

# VISUAL STORY NETWORK

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

## **Progress Report**

December 31, 2012

### 2012 Highlights

- **Expanded to 1315 participants from 63 nations reaching an estimated 132,500 people with the Good News of Jesus.**
- **The *Mobile Ministry Forum* expanded as the world's leading partnership platform around the use of mobile devices in ministry** (68 organizations).
- **We equipped Saddleback Church teams** with films on phones and tablets as they launched new churches in 12 gateway cities.
- **Six new partnerships were established** among organizations within VSN.
- **We showed Wycliffe Bible Translators** (and 50 other organizations) how to take steps in using mobile technology to more effectively accomplish their mission.
- **We helped the Christian Broadcasting Network** add digital bibles to their web sites and mobile apps around the world.
- **Helped train 23 missionaries from Eurasia in media production.**
- Co-led the **Media, Arts, and Entertainment track at Mission America.**
- **Invited 1600 people** (in 17 live events) **to participate in the new wave of media** lifting up Christ among the nations.
- **Expanded** the reach of the movement **to 188 organizations.**



Training mission leaders in using mobile devices in ministry.

### 2013 Focus

- **Accelerate the growth of the mobile ministry initiative.**
- **Develop a new strategy to equip mission organizations in the use of story in content creation and ministry.**

## Key Metrics

The following are the objectives of the Visual Story Network Strategic Plan. The VSN faith goal was to see these objectives realized by December 31, 2012. 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).

### 185 organizations engaged in Visual Story Network

	Level I	Level II	Level III	Level IV	Total
12/31/11:	151	78	54	17	300
12/31/12:	<b>188</b>	96	55	16	355

#### 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.

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

12/31/11:	40
12/31/12:	<b>56</b>

### 1400 individuals connected through VSN

12/31/11:	1136
12/31/12:	<b>1315</b>

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

12/31/11:	278
12/31/12:	<b>373</b>



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