

# VISUAL STORY NETWORK

Fueling a global movement of visual story for the kingdom of God

## Progress Report

December 31, 2011

### 2011 Highlights

- **Expanded in Europe** through the VSN Summit in Edinburgh, Scotland.
- **Expanded** the reach of the movement **to 151 organizations**.
- Became the world's leading partnership platform around the use of mobile devices in ministry. The **Mobiles in Ministry Initiative** expanded to 40 organizations.
- **10 least-reached mega-people languages groups were adopted** by groups who will make indigenous, evangelistic media.
- **Five new partnerships were established** among organizations within VSN.
- Hosted the **first Visual Story Trainers Consultation** (Hollywood, California).
- First ever "Mobile Ministry Training Course" (a four-week introduction to use of mobile devices in ministry) launched with 33 participants.
- **Launched "Yuseff and Andrea,"** a 3 ½ minute video that is being used by several dozen organizations as a "call to action" video for the new media movement.
- **Developed the teaching tracks on mobile devices and video related Internet ministry** at the Global Christian Internet Alliance sponsored by Christianity Today.
- **[www.How2Video.org](http://www.How2Video.org) was launched.** This is a seven-part training series dedicated to equipping missionaries to learn the basics of visual story production.
- **Hosted or presented at six strategic leadership gatherings** fostering a new media movement for the Gospel.
- The **online community expanded to 889 people from 49 nations**.



Hormoz Shariat is considered "the Billy Graham of Iran." "VSN has helped us reach tens of thousands of people we would not have reached alone."

### Core Objectives

The following are the objectives (in bold type) of the Visual Story Network Strategic Plan. The Visual Story Network faith goal was to see these objectives realized by December 31, 2011. An update for each metric is given for each of the objectives. Where available, prior benchmarks are listed. A 3-1/2 minute video is available at [www.visualstory.org/overview](http://www.visualstory.org/overview). A one-minute visual tour of the network is available at [www.visualstory.org/tour](http://www.visualstory.org/tour).

### 125 organizations engaged in Visual Story Network

	Level I *	Level II	Level III	Level IV	Total
12/31/10	128	88	57	16	289
12/31/11	<b>151</b>	78	54	17	300

## 40 new products, projects, and partnerships established (cumulative)

12/31/10: 27  
12/31/11: **40**



Evre Turkel, a part of VSN, may be the only Turkish, female, Christian filmmaker in the world!

## 1000 members in online community

12/31/10: 658  
12/31/11: **889**

Remark: The [www.visualstorynetwork.org](http://www.visualstorynetwork.org) online community is the world's leading online community for those interested in missions and media. The 889 current participants represent 49 different nations. Significant networking, idea and resource sharing, and partnership development occur through this social networking platform.

## 500 new connections made through filtered introductions among people sharing similar vision and calling in media.

12/31/10: 190 (cumulative)  
12/31/11: **278** (cumulative)

### \* Description:

Level I: An individual or organization involved in VSN through events, strategy groups, collaborative projects and partnerships. VSN is a non-dues paying organization and participation is entirely voluntary.

Level II: Interested in participating in the network, but has not yet actively engaged.

Level III: Aware of VSN but has not yet expressed interest in engaging.

Level IV: VSN would like to engage but has not yet contacted.



The Mobile Ministry Training Curriculum teaches how to use mobile devices in local outreach.