



Filming on location in the highlands of Lesotho.

## Donors Seek Ministry Impact In A Tough Economy

By Rod Dixon

For more than 2-years now, the news has been filled with stories on the economic challenges we face as a country. Our research makes it pretty clear that smaller nonprofit organizations have been especially hard-hit in this economy as donors reassess their own budgets and look more closely at the work they are supporting. Donors who continue to support ministries are looking closely at the impact they can have in order to get the most bang for their buck.

At times like this, it is critical that we:

- Demonstrate sound ministry strategy
- Accept projects and activities that advance our stated mission while meeting client needs
- Apply the *multiplication factor*

### Sound Ministry Strategy

On-going and effective communication is not only sensible, it is Biblical. The Apostles were sent by the church and when they returned from their mission

trips, they reported back to the church what God had done. We are convinced that there is nothing more profound than the personal testimony of someone whose life has been transformed by the power of the Gospel. Missions and ministries need to demonstrate their achievements by effectively telling these stories, but many lack the expertise or staff resources to do this.

Daylight Media is an outsource service provider focused on helping meet these needs. Outsourcing is a strategy that has been used in the corporate world for a long time when businesses contract with an outside, independently owned service provider to perform specialized services.



Documenting domestic ministry outreach can be just as much of a leap as foreign missions.

The value for missions and ministries is that they can access quality and expertise and only pay for them when they need them.

### Advance our Stated Mission

**This is our mission statement:**

*“Daylight Media Ministries is dedicated to supporting the work of Christian ministries and missions by providing affordable consulting and media production services to help capture, distribute and tell contemporary stories of God’s work in and through the lives of His people for the edification, equipping and encouragement of individual believers, small groups and the Church.”*

We have defined project acceptance criteria to ensure that each assignment and project we accept not only meets a communication need for our “clients”, but also helps us move toward achieving this mission.

### The Multiplication Factor

One of the best ways to get added bang for your donations is to make sure they support efforts whose impact will continue long after your donation is spent. That is where media - especially video - has an advantage.

Capturing compelling stories on video gives a project an indefinite shelf-life. Once completed, a video can be distributed on DVD, embedded on a website or viewed over the internet. It can be seen multiple times by thousands of viewers. Well crafted messages can be used by the Holy Spirit to achieve God’s unique purposes in the lives of those viewers.

An additional advantage of having video on client websites is that video content produces higher placement in internet search results – called search engine optimization or SEO. All of this has the potential of attracting more



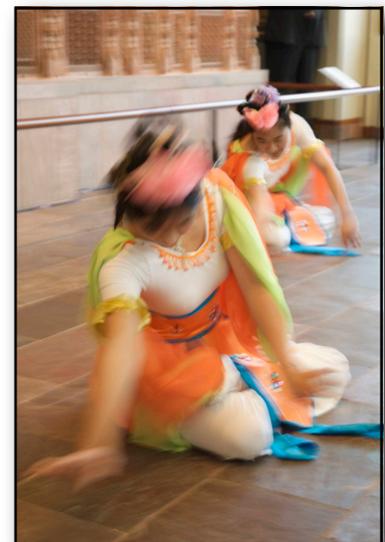
Knowing the ground rules is always important, especially when filming in unique locations like this juvenile correctional facility in Texas.

visitors to a website just by adding video content.

### Our Commitment To Donors

These principles are not just rhetoric for us. We recognize that we have a stewardship accountability before God to make sure every donation goes to supporting sound ministry strategies, advancing our stated mission and is effectively multiplied in order to reach the widest possible audience.

We have several pending projects you can learn about and participate in. Even more are in early stages of development and will be posted soon. Visit the “Projects” link on our website.



Dancers celebrate Chinese New Year

Cultural awareness is an important skill when trust and respect are needed to get the story as in this HIV/Aids counseling session in Lesotho.



## 2011 Ministry Update

2010 was an interesting and challenging year for us as we sought to strike a balance between doing project work and laying the foundation that will ensure Daylight Media is sustainable for the long haul.

In the beginning, we anticipated a slow, steady launch doing a few projects a year funded mostly from our own resources with some contributions from our ministry "clients" and friends. As anyone who has sought to do big things with God's help will attest, it doesn't always turn out as we expect in the beginning.

The journey has thrown us a few surprises and we've been reminded once again that even ministries have to be approached like any other business start-up. Days have been filled with researching foundation application and selection requirements, trying to understand IRS regulations for non-profit organizations and seeking clients with at least some funds budgeted

for their projects. We've worked on writing a Ministry Charter and setting up a Board of Directors.

We've also struggled with questions about hearing God's voice or seeing His leading in these efforts. In a recent conversation with my Pastor, I commented, *"I've had a clear sense of God's presence and am fully convinced I am in the middle of His plan, but have had no external confirmation of that."*

So it's the age-old dilemma of knowing the will of God when circumstances suggest you may have missed the path somehow. And I find myself identifying once again with the disciples on the sea when the storm was raging and Jesus slept, *"And they came to Him and woke Him, saying, 'Save us, Lord; we are perishing!' And He said to them, 'Why are you afraid, you men of little faith?' Then He got up and rebuked the winds and the sea, and it became perfectly calm."* Matthew 8:25 & 26

As usual, we continue to covet your prayers. – Rod & Nancy Dixon

## Prayer Requests

Read Matthew 14:22-33

That God would remove barriers.

The wind and waves made the going tough for Peter. Ask God to calm the storm for us.

That we would faithfully discern God's leading.

Peter first asked Jesus to "command me to come". Ask God to make the way clear.

That God would provide needed resources.

Jesus didn't calm the storm till they were both safely back in the boat. For the unseasoned, this may seem like a bad time to get out of the boat to start a ministry, but we will trust and obey the Lord in these uncertain times.

That our gifts and talents would be fully dedicated to God's work.

Even the most gifted among us can accomplish more when depending on God.



Shot on location in Williamsburg, VA.

## You Can Help

We want to accomplish things that require God's help and when successful, only He will get the glory. Partner with *Daylight Media Ministries* to have a part in telling these amazing God stories. To help sponsor our work, make your tax deductible check payable to:

Faithful Friend\*  
Attn: Daylight Media, Rod Dixon  
17708 Glen Heights Drive  
Dallas, TX 75287

<http://www.daylightmedia.org>