



Dear Potential Partner,

I am excited to announce that in 2020 Revive Family will begin to serve the church like Jesus. Jesus did not charge for his teaching and healing and neither will we. This opens up an amazing opportunity to impact more families and ultimately the loss of youth from the church.

The Board of Directors has voted to offer our online program for parents to churches and their members free of charge. We are choosing to walk wisely by faith rather than by sight. We believe that those who benefit from the class, implementation guide and parent support calls will donate, paying it forward.

CDMG, Inc will Manage the Outreach

According to our marketing firm CDMG, this free-to-donation approach should result in three to five times more families participating in our program and result in a greater return than if we charged up front for the program.

As a result, we are embarking on our 2020 campaign. CDMG will use data mining to assemble targeted lists of 20,000 parents and 20,000 churches that we will reach out to in 2020. They will test messages, communication channels and response rates allowing us to compare the effectiveness of reaching out to churches versus directly to parents. This outreach will incorporate targeted social media and Google awareness ads to the identified parents and churches. Following this phase, CDMG will reach out to the lists with e-mails and direct contact marketing to engage the churches and parents with our online program for families. At the conclusion of the 2020 campaign we will know the:

- Messages
- Channels
- Performance metrics
- Change in parent perspectives
- Implementation process engagement rates
- Support call participation rates

These outcomes will provide a road map for expanding our effort to help and heal families leading to significant changes in the life trajectory of their kids and the loss of youth from the church. Enclosed you will find a presentation that provides an overview of Revive Family and how the 2020 campaign will provide essential answers parents are seeking. You will also find a summary document with testimonies to the work Revive Family is doing to change lives today.

I appreciate any insights or counsel you can provide and welcome your questions. You can set up a time to talk with me at jeff@revivefamily.com. We need your help to make the 2020 campaign a reality. You can [donate](#) now or make a [pledge](#).

Thank you,

Jeff Schadt, Founder
Revive Family
970 259-4895



Changing Lives Today

Recently Released Online Class

This class is being reviewed by churches to use as their resource for parents

- Westminster Chapel, Bellevue, WA
- Compass Bible Church, Boise ID
- North Summit Church, Sand Point, ID
- FUMC, Durango, CO
- Highlands Community Church, Renton, WA

Comments by church reviewers about the online class

"Through seven sessions. It is great content."

"Our entire family team is reviewing the course. I love it. We are meeting next week to decide the next steps."

"I have completed all 15 sessions and think this would be great for our parents."

Revive Family on Air

Impacting thousands of parents every week in nine cities:

- Minneapolis, MN — 90.7 FM | 97.5FM | AM900 | 98.5 HD signal 2 KTIS
- Kansas City, KS — 88.5 HD signal 2 KJNW
- Duluth, MN — 90.5 FM KDNI
- Fargo, ND — 102.5 FM | AM1200 KFNW
- Sioux Falls, SD — 107.5 FM | AM1270 KNWC
- Waterloo, IA — 93.1 FM | AM1090 KNWS
- Madison, WI — 104.7 FM | AM1190 WNWC
- Hartford, CT — 94.1 FM | AM 1290 WNWW
- Bismarck, ND — 89.1 FM KLBF

Recent Radio Program Series

- Rejection Really Hurts (2 weeks)
- Why Influence Works (5 weeks)
- The Jesus Your Kids Will Follow (4 weeks)
- The Anchor, Dad (4 Weeks)

Recent Radio Program Comments

"The Influence series has been really helpful. How can I access the other programs it referenced?"

"I could only listen to half of program in the car, how can I access the rest?"

"I have been dealing with rejection and have had suicidal thoughts for years and did not know why."



Revive Family Podcast

- A growing podcast audience
- Averaging 55 listeners weekly through our new site
- Seeking approval to place the podcast on I-Tunes and Amazon

Recent Podcast Comments

"This is a great podcast" Senior Pastor, First United Methodist Church

"How can I access older podcasts?"

"Thank you! You are helping me understand my kid

revivefamily.com

- The new site is connecting
- Parents are signing up for the news letter and issues white pages
- We are building a list
- We are receiving orders for the online class with no advertising occurring

Blogs and Social Media

- In 2018 we drove 9,000 people to our site from social media to read our blogs
- The site was not converting the visitors so we built new brand image and site in 2019
- We are returning our successful social media outreach given the completion of the online class

Audio Books

Key podcast series are being edited into audio books with chapter navigation and will be available for download with a donation at revviefamily.com and will be distributed on digital platforms.



**70% of adolescents want more involvement from their parents in their lives.
Just a different kind of Involvement!**



2020 Campaign

Reach out to 20,000 churches &
20,000 parents in 2020

Goal

20,000 kids reconnected
to their parents in a healthy way

How

Train, Encourage and Support
10,000 families to
help 20,000
kids reconnect &
reconsider their escapes
in 2020



Kids are in Crisis

Mental Health

2.8 million adolescents (ages 12 to 17) in the United States had at least one major depressive episode in 2014.

Approximately 4.4 million kids age 2 to 17 have been diagnosed with anxiety.

Substance Abuse

Reported having used drugs at least once in the past year.

13 % of 8th graders or **455,000 13 year olds**

30 % of 10th graders or **1,050,000 15 year olds**

40 % of 12th graders or **1,400,000 17 year olds**

In 2015, **7.7 million** young people ages 12–20 reported that they drank alcohol beyond “just a few sips” in the past month

Sexual Activity

90% of children ages 8-16 have seen online pornography

Research from Bitdefender, reported children **under the age of 10** account for **22% of online porn consumption** under the age of 18

41% of high school students reported having sexual intercourse or **5,740,000 13 to 17 year olds**

Internet Activity

70% of kids hide their internet behavior from their parents

A Pew study finds that that 54 percent of US **teens** ages 13 to 17 worry they **spend too much time** on their phones or **7.5 million**

Video Games

91 percent of kids between 2 and 17, or about **64 million** play video games

8.5 percent of children who play video games in the United States are **addicted** or **5,440,000 kids**

Why?

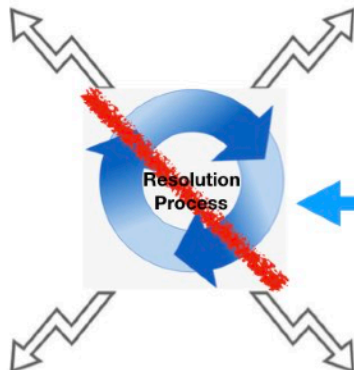
Families are Struggling

Revive Family estimates that 70% to 80% of kids age 8 to 17 or **26,250,000 kids** have some form of **escape behavior**.



A majority are escaping unresolved issues and hurt in the relationship with their parents!

Kids tell us their families are really just individuals living under one roof!



Leads to:

- Lack of Emotional Connection
- Lack of Understanding
- Loss of Influence in Kids' Lives
- A Kid's Focus on Self
- A Kid's Desire to Escape
- **"It's my parents' faith"/Loss of Faith**

Families Lack

- A healthy view of their kids & kids' capabilities
- A bi-directional resolution process
- A shepherding or mentoring mindset

Because Society

- Redefined childhood
- Exaggerates the danger
- Altered parents' role to protecting their children from preparing them



A Loss of Empathy and Compassion

In [one study](#), the average American college student in 2009 scored as less empathic than 75 percent of students in 1979.



In a 26-year-long study, researchers found that the number one factor in developing empathy in children was father involvement. Fathers' spending regular time alone with their children translated into children who became **compassionate** adults.

As the Family Goes



So Goes the Nation





Helping Parents is Key!



Many parents feel like:
They are failing
Struggle to understand their kids
They do not know how to lead apart from
authority and control or a hands off approach

"In American culture, it seems that controlling or
possessive behaviors are the ones people do
not feel loved by," Heshmati said. "If someone
wants to know where you are at all times, or
acts controlling, those actions are not loving to
US." Penn State Research

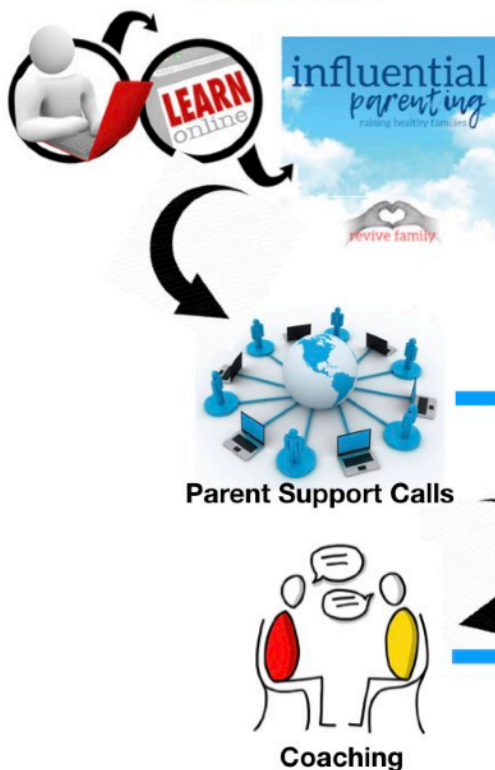
"You Changed My Son Through Me!" - Rick Rablin, Father of 17 year old

"Wow! You and the Influential Parenting are the bridge that I needed
between the counselor, our church and my daughter." - Manuela Mcvey,

"As a mom and professional counselor I have reviewed many
parenting programs. Influential Parenting is now my number one
resource for parents." - Holly Pankratz

"We have followed through with your homework assignments from
the seminar and taken our oldest out to eat twice. We had a great time
and she loved it. She and I have taken the Strengths Finder test and
she loved that. She is loving this whole idea that we are helping her to
discover what she wants to do with her life and make her own plan
and that we are here to support her and help her succeed. It has made
her more enthusiastic about school and her future and way more
communicative." - Bernesce Teem, Mom of Pre-teens and Teens

How?



Revive Family Found That:

Equip

30% to 35% of parents are healthy
enough to make needed changes
with our training & implementation
process to follow

Support

25% to 30% needed support and
encouragement as they implemented
via support calls

Coaching

35% to 40% needed coaching to
heal themselves and the relationship
with their kids



DIRECT RESPONSE FOR THE 21ST CENTURY

Our advertising campaigns generate better results from scientifically proven direct response strategies that are highly targeted, creating greater lifetime value from your customers.

- ✓ **Accountable advertising where results are tracked**
- ✓ **Measurable results so you know what's working best**
- ✓ **Know your cost per lead and cost per sale across all marketing channels**

INTEGRATED MARKETING SOLUTIONS




DIRECT MAIL



DIGITAL MARKETING



VIDEO, TV AND RADIO



2020 "Build the Evidence"

CDMG will manage a large scale test and refining process. Their data mining will specifically target 20,000 churches & 20,000 parents

Prove Out

- Channels and Messages
- Free to donation model in order to help more families
- Class effectiveness
- Implementation engagement
- Metrics with current program



CDMG Engagement	\$ 106,000
Donor development prog./software	\$ 10,000
Consultant refine site & build donor follow up	\$ 30,000
Writer, new content development	\$ 15,000
Expand social media following	\$ 20,000
Additional expenses	<u>\$ 19,000</u>
Total Budget	\$ 200,000

Revive Family's Board of Directors is seeking pledges from investors to reach our goal of \$200,000. Revive Family will not seek the funding of these pledges until a threshold of at least \$130,000 has been reached assuring us the ability to move forward with CDMG.



MARKETING AWARDS



CDMG Inc. is the Winner of 86 Marketing Awards for Breakthrough Profitable Campaigns! Here are a few:



INTERNET ADVERTISING AWARD



MARCOM AWARD



SIA SUMMIT INTERNATIONAL AWARD



BUSINESS MARKETING ASSOCIATION AWARD



DIRECT MARKETING ASSOCIATION AWARD



WEB MARKETING AWARD

And many more...



2020 Outcomes

Families

Train 10,000 parents
Help 20,000 kids reconnect
Cause 20,000 kids rethink their escapes

Effort

Develop metrics for effective outreach
Generate \$60,000 - \$160,000 in revenue
Measure and report results & impact
Build evidence for major expansion



2021 Super Charge the Effort

Leverage Evidence to:

Expand existing Radio Program
Add a celebrity mom endorsement
Add a celebrity dad endorsement
Add professionally cast & produced family contrast video vignettes
Add a great spokesperson/speaker
Upgrade online content with above
Enhance Social Media with above
Access PSA's with celebrities