



# CROSSING THIN ICE Campaign

It is no secret that young people today are on *Thin Ice* both spiritually and practically. 70% of 18 to 22 year olds take a break from the church and less than 35% return by age 30. Further, 26% drop out during their freshman year of college and only 30% of those who start college finish with a degree!

YTN will launch the Crossing Thin Ice Campaign to dramatically impact these troubling statistics.

The Youth Transition Network's mission is to ***Empower Parents, Churches and Schools to See Their Young People Succeed on Their Own.*** To truly impact these issues the Crossing Thin Ice Campaign must gain national credibility. This will be accomplished through executing three key elements all of which have precedence for building credibility and changing the lives of parents and teens.

- 1) National Faith-Loss Research: YTN will be launching the largest and most analytically comprehensive research study to date into the causes behind faith-loss including the parent teen relationship. This will be followed by a national ratio release.
- 2) A National Documentary: YTN will produce a documentary to build awareness of the issues and offer insights for parents and leaders into developing post modern young people that will thrive both spiritually and practically on their own. This documentary will air a minimum of four times on the NRB Network.
- 3) Large Regional Parent Conferences: These conferences will be marketed during the research release and on air during documentary motivating parents to attend in key cities. (Orlando, Seattle, LA, Philadelphia, Chicago, Phoenix)

For the past seven years YTN has been conducting qualitative research with young people looking at the reasons they struggle in their faith and in the transition to life on their own. This research has drawn some very different conclusions with the top three reasons being the **parent teen relationship**, the **dual life culture** found at alarming levels in our youth ministries, and the **lack of awareness and preparation** for the real challenges of entering life on one's own. In order to truly impact these issues across the nation YTN must turn its qualitative research into quantitative facts in order to challenge parents, churches and schools to meet the needs of the post modern believer so that we do not repeat history and end up like Europe. To achieve this YTN will launch a three-year campaign including executing the National Faith Loss Research and a producing a National Documentary with the NRB Network called Crossing Thin Ice. This campaign will place information, training and tools into the hands of parents, churches and schools across the country to dramatically decrease the loss of youth from the church.

## Campaign Reach

### Research and Radio Release:

We anticipate that 240 contemporary Christian radio stations will participate in the loss of youth study, lending their polling lists and promoting the findings to drive traffic to their web sites. The article YTN will provide to the stations for their web sites will link to our site for parents and leaders to download a more detailed report of the findings. The download page will promote a new book by Jeff Schadt covering the findings as well as offering solutions for parents.

These stations represent a combined polling list of 500,000 people with about 25% being between the ages of 13 to 24 our target audience for the research. Their listener-ship exceeds 2.5 million, 70% of which are the parents and ministry leaders we want to expose to the study findings and YTN. As a result, we anticipate over 400,000 people downloading the summary findings as the word of mouth spreads. The downloads of the research will generate a large e-mail list to market the airing of the documentary and will result in sales of books and YTN resources on the Crossing Thin Ice Site.

### Documentary:

Given the base created by the release of the research and the inherent reach of NRB TV Network, we anticipate over 800,000 people viewing the documentary during the four airings. The documentary will give parents a window into their teens' perspective and help them do a better job of connecting with their young people while building a desire for more involvement with YTN. The documentary will serve two purposes: building awareness of the issues/YTN and identifying community champions. Champions will be built into city teams that will utilize YTN training conferences and resources to impact their community. The documentary will be a donation-based program giving away YTN resources for levels of donations. YTN and the NRB network will split this revenue. The result will be an estimated 20,000 parents donating and receiving additional training resources from YTN and an estimated \$500,000 in income to YTN.

### Conferences:

These two activities combined will build name recognition and brand awareness for the parent training conferences. This will enable us to enter new markets much more easily and will result in quadrupling current conference attendance. Advertised throughout this period will be six key parent conferences in Philadelphia, Orlando, Seattle, Chicago, Bay Area and Phoenix to capitalize upon the momentum and build large conferences that involve identified champions in different areas of the country. As a result, we will transform the parent teen relationship of many more parents. In turn these parents will bring resources to their churches to address the dual life and lack of preparation and connection of our young people. In the end, we will see far fewer young people walk away from the Lord and struggle in the transition to life on their own!

## Campaign Elements

	<b>Amount</b>	<b>Status</b>
Branding of campaign and parent Conference	\$ 25,000	Funded
Site development for campaign	\$ 15,000	Funded
Research instrument development and testing	\$ 100,000	Funded
Study with 30,000 surveys taken	\$ 300,000	Funded
Study: student incentives, reports & resources	\$ 40,000	Unfunded
National radio stations set to release study	\$ 25,000	Funded
National documentary, four airings	\$ 25,000	Funded
Documentary production	\$ 78,000	Unfunded
Documentary Inventory: donation based resources	\$ 20,000	Unfunded
Staffing to support growth	<u>\$ 80,000</u>	Unfunded
	\$ 708,000	Total
	\$ 218,000	Total Unfunded

## Campaign Execution

The executive team working on the Crossing Thin Ice campaign is made up of leaders in their respective fields: research, Christian broadcasting, campaign development, operations and organization development.

### Branding and Site Development:

Joe Class, President of Contexture Intl. will oversee the branding and site development needed to capitalize on the momentum of the Crossing Thin Ice campaign. Contexture, Intl. is one of the premier marketing and campaign development companies for ministries in the world. Contexture is interacting with parents around our conference to maximize the message and reach of our parent, college preparation and dual life conferences. The founder of Contexture Joe Class, has donated \$25,000 worth of his services towards the Crossing Thin Ice Campaign. As founder and CEO of Contexture International he works alongside an amazing and talented staff.

### Biography:

For more than 30 years Joe has worked in ministry and corporate environments, providing leadership in strategic planning, marketing, fund raising, and communications. Hundreds of organizations have received the benefit of his writing and video production. National and international ministry clients including the American Bible Society, Campus Crusade for Christ, The JESUS Film Project, Open Doors, Prison Fellowship International, Biola University, Africa Inland Mission, Wycliffe Bible Translators and many others.

His corporate clients have included Fortune 500 companies and their subsidiaries, high tech and bio-tech organizations, as well as government entities. He served ABC News, New York and worked on numerous Hollywood feature films, including *Revenge of the Jedi*. His documentary productions have won international awards. The PBS shows he has produced have changed the views of Americans. And the hearts of millions have been touched by the results of his interviewing style.

## Research and Radio Release:

Jim Libby, President of Decision Support Sciences out of Chicago, IL is overseeing the research instrument design, testing and analysis of data. His company has committed a donation of \$100,000 worth of services to the project.

### Biography

James Libby, B.S (Biophysics), M.Div., PhD (cand.) is the founder and CEO of Decision Support Sciences, a marketing science based research firm incorporated in 1990. DSS and its associates have performed large scale consulting engagements for Fortune 500 companies in over 40 countries worldwide. Clients for whom Jim (or DSS) has designed or implemented mission critical research or strategy engagements include Honda, Mazda, Nissan, Peugeot, Volvo, Mercedes Benz, Volkswagen, Gillette, Union Carbide, McDonald's, the Coca Cola Company, Bank of America, Bank of Montreal, JP Morgan Chase, Wachovia, PNC, T. Rowe Price, and many others. In addition to his work with Fortune 500 client's, Jim's signature focus on applying theoretical and applied mathematics to real world problems has led to Jim keynoting or presenting at major industry events.

Jonathan Little, Co-Founder of Troy Research out of Ohio is overseeing the assembly of the radio stations who will participate in the polling of their listeners and will promote the results. His company conducts the research from many of these stations already and will simply poll with our instrument to the stations lists. Typically a polling company charges \$10 per complete instrument. We anticipate between 30,000 and 100,000 people participating in this poll or between \$300,000 and \$1,000,000 worth of data that Troy Research is donating to YTN. The promotion component would cost \$25,000 to \$50,000 for a PR firm to assemble.

### Biography

Jonathan Little is VP Sales and Customer Service at Troy Research. He spent three decades in radio broadcasting – as an on-air personality, music director, program director, operations manager, general manager and owner. His early employment in radio required supplemental revenue streams, so he developed an artist management company and an audio/video production company. In 1998 Jonathan along with researcher (and former radio programmer) Bill Troy, founded Troy Research, a consumer opinion market research company serving the entertainment media—radio, television and film ([www.troyresearch.com](http://www.troyresearch.com)). In 2011 Troy Research branched out into social media solutions, launching the PR Brigade ([www.prbrigade.com](http://www.prbrigade.com)). He and Betty, his wife of 40+ years, split their time between Madison, WI and Durango, CO.

## Documentary:

Joe Class and Contexture Intl. will develop the screen play and produce the documentary. Joe has a track record of producing highly engaging and profitable donation based documentaries for leaders like Dr. Amen. Joe has reached an agreement with the NRB Television Network to air the Crossing Thin Ice documentary a minimum of four times this spring. We anticipate the documentary to be a huge success given the strength of the research, the student stories we already have and the teaching components that have been impacting parents greatly in our conferences. The Documentary will generate revenue through on air donations which will in return receive YTN resources. A highly conservative estimate places YTN's portion of the donations at over \$500,000.

## Operational Growth:

Jim Eaton has a track record of leading the operations of large corporations. The revenue developed from the release of the research will be used to hire Jim Eaton President of Kingdom Partner Solutions, out of Long Beach California to help manage, as a consultant, the growth. Jim Eaton is a significant contributor to the campaign in terms of both time and resources. In addition, there is funding built into the start up of the campaign to add two staff, one to handle administration, the other to manage growth of the volunteer city teams already operating in four cities.

## Biography

Jim Eaton served as the Senior Internal Auditor with Los Angeles based, Ducommun Incorporated and then Controller of Airdrome Parts Company before engineering a leveraged buyout of Airdrome in 1987. Following the buyout Jim served as the Vice President and COO of Airdrome for two years before becoming President in 1994. In 2001 Jim became the Chairman and sole General partner of Airdrome, LLC and facilitated the acquisition of AF Aerospace, Ltd. in 2004. Jim successfully sold Airdrome in 2008 to Precision Cast Parts (PCC) a multi-billion dollar company listed on the NYSE. In 2010, Jim launched his own boutique executive business serving in life coaching, investment banking services, and private capital firm, Kingdom Partner Solutions, LLC in Long Beach, Ca.

## Partner Development:

Jeff Vratana is the co-founder of Covendium and an entrepreneur with track record of success. Jeff Vratana will be working alongside Jeff Schadt the President of YTN to develop relationships with leaders who have interest in coming alongside YTN to help parents and teens *Cross the Thin Ice* of the teenage years. Jeff Vratana has committed substantial time and resources to this campaign.

### Biography

Jeff Vratana, is a Founding Partner of Covendium LLC, a nationwide financial advisor firm specializing in restructuring and negotiating distressed commercial debt. Previously, Jeff was the Co-Founder and Director of several financial services firms that were primarily focused in the area of Real Estate and Real Estate finance. They include Pinnacle Financial Corporation, Pinnacle Direct Funding Corp., Pinnacle REO Services, LLC, Home Place Realty, Trilogy Commercial Lending and DynaFlow Acceptance, LLC. Jeff has built and run his own businesses since 1988 when Pinnacle Financial was launched by him and his partner and their wives. Pinnacle Financial became one of the top 50 Residential Lenders in the nation before it was sold in 2007 with 125 branch locations, 5 Operation Centers and over 1200 full time employees.

### Campaign Time Line

December 1	Begin revision of <i>Going, Going, Gone</i> to add in parent principles and holders for data from the research
December 15	Radio stations committed to research
December 15	Complete initial phase of campaign web site
December 15	Complete revisions of research instrument
December 30	Complete funding for campaign at year end
January 1	Begin script writing and planning for the Documentary
January 30	Complete testing of instrument
February 15	Complete panel composition for the study
February 20	Begin shooting interviews for the documentary
February 1	Hire admin
March 1	Launch national research instrument
March 1	Hire Volunteer Coordinator
March 20	Complete data collection/begin analysis
March 20	Begin research write up and finish revisions to <i>Going, Going Gone</i> with the data
April 15	Release research baseline descriptive findings
April 20	Hire Jim Eaton as Consultant to manage operations
May 1	Release causal data
May 15	Finish shooting of the documentary with data elements and begin editing.
June 15 - July	Documentary airs 4 times based upon network schedule