



MANHOOD
JOURNEY

BIBLICAL FATHERHOOD IMPACT



WORKING UPSTREAM



HELPING DADS BECOME DISCIPLE MAKERS



DEUTERONOMY 6:6-7

These commandments that I give you today are to be on your hearts. Impress them on your children. Talk about them when you sit at home and when you walk along the road, when you lie down and when you get up.

FATHERS ARE ABDICATING

Manhood Journey exists to help dads become disciple makers. Our call to this mission is more urgent than ever before. Fatherhood is declining. Marriage is undervalued. Parents rights are challenged in our schools. A growing chorus of experts cite the **decline in fatherhood** as a root cause for many societal challenges.

SPIRITUAL ROOT CAUSE

Our country has tried fatherhood incentives. Yet, they fall short. Why? Because the root cause is not educational, social or economic. **The fatherhood battle is spiritual.** God wants to be known as our father. Yet, our enemy hates the very idea. He's attacked fatherhood from the beginning. The spiritual fight continues.

THE CYCLE REPEATS

The US Census Bureau tells us 18 million children have no father figure in the home. This number's tripled in the last fifty years. The children in these homes have likely **never seen a good example of a father.** These boys become unequipped and directionless dads. The girls struggle to even spot an honorable man.

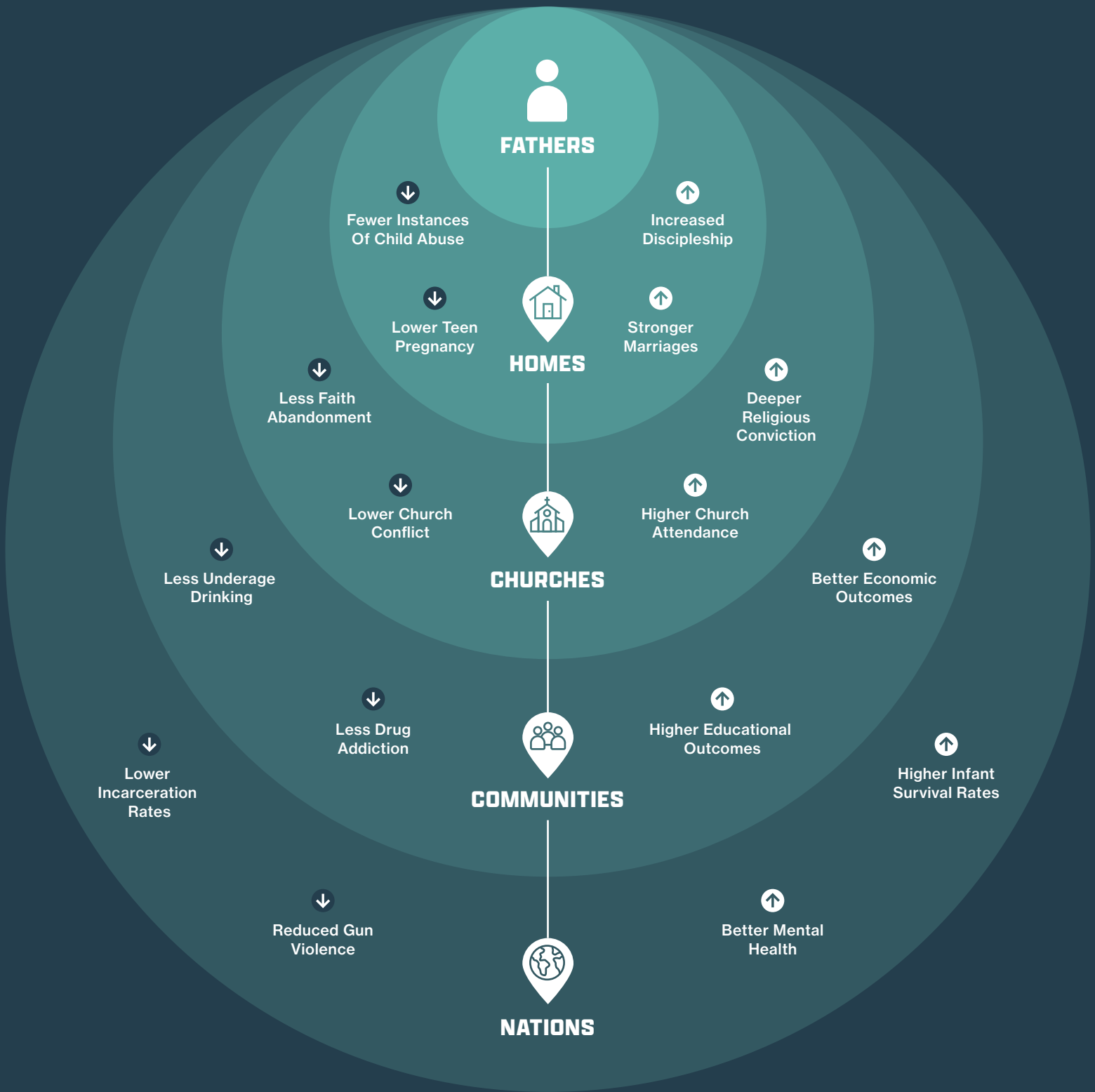
JESUS IS THE MODEL

We must help dads see Jesus as their model man, the Bible as their fatherhood guidebook, and building the kingdom as their objective. Let's not (just) raise good citizens. Instead, let's give dads the tools to raise warriors for Christ. Becoming a good father – or even a better one – is not the answer. **We must become godly fathers.**

FIGHTING TWO BATTLES

We must do two things simultaneously. First: **help today's dads** become equipped to lead their families biblically, through the local church. This is high yield investing – get the father, get the family. Second: **help tomorrow's fathers** embrace a Christ-centered fatherhood paradigm. Give the sons of today the right picture of how to be a godly father tomorrow.

BIBLICAL FATHERHOOD'S RIPPLE EFFECT





RECLAIMING BIBLICAL FATHERHOOD IS HIGH YIELD INVESTING

BIBLICAL FATHERHOOD IS A FORCE MULTIPLIER

A growing body of research is revealing what God already told us: fatherhood matters. Many brave single moms are heroically standing in the gap. Yet, our homes, neighborhoods, schools, churches, communities and country would be immensely better off if dads got off the couch (and the internet) and dove headlong into the fatherhood game.

When you invest in biblical fatherhood, you're setting in motion a far-reaching cascade of positive effects. We still live in a sin-soaked world. The spiritual battle will only end when Jesus Christ returns! Yet, we can fight wisely by investing some of our time, energy and resources where it yields long-term, exponential returns.

The ripple effect is massive.

10X

More likely to be regular churchgoers when dad is active in his faith

4X

Less risk of premarital sexual intercourse when dad is present

3X

Less likely to live in poverty when there is a dad in the home

80%

Less likely to spend time in jail when children feel close to their father

IMPACTING DADS (AND MOMS!) AROUND THE WORLD

“ I love what you and your team are doing, it’s much needed. The Romans 12 study has been great. I love the way y’all keep bringing it back to God and family.

– SAL C. (LOUISIANA)

TOOLS:

WEBSITE

353,000 users in 2023
(115% growth v. 2022)

ARTICLES

400,000 pageviews in 2023

READING PLANS

176,000 completions

PODCAST

95,000 lifetime downloads
(up 400% year over year)

NEWSLETTER

21,000 subscribers

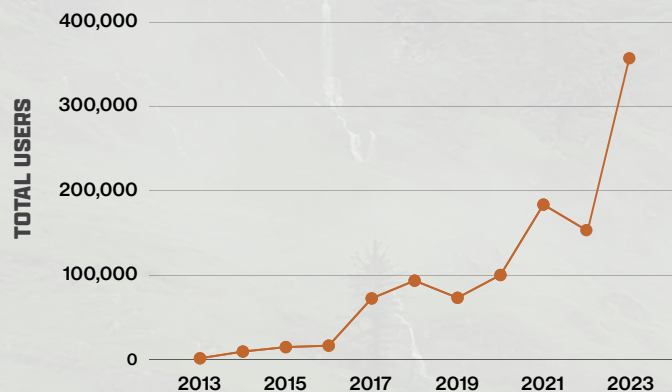
ASSESSMENTS

3,800 completions

COURSES

1,100 downloads

WEBSITE USER TRAFFIC:



COST PER DAD REACHED:

$$\frac{1.0 \text{ MILLION DADS REACHED}}{\$1.8 \text{ MILLION SPEND}} = \$1.80 \text{ PER DAD REACHED}$$

We seek to steward our resources well by operating efficiently. We will continue to measure our dads reached and strive to be a best-in-class ministry in this regard.

“ I have found the podcast quite helpful. I'm more equipped and on track to be the best dad I can be.

- CHRIS B. (CANADA)

“ I am a husband, father and pastor. Thanks a lot for doing this amazing work.

- EDWIN G. (EL SALVADOR)

“ As a mother raising boys, I've never needed resources more than now. You guys have been exponentially helpful in giving me tools to raise better men. Thank you so much!

- ALEXA W. (COLORADO)

“ You have changed the course of my fatherhood by equipping me with tools to point myself and my family towards Jesus!

- ERIC D. (KENTUCKY)

“ Thanks for the work that you do with the Father on Purpose podcast. It is sorely needed in today's culture!

- STEVEN A. (OREGON)

“ I enjoyed this wisdom shared, the right encouragement at the right time.

- COLIN C. (AUSTRALIA)




“ I can already see a difference in my attitude. Thank you so much for creating the Anger Free Dad course!

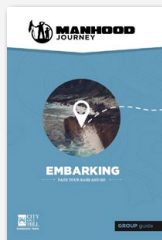
- CHRIS P. (CALIFORNIA)

RESOURCES RELEASED TO BUILD MOMENTUM

With God’s leading, we’ve expanded our content offering at key moments along our journey. He has guided us to launch new biblical tools in a sequence that has built momentum. Most of our content is “evergreen” in nature. After it’s released, it continues equipping dads over time with minimal or no increased cost to deliver.

KEY

-  One-time Creation
-  Requires Ongoing Creation
-  Expansion Focus



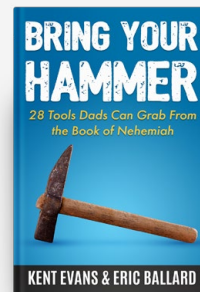
SMALL GROUP BIBLE STUDIES

Our core resource! These practical six-week studies allow dads to unlock interactive and Bible-based dialogue with their sons.



BIBLE APP READING PLANS

YouVersion Reading Plans that help dads dive into God’s Word, build new disciplines and grow in community with other dads.



FATHERHOOD BOOKS

Relevant books that address key issues for dads from our own staff and faithful outside authors to expand our reach.



DIGITAL COURSES

On demand courses address the most pressing challenges dads face. They provide biblical instruction and practical tools.

2013

2015

2017



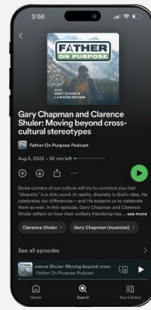
GODLY DAD ASSESSMENT

This 28-question self-assessment shows dads where they are now and helps them chart a productive course forward.



MOUNTAIN MONDAY NEWSLETTER

Giving dads biblical encouragement and equipping every week. The most widely distributed newsletter of its kind.



FATHER ON PURPOSE PODCAST

Weekly show with biblical, practical and fun content that equips dads with tips, ideas, and an occasional laugh along the way.

WHAT'S NEXT?

Lord willing, we will add targeted resources to our mix. Some are brand new. Others are extensions of existing toolsets.

CHURCH LAUNCH KITS

DAD COACHING

FAMILY DISCUSSION SHOW

PODCASTS

NEWSLETTER

GODLY DAD ASSESSMENT

VIDEO DEVOTIONALS

ADD TEACHERS

DIGITAL COURSES

ADD "PRAYER" COURSE

BOOKS

BURNING QUESTIONS

1 ON 1 BIBLE STUDIES

EBOOKS

BIBLE APP READING PLANS

ADD MANY PLANS!

BLOG ARTICLES

SMALL GROUP BIBLE STUDIES

2019

2021

2023



WE HELP DADS DISCIPLE, SO CHILDREN CAN FLOURISH.

WORKING ON THIS GENERATION, AND THE NEXT

We must help today's dads become equipped. From the nervous new dad who just learned his wife is pregnant, to the empty nester trying to make up for lost time. We can arm these men with tools their upbringing did not. At the same time, we're investing in the dads of the future by discipling the boys of today. It's a two-pronged approach that will yield immediate benefits and produce long-term gains. As with a balanced investment portfolio, we want to achieve short term gains while also maximizing future return.

In one of our user surveys, dads who used our content said they were:

26% More comfortable praying with their wife and children

24% More likely to have a stable marriage

18% More likely to intentionally invest in their children's spiritual growth

17% More likely to be well connected to other men in their life

7% More likely to manage their money well

DADS WHO UTILIZE OUR
RESOURCES GO FROM:

DADS

- LOSING → LEADING
- DRIFTING → DISCIPLING
- AMBIVALENT → CARING
- ANGRY → PEACEFUL
- ABDICATING → ENGAGED
- IGNORANT → INVOLVED
- INTIMIDATED → EMPOWERED
- PASSIVE → ACTIVE
- DISTRACTED → FOCUSED
- WITHDRAWN → COMMUNICATIVE

92% of the dads we serve tell us our resources help them become better fathers!

PERHAPS EVEN MORE COMPELLING,
THEIR **KIDS** GO FROM:

KIDS

- DRIFTING → DISCIPLINED
- UNGUARDED → PROTECTED
- CONFUSED → CONFIDENT
- FRUSTRATED → CONTENT
- CRITICIZED → ENCOURAGED
- UNSETTLED → ASSURED



HOW WE'LL REACH FIVE MILLION DADS

01



GROW OUR BIBLICAL RESOURCE LIBRARY

PODCASTS

Create more Father On Purpose episodes and a brand-new show to guide family chats

DIGITAL COURSES

Augment existing courses and launch new ones on topics like sexual purity and prayer

READING PLANS

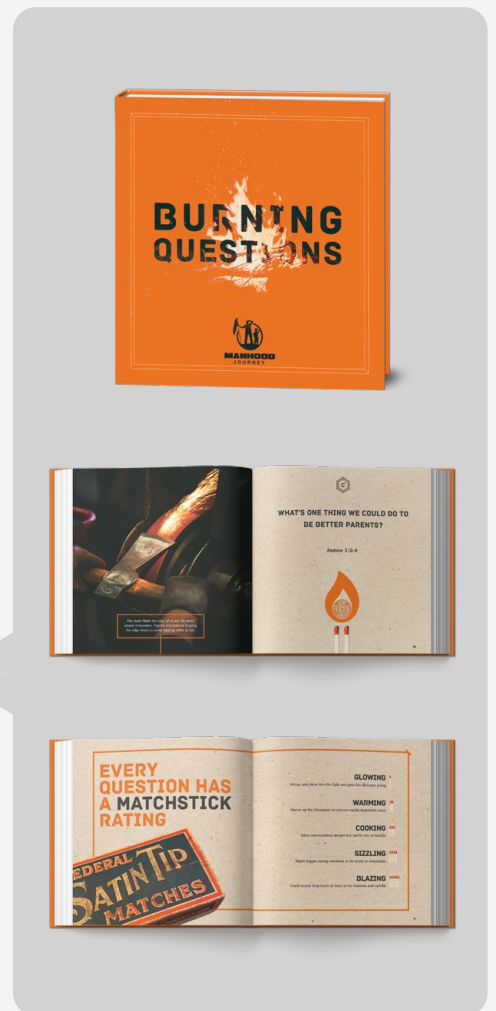
Rapidly expand our YouVersion partnership with new Bible reading plan topics

BURNING QUESTIONS BOOK

Create an eye-catching coffee table book so families can spark meaningful dialogue

DAD HUDDLES

Online small groups for dads seeking to significantly accelerate their knowledge and growth



TARGETED INITIAL INVESTMENT

\$175,000



02



STRENGTHEN CHURCH SUPPORT

CHURCH LAUNCH TOOLKITS

Build kits to strategically support churches with tools they need to engage dads

CHURCH COACHING

Attend and lead launches, Q&A sessions and cohorts with fathers in local churches

HIRE A DIRECTOR OF CHURCH ENGAGEMENT

Hire new leader who can expand our church footprint and drive the strategy

\$110,000

03



ACCELERATE DIGITAL ENGAGEMENT

We have a strong digital engagement approach. And, with added investment, we could significantly expand our efficacy and reach. We could upgrade our digital engagement strategy through various methods:

- **Web Platforms**
Continue to leverage search, coming A.I.
- **Expanded Awareness**
Pioneer “community podcasting”
- **E-mail Automation**
Customize engagement pathways
- **Social Media**
Find new dads, invite into our channels
- **Text Messaging Tools**
Daily devo’s and tailored messaging

\$75,000

04



EXTEND OUR IMPACT THROUGH PARTNERS

We have deep and fruitful relationships with several key ministry partners. Additional funding would allow us to extend these relationships to reach more dads in a streamlined and efficient manner:

- **Cobranded Resources**
Collaborative creation of Biblical content
- **Expanded Awareness**
Joint promotion of ministry resources
- **Guest Authorship**
Leverage existing content and platforms
- **Gain Insights**
Gather insights on latest trends and approaches

\$50,000

WOULD YOU CONSIDER PARTNERING WITH US?



The high-leverage opportunity to affect fathers is right before us. Manhood Journey is well positioned to tackle it, but only with your help. We would humbly but boldly ask you to consider partnering with us to accelerate our impact. There are several ways you can do this.

PRAY

“Unless the Lord builds the house, those who build it labor in vain.” (Psalm 127:1, ESV). We only want to build what God directs us to build. **Please pray that we would be focused and faithful.** And join with us in praying for fathers around the world.

SHARE

Perhaps you know someone who could use our resources. A dad you know? Your pastor? A men’s minister or sports coach? **You can send this document, point them to our website, or connect us to them directly by email at info@manhoodjourney.org.**

GIVE

Invest in reaching fathers and the next generation of Christ followers by financially partnering with us. You can do this through a one-time donation, a stock gift or ongoing monthly support. **We will strive to steward your gift well and maximize the return on your investment.** Give now at www.manhoodjourney.org/donate or scan the code.



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WWW.MANHOODJOURNEY.ORG