



C&MA MEN
Evangelism • Discipleship • Service

2008 Report to Stakeholders

Governing Documents

The proposed men's ministry governing documents were sent to the National Office in May. They were approved for action by Church Ministries and are awaiting approval by the Board of Directors.

Branding

The National Office is striving for a consistent look and feel to the logos used by the various elements of the C&MA. We are working with the Communications Division to refine our "brand." The goal is to standardize on a logo that can be used as a letterhead (as above) and a smaller logo for use where space is limited such as brochures, flyers and PowerPoint presentations. These will be incorporated into headers for our website and eNewsletter.



Equipping Leaders

- **Blueprint Materials.** We added a C&MA Men logo to Blueprint presentation charts, modified the funnel diagram to include national and international service and the "create, capture, and sustain momentum model". We have also added a session on the three core ministries of C&MA Men: Short-term Missions, Alliance Construction Team and Equipping Leaders. Len made the first presentation of the addendum at a Blueprint Seminar in Secretary MD, on September 20, with positive feedback.
- **Coaching Handbook:** We have prepared a Coaching Handbook containing 62 articles on common issues and challenges facing local church leadership teams. The handbook provides tools for district leadership teams to use in encouraging churches as they get their men's ministry off the ground or move it to the next level. We adapted materials from the National Coalition of Men's Ministries (NCMM) Coaching Training and other sources.

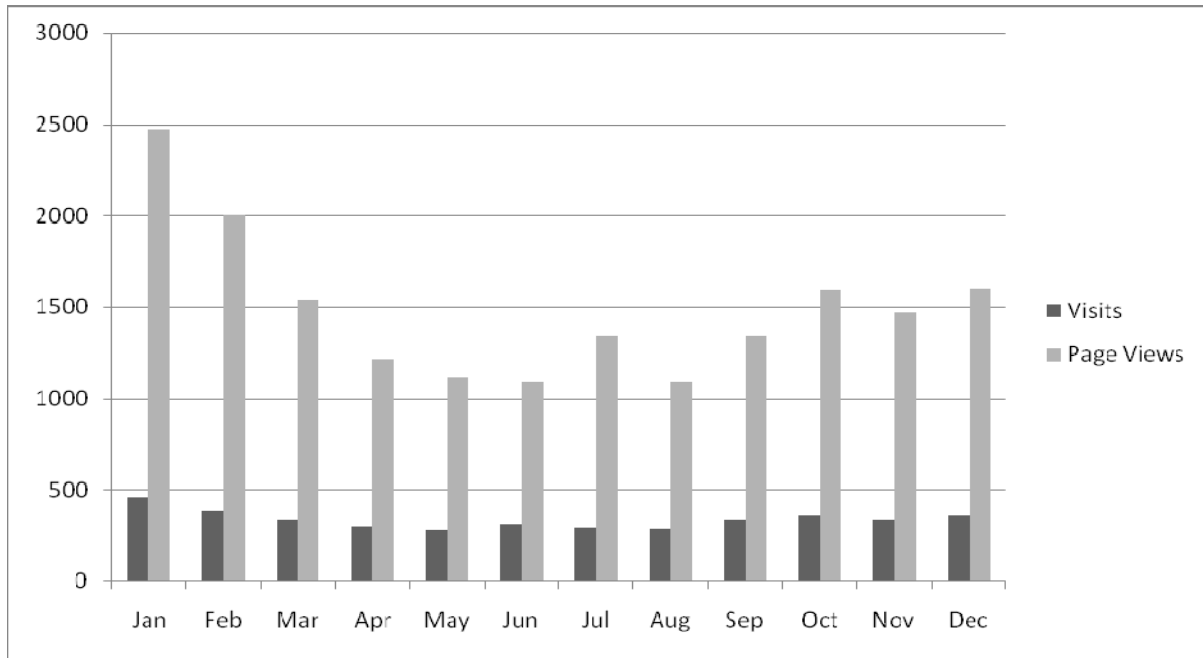
Website

We added the coaching handbook articles to the website under the "Local Church Toolkit." In addition we added a blog from Ensley Alliance Men so that leadership teams can observe what is working and what does not and some of the things the Ensley team is learning in launching a men's ministry.

The chart below shows the number of "visitors" to our site and the number of "Pages Viewed" per month. **Visitors** represent the sum of unique people that visit each day. If you visit once each day, it would count you once per day. If you visited the site two times in a day (within a short time) it will count you only once. But, if you visited the site once a day each day for the month, the count would be 30.

A MINISTRY OF THE CHRISTIAN AND MISSIONARY ALLIANCE

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	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Visits	459	384	334	300	279	312	293	287	340	359	335	358
Views	2471	2001	1539	1215	1111	1087	1339	1086	1343	1597	1469	1600

2008 C&MA Men Website Usage Report

A **page view** is the number of different pages requested per month. The average views per visit in 2008 were 4.4. The average number of visitors per month in 2008 was 337 and the average pages viewed per month was 1488.

We began announcing monthly uploaded articles in the August eNewsletter which went out on July 25. This may account for the spike in pages viewed in July and the months following. Another fact to consider is the fall and the first of the year planning periods.

The top ten articles viewed:

Article/Area	Views	Article/Area	Views
1. Blueprint Leadership Development	1584	6. Alliance Construction Team	909
2. Just for Men	1480	7. Links	834
3. Recovering Biblical Manhood	1190	8. Newsletter	813
4. Men of Valor and Prayer	967	9. Business Plan	722
5. District Websites	933	10. Partners in Ministry	757

eNewsletter.

Our newsletter entered its fifth year in August. We are now featuring a local church or district ministry each month. We need reports from district coordinators and suggestions on churches to feature.

We have 1078 subscribers. Sixty percent of subscribers are from outside of the Alliance. Subscribers range across the spectrum from Catholic to non-denominational and from mainline Protestant to fundamental.

Finance: we received a donation of \$5,000 spread over five quarters. In the last half of 2008, we received approximately \$2500 from donations and Blueprint seminars. We need \$2500 over and above normal contributions to cover the cost of the small group book we plan to publish in 2009. We plan to introduce the book at General Council. The projected price \$7 – 8.00 a copy.

General Council: We have reserved one booth for General Council. There will be a breakout area in the Church Ministries area for conversations.

Plan/Goals for 2009

- **Assist:** district leadership teams in two or three districts in developing local church men's ministries.
- **Publish:** Small group book
- **Identify:** topics and authors for follow-on books
- **Launch:** one ACT project
- **Raise:** \$10,000 over and above 2008 income
- **Finance:** enlist a new finance coordinator.

Respectfully submitted,

Len Ruffner
National Director

Encl: 2008 Financial Report

**C&MA Men's Ministry Statement of Revenues and Expenses -
For the Period Ended June 30, 2008**

12 Months Ended June 30, 2008

Receipts	\$8741
Total Revenue	\$8741
Operating Expenses	
Advertising	84
Dues and Subscriptions	20
Materials	495
Meeting Expenses	6144
Printing and Postage	664
Subcontract Labor	3745
Supplies	132
Travel Expenses - Lodging	143
Total Expenses	11427
Operating Income	(2686)
Net Income (Loss)	(2686)

**Financial Statement of C&MA Men's Ministry
For the Period Ended December 31, 2008**

6 Months Ended Dec. 31, 2008

Revenue	
Receipts	4890
Total Revenue	4890
Operating Expenses:	
Office Expenses:	17
Printing and Postage	62
Subcontract Labor	1200
Telephone	171
Travel Expenses - Lodging	322
Total Expenses	2120
Operating Income	2770
Net Income (Loss)	2770