

24-7 Prayer: Operations

Helping 24-7 to do stuff!





Format and Content

- Leadership Fractal
- Merchandise and Resources
- Web
- Finances
- Income Generation

“We’ve got a lot to get through, so questions at the end, please!”



24-7 Prayer: Operations

Leadership Fractal





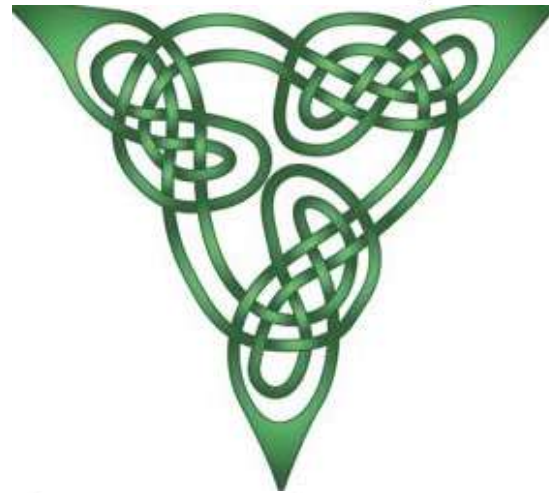
Leadership Fractal

Sponsor

Looking to the example of God the Father, it is the responsibility of a 'Sponsor' to offer loving guidance, initiative, encouragement, discipline and strategic resources to support the Leader in developing the Sponsor's vision and values.

Advisor

Looking to the example of God the Holy Spirit it is the responsibility of an 'Advisor' to offer advocacy, counsel, intercession and empowerment to the Leader by encouraging, nurturing and protecting his/her relationship with God and with his/her Sponsor.



Leader

Looking to the example of God the Son, it is the responsibility of a 'Leader' to pioneer and incarnate the vision and values of their Sponsor and of the wider 24-7 movement, and to do so sacrificially and passionately as a servant leader in the context of a team.

24-7 Prayer: Operations

Resources and Products





24-7 Resources and Products

- Charlotte Terris – Who I am and What I do
 - Products
 - Resources
 - Branding
 - Stand at Events and Festivals



Check out wiki.24-7prayer.com to see if I can help you!





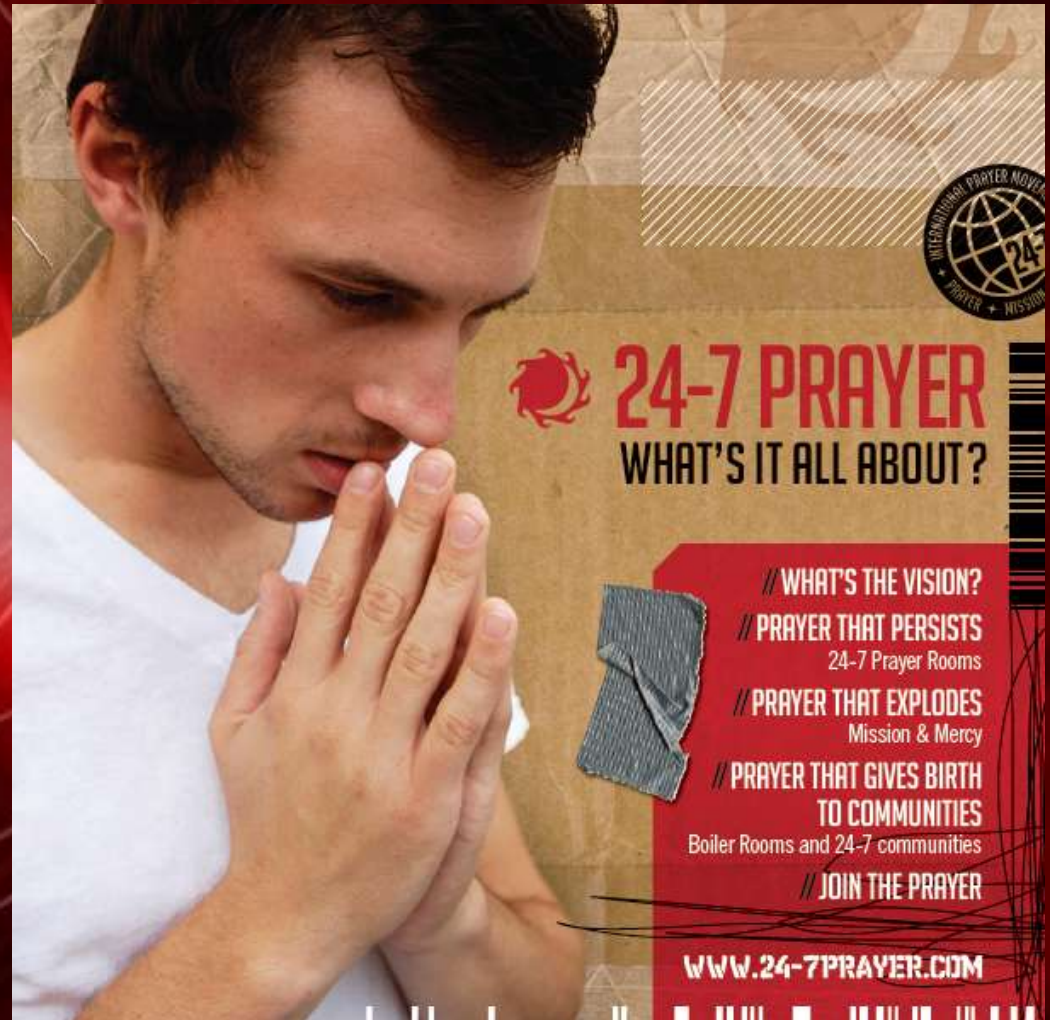
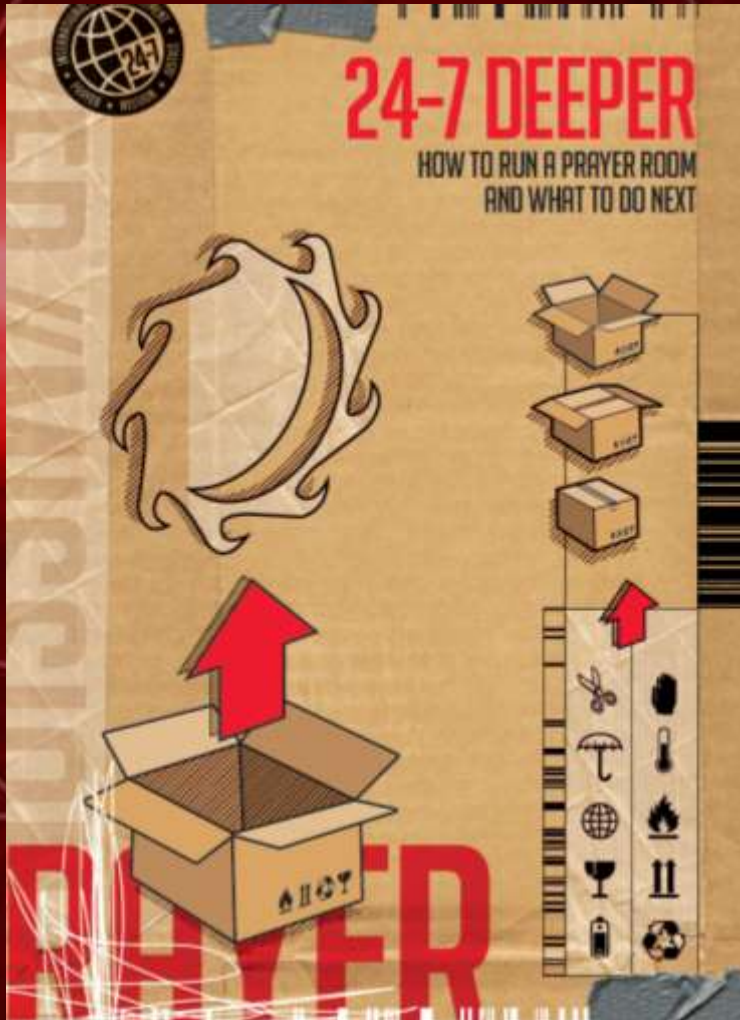
Overview of the Year

- In 2007 the shop took £6k, making £3k profit
- Best area of sales is clothing, at 47%
- Gradual decline of CD sales
- Book sales peaked with introduction of God on Mute
- Other areas





New Resources





24-7 Stand





How Can I Help?

- I Want:
 - To help make indigenous resources
 - To help people connect to all areas of 24-7 – Prayer//Mission//Justice
- How can I Help You?
 - Help with resources in your language?
 - Communicate the different areas of the movement?



24-7 Prayer: Operations

International Website



WWW.24-7PRAYER.COM



Highlights

- Underlying technology changes
- Spaces Podcast
- More regular publishing of stories
- Improved design continuity
- Closed Talkback
- Started redesign process





Challenges

- Disconnection within the team
- Roles needed clarification
- Financial challenges



Redesign
delays





Website Redesign

24-7 PRAYER
Prayer, Mission, and Justice

You are logged in as **Samuel Mike Dowles**
[Log Out](#) | [Manage Account](#)

ABOUT 24-7 PRAYER

24-7 Prayer is a movement of prayer and justice that began when a group of young people gathered to pray in the south of London. Today 24-7 Prayer is an global group of prayer, computer advising etc, and do essential tempus accident at labore et dolore magna.

HOME | **COMMUNITIES** | **PRAYER ROOMS** | **TRAINING** | **24-7 NATION PROFILES** | **IN 24-7 SHOP**

THE 24-7 STORY
JANUARY FEATURE: **PRAYER AS A MOVEMENT.**

What's in a Movement?

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From Here and Back Again

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[READ MORE](#)

24-7 Story
PRAYER AS A MOVEMENT

[PLAY VIDEO](#)

[PREVIOUS](#) | [IN 24-7 FEATURES](#)

HOODIES
Are Back!

GOD ON MUTE

DISCOVER TRANSIT TRAINING

24-7
Prayer Now!

24-7 operates thanks to the generous support of people like you so please take a moment to [learn more about 24-7](#) and then consider [making a donation](#).

SUBSCRIBE NOW:
24-7 REWIND

The Email Newsletter of 24-7 Prayer

Email Address:

[Search](#)

COMMUNITIES

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PRAYER ROOMS

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TRAINING

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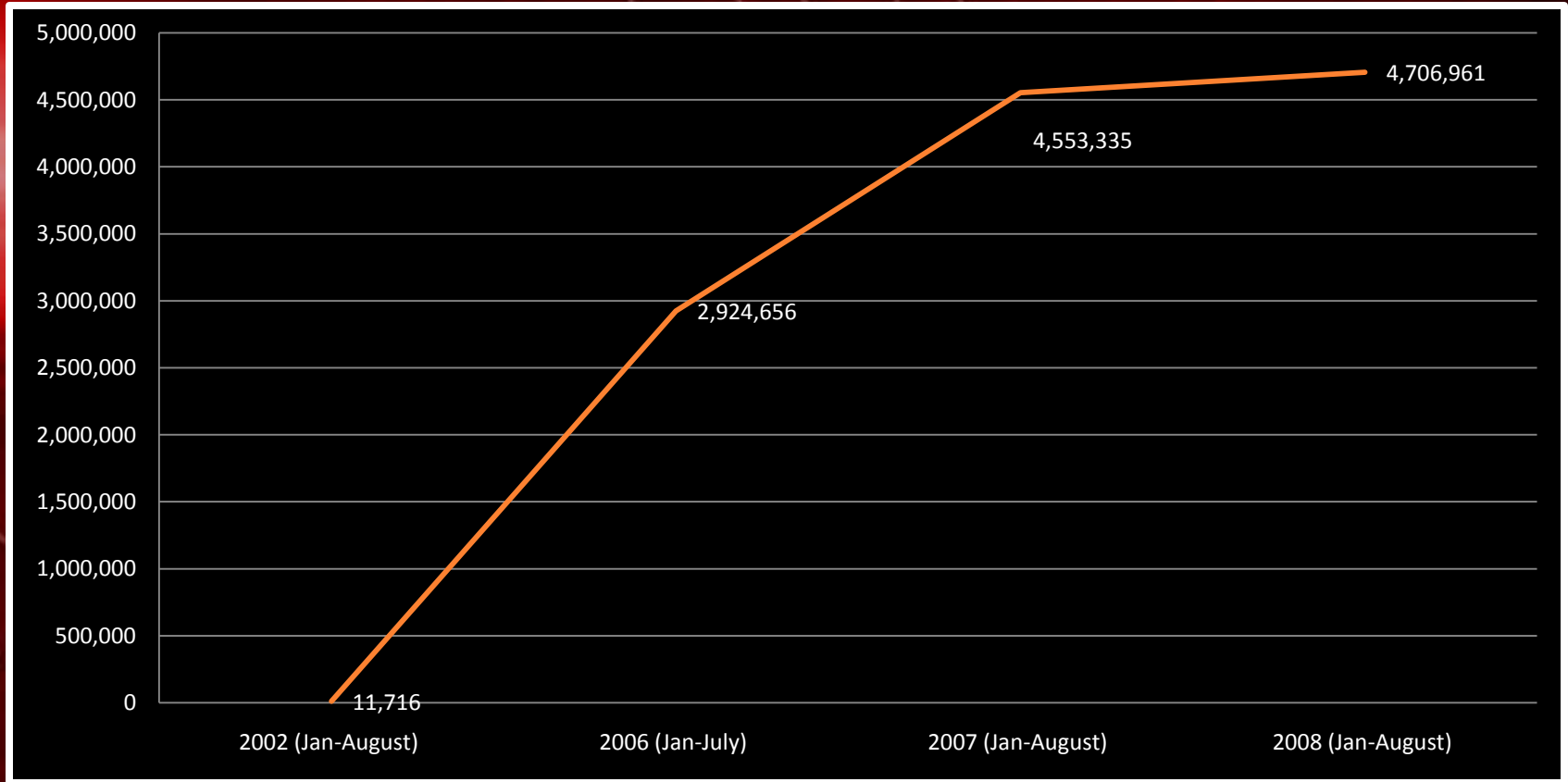
24-7 SHOP

Buy
[T-shirts](#)
[Hoodies](#)
[Books](#)



Statistics – Page Views

Including RSS feeds





Top Countries

▣ Top 10 Countries last month (August 2008):

1. Global domains (mainly USA)
2. United Kingdom
3. Russia
4. Sweden
5. Germany
6. Australia
7. Netherlands
8. Switzerland
9. Canada
10. New Zealand





Top Uses of Website

▣ Last month (August 2008):

1. Now praying
 - 46.6% difference between hits on 'now praying' and no. 2 – 'wailing wall'
2. Wailing Wall
3. Operation World
4. Search Tool
5. Spaces (podcasts)
6. Resources
7. Gallery
8. News
9. Articles
10. Shop

▣ This year:

1. Now praying
2. Wailing wall
3. Spaces
4. Resources
5. Operation World
6. News
7. Gallery
8. Articles
9. Search Tool
10. Prayer Groups



24-7 Prayer: Operations

24-7 Shorts & Office Tools





24-7 Shorts

- 2000 unique visitors (750 used their unique code)
- Invites sent to over 300 people
- Many new 'Rewind' registrants
- Launched 4 of the 5 existing Shorts
- Site to be opened to the general public on release of Prayer as Community (in the next month)
- People from 61 countries have visited the site, although 2/3 of visits are from English speaking nations

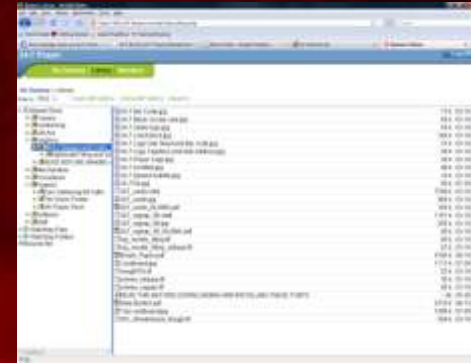




Other Web-based Tools



- Wiki - wiki.24-7prayer.com



- Epiware



- SMF Forum



- Gallery 2



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Core Finances

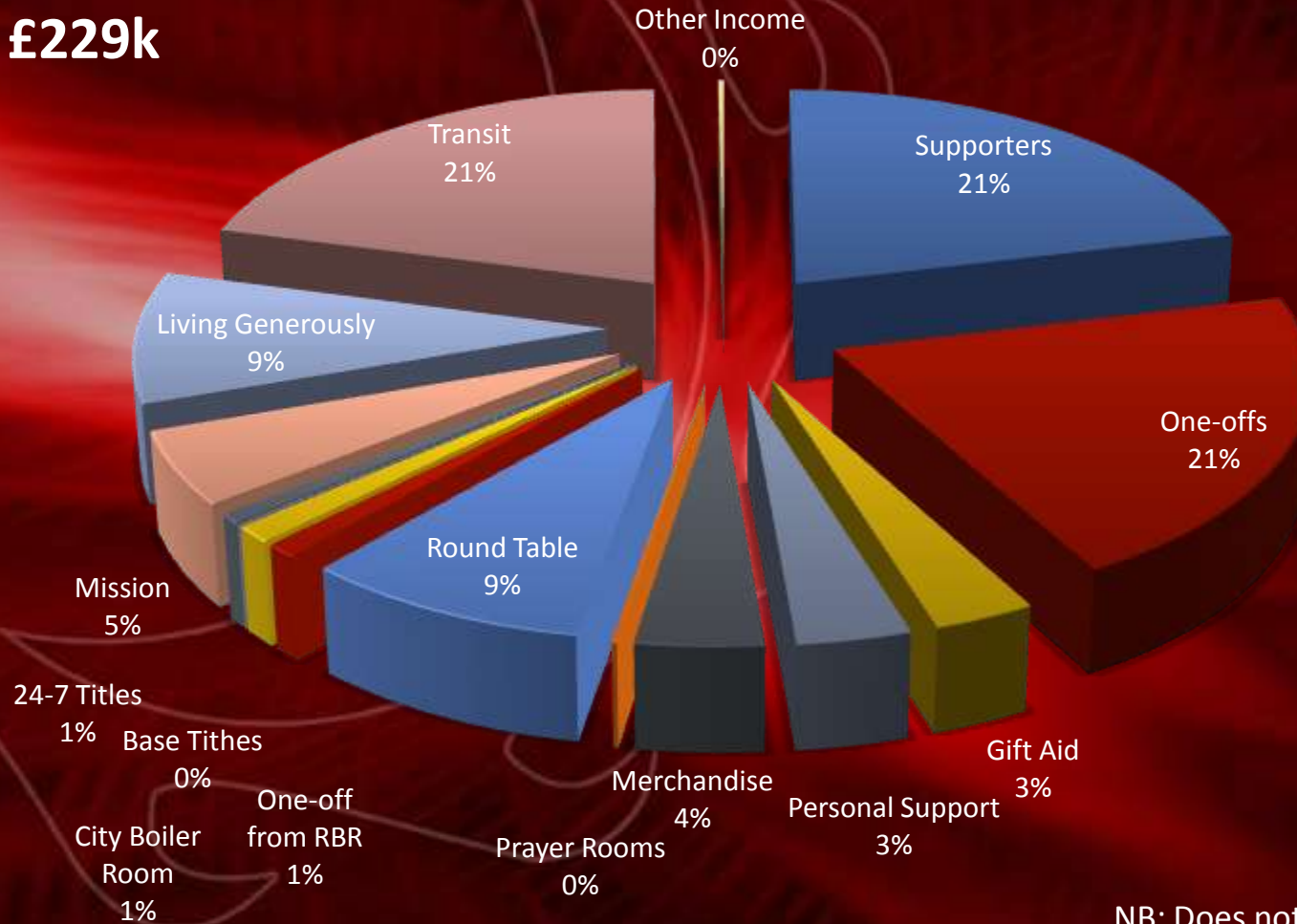




Income 07-08

FY 06-07
Total £229k

FY 07-08
Total £262k



NB: Does not include gifts in kind
07-08 Figures approximate





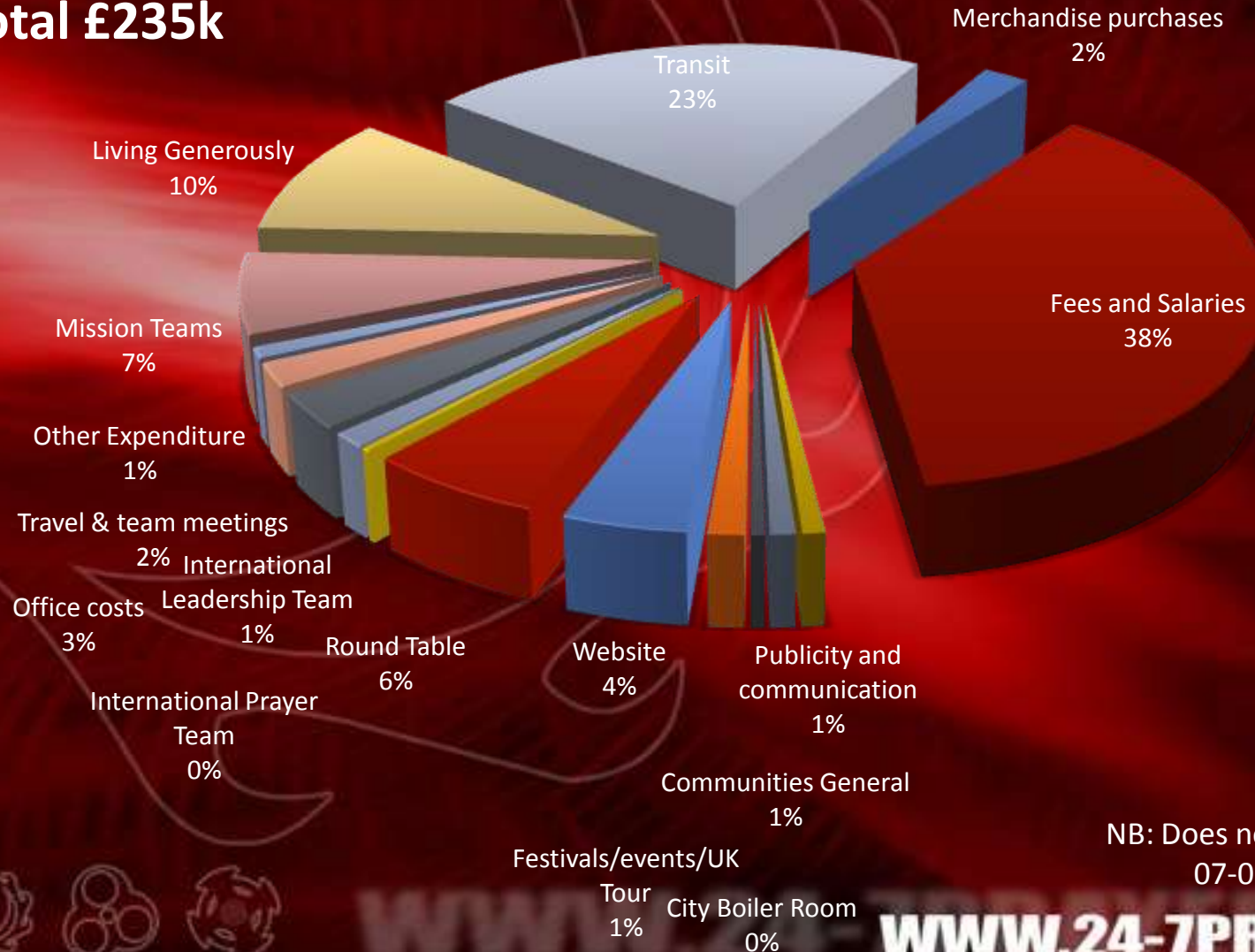
Expenditure 07-08

FY 06-07

Total £235k

FY 07-08

Total £259k



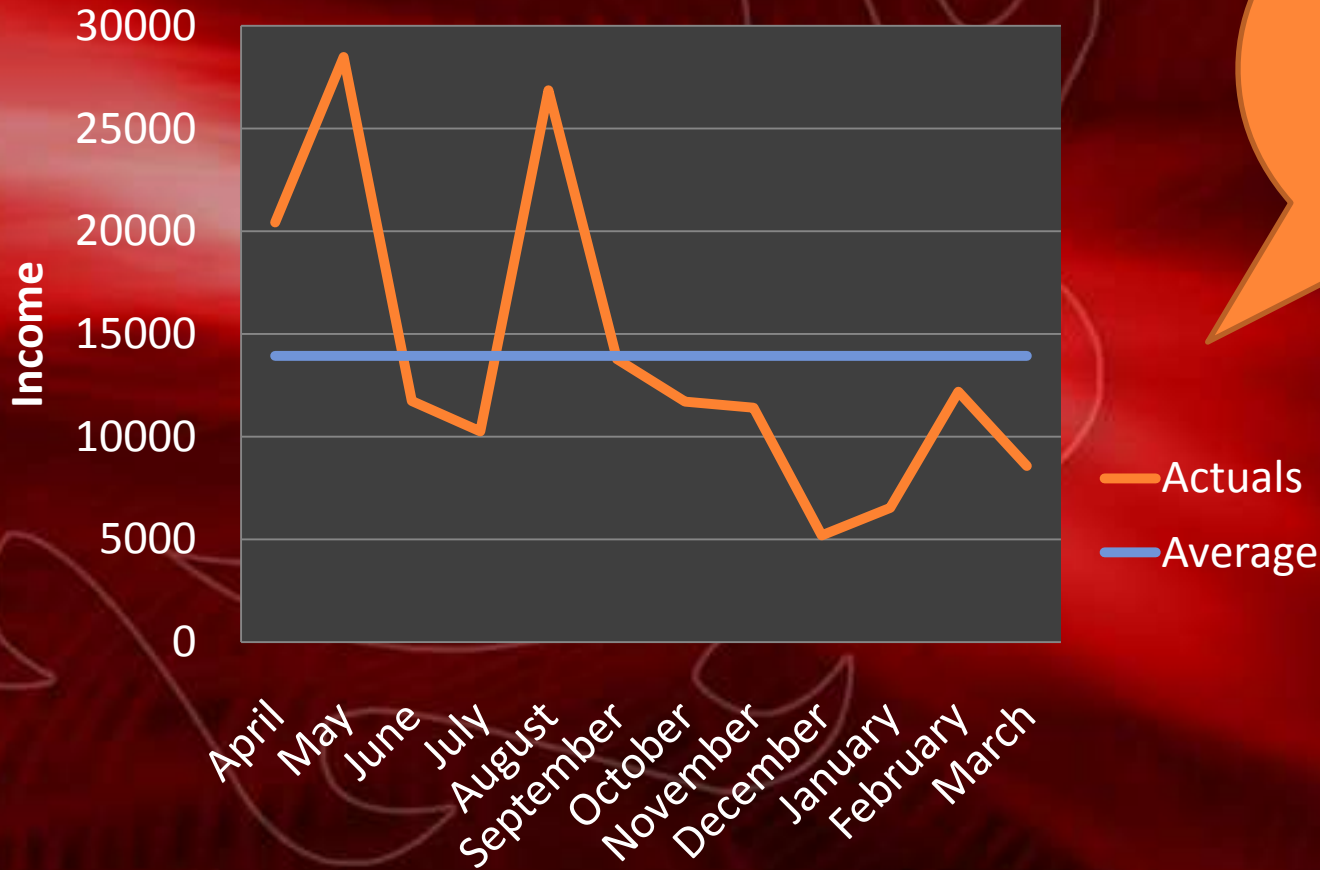
NB: Does not include gifts in kind
07-08 Figures approximate





Challenges

Income FY07-08



Average income £1k short of average expenditure





Where we are now

- Running on minimum expenditure for some time now
- Prioritisation of 'must do' projects
- Urgent review of Income Generation
 - Under-resourced to do ourselves
 - Employ someone internally?
 - Get help from some friends...



24-7 Prayer: Operations

Income Generation





24-7 and Mayflower Services

- Source and set up data management system
- Consolidate databases
- Data acquisition

Data Management

- Audit communications
- Ensuring comms serving fundraising aims

Communication



Development

Direct Fundraising

- Product launches
- Distribution
- Website advertising

- Thank and bank
- Major donor strategy
- US Fundraising



24-7 and Maclellan

- Guildford community
- Planting Boiler Rooms
- Hosting Transit
- IST Travel and Mentoring
- Missions training and resourcing



24-7 Prayer: Operations

Questions

