening” fulfill its goal by 2024?

Above all, we count on God’s promise to Mary about the incarnation: With God, all things are possible. The very same kind of miracle that happened to her can happen with this incredible mission: The power of the Holy Spirit will be all over this campaign for the name and fame and reign of God’s Son.

This is why I am asking you to join us. How?

First, we plead for your faith-filled prayers for this grand endeavor. **Second**, we welcome your counsel anytime along the way. **Third**, we definitely seek your prayerful, financial investment in a two-year mission to transform the soul of the Church and the nation. **Fourth**, we invite you to pass along a copy of this proposal to friends who may also want to invest in such a Kingdom work for the glory of our Lord Jesus Christ.

The following pages unpack our strategy in detail. The total budget for every aspect of the two-year campaign is approximately **\$2.6 million**. Obviously, investors are needed immediately.

Thank you for carefully considering this once-in-a-generation opportunity.

David Bryant

President, PROCLAIM HOPE!
Director: *ChristNow.com*



**The Nationwide Campaign for an
American CHRIST Awakening**

**Strategic Plan
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The Nationwide Campaign for an American CHRIST Awakening

Strategic Plan

January 2022 to January 2024



Campaign Vision: From coast to coast, a wave of Christ Awakening movements impacts individual Jesus followers and entire Christian communities within every stream of the Body of Christ, bringing moral and spiritual renewal to the entire nation.

Campaign Goal: By 2024, starting with self-identified evangelicals, there will be at least *four million* Christians who have become engaged followers of *CHRIST NOW*, using our vast resources to grow their own vision of and passion for the Lord Jesus Christ. They, in turn, will help foster Christ Awakening movements where they live.

Campaign Impact: Based on the basic principle that says, “*Change the conversation, change the Church; change the Church, change the nation,*” one impact will be a significant multitude of Christians across America by 2024 who will be openly *talking* about what they are discovering and experiencing of the greatness, glory, and reign of God’s Son—first with fellow believers—doing so as a daily way of life.

Campaign Budget: \$2,673,500—for all elements of our two-year strategy

Total for Operations (content creation, community management, website management, etc.): **\$711,500**

Total for Targeted Advertising Mobilization Campaign: **\$1,806,000**

Total for Ad Management & Reporting Fees: **\$156,000**



Objective 1: Brand refresh and facelift of CN website

- Rebranding and redesigning a CN home page for visitors that makes Christians from every stream of the Church feel welcomed among friends—with a special focus on self-identified evangelicals
- Rebranding and redesigning existing content into new packaging, including blog posts, eblasts, FB posts, videos, JVs, MHAs, etc., to be even more effective in gaining and retaining followers.
- Provide content, vocabulary, and a vast array of physical and digital resources and materials to help awaken in Christians a vision of and passion for the supremacy of Christ and to help them get involved in spreading the movement to others.

Objective 2: Identify and target Christians, beginning with self-identified evangelicals, with an aggressive digital ad campaign, starting February 2022

- Research to identify individual Christians and Christian churches—beginning with self-identified evangelicals—by geographically segmenting the entire USA into 7 regions, focusing on targeted cities and zip codes in each region
 - Step 1: Northern East Coast (approximately 3 months duration)
 - Example:
 - List of zip codes
 - Potential Facebook reach
 - Step 2: Southern East Coast (approximately 3 months duration)
 - Step 3: Northern Middle America (approximately 3 months duration)
 - Step 4: Southern Middle America (approximately 3 months duration)
 - Step 5: Northern West Coast (approximately 3 months duration)
 - Step 6: Southern West Coast (approximately 3 months duration)
 - Step 7: Nationwide (approximately 3 months duration)
- In addition, research to identify active Christians, Christian leaders, and significant church influencers who are also social media users, beginning with self-identified evangelicals

Objective 3: Monthly content creation, community management, CAN Facebook Group management, and website management

A. Content Creation:

- Researching, finding, and curating old content to repurpose on social media platforms
- Repurposing content, brand refresh, and facelift to enhance look and appeal
- Creating new content: blog posts, eblasts, FB posts, videos
- Posting content on all CN social media platforms: new and repurposed content on FB, Twitter, Instagram, podcast page

B. Community Management:

- DR team will respond to general comments so as to enhance engagements and lead followers to relevant website resources
- Digital Revamp will recruit a USA-based Christian leader to respond where more in-depth comments are needed

C. CAN FB Management (“CAN” = “Christ Awakening Now” FB Group):

- Developing and managing the CAN group, formed by CN followers eager to get more involved with each other, connect locally, and foster Christ awakenings where they live

D. Website Management:

- Regularly updating and maintaining the CN website

Objective 4: Ad management for CN to recruit followers and offer our ministry to them

- Campaign management
 - Coordinating and communicating with the CN team
 - Managing the research and identification of target audiences, region by region
 - Recommending to Digital Revamp the creation of specific ads for target audiences
- Monthly reporting of all analytics for all platforms

Objective 5: In-person rallies for which David travels to cities where a larger *Christ Now* following already exists to (1) meet with them personally to teach and inspire them about their walk with Christ; (2) give them a vision for spreading Christ Awakenings where they live; (3) help them see the many ways *Christ Now* can empower them; (4) pray with them about the movement; and (5) give them opportunity to discover one another and even create CAN groups locally

- Hire an in-person event manager assigned to organize and manage rallies
- Rallies and event management in key cities
 - 3 rallies in the second half of 2022 and 6 rallies in 2023
- Organize in-person rallies in key cities where *Christ Now* has a strong follower base
- Where possible, involve local churches to co-host the events

2-Year Operational Plan w/ Budget

One-time Setup Tasks	Timeline	Budget
Objective 1: Brand refresh and facelift of CN website	1 month (January 2022)	\$9,500 one-time fee
Objective 2: A. Identity evangelicals to enable us targeting them with ads <ul style="list-style-type: none"> ● Step 1: Northern East Coast ● Step 2: Southern East Coast ● Step 3: Northern Middle America ● Step 4: Southern Middle America ● Step 5: Northern West Coast ● Step 6: Southern West Coast) ● Step 7: Nationwide B. Prepare an Excel sheet of all the reporters or active social media users, beginning with self-identified evangelicals	2-year plan (Jan. 2022 to Jan. 2024) Approximately 3 months duration for each step	\$10,500 (\$1500 x 7 steps) one-time fee \$1,500 one-time fee
Total (one-time setup)		\$21,500

Monthly Tasks	Timeline	Budget
Objective 3: Monthly content creation, community management, CAN FB group management, and website management.		
A. Content creation	Monthly	A: \$13,000
B. Community management	Monthly	B: \$6,000
C. CAN FB management	Monthly	C: \$4,000
D. Website management	Monthly	D: \$2,000
Total (monthly)		\$25,000
Total for 2 years		\$600,000

<p>Objective 4: Ad management for CN to recruit and spread the content; compiling and reporting of metrics on at least 60 separate categories</p>	<p>Monthly</p>	<p>\$5,000 Ad management fee + \$1,500 report generating fee</p> <p>\$75,250 targeted paid ads per month</p> <p>\$75,250 + \$5,000 + 1500 = \$81,750</p>
<p>Total 2-Year Paid Ad Campaigns (Paid Ads + Management + Reporting)</p>	<p>Total for 2 years (\$81,750 x 24)</p>	<p>\$1, 962,000</p>
<p>Objective 5: In-person rallies</p> <ul style="list-style-type: none"> ● 3 rallies in the second half of 2022 ● 6 rallies in 2023 	<p>9 rallies in 2 years (including in-person event manager to organize rallies)</p>	<p>\$10,000 per rally</p>
	<p>Total for 2 years (\$10,000 x 9)</p>	<p>\$90,000</p>

2-Year Targeted Advertising Mobilization Campaign

Eight Major Targeted Ad Campaign Initiatives

<ul style="list-style-type: none"> ● Campaign to increase Facebook followers across the USA, beginning with self-identified evangelicals 	Monthly
<ul style="list-style-type: none"> ● Reach Campaign (to promote individual posts) targeting Christians in identified zip codes, beginning with self-identified evangelicals 	Monthly
<ul style="list-style-type: none"> ● Engagement Campaign targeting Christians across the USA, beginning with self-identified evangelicals 	Monthly
<ul style="list-style-type: none"> ● Video Views Campaign targeting Christians across the USA, beginning with self-identified evangelicals 	Monthly
<ul style="list-style-type: none"> ● Email Collection Campaign targeting Christians in identified zip codes, beginning with self-identified evangelicals 	Monthly
<ul style="list-style-type: none"> ● Website Traffic Campaign targeting Christians in identified zip codes, beginning with self-identified evangelicals 	Monthly
<ul style="list-style-type: none"> ● YouTube Visit Campaign targeting general Christians across the USA, beginning with self-identified evangelicals 	Monthly
<ul style="list-style-type: none"> ● Rallies Ad Campaign for promoting Bryant gatherings in target cities 	As and when required

Monthly Budget for Paid Ads, w/ Metric Goals

Item	Expected Result	Time Span	Cost/Result	Budget for Paid Ads
Website Visits	21,000	Monthly	1.25	\$26,250.00
Followers	7,000	Monthly	0.15	\$1,050.00
Reach	3,000,000	Monthly	0.00	\$6,000.00
Reactions	300,000	Monthly	0.01	\$3,150.00

IG Followers	500	Monthly	0.50	\$250.00
TW Followers	2,000	Monthly	1.00	\$2,000.00
Tweet Views	1,500,000	Monthly	0.00	\$900.00
Retweets	2,000	Monthly	1.00	\$2,000.00
JV Reach	1,500,000	Monthly	0.00	\$4,500.00
Video Views	500,000	Monthly	0.01	\$5,000.00
Email IDs	24,000	Monthly	1.00	\$24,000.00
YouTube Visits	1,000	Monthly	0.15	\$150.00
			Monthly TOTAL	\$75,250.00
			Total for 2 Years (\$75,250 x 24)	\$1,806,000

Campaign Team Composition: (14 Members)

To achieve all the facets of this nationwide initiative, in addition to the overall leadership of David Bryant, the following positions are required:

- Project Strategist x 1
Responsible for high level strategy building and overall planning
- Campaign Manager x 1
Responsible for execution of all planned activities
- Event Manager x 1
Responsible for organizing rallies and in-person events
- Community Manager x 2
Responsible for responding to comments and managing the followers on Facebook and other social media
- Blog and Eblast Manager x 1
Responsible for preparing and sending blog posts and eblasts
- Designer x 2
Responsible for social media post designs
- Video Editor x 1
Responsible for creating social media videos
- Ad Manager x 1
Responsible for managing social media ad campaigns
- Website Designer x 1
Responsible for web page designs and edits
- Web Developer x 1
Responsible for website programming and edits
- Content Curator x 1
Responsible for finding and curating old content for repurpose
- Content Editor x 1
Responsible for editing and proofreading all text content

Total Team Strength: 14

All staff costs are factored into the budget outlined in this document..

January 2022 Campaign Launch Budget

\$23,000

Note: The January budget is included in budget figures above. Here you see the amount of the total budget that we need *immediately*, beginning January 1, 2022.

- Brand Refresh and Facelift of CN Website. (\$9,500)
- + Identify Evangelicals from the Northern East Coast (\$1,500)
- + Prepare an Excel sheet of all the reporters or active social media users of the Northern East Coast (\$1,500)
- + Other Expense in January (Content Creation + Community Management + Ad Campaign (\$5000 ad spent + management) + Website Management) (\$10,500)

Campaign Budget: February-April 2022

\$320,250

(\$106,750 per month)

Again, this amount is incorporated into the total budget already.
It is presented here purely for illustrative purposes.

Total Budget: January 2022 to January 2024

\$2,673,500

Total for Operations (content creation, community management, website management etc.): **\$711,500**

Total for Targeted Advertising Mobilization Campaign: \$1,806,000

Total for Ad Management & Reporting Fees: \$156,000

Appendix 1



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Why Do We Call It an “*American*” Christ Awakening?

David Bryant

For an in-depth overview of why a Christ Awakening is needed at this hour in our nation—describing what such a spiritual movement involves—please refer to our foundational vision presented in an extended blog post at: <https://christnow.com/the-hope-at-hand-the-ultimate-answer-to-our-prayers-is-drawing-near/>

More specifically, describing this supernatural move of God as “*American*” is like saying it is “Made in America.” In other words, ultimately, this God-given, “Christ-ward” transformation is meant *for, within, and about* America as a whole—beginning with God’s people in America.

The phrase assures people that the spiritual revolution we’re praying toward and fostering is not something intended to unfold only in *certain* places or with *certain* kinds of groups within our nation’s geographical borders. Rather, this gracious miracle is meant for an *entire* people from coast to coast—for ALL Americans, for “*whosoever* may come.”

Any Christ Awakening movement never *manifests* the exact same characteristics each time without regard to the uniquenesses of a culture or nation, a people or organization or party, a denomination, or a single church—or an individual—in which it unfolds.

Quite the contrary! Though the fundamental, biblical dimensions that make up every Christ Awakening remain *supracultural*, the fact is that the *ways* such a Heaven-sent breakthrough becomes *contextualized* will vary *widely*.

Bottom line: The *outworking* of any Christ Awakening depends primarily on what is *already* transpiring in the situation before the movement begins—including God-ordained, spiritual *preparations* already put in place.

To say it one other way: All the radical changes that ultimately arise out of a Christ Awakening, intended to touch all of life and culture—all of it the work of the Holy

Spirit—will vary, sometimes dramatically, in terms of HOW those changes unfold at the grassroots.

To borrow Jesus' analogy of his Kingdom, the quality of the "dough" determines how the leaven works within the dough as it penetrates it to transform it.

Examples of this principle applied

Dream with me a little:

Let's imagine a day when an "American Christ Awakening" gives birth to a necklace of similar national movements unfolding in other settings with their own distinctives, such as these: a German Christ Awakening; a British Christ Awakening; a Brazilian Christ Awakening; a Korean Christ Awakening; a Russian Christ Awakening.

Or take another arena—denominations: a Presbyterian Christ Awakening; a Methodist Christ Awakening; a Greek Orthodox Christ Awakening; a Pentecostal Christ Awakening.

We can apply the principle to parachurch groups: an InterVarsity Christ Awakening; a Wycliffe Christ Awakening; an NAE Christ Awakening; a Young Life Christ Awakening.

Once the awakening begins to pervade the culture at large, how about these outcomes? Democratic Christ Awakening; Republican Christ Awakening. Congressional Christ Awakening. Hollywood Christ Awakening. BLM Christ Awakening; AMA Christ Awakening. Wall Street Christ Awakening. New Jersey Christ Awakening. Ohio Christ Awakening.

To bring it down to the *local* setting, think about these: First Baptist Christ Awakening. Faith Lutheran Christ Awakening. Fifth Avenue Presbyterian Christ Awakening. John Smith's Christ Awakening. Mary Wilson's Christ Awakening.

Of course, one day, all of this will climax in a grand "Cosmic Christ Awakening." This will result in a new heaven and new earth. Then every other Christ Awakening will prove to have been an "approximation" of that final consummation when the knowledge of the glory of Christ will cover the nations like the waters cover the sea.

Until then, all current Christ Awakenings will always be a *foretaste*, marked by their own preliminary distinctives (many or few) and based on the "context" in which each awakening unfolds. Each one is a reflection of the final revival yet to come.

In every Christ Awakening the Church is called to lead the way

In virtually every case, a Christ Awakening must *begin within* and then *flow out of* God's people as we start to wake up to fresh encounters with the supremacy of God's Son. As Paul says in Ephesians 3 (emphasis added):

His intent was that now, through the church, the manifold wisdom of God should be made known to the rulers and authorities in the heavenly realms, according to his eternal purpose that he accomplished in Christ Jesus our Lord.

Therefore, our nationwide campaign for a Christ-focused, Christ-exalting spiritual revolution throughout America—for a broad-based Kingdom-style reformation in our land—must begin by fostering and fueling this movement *within the Church* in America.

Multitudes of Jesus followers must become sufficiently saturated with the person, power, and reigning presence of God's Son until this spiritual revolution among God's people breaks out of our walls and begins to spread beyond to the world around us, bringing the blessings of the gospel to every sector of society.

As a result, Christians who become wholly alive to the whole Christ will become the *vanguard*—a *prototype* or *change agents*—of the kind of extraordinary spiritual and moral transformations that *must* take place throughout America as a whole in this defining hour.

We envision a day that is coming, not far off, when every level of our national life will find itself moving more and more *CHRIST-WARD*—increasingly giving him his rightful place in our life together as Redeemer King and Lord of all.

Thus, we have settled on this specific title for our two-year initiative:

The Nationwide Campaign for an American CHRIST Awakening.

It has already begun. Come and join us!

Appendix 2

Zip Code Chart—Our Target Audience

These are the geographical locations where we will be targeting our advertising mobilization campaign

Northern East Coast	CT	MN	MS	NH	NJ	NY	PA	RI	VT	
	06855	04102	01720	03824	08043	10006	17543	02906	05641	
	06468	03903	01085	03053	07306	10016	18042	02908	05089	
	06611	04106	02458	03038	08205	10035	17109	02893	05403	
	06492	04901	01940	03246	07643	10002	18042	02896	05001	
	06281	04406	02139	03462	07052	10028	17036	02886	05701	
	06708	04092	01007	03833	07601	10011	19342	02852	05641	
	06405	04011	02703	03104	08054	10003	18018	02842	05403	
	06473	04097	02072	03079	07871	10001	19132	02903	05478	
	06111	04468	02108	03836	07481	10028	15301	02888	05733	
06109	04976	01930	03431	07052	10016	17520	02895	05408		
Southern East Coast	DE	MD	VA	WV	NC	SC	GA	FL		
	19701	20774	23464	26301	27514	29201	3008,	32810		
	19702	21230	22030	25428	27606	29016	30318	33071		
	19707	21206	23464	25430	27603	29016	30277	32789		
	19720	21207	22207	26801	27518	29910	30633	34655		
19901	20901	22204	25403	27703	29579	31204	33449			
Northern Middle America	ND	MI	WI	MN	OH	IN	IL	IA	KS	NE
	58579	48315	53220	55420	44144	46202	60640	50323	67208	68601
	58503	48066	54901	55417	43950	46208	60014	50310	66224	68434
	58201	48377	54494	55406	43119	46260	60056	50315	6610	68506
	58579	49456	54660	55445	45750	46237	61073	50003	66227	68510
58356	48170	54914	55421	43125	46202	60025	50131	66212	68822	
Southern Middle America	AL	MS	LA	AR	OK	TX	KY	TN		
	35211	39532	70124	72120	73132	75052	40245	37067		
	35244	39759	70805	72223	73112	77043	40243	37206		
	36603	39540	71360	72701	73120	75287	42728	37209		
	35757	39180	70433	72904	73132	77027	40356	38017		
35007	39216	70433	72762	73118	78258	40509	37213			