



Metrics That Matter

Presented by Melodi Bunting, CPA, CMA, CGMA and Hannah Lanser, CPA



Agenda

1. Purpose
2. Relevancy
3. Impact
4. Examples



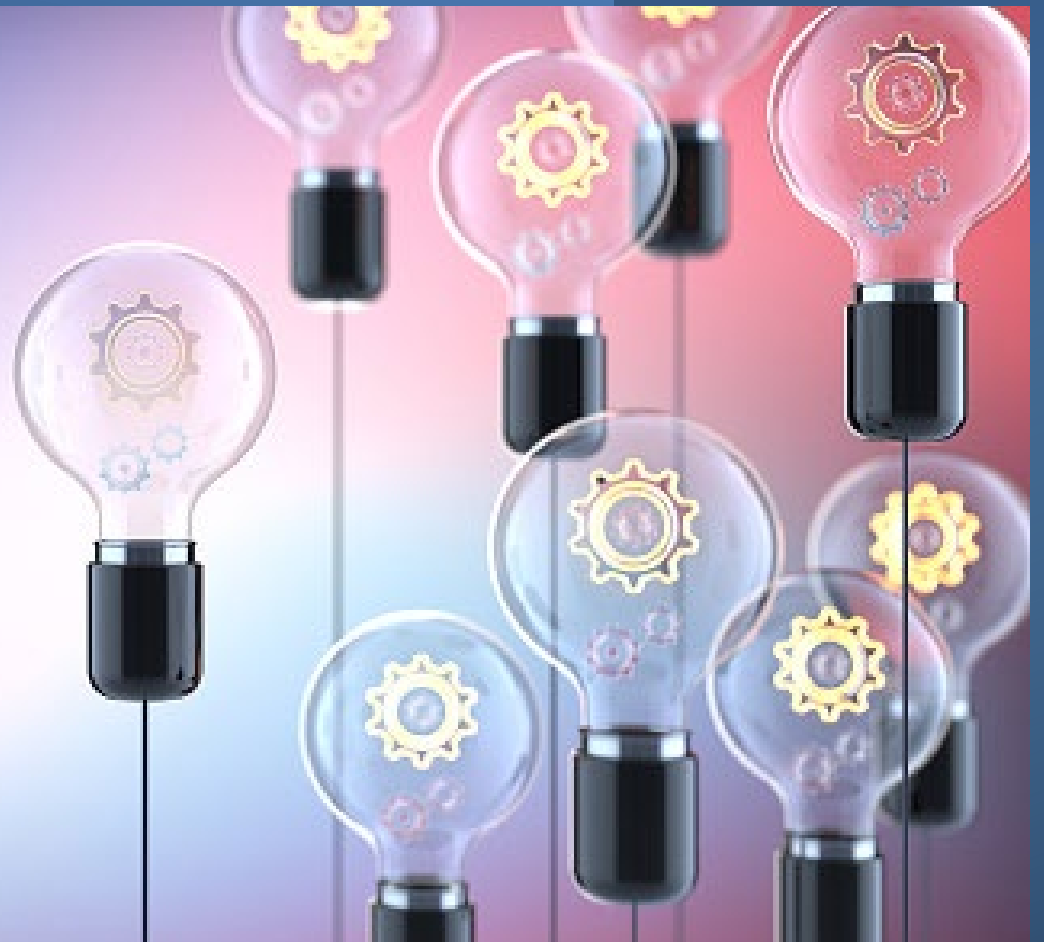






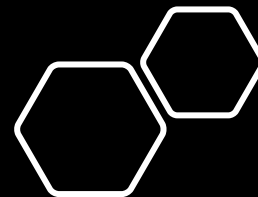
Analyze => Think => Change

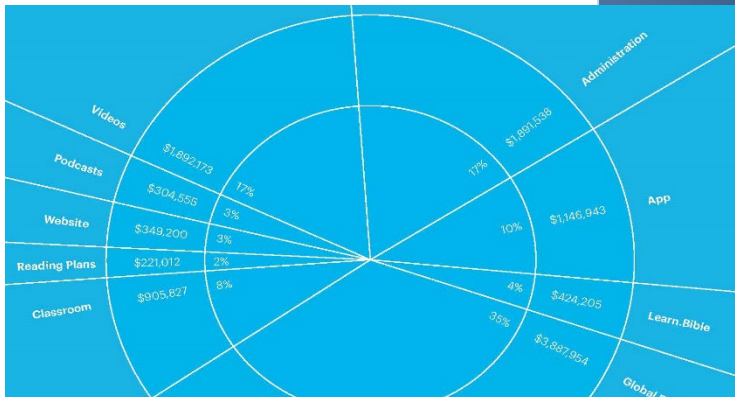
See => Feel => Fuel to change



Proposed 2022 budget

Products	Anim. Studio
	App
	Classroom
	Learn.Bible
	Listen
	R&D
	Read
	Watch / .com
	Support Functions
Data & Insights	
Finance	
Global Focus	
Hospitality	
Investor Relations	
Marketing	
Merchandise	
Operations	
People	
Scholarship	
Strategic Relationships	
Technology	





Products

Products

Videos
Short-form animated videos exploring the them storyline of the Bible

Podcasts
Resources for the auditory learner: BibleProject f Exploring My Strange Bible, and Reflections

Website
Access to videos, resources, and deeper Bible s

Reading Plans
Email, web, and app-based reading guides

Classroom
Free online seminary-level classes

Videos

Short-form animated videos exploring the themes and storyline of the Bible

Podcasts

Resources for the auditory learner: BibleProject Podcast, Exploring My Strange Bible, and Reflections

Website

Access to videos, resources, and deeper Bible study

Reading Plans

Email, web, and app-based reading guides

Classroom

Free online seminary-level classes

Global Focus

Making BibleProject resources available around the world

Learn.Bible

Curriculum building software for ministries and churches

App

The best of BibleProject In your pocket, coming in 2021

Administration

All the stuff that keeps the lights on and the coffee flowing

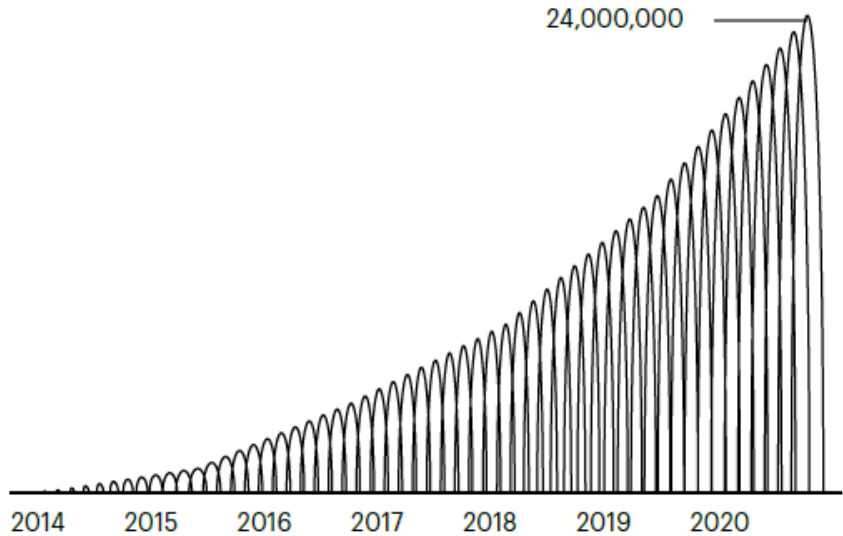
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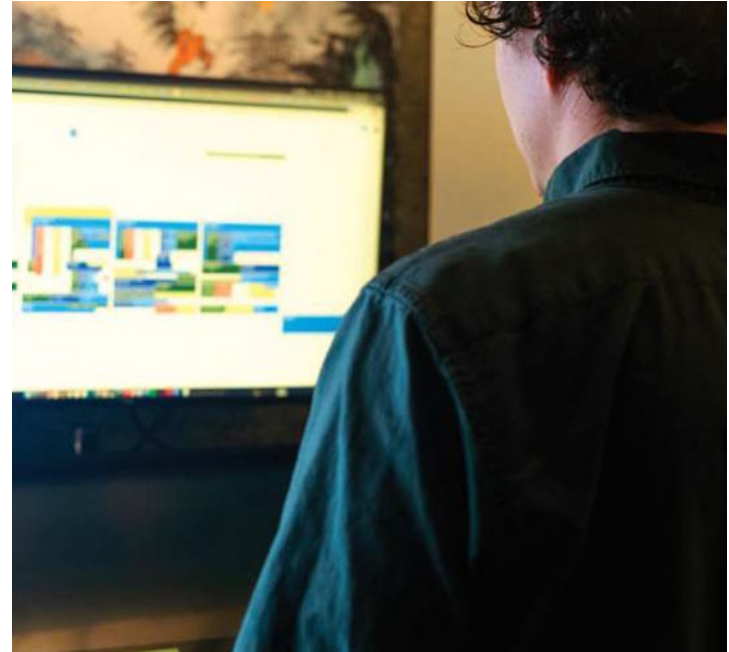
Average Gift Per Patron	\$31.47	
Recurring Patrons	17,897	↑31%
Total Patrons	41,098	↑44%

Our Audience

Total Unique Audience Members	24,000,000	
New Audience Members (YoY*)	8,947,039	↑58%



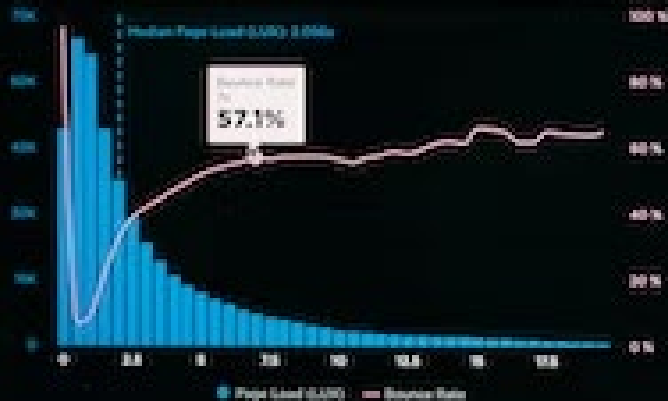
The Administrative budget slice is not one our audience feels directly, but it is the portion that ensures we are able to serve our growing audience well. Human Resources helps us have a healthy organization, Data Insights helps us learn from our audience, Operations helps the whole organization work effectively, and Legal and Finance ensures that we steward our financial resources transparently and ethically. Through the generosity of people like you, we have grown a lot in the last few years, now topping 60 employees. We are proud that this team continues to produce great work while maintaining the “slightly scrappy” identity of Bible Project.



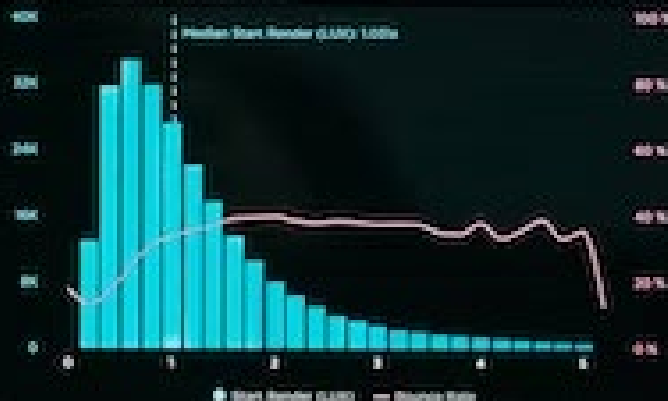


USERS: LAST 7 DAYS USING MEDIAN

LOAD TIME VS SOURCE RATE



START RENDER VS SOURCE RATE



PAGE VIEWS VS ONLOAD



SESSIONS





Melodi Bunting

SENIOR MANAGER, ADVISORY SERVICES

Melodi returned to public accounting when she joined Wegner CPAs' in 2014 after teaching in higher education, consulting with not-for-profits, and preparing consolidations and international reporting for a retailer. While at Wegner she has been developing and teaching a variety of internal and external training opportunities as well as working with the audit team performing audits, reviews and advisory services.



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Since joining the firm in September 2012, Hannah has worked primarily with non-profit organizations. Hannah has a passion for financial stewardship and accountability and is a lead auditor and consultant for non-profits and religious organizations in Wisconsin, New York, and Washington, D.C. She is a firm believer that strong financial and administrative systems result in greater organizational success. Hannah annually attends continuing professional education seminars on accounting, auditing, compliance, and tax issues.



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