

## Moody Publishers Markets Directly to Audiences

### Strategic Planning Calls for Realignment of Approach and Goals

As one aspect of the execution of its strategic planning results, Moody Publishers is taking a new approach to their business—an approach termed Publishing 2.0. Whereas their publishing teams were once organized by genre, moving forward, they will be focused on connecting with main audience groups, or “tribes,” and meeting their unique needs.

“We are adopting a new publishing model in an effort to better know, love and serve our specific audiences,” said John Hinkley, director of marketing for Moody Publishers. “It is our goal to identify the interests, challenges and preferences of each tribe so

that we may provide effective resources for meeting their needs.” In an effort to accomplish this model, Moody Publishers will be divided into eight teams, each team led by an acquisitions editor and marketing manager.

Of the eight teams, three are business teams—Backlist Books, Gary Chapman and Nancy Leigh DeMoss/True Woman. The Backlist Books team will be responsible for reprinting, recovering and refreshing existing titles for new audiences, while the Gary Chapman and Nancy Leigh DeMoss/True Woman teams will focus on continuing to work with these bestselling authors who already have significant reader support.

There will also be two missional teams that focus on reaching the unique audiences of millennials (readers between the ages of 18 and 35) with innovative and diverse media and the Lift Every Voice/African-American community with spiritual growth resources for pastors and women (including fiction). Finally, three core publishing teams will be created to focus on pastors and church leaders, women and fiction, and Moody Bible Institute constituencies.

The Moody constituencies team will work to collaborate with other branches and departments to innovatively meet the needs of Moody’s main audiences, includes donors, listeners and

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Moody Publishers titles are available for the iPad and other electronic book devices.

## Stories Accounts of God at work through Moody

### Rap Music and the Gospel

#### Moody Alum Grows Ministry, Reaches Teens

Raised in a Christian family, Don Jennings III followed the Lord’s call to Moody Bible Institute and earned his Bachelor of Arts degree in Pastoral Studies in 2007.

A fourth generation pastor (his grandfather preached at Founder’s Week in 1988), Jennings is now associate pastor of young adult ministries at Grace Bible Church, a small, young church in Indianapolis, Ind. Having planned to work in adult ministries, Jennings was intrigued as to how God would use him in this opportunity.

“From day one, I was committed not to entertaining these teens, but to preaching to them directly from God’s Word,” said Jennings.

“I watered down nothing and guided them through doctrinal and exegetical studies of various books in the Bible. And, we eventually became passionate for evangelizing to the youths of Indianapolis.”

Jennings and his wife, Taylor, poured into seven teens each Sunday, and in 28 months, the ministry grew to reach over 1,000

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students. The team will provide these groups with resources that connect them to Moody while fulfilling unique requests.

In order to better understand each audience, Moody Publishers will be employing the services of an outside research firm. These experts will examine thousands of people who fall into the various Moody Publishers tribes to gather key demographic and psychographic information. "Our goal is to know as much as possible about our audiences before moving forward," said Hinkley. "The world, especially technology, is rapidly changing and we want to make sure we not only keep a finger on the pulse of current trends, but that we also know how to anticipate and respond to them effectively."

To that end, the Moody Publishers Marketing team will work to comprehensively and creatively connect with readers through a variety of channels, including social media. Social media will be used to listen to audiences and study their online conversations to better identify with them. Moody Publishers will also proactively engage with and contribute to online communities in an effort to understand them and meet their needs with the

right Moody Publishers books and products. Responsible for conducting general business analysis/research and developing relationships within each audience, the Marketing team will also be communicating with the audiences through more traditional arenas, such as conferences.

The long-term goal of this program is to launch a Global Initiatives team in addition to the eight current teams. "This team will replicate what we do in Chicago across the globe," said Hinkley. "We will take what we learn here and launch new teams, as God opens doors, on international soil."

Priorities in Moody Publishers' strategic plan and this realignment are to both stimulate a culture of innovation across its employee base and encourage collaboration with other divisions at Moody. "Our goal is to learn from trying and testing new ideas," said Hinkley. "We want to develop partnerships within Moody that allow us to work together more proactively on developing and executing new ideas that benefit both our audiences and Moody as a whole."



## In Sight

by Tom MacAdam, Vice President, Stewardship

As a nonprofit, higher education faith ministry, we rely heavily on the donations of nearly 100,000 partners. Some of our supporters are moved by the prospect of developing future missionaries and others are committed to reaching the lost. Some give online and others respond to on-air appeals. Addressing this diversity requires a range of fundraising approaches and demands great effort by our staff.

Have you ever wondered what strategies we use to build support for Moody?

1. Finding partners: Each year, about 25 percent of the prior year's givers stop supporting. This is typical for a ministry and requires us to be intentional in continually increasing our support network. It's not enough to rely on local events and individual contacts, so we employ mass communication to find the people God wants to support our ministries.

2. Cultivation: Once we engage supporters, we grow those partnerships by maintaining regular communication, providing ministry resources and engaging through direct contact. These serve to develop a sense of connection and common cause with those who pray for and support us.

3. Small gifts: Much of our support comes from a large number of small and mid-range gifts. Some ways we seek these gifts are by sending 1.7 million monthly fundraising letters, nearly 1.9 million copies of *Today in the Word*, 750,000 e-mail newsletters and hundreds of thousands of thank

you letters offering additional opportunities to give. Radio and online development, including annual SHARE campaigns, are also critical.

4. Large gifts: Personal contacts, special events and targeted campaigns are utilized to intentionally secure larger gifts from partners with significant resources and hearts for Moody. One example is our upcoming 125th Anniversary campaign, which aligns with strategic planning and Dr. Nyquist's global vision.

5. Grant development: We maintain connections with a number of key foundations that manage millions of dollars and are committed to supporting Christian ministries; search out new ones that align with Moody; submit proposals, and receive generous grants for our specific needs.

6. Planned giving: We have 17 field representatives who engage with our supporters, build relationships and encourage them to give not only from their current resources but also to remember Moody in their estate plans. It takes many months for these gifts to arrive, but God often brings more than \$10 million of income to Moody from this support.

While we are facing a challenging season, Moody is still blessed with many opportunities to receive support. Our challenge is to maintain momentum, maximize our resources to pursue continued growth, and continue to pray and trust the Lord to bring what we need to do His work.

*"Once we engage supporters, we grow those partnerships by maintaining regular communication, providing ministry resources and engaging through direct contact."*

teens. Currently, more than 100 teens gather every week for in-depth Bible studies, street evangelism, missions trips and social events. In an effort to creatively reach even more high school students, Jennings tapped into his gift of poetry and wrote a number of rap songs about the Good News.

"The Lord impressed upon my heart to use my writing and rapping abilities to reach the youths in our community with the glorious gospel of Jesus Christ," he said. In April 2010, Jennings recorded his first rap album, *Reborn*, in



Taylor and Don Jennings

a professional studio and has been distributing it for free.

"It has been amazing to see kids receive eternal salvation by listening to the gospel through a genre of music that has been traditionally considered 'worldly' and even 'destructive,'" said Jennings. "It is even more amazing to see how on fire our teens are for reaching their friends and family with what they are learning at church. God is truly using them to advance His Kingdom."

For the full story of Don Jennings III, please visit [www.moodyministries.net](http://www.moodyministries.net).

## Benefits Human Resources Connection

### Payflex – Flexible Spending Account

As of November 1, 33 percent of employees enrolled in the PayFlex benefit had not spent all of their 2010 contributions. You have until March 15, 2011, to use it and until March 31, 2011, to submit claims for it.

It is not too late to enroll in "automatic reimbursement." If you enroll, your reimbursed funds can either be (1) reimbursed to you by check or (2) automatically deposited into your bank account if you enroll in direct deposit. Whenever you use your Blue Cross and Blue Shield ID card with a doctor, hospital, pharmacist, Davis Vision shop, etc., BCBS will notify PayFlex to reimburse you for the amount you owe.

Go to [www.mypayflex.com](http://www.mypayflex.com) to:

- Use the online tutorial for navigating the website,
- Print claim forms for manual submission,
- Submit claims and attach supporting documents,
- Access helpful information,
- View a list of payments you have received this year, and
- Enroll in direct deposit.

Note: If you buy two prescriptions on the same day that cost the same amount, the PayFlex computer may assume there is duplication. To correct this, you will need to submit a claim for the second prescription and write "not a duplicate" to ensure you are reimbursed. Contact PayFlex (402-345-0666) with questions.

### Long Term Care Insurance Plan—John Hancock Life Insurance Company

In November 2008, Moody chose John Hancock as our Long Term Care insurance carrier. Enrollment is handled online during any month of the year. To consider coverage, please read the following:

#### Eligible People

Employees and retirees and their spouses, parents, grandparents, children and siblings

#### Standard Underwriting

Standard underwriting (online application and evidence of insurability)

#### Daily Benefit Offerings

\$100, \$150, \$200, \$250 or \$300 per day benefit

#### Certificate Limit

Three- or five-year term

#### Coverage

Covered services are reimbursed up to 100 percent of the Daily Benefit, and care can be received in a nursing home, community-based professional setting (including home care) or alternate care facility

#### Qualification for Benefits

Need assistance with two of six daily living activities (or a single cognitive impairment trigger) for at least 90 days: bathing, dressing, eating, using the restroom, transferring and maintaining continence

#### Elimination Period

Services must be received for 90 days while eligibility requirements are met with no benefits payable

For more information, visit <http://enroll.jhcorpchoice.com> and contact Jean Jacobson for username and password information or contact Joren Kaiser, John Hancock representative, at 630-907-9575.

# Carpentry

Chicago, Ill.

DEPARTMENT PROFILE

Walking through the Chicago campus, many people may not realize the breadth of work the Carpentry team is responsible for. This team of six men is responsible for maintaining the walls, doors, floors, ceilings, windows, concrete, brick and envelopes of every building on Moody Bible Institute's campus.

Their skills are diverse—from locksmithing to flooring installation—and their group is extremely close. "We have been together for a long time and have true concern for each other," said David Ramsay, supervisor. "Each of these godly men puts his Lord first and because of that, none of them have big egos."

This approach has allowed the Carpentry team to be incredibly efficient. They recently finished building the Moody Theological Seminary offices in Fitzwater Hall and have remodeled many floors in Crowell Hall. During the summers, the team is busy

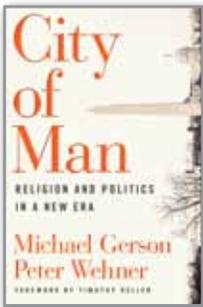
with dorm and parking garage maintenance, and currently, they are gearing up for winter by checking all exterior doors, hinges, thresholds, door closers and windows. Once winter arrives, they will be remodeling the lounges in Culbertson Hall.

Four of the carpenters have been with Moody for more than 22 years and the average time at Moody for the team is 17.5 years. "The personality of the Carpentry Shop is that of a family," said Ramsay. "We go golfing together and have gone fishing in Canada. With the help of our student workers, we encourage each other to put others first and always do quality work."



From left to right: John Addison, Tom Addison, Chris Ripp, Matt Morris and Dave Ramsay. Not pictured: Dan Salain.

## Read



### City of Man: Religion and Politics in a New Era

Michael Gerson and Peter Wehner  
144 pages • \$19.99

"We aim to begin the task of outlining a political theology for a new generation: a guide to thought and action for Christians in the political realm," write Michael Gerson and Peter Wehner

in *City of Man*. Raised as Christians, they enjoyed successful careers in Washington politics and used their experiences to provide conservative Christians a guide for navigating the current political landscape.

Former speechwriters for President George W. Bush, Gerson, an op-ed columnist for *The Washington Post*, and Wehner, senior fellow at the Ethics and Public Policy Center, wrestle with the intersection of Christianity and American politics during a period when the Religious Right is fading. They present an unbiased assessment of the Religious Right, describe the changes taking place among conservative Christians and outline the implications of these shifts.

This educational and thought-provoking read grabs reader attention by addressing a struggle facing believers—the call to be citizens of the city of God while living in the city of man. Gerson and Wehner write, "We are not theologians and do not pretend to be. We are former public officials who have wrestled with these issues in a thousand practical ways. And we are Christians whose faith is more important than our politics."

## employee Spotlight



### Eleanor Ehresman

Treasurer

When asked what her favorite thing about working at Moody Bible Institute is, Eleanor Ehresman, treasurer, said, "I really enjoy working with our students and getting to know many of my colleagues through my role as payroll manager."

In addition to Payroll, Ehresman also oversees Treasury Operations, and Tax and Investment Accounting, and is often known as the go-to person for answers to any number of questions. "I want my departments to be known for the priority we set on quality customer service," she said. "I want us to be known for happily serving anyone who needs help at Moody."

A graduate of Purdue University, Ehresman is also involved in a number of ministries outside of Moody. She is an elder at her church, First Presbyterian Church of Evanston, and volunteers with Stephen Ministry, a ministry for training and organizing lay people to provide one-on-one Christian care to hurting people. Additionally, Ehresman was a volunteer at this year's Lausanne Congress on Evangelism in Cape Town, South Africa.

When she is not busy serving, Ehresman enjoys biking in the forest preserve and walking in the Botanical Gardens with her husband, Ron, near their home in Glenview, Ill.

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