

Creating Smart Ministry: Big Data Now Informs Church and Nonprofit Sector to Focus Help on Those Who Need it Most

Amazon, Google, Apple, political campaigns in both parties, and the largest advertising agencies have used Big Data and predictive modeling to gain customers, sell products, and sway voters.

Because of the Culture of Freedom Initiative, churches and local ministries now have access to this breakthrough technology allowing them to focus their ministry on those who need it most. While protecting privacy concerns, churches can reach those struggling with substance abuse, financial insolvency, or who fit a predictive model for divorce or single parenthood.

The data insights tool can help churches identify those most emotionally favorable to an invitation to attend church and who are least likely to be currently attending.

These organizations receive free access to the data insights tool and marketing dollars to reach audiences identified in the data. Church and local partners will later choose to pay for a subscription to the ongoing service. Revenue then is reinvested in scaling into new communities.

Culture of Freedom Initiative's Most Trusted and Effective Content Providers



An evangelistic organization that introduces the basics of the Christian faith through a series of discussions to believers and non-believers alike.



Helps individuals restore dignity through meaningful work and self-sufficiency by partnering with churches to hold job fairs and training.



Serves churches with dating and marriage programs to prepare single, engaged, and married couples for long-term commitment.



Works with over 1,000 organizations to host workshops, couple's retreats, and marriage strengthening conferences in the Hispanic community.



The Insights from Big Data can Now Inform the Hands of Ministry

Below is a visual representation of the web-based “data insights tool” now available to church pastors and nonprofit executives who partner with the Culture of Freedom Initiative.

In Focus: Celebration Church, Jacksonville, FL

Church leadership wants to know what percentage of their congregation within a 5-mile radius is either at-risk of divorce, expecting a child, preparing to get engaged, or cohabitating. From here, Celebration can develop new programs or work with COFI partners like Live the Life to meet the needs of their community and market appropriately.



Radial Map

Provides a 2- to 10-mile radius of people around the address of a nonprofit's headquarters who fit particular models of behavior and character traits—from propensity to divorce to experiencing financial hardship.

Behaviors

Indicates the percentage of people likely experiencing a life struggle. For instance, this church can see that members of its congregation have a higher likelihood to divorce than the community around its campus.

Demographic Breakdown

In reviewing those most likely to divorce, there are 65 at this campus site with the most extreme risk of doing so. This allows a church to serve programming and ministry to those who would most benefit.