

Aglow International

Social Media Strategic Plan 2026-2027

Prepared by: Rick Allen - Creative Director, Creative Services Office (CSO)

For review by: U.S. National Leadership Team (February 2026)

For approval by: International Board of Directors (March 2026)

Implementation: Fiscal Year Beginning April 1, 2026

Executive Summary

Aglow International stands at a pivotal inflection point. After 57 years of impactful ministry and 40 years under Jane Hansen Hoyt's leadership, we now have both new leadership and urgent organizational needs that demand strategic innovation in how we connect, communicate, and build community.

The Challenge

- Declining conference attendance
- More local groups closing than forming
- Median constituent age of 65
- 80% of social media followers are women 65+
- Limited staff capacity at headquarters

The Opportunity

- New CEO (Nancy McDaniel) and board ready to innovate
- Global presence in 150+ nations
- Virtual groups forming organically, proving digital community works
- Strong existing content (teaching, worship, testimonies)
- 16K Facebook followers and 12.5K YouTube subscribers as foundation
- Major conference events (DC Sept 2026, Jerusalem Nov 2027) requiring strategic promotion

Strategic Positioning

This strategy repositions social media from a promotional tool to a primary ministry venue—a place where Aglow happens, not just where Aglow is announced.

Timeline:

- **February 2026:** USNLT Review
 - **March 2026:** IBOD Final Approval
 - **February-March 2026:** New hire onboarding begins
 - **April 1, 2026:** Strategy Implementation Begins (coinciding with FY 2026-2027 and conference registration launch)
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Organizational Context

Current State Assessment

Social Media Presence:

- Facebook: 16,000 followers
- YouTube: 12,500 subscribers
- X (Twitter): Minimal activity
- Men of Issachar Facebook: 2,200 followers
- Current posting: 2-3x/week Facebook, 1x/month YouTube

Creative Services Office (CSO) Team:

- Rick Allen - Creative Director (video production/graphic design)
- Martha Stanley (website development/writing)
- New hire - starting February/March 2026 (social media emphasis)
- Part of 12-person Aglow headquarters team

Budget Request:

- \$300/month for social media advertising (\$3,600 annual)
- To be approved as part of FY 2026-2027 budget
- Translation relationships available for multilingual content

Key Stakeholders:

- Nancy McDaniel (CEO)
- Dave McDaniel (Director of Donor Development, USNLT member) - donor cultivation alignment critical
- U.S. National Leadership Team
- International Board of Directors

Key Insight

Social media is not just a marketing challenge for Aglow—it is a laboratory for organizational evolution. The shift from primarily physical to hybrid physical-digital ministry, the inclusion of men alongside women, and the need to reach younger generations all require social media to pioneer new models of community and engagement.

Immediate Strategic Imperative: Conference Season

With conference registration opening April 1, 2026 (the same day this strategy launches), we have an immediate opportunity to demonstrate social media's revenue-generating potential:

- **September 3-5, 2026:** U.S. Conference, Washington DC (capacity 1,100)
- **Goal:** 10% increase in attendance via social media promotion
- **Live-stream:** Paid virtual attendance option expands reach
- **November 2027:** Global Conference, Jerusalem (promotion begins June 2026)

Success with conference promotion will provide proof-of-concept for expanded social media investment.

Strategic Foundation

Three-Horizon Framework

This strategy operates on three simultaneous timelines:

Horizon 1: Serve & Activate (0-6 months | April-September 2026)

Immediate optimization of current efforts to serve existing base while building infrastructure for growth.

- New hire fully operational (onboarded Feb-March)
- Implement content repurposing system (15-min YouTube → multiple short clips)
- Drive conference registrations (April-September)
- Activate current followers to share and invite others
- Begin systematic testimonial collection
- Capture and leverage conference content (September)

Horizon 2: Reach & Test (6-18 months | October 2026-September 2027)

Deliberately expand to new audiences and experiment with digital-first community models.

- Launch Instagram to reach 35-55 age demographic
- Create platform-specific content strategies
- Pilot structured virtual community experiences
- Test what resonates with diverse audiences
- Promote Jerusalem 2027 conference (June 2026 onward)

Horizon 3: Transform (12-24 months | April 2027-March 2028)

Establish social media as a primary ministry venue equal to physical presence.

- Social media as first point of encounter with Aglow
- Year-round digital discipleship journey
- Virtual community options equal to physical chapters
- Integrated donor cultivation through content

Primary Objectives (Year 1: April 2026-March 2027)

40% Follower Growth

- Facebook: 16K → 22K
- YouTube: 12.5K → 17.5K

3x Engagement Rate

- Triple comments, shares, saves across platforms

25% Under 55 Followers

- Shift from current ~20% to attract younger demographics

Conference Impact

- 10% increase in DC conference attendance via social media
- Track registration conversions from each platform
- Build momentum for Jerusalem 2027

Donor Development Alignment

- Support Dave McDaniel's donor cultivation initiatives through content
- 100 new donors acquired through social media engagement

- Quarterly impact stories demonstrating stewardship
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Platform Strategy

Different platforms serve different purposes and audiences. Here is where to focus:

Facebook - PRIMARY PLATFORM (Priority 1)

Your largest audience and best-performing platform.

Strategy:

- Increase to 5x/week posting (currently 2-3x)
- Content mix: 2 short teaching clips, 1 testimonial, 1 inspirational quote/graphic, 1 community/event post
- Optimize posting times (test 9am, 12pm, 7pm)
- Use Facebook Stories for behind-the-scenes and timely updates
- Monthly Facebook Live Q&A or teaching session
- **Conference-specific:** Weekly registration reminders (April-September), countdown posts, speaker spotlights
- Invest 60% of ad budget here for reach and engagement campaigns

YouTube - CONTENT HUB (Priority 1)

Long-form teaching and worship library.

Strategy:

- Maintain 1-2x/month full teaching videos (15 min)
- Add YouTube Shorts (60 sec) 2x/week from longer content
- Create playlists by topic (prayer, identity, prophetic, etc.)
- Optimize titles and descriptions for search (SEO)
- Add chapter markers to longer videos
- Cross-promote to Facebook but don't duplicate full videos there
- **Conference-specific:** Post speaker preview videos, worship moments, promotional trailers
- **Post-conference:** Session highlights, testimony compilations become ongoing content library

Instagram - NEW LAUNCH (Priority 2)

Launch in Months 3-4 (June-July 2026) to reach younger demographic (35-55) with visual storytelling.

Strategy:

- Launch with 3-4 posts/week: Reels (2), Feed posts (1-2)
- Reels focus: 30-60 sec teaching moments, testimonial snippets, conference countdown content
- Feed posts: Beautiful quote graphics, event photos, stories
- Use Stories daily for more casual, authentic connection
- Hashtag strategy targeting Christian women, prayer, prophetic
- **Conference-specific:** Behind-the-scenes setup, attendee spotlights, live Stories during event
- Invest 30% of ad budget for targeted follower growth

X (Twitter) - MAINTAIN MINIMAL (Priority 3)

Low ROI for ministry context; minimal investment.

Strategy:

- Auto-cross-post key Facebook content (1-2x/week)
- Respond if people engage, but don't prioritize growth
- Reassess in 12 months based on platform changes

TikTok - MONITOR, DON'T LAUNCH YET

High potential but requires dedicated strategy and resources.

Recommendation: Wait until Instagram Reels strategy is established and team has capacity. TikTok reaches Gen Z effectively but requires authentic, consistent presence. Revisit in Year 2 (2027-2028).

Platform Priority Summary:

- **April-June 2026:** Facebook (optimize) + YouTube (maintain + add Shorts) + Conference push
 - **June-July 2026:** Add Instagram
 - **September 2026:** Leverage conference content across all platforms
 - **Year 2:** Evaluate TikTok based on team capacity and Instagram success
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Content Strategy

Content Pillars

All content should flow from these five core themes that reflect Aglow's mission:

- 1. Teaching & Equipping** Biblical teaching, prophetic insight, practical discipleship. *Examples: Scripture breakdowns, how to hear God's voice, prayer strategies*
- 2. Testimonies & Stories** Real stories of transformation, healing, breakthrough. *Examples: Video testimonials, before/after stories, answered prayers*
- 3. Inspiration & Encouragement** Uplifting messages, prophetic words, hope-filled content. *Examples: Quote graphics, short encouragements, worship moments*
- 4. Community & Connection** Showcasing global family, local groups, virtual gatherings. *Examples: Chapter spotlights, conference highlights, member introductions*
- 5. Vision & Invitation** Who Aglow is, what we believe, how to get involved. *Examples: "What is Aglow?", virtual group invites, conference registration*

Conference-Specific Content Strategy (April-September 2026)

Phase 1: Registration Launch (April-May)

- "Early registration now open" announcements
- Speaker announcement series (one per week)
- "Why you should attend" testimonial videos from past attendees
- DC destination highlights (monuments, history, inspiration)
- Live-stream option promotion

Phase 2: Momentum Building (June-August)

- Countdown posts ("90 days until DC!")
- Workshop/session previews
- "Meet the speakers" interview clips
- Attendee stories ("I'm coming because...")
- Hotel and travel tips
- Group registration incentives

Phase 3: Final Push (Late August-Early September)

- Daily countdown
- "Last chance to register"
- Live behind-the-scenes setup content
- Prayer mobilization for the event

Phase 4: Event Coverage (September 3-5)

- Live Stories and updates throughout
- Worship moment clips
- Teaching highlights (30-60 sec)
- Attendee testimonials
- Promote live-stream for those watching remotely

Phase 5: Post-Event Leverage (September-December)

- Session highlight reels
- Extended teaching clips from main sessions
- Transformation stories from attendees
- "You missed it, but catch these moments"
- Early teasers for Jerusalem 2027

Jerusalem 2027 Content Launch (June 2026 onward)

Phase 1: Announcement & Vision Casting (June-September 2026)

- Official announcement video
- "Why Jerusalem?" teaching and historical significance
- Early registration information
- Trip planning resources

Phase 2: Sustained Promotion (October 2026-October 2027)

- Monthly Jerusalem-focused content
- Testimonies from past international conferences
- Travel tips and preparation guides
- Fundraising and sponsorship opportunities
- Countdown milestones

Weekly Content Calendar Template

Day	Facebook	Instagram (when launched)	YouTube
Monday	Teaching clip (2-3 min)	Reel (30-60 sec teaching)	Short (if available)

Day	Facebook	Instagram (when launched)	YouTube
Tuesday	Conference update/speaker spotlight	Feed post (quote graphic)	—
Wednesday	Inspirational quote/graphic	Stories only	—
Thursday	Testimonial video (1-2 min)	Reel (testimonial snippet)	Short (if available)
Friday	Teaching clip OR community post	Feed post (community photo)	Full video (bi-weekly)
Weekend	Event/invitation OR rest	Stories only	—

Note: April-September content calendar prioritizes conference promotion integrated throughout. Instagram Stories should be daily - casual, authentic moments, behind-the-scenes, prayer requests, quick updates

Content Repurposing System

Maximize your 15-minute YouTube videos:

1 YouTube video (15 min) becomes:

- 3-4 Facebook teaching clips (2-3 min each)
- 5-6 Instagram Reels (30-60 sec highlights)
- 2-3 YouTube Shorts (60 sec key moments)
- 4-6 quote graphics (pull key statements)
- 1 blog post summary (for website, email newsletter)

Result: One recording session produces 2-3 weeks of social content

Conference Content Goldmine:

The September conference will produce:

- 12-15 main session videos (multiple speakers)
- 20+ workshop/breakout sessions
- 50+ attendee testimonial opportunities
- Hundreds of photos and b-roll footage
- Worship moments and prophetic segments

This single event can fuel 6+ months of social media content through strategic repurposing.

Testimonial Collection System

Systematize story gathering:

- Monthly email to all chapter leaders requesting testimonies
 - Simple online form for submission (video or written)
 - Template questions to guide responses
 - Goal: Collect 4-6 testimonies per month
 - **Special focus:** Conference registration testimonies (April-August), post-conference transformation stories (September-December)
 - Edit into 60-90 second videos for social platforms
 - Get written permission and release forms
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Conversion Pathways

Social media followers must have clear next steps. Here's how we move people from awareness to action:

The Aglow Digital Journey

- 1. Discover** → Find Aglow through social content
- 2. Engage** → Follow, watch, comment, share
- 3. Connect** → Join virtual group or local chapter
- 4. Participate** → Attend conference, give, serve

Specific Conversion Tactics

Monthly Call-to-Action Focus (April 2026-March 2027)

Rotate primary CTA each month to avoid overwhelming followers:

- **April:** "Register for DC Conference - Early Access"
- **May:** "Meet our speakers - Register today"
- **June:** "Find a virtual group near you"
- **July:** "Download free resource" + "DC Conference discounts ending soon"
- **August:** "Last chance DC Conference registration"
- **September:** "Join us live or via livestream" → Post-conference: "Watch the highlights"
- **October:** "Share your conference testimony"
- **November:** "Join our year-end giving campaign"
- **December:** "Jerusalem 2027 early registration"
- **January-March 2027:** Rotate between virtual groups, resources, donor cultivation

Link Strategy

- Facebook/Instagram bio: Linktree with multiple options
- Post links rotate: Conference registration (priority April-Sept), virtual groups, resources, donate
- **Track everything:** UTM parameters on all links to measure which platforms drive conference registrations
- Optimize website: Dedicated landing pages for social traffic (especially conference registration page)

Conference Registration Conversion Strategy

Goal: 10% increase in attendance via social media = ~110 additional registrations

Tactics:

- Track registration source (Facebook ad, Instagram, YouTube, organic social)
- A/B test ad creative for conference promotion
- Retarget website visitors who viewed registration page but didn't complete
- Create urgency with countdown content and deadline reminders
- Highlight live-stream option for those who can't attend in person
- Post-event: Use FOMO (fear of missing out) to drive Jerusalem 2027 early interest

Expected Registration Revenue Impact:

- 110 additional registrations × \$200 avg = \$22,000
- Plus live-stream purchases
- This alone justifies the annual ad budget investment (\$3,600)

Virtual Group Launch Strategy

Since virtual groups are forming organically, systematize and scale:

- **Phase 1 (Months 1-3 | April-June):** Document current virtual groups - what works, who attends, best practices
- **Phase 2 (Months 4-6 | July-September):** Create virtual group starter kit for leaders
- **Phase 3 (Months 6-12 | October-March):** Monthly social media campaign promoting virtual group options
- **Goal:** Launch 10 new virtual groups in first year, recruited primarily through social media

Donor Cultivation Through Content (Supporting Dave McDaniel's Initiatives)

Build the "thousands of ordinary donors" vision through strategic social media content:

Quarterly Impact Stories

- April: "Your giving made this conference possible"
- July: "Global impact: How donations support chapters worldwide"
- October: "Conference recap: Lives transformed through your generosity"
- January: "Year in review: Your 2026 impact by the numbers"

Monthly Stewardship Content

- Spotlight different Aglow initiatives needing support
- Transparent reporting on ministry outcomes
- "Meet the missionaries/leaders your giving supports"
- Behind-the-scenes at headquarters

Strategic Campaigns

- Post-conference giving campaign (September): "Want to see more of this? Support Aglow"
- Year-end giving (November-December): Annual impact showcase, tax-advantaged giving reminders
- Jerusalem 2027 sponsorships: Travel scholarships, ministry partnerships

Make Giving Easy

- Clear donate links in bios and regular posts
- Simple, mobile-optimized giving process
- Thank donors publicly (with permission) to model generosity
- Share stories of what specific donation amounts accomplish

Goal: 100 new donors acquired through social media engagement in Year 1

Team & Resource Allocation

Roles & Responsibilities

Creative Services Office Structure

The CSO is part of the 12-person Aglow headquarters team and leads all social media strategy and implementation.

Rick Allen - Creative Director *Primary Focus: Video production, graphic design, strategic oversight*

Weekly Tasks:

- Film/edit 1 YouTube teaching (bi-weekly)
- Create 2-3 quote graphics
- Review/approve all content before posting
- Strategic planning and metrics review
- Coordinate with Dave McDaniel on donor cultivation content

Time Investment: 10-12 hours/week on social media

Martha Stanley *Primary Focus: Website, writing, content coordination*

Weekly Tasks:

- Write post captions and descriptions
- Coordinate testimonial collection
- Update website with social content
- Support new hire with copywriting
- Ensure conference registration pages are optimized for social traffic

Time Investment: 6-8 hours/week on social media

New Hire - Social Media Specialist *(Starting February/March 2026) Primary Focus: Day-to-day social media management and growth*

Onboarding Timeline:

- **February-March 2026:** Full onboarding, training on Aglow mission/voice, systems setup
- **April 1, 2026:** Ready to execute strategy at full capacity

Daily/Weekly Tasks:

- Schedule and post all content across platforms
- Respond to comments and messages within 24 hours
- Repurpose long videos into short clips
- Track metrics and create monthly reports

- Manage ad campaigns (with Rick's oversight)
- Launch and grow Instagram account
- Community engagement (like, comment on others)
- Monitor conference registration conversions from social sources

Time Investment: 25-30 hours/week on social media

This person should have strong video editing skills (for repurposing), basic graphic design capability, proven social media experience, and ability to track conversion metrics

Total Team Capacity: 41-50 combined weekly hours on social media

This is realistic capacity for:

- 5 Facebook posts/week + daily community management
- 3-4 Instagram posts/week once launched (June-July 2026)
- 2 YouTube videos/month + 4-6 Shorts/week
- Monthly ad campaign management
- Conference-specific promotional campaigns
- Metrics tracking and strategic planning

Tools & Technology Needed

Essential (Immediate - April 2026):

- Scheduling tool (Buffer, Hootsuite, or Meta Business Suite - free)
- Video editing software (existing)
- Canva Pro (\$13/month - graphics)
- Google Analytics (free - website tracking with UTM parameters for conference registration tracking)

Nice to Have (Later - Summer/Fall 2026):

- Later.com or Planoly (Instagram scheduling - ~\$25/month)
- Descript (AI video editing for faster repurposing - \$24/month)
- Analytics tool (Sprout Social or similar - evaluate need after 6 months)

90-Day Launch Plan

New hire starts February/March 2026 with onboarding complete by April 1. Here's the implementation timeline:

Month 1 (April 2026): Foundation & Conference Launch

Week 1-2: Strategy Launch + Conference Kickoff

- New hire fully onboarded and ready to execute
- **PRIORITY:** Launch conference registration campaign across all platforms
- Set up UTM tracking for conference registration links
- Increase Facebook posting to 4x/week (from 2-3x) with conference emphasis
- Launch YouTube Shorts (2x/week)
- First Facebook Live: "Everything you need to know about DC 2026"
- Launch first conference-focused ad campaign

Week 3-4: Systems Refinement + Conference Momentum

- Refine content repurposing workflow based on first weeks
- Launch testimonial collection campaign
- Build 2-week rolling content calendar
- Speaker announcement series begins
- A/B test conference ad creative
- Monitor registration conversions by platform

Month 1 Goals: ✓ Strategy fully operational from day one

- ✓ Posting frequency increased on Facebook
- ✓ YouTube Shorts launched
- ✓ Conference promotion integrated across all content
- ✓ Registration tracking system capturing data
- ✓ First measurable conference registrations from social media

Month 2 (May 2026): Optimization & Speaker Spotlights

Week 5-6: Content Optimization

- Increase Facebook to 5x/week
- Repurpose first full 15-min YouTube video into 12-15 pieces
- Post first collected testimonial video
- A/B test posting times on Facebook
- **Conference focus:** Weekly speaker spotlight series in full swing
- Launch second round of conference ads targeting new audiences

Week 7-8: Ad Strategy Refinement

- Analyze Month 1 conference ad performance
- Launch optimized Facebook ad campaign (\$150 budget, 60% to conference promotion)
- Test audience targeting (35-65, Christian women, US/Canada + DC metro area)
- Promote highest-performing organic conference content
- Track conference registration conversions by platform
- Prepare Instagram account (profile, initial content bank, conference-ready graphics)

Month 2 Goals: ✓ Consistent 5x/week Facebook posting established

✓ Content repurposing system proven effective

✓ Conference registrations tracked by social source showing growth

✓ Speaker spotlight series generating engagement

✓ Instagram launch ready

Month 3 (June 2026): Instagram Launch + Jerusalem Announcement

Week 9-10: Instagram Launch + Dual Conference Strategy

- Launch Instagram with 10-15 posts pre-scheduled (mix of Aglow intro + DC conference content)
- Post 3-4x/week: 2 Reels, 1-2 Feed posts
- Cross-promote Instagram on Facebook and email
- Begin daily Instagram Stories
- Start Instagram ad campaign (\$90 budget, 30% for follower growth, focus on 35-55 demographic)
- **Major milestone:** Jerusalem 2027 announcement across all platforms

Week 11-12: Full Multi-Platform Operation

- Facebook, Instagram, YouTube all running consistently
- Conference promotion at peak intensity (90 days out)
- Jerusalem 2027 early registration information released
- First monthly metrics report completed (with conference conversion data)
- Evaluate what's working, what to adjust
- Plan Month 4-6 content themes and campaigns

Month 3 Goals: ✓ Instagram successfully launched with 500+ followers

✓ All three platforms posting consistently

✓ Ad budget fully deployed and optimized

✓ Clear data on what content performs best

- ✓ Jerusalem 2027 announced and initial interest tracked
- ✓ Conference momentum building with measurable registration increases

Beyond 90 Days: Months 4-12 (July 2026-March 2027)

Months 4-6 (July-September 2026):

- Peak conference promotion and final registration push
- Instagram growth acceleration
- Conference event coverage (live content, September 3-5)
- Post-conference content harvest and testimonial collection
- Launch virtual group campaign leveraging conference momentum

Months 7-9 (October-December 2026):

- Leverage conference content library across all platforms
- Jerusalem 2027 sustained promotion begins
- Year-end donor cultivation campaign
- Evaluate platform performance and ad ROI
- Mid-year strategic review with USNLT/IBOD

Months 10-12 (January-March 2027):

- Jerusalem 2027 early registration push
 - Annual impact showcase (including social media metrics and conference success)
 - Plan Year 2 strategy (April 2027-March 2028)
 - Consider TikTok pilot based on team capacity
 - Celebrate wins and present results to leadership
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Metrics That Matter

Track metrics that align with organizational goals, not just vanity numbers.

Primary Success Metrics

What really matters for Aglow:

- **Conference registrations from social:** Goal: 110 registrations (10% increase) = \$22,000 revenue
- **New virtual group sign-ups from social:** Goal: 50/year

- **Website traffic from social:** Goal: 300% increase
- **Donors acquired through social:** Goal: 100/year (supporting Dave McDaniel's donor development strategy)
- **Followers under age 55:** Goal: 25% (from current ~20%)

Secondary Growth Metrics

Supporting indicators of progress:

- **Facebook followers:** 16K → 22K (+40%)
- **YouTube subscribers:** 12.5K → 17.5K (+40%)
- **Instagram followers (new):** 0 → 5K
- **Avg engagement rate:** 3x current baseline
- **Video completion rate:** >50%
- **Conference content reach:** Post-event content views and engagement

Monthly Reporting Dashboard

Track these metrics monthly and report to leadership quarterly:

Reach & Growth:

- Total followers (each platform)
- New followers this month
- Total reach/impressions
- Demographics (age, location)
- Conference registration source tracking

Engagement:

- Engagement rate (%)
- Comments and shares
- Video watch time
- Top-performing content
- Conference-related post performance

Conversion:

- Link clicks

- Website visits from social
- Conference registration conversions by platform
- Virtual group inquiries
- Donation page visits from social
- Ad performance (ROI, cost per registration)

Conference-Specific Metrics (April-September 2026)

Track separately to demonstrate immediate ROI:

- Total registrations attributed to social media (by platform)
- Cost per registration from paid ads
- Organic vs. paid social registration ratio
- Live-stream purchases driven by social promotion
- Post-conference content engagement rates
- Jerusalem 2027 early interest inquiries from DC attendees

Quarterly Strategic Review Questions

Present to USNLT and IBOD:

- Are we reaching younger demographics? What's the trend?
- Which content types drive the most conversions (not just views)?
- Is our ad spend producing positive ROI? (Show conference registration numbers)
- What do our followers say they want more/less of?
- Are virtual groups growing? Conference registrations up?
- How is social media supporting donor development goals?
- What should we double down on? What should we stop?

Budget Justification & ROI

Requested Annual Budget: \$3,600

\$300/month × 12 months for social media advertising

To be approved as part of FY 2026-2027 budget (April 1, 2026 - March 31, 2027)

Budget Allocation

Facebook Ads: \$180/month (60%)

- Reach campaigns, engagement ads, video views
- **Priority April-September:** Conference registration campaigns
- **Priority October-March:** Donor cultivation, virtual group promotion, Jerusalem 2027

Instagram Ads: \$90/month (30%)

- Follower growth campaigns (launch June 2026)
- Reach campaigns targeting 35-55 demographic
- Conference and Jerusalem 2027 promotion

Testing Budget: \$30/month (10%)

- A/B testing audiences, creative, placements
- Optimize based on performance data
- Learn what works for future campaigns

Projected ROI (Year 1: April 2026-March 2027)

Conference Registrations (Immediate ROI) 110 additional DC conference registrations at \$200 avg = **\$22,000** *This alone provides 611% ROI on the annual ad budget*

Live-Stream Revenue Conservative estimate: 50 live-stream purchases at \$50 avg = **\$2,500**

New Virtual Group Members 50 new members at avg \$50/year donation = **\$2,500**

New Donor Acquisition (Supporting Dave McDaniel's initiatives) 100 new donors at avg \$100/year = **\$10,000**

Jerusalem 2027 Early Interest Estimated 20 early registrations at \$1,500 avg = **\$30,000** *(Building momentum for 2027 revenue)*

Total Projected Year 1 Revenue Impact: \$37,000

ROI: 1,028% (\$37,000 / \$3,600)

Note: Jerusalem 2027 revenue will primarily be realized in FY 2027-2028, but social media groundwork begins in Year 1

Beyond Direct ROI: Strategic Value

The investment delivers value beyond measurable revenue:

- **Proof of concept:** Conference promotion demonstrates social media can drive significant revenue
- **Brand awareness:** Reaches thousands who've never heard of Aglow
- **Younger audience:** Builds foundation for long-term sustainability (critical for generational transition)
- **Global family connection:** Strengthens sense of worldwide community across 150+ nations
- **Digital infrastructure:** Proves virtual ministry model for future scaling
- **Content multiplier:** Amplifies organic reach 3-5x through paid promotion
- **Competitive positioning:** Keeps Aglow relevant in increasingly digital ministry landscape
- **Donor pipeline:** Supports Dave McDaniel's donor development strategy with engaged prospects

Cost of NOT Investing

Without strategic social media investment:

- **Conference risk:** Continued attendance decline threatens major revenue source
- **Lost momentum:** Jerusalem 2027 promotion starts too late, limiting international attendance
- **Continued organizational decline:** Existing trends of aging membership and closing chapters will accelerate
- **Lost opportunity:** Competitors and other ministries will capture the digital-first generation
- **Inefficiency:** Current content creation efforts reach only a fraction of potential audience
- **Sustainability risk:** Donor base will continue to age without cultivation of younger supporters
- **Relevance gap:** Aglow will increasingly seem out-of-touch to those under 50

The question is not whether we can afford to invest \$300/month in social media advertising. The question is whether we can afford NOT to.

With the DC conference just months away, this strategy provides an immediate opportunity to demonstrate ROI and build momentum for long-term digital transformation.

Board Discussion Questions

Use these questions during USNLT (February 2026) and IBOD (March 2026) meetings to involve leadership in shaping Aglow's digital future.

Visioning Exercise: Aglow in 10 Years

Imagine it is 2036 and Aglow is thriving. What does that look like?

1. Community & Connection

- How are people experiencing Aglow community in 2036? Is it primarily physical gatherings, virtual connections, or a seamless blend of both?
- What does a typical person's journey into Aglow look like? Where do they first encounter us?
- How has technology changed the way our global family stays connected across 150+ nations?

2. Generational Diversity

- What does our age diversity look like? Are we successfully attracting and retaining younger generations?
- How do different generations engage with Aglow differently? What formats or approaches work for each?
- What would it take to have 40% of our participants under age 50 by 2036?

3. Digital Ministry Philosophy

- Is digital ministry (online groups, virtual conferences, social media community) equal to physical ministry in value and importance, or is it secondary?
- What makes someone a member of Aglow? Must they attend a physical chapter, or can online participation count?
- How do we maintain the relational, grassroots DNA of Aglow while scaling digitally?

4. Identity & Messaging

- When someone asks what Aglow is, what do we want them to hear? Can you articulate it in one sentence?
- What stories best represent who we are and what God is doing through this ministry?
- How do we honor our rich history while also being clearly relevant to today's world?

5. Resources & Sustainability

- What does our donor base look like in 2036? Thousands of small donors, a few major supporters, or both?
- How has social media changed the way people discover and support Aglow financially?
- What investments do we need to make now to ensure we are fully resourced in 10 years?
- How does this strategy support Dave McDaniel's donor development vision?

6. Permission & Risk

- What experiments or innovations are we willing to try, knowing some may not work?
- What are we afraid of losing if we change too much? Are those fears justified?

- What would happen if we do NOT make significant changes to how we connect and communicate?
- **Immediate question:** Are we willing to invest \$3,600/year in social media advertising to drive conference attendance and long-term engagement?

Discussion Process Recommendation

1. **Break into small groups** (4-6 people) to discuss 1-2 question categories
2. **Allow 20-30 minutes** for meaningful conversation
3. **Reconvene and share** key insights and themes from each group
4. **Document the vision** that emerges - this becomes the north star for all strategy
5. **Identify next steps** the board needs to take to enable this vision

Follow-Up Actions

After the visioning discussion:

- Rick Allen (Creative Director) synthesizes board input into refined vision statement
 - Social media strategy is adjusted to align with board's 10-year vision
 - Specific approval requested for budget allocation and strategic priorities
 - Timeline established for quarterly updates to board on progress
 - New hire completes onboarding aligned with approved strategic direction
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Conclusion

Aglow International stands at a moment of tremendous opportunity. The convergence of new leadership, organizational need, and digital possibilities creates the perfect conditions for transformation.

This social media strategy is not just about getting more followers or likes. It's about:

- **Reaching the next generation** before we lose them entirely
- **Pioneering digital community** that maintains Aglow's relational DNA
- **Building sustainable funding** through thousands of engaged supporters
- **Staying relevant** in an increasingly digital world
- **Fulfilling our mission** to see people know God, know who they are, and reach their world

The investment is modest: \$3,600/year in advertising plus strategic focus.

The potential return is transformational: A thriving, multi-generational, digitally-enabled global ministry reaching more people than ever before across 150+ nations.

With Nancy's leadership, board alignment, and dedicated Creative Services Office execution, Aglow can not only survive but thrive in the decade ahead.

The September 2026 conference provides an immediate proving ground. Success there—demonstrating that social media can drive significant revenue and engagement—will validate this approach and create momentum for even greater investment and innovation in Year 2.

Prepared by: Rick Allen - Creative Director, Creative Services Office

Aglow International

For presentation to: U.S. National Leadership Team (February 2026) and International Board of Directors (March 2026)

Date: January 2026

Next Steps:

1. **February 2026:** USNLT reviews strategy and provides input
2. **March 2026:** IBOD grants final approval and budget allocation
3. **February-March 2026:** New hire onboarding begins
4. **April 1, 2026:** Strategy implementation launches alongside FY 2026-2027 and conference registration
5. **Quarterly:** Progress reports to leadership with metrics and ROI data