

OAC Management Team Report

Quarter 3, 2019 (July-September)

Eric Briscoe: Field Director (Boston)

John Cutlip: Central Services (Nazareth)

Tom Fox: Personnel & Development (Baltimore / DC)



Co-worker Mike Bussen's wife, Renae, had successful back surgery a few weeks back and is now recuperating. Doctors say it will take a couple months until she is back to some type of normal activity. Mike has been attending to her as needed so I've been able to help him with his workload during this time.

The Truceless Warfare book update project continues to progress. I am still working on this project in my "spare time" - so it is still not close to complete but my goal remains to have this project complete in time for handing out at the international conference in Jamaica next May.

Our new wide format printer we purchased for producing pre-sketches to staff and supplies customers is being used and seems to be a great blessing to those who need this service. It was encouraging to receive a call from a youth pastor who was doing a special outreach and needed several copies of three board message presentations which we were able to provide. A number of our OAC staff have also requested copies to be sent their way and our list of available messages for distribution is growing on a regular basis.

As requested by the board at our last meeting, I have been researching options for outsourcing our bookkeeping duties. As you recall from a previous meeting, the organization called Reliant is one option but it would require our OAC branding to be given up and transferred over to Reliant for donation protocol which is not an ideal model we want to follow. There is another organization called TenFold which I found out about through the ECFA office. TenFold is also an ECFA member, is a non-profit organization and is dedicated to the mission of operating seamlessly in the background, invisible to the general public, to receive, process and track donations and all aspects of bookkeeping and accounting for organizations such as ourself. All aspects of our OAC branding would remain intact I am currently in the process of securing a quote from them on what it would cost to have such a service on behalf of OAC which would give us a stable long-term solution to our accounting and donor contribution processing protocol.

To keep you up-to-date on some of the important in-house activity, the following reports are included with this quarter's report which include:

- Current incoming support levels received from donors for our staff
- Inventory valuation for open-air supplies we have on hand to sell
- Our oacusa.org website statistics overview
- Budget summary detail report for the current year
- Current Cash Flow report



HERE IS A SUMMARY REPORT FROM PERSONNEL DEVELOPMENT DIRECTOR, TOM FOX:

Staff Applications:

- Samuel McNair –background and credit checks cleared. They are working on debt reduction plan. I spoke with Rickard Burley for Samuel to team up with the Burley's
- Kent Blablock – still working on application (possibly ask him to team up with two SET students from Greenville, SC area.

Contact cards:

- Lucas Rife – (looking to graduate 2021) – asked Lucas to pray about doing a summer internship in Baltimore and take SET next summer
- Sue Goss – took SET in Boston in 2013 and has been actively doing sketchboard evangelism in the Alexander, Arkansas area (near Little Rock) – will fill out application
- Brenten Powers – works with Dan Beaudion in Bay Area CA and 11-year career missionary with Calvary Chapel in Europe. Asked him to consider SET in Baltimore next year and to fill out an application.
- Jeremy Desrochers – lives in Berea Kentucky and expressed interest in pursuing what it means to be on staff. Self-taught in sketchboard and uses chemical cross – I got an indication his wife may not be fully onboard with the idea of full-time staff
- Kevin Myree – (NYC) interested in being trained in sketchboard (see SET below)

2020 Baltimore SET

- Kevin Myree is already registered
- Brochures are done and being distributed
- Have potential SET student who is Outreach Minister at Cresthill Church, Bowie

Institutional / academic connections

- I will be in Lancaster for First Friday Lancaster with 2012 SET alumni, Bill Geating – I hope to connect with LBC students that evening for ministry

OACUSA Website Development

- An email was sent to all Branch Directors to provide Jeff Clausman with two photos and a paragraph write-up so Jeff can start working on individual Branch pages on our OACUSA website

OACUSA Social Media

- Active Facebook pages
 - o OACUSA
 - o Baltimore-Washington Branch
 - o Bay Area - CA
 - o Boston
 - o Central PA – (name changed from Western PA)
 - o Central Services
 - o Michigan
 - o Nashville
 - o New Hampshire
 - o Pittsburgh (NEW)
 - o Branch Directors active in Facebook but have not established a page yet
 - Southern CA (Frank)
 - Dallas (Rick & Dovie (Dovie is the active one))
 - Quad Cities, IA (Steve & Connie Johnson)
- Twitter
 - o Mark Sohmer – promotes Luke-15.org through this media platform
 - o Zane Dempsie – inactive
- Websites yet to be converted to OAC exclusively
 - o Mark Sohmer – Luke-15.org – Mark said he would get to it when not busy
 - o Dan Beaudion – Your Soul Matters - yoursoulmatters.org directs one to dan.livethegospel.net (at least he displays the proper OACUSA logo!)
 - o Steve and Connie Johnson – ianaministry.com (I am not ashamed Ministry) – at least they represent OAC well on their website (proper logo – well placed)



HERE IS A SUMMARY REPORT FROM FIELD DIRECTOR, ERIC BRISCOE:

July and August were spent here in the Boston area. This is my usual schedule as it is a time for me to connect with local churches to be able to work in their areas. We had eight five-day clubs that various staff and mission teams were able to help me with as we also had eight churches to work with.

1. Both Brian Harmon and Mike Wilson brought down teams for a week.
2. Ed Neimann came down for two weeks.
3. Erin Chervenak also came for a week.
4. Three Liberty University students came for different weeks. One of them, Elijah Southwick stayed for a month.
5. Jay Ricci helped out on many of these outreaches.

We still have our home up for sale but still no takers. I will relocate the Boston office when we move I have contacted the Salvation Army in Boston to use their facility next summer for SET but no word back yet.

September saw me at the University of UNH and Umass with Mark Sohmer and Chris McKinley as well as many days at Boston University.

I ended the month in Cincinnati at God's Bible College with Brian Harmon and Mike Wilson. Brian and I met with President Loper of GBS to see about using their facility for a family conference in the fall of 2020. I will be hearing back from him soon.

Thank you all for serving on our board.

Open Air Campaigners

CONFIDENTIAL

Staff Support %

From January through September, 2019

Paul and Carmina Adams

Appointed to OAC staff in 1996

Monthly Top = 6599

January	174%
February	87%
March	87%
April	118%
May	69%
June	114%
July	94%
August	91%
September	41%

Year-To-Date Support Average = 97%

Frank Baldus

Appointed to OAC staff in 2011

Monthly Top = 4950

January	51%
February	29%
March	45%
April	27%
May	30%
June	57%
July	33%
August	35%
September	32%

Year-To-Date Support Average = 38%

Dan & Rebecca Beaudoin

Appointed to OAC staff in 2015

Monthly Top = 6904

January	30%
February	29%
March	33%
April	71%
May	44%
June	43%
July	44%
August	40%
September	115%

Year-To-Date Support Average = 50%

David and Joy Braun
Monthly Top = 6599

Appointed to OAC staff in 1985

January	50%
February	13%
March	25%
April	16%
May	16%
June	24%
July	19%
August	17%
September	13%

Year-To-Date Support Average = 21%

Eric and Diane Briscoe
Monthly Top = 6599

Appointed to OAC staff in 1982

January	159%
February	93%
March	71%
April	60%
May	76%
June	107%
July	63%
August	77%
September	99%

Year-To-Date Support Average = 89%

Richard & Diane Burley
Monthly Top = 6599

Appointed to OAC staff in 2002

January	135%
February	27%
March	36%
April	33%
May	9%
June	0%
July	62%
August	0%
September	51%

Year-To-Date Support Average = 39%

Michael & Renae Bussen
Monthly Top = 6599

Appointed to OAC staff in 1991

January	109%
February	112%
March	53%
April	74%
May	77%
June	73%
July	48%
August	111%
September	110%

Year-To-Date Support Average = 85%

Erin Chervenak
Monthly Top = 4950

Appointed to OAC staff in 2015

January	28%
February	17%
March	22%
April	-2%
May	21%
June	8%
July	14%
August	36%
September	12%

Year-To-Date Support Average = 17%

John and Sue Cutlip
Monthly Top = 7391

Appointed to OAC staff in 1980

January	89%
February	64%
March	49%
April	72%
May	37%
June	54%
July	54%
August	40%
September	44%

Year-To-Date Support Average = 56%

Zane & Laurie Dempsie
Monthly Top = 8071

Appointed to OAC staff in 2008

January	51%
February	50%
March	40%
April	41%
May	35%
June	46%
July	39%
August	26%
September	54%

Year-To-Date Support Average = 42%

Bob and Deidra Ewerth
Monthly Top = 6599

Appointed to OAC staff in 1976

January	42%
February	71%
March	16%
April	34%
May	46%
June	54%
July	40%
August	31%
September	59%

Year-To-Date Support Average = 44%

Tom and Barbara Fox
Monthly Top = 6599

Appointed to OAC staff in 2009

January	27%
February	26%
March	33%
April	24%
May	37%
June	28%
July	32%
August	25%
September	28%

Year-To-Date Support Average = 29%

Brian & Kimberlee Harmon

Appointed to OAC staff in 2010

Monthly Top = 8240

January	306%
February	91%
March	84%
April	105%
May	117%
June	130%
July	99%
August	89%
September	225%

Year-To-Date Support Average = 138%

Russ Hodder

Appointed to OAC staff in 1977

Monthly Top = 4950

January	119%
February	71%
March	70%
April	66%
May	67%
June	68%
July	61%
August	79%
September	59%

Year-To-Date Support Average = 73%

Rebecca Jefferson

Appointed to OAC staff in 2015

Monthly Top = 4950

January	20%
February	12%
March	12%
April	16%
May	27%
June	19%
July	20%
August	23%
September	15%

Year-To-Date Support Average = 18%

Steve & Connie Johnson
Monthly Top = 6599

Appointed to OAC staff in 2015

January	1%
February	1%
March	1%
April	1%
May	1%
June	1%
July	1%
August	1%
September	1%

Year-To-Date Support Average = 1%

Jeff & Kelli Karlich
Monthly Top = 7205

Appointed to OAC staff in 2018

January	7%
February	7%
March	7%

Year-To-Date Support Average = 7%

Mark & Angela Kennedy
Monthly Top = 6751

Appointed to OAC staff in 2004

January	23%
February	38%
March	19%
April	30%
May	35%
June	20%
July	33%
August	23%
September	20%

Year-To-Date Support Average = 27%

Carol King
Monthly Top = 4950

Appointed to OAC staff in 2009

January	16%
February	0%
March	16%
April	19%
May	30%
June	20%
July	19%
August	19%
September	18%

Year-To-Date Support Average = 17%

Sue MacNeil
Monthly Top = 4950

Appointed to OAC staff in 2000

January	7%
February	11%
March	7%
April	9%
May	9%
June	10%
July	4%
August	9%
September	4%

Year-To-Date Support Average = 8%

Chris & Bonnie McKinley
Monthly Top = 6904

Appointed to OAC staff in 2016

January	6%
February	8%
March	8%
April	11%
May	11%
June	8%
July	53%
August	15%
September	12%

Year-To-Date Support Average = 15%

Juan & Dawn Monzon
Monthly Top = 7205

Appointed to OAC staff in 1991

January	1%
February	0%
March	0%
April	8%
May	2%
June	0%
July	0%
August	0%
September	0%

Year-To-Date Support Average = 1%

Rick and Dovie Moore
Monthly Top = 6599

Appointed to OAC staff in 2007

January	64%
February	39%
March	47%
April	37%
May	44%
June	42%
July	41%
August	46%
September	20%

Year-To-Date Support Average = 42%

Betty Naggy-Masten
Monthly Top = 6599

Appointed to OAC staff in 1970

January	0%
February	0%
March	3%
April	0%
May	0%
June	3%
July	0%
August	0%
September	0%

Year-To-Date Support Average = 1%

Ed & Debbie Neimann
Monthly Top = 6599

Appointed to OAC staff in 2016

January	0%
February	0%
March	0%
April	13%
May	15%
June	31%
July	35%
August	29%
September	29%

Year-To-Date Support Average = 17%

Peter and Isabel O'Driscoll

Appointed to OAC staff in 1996

Monthly Top = 7055

January	105%
February	11%
March	24%
April	4%
May	27%
June	17%
July	23%
August	11%
September	20%

Year-To-Date Support Average = 27%

Chuck Phelps

Appointed to OAC staff in 1970

Monthly Top = 4950

January	21%
February	21%
March	21%
April	22%
May	21%
June	22%
July	4%
August	21%
September	0%

Year-To-Date Support Average = 17%

Jay Ricci

Appointed to OAC staff in 2018

Monthly Top = 4950

January	12%
February	4%
March	2%
April	3%
May	1%
June	2%
July	1%
August	2%
September	16%

Year-To-Date Support Average = 5%

John and Becky Risner
Monthly Top = 7055

Appointed to OAC staff in 2018

January	20%
February	56%
March	26%
April	25%
May	25%
June	26%
July	25%
August	25%
September	25%

Year-To-Date Support Average = 28%

Mark & Shelby Sohmer
Monthly Top = 7205

Appointed to OAC staff in 2010

January	250%
February	174%
March	126%
April	141%
May	93%
June	223%
July	89%
August	138%
September	74%

Year-To-Date Support Average = 145%

Ken & Kathy Teeter
Monthly Top = 6599

Appointed to OAC staff in 2011

January	27%
February	23%
March	32%
April	34%
May	22%
June	25%
July	85%
August	26%
September	35%

Year-To-Date Support Average = 34%

Karen Williams
Monthly Top = 6599

Appointed to OAC staff in 1984

January	69%
February	10%
March	15%
April	27%
May	9%
June	10%
July	33%
August	15%
September	7%

Year-To-Date Support Average = 22%

Mike & Christine Wilson
Monthly Top = 7205

Appointed to OAC staff in 2016

January	11%
February	9%
March	8%
April	35%
May	8%
June	11%
July	8%
August	10%
September	1%

Year-To-Date Support Average = 11%

Chip & Kim Wolfe
Monthly Top = 7390

Appointed to OAC staff in 2000

January	54%
February	46%
March	54%
April	47%
May	39%
June	48%
July	86%
August	8%
September	40%

Year-To-Date Support Average = 47%

Open Air Campaigners 3rd Quarter 2019 Inventory Valuation Summary

	Item Description	On Hand	Sales Price	Retail Value
Inventory				
bk (from Nazareth) (Board Kit)	Board Kit	20	50.00	1,000.00
blrt (Blacklight tube, 18 inch two-prong)	Blacklight tube, 18 inch two-prong	3	7.50	22.50
BLU (from Nazareth) (LED Blacklight Unit - Nazareth warehouse)	LED Blacklight Unit - Nazareth warehouse	11	195.00	2,145.00
box (Paint Box)	Paint Box	463	7.00	3,241.00
boxTX (Texas inventory to sell - Paint Box)	Texas inventory to sell - Paint Box	4	0.00	0.00
bts (Ball to Square)	Ball to Square	3	6.00	18.00
cb (Checks & Balances Object Lesson)	Checks & Balances Object Lesson	66	2.00	132.00
cbi (Checks & Balances INSTRUCTION sheet)	Checks & Balances INSTRUCTION sheet	125	0.25	31.25
ccc (Chemical Cross Crystals (small bag))	Chemical Cross Crystals (small bag)	410	3.00	1,230.00
ccp (from Nazareth) (Chemical Cross - PVC Nazareth warehouse)	Chemical Cross - PVC Nazareth warehouse	240	8.00	1,920.00
ct (Chalk & Talk)	Chalk & Talk	104	5.00	520.00
dvdkb (Miss Karen "Get Out of the Boat" DVD)	Miss Karen "Get Out of the Boat" DVD	21	15.00	315.00
dvdol (Object Lessons For The Open Air DVD)	Object Lessons For The Open Air DVD	56	10.00	560.00
dvdsm (Sketch Board Messages: Adult Presentations DVD)	Sketch Board Messages: Adult Presentations DVD	25	10.00	250.00
ec (EvangCube Object Lesson)	EvangCube Object Lesson	86	6.00	516.00
eccp (EvangCube Carry Pouch)	EvangCube Carry Pouch	10	8.00	80.00
eccpws (EvangCube carry pouch / WITH CARRY STRAP)	EvangCube carry pouch / WITH CARRY STRAP	2	8.00	16.00
eckc (EvangCube Key Chain)	EvangCube Key Chain	20	6.00	120.00
ess (Evangelistic Sketch Board Sermons)	Evangelistic Sketch Board Sermons	25	5.00	125.00
fb (Fisherman's Basket)	Fisherman's Basket	212	10.00	2,120.00
fol (Film of Life)	Film of Life	8	4.00	32.00
FPPBLU (Pint of Fluorescent Concentrate (Blue))	Pint of Fluorescent Concentrate (Blue)	49	10.00	490.00
FPPGRN (Pint of Fluorescent Concentrate (Green))	Pint of Fluorescent Concentrate (Green)	25	10.00	250.00
FPPOR (Pint of Fluorescent Concentrate (Orange))	Pint of Fluorescent Concentrate (Orange)	25	10.00	250.00
FPPRD (Pint of Fluorescent Concentrate (Red))	Pint of Fluorescent Concentrate (Red)	47	10.00	470.00
FPPYW (Pint of Fluorescent Concentrate (Yellow))	Pint of Fluorescent Concentrate (Yellow)	28	10.00	280.00
fsb (from Nazareth) (Folding Sketchboard - Nazareth warehouse)	Folding Sketchboard - Nazareth warehouse	19	150.00	2,850.00
gps (Gospel Puppet Stories)	Gospel Puppet Stories	111	5.00	555.00
gve (Gospel Visual Effects)	Gospel Visual Effects	30	5.00	150.00
hb (Bible Coloring Book Object Lesson)	Bible Coloring Book Object Lesson	130	12.00	1,560.00
hbb (Holy Bible BLANK edition)	Holy Bible BLANK edition	59	6.00	354.00
hbTX (Texas inventory to sell - Bible Coloring Book Object Lesson)	Texas inventory to sell - Bible Coloring Book Object Lesson	2	0.00	0.00
hhb (from Nazareth) (Portable Hand-Held Board - Nazareth warehouse)	Portable Hand-Held Board - Nazareth warehouse	8	18.00	144.00
hhbp (From Nazareth) (Portable Hand-Held Board Carry Pouch - Nazareth warehouse)	Portable Hand-Held Board Carry Pouch - Nazareth warehouse	4	18.00	72.00
hiaj (Heaven In A Jar)	Heaven In A Jar	102	5.00	510.00
is (Indian Symbols Tell The Gospel)	Indian Symbols Tell The Gospel	263	5.00	1,315.00
itg (Illustrating The Gospel)	Illustrating The Gospel	92	5.00	460.00
jarTX (Texas inventory to sell - 4 ounce jar with lid)	Texas inventory to sell - 4 ounce jar with lid	15	0.00	0.00
lol (Loop of Life Object Lesson)	Loop of Life Object Lesson	37	2.00	74.00
loli (Loop of Life Instruction Booklet)	Loop of Life Instruction Booklet	10	0.25	2.50
mpk (Modified Paint Kit)	Modified Paint Kit	18	50.00	900.00
oae (Open Air Evangelism)	Open Air Evangelism	247	5.00	1,235.00
oass (Open Air Sketchboard Stories)	Open Air Sketchboard Stories	224	6.00	1,344.00
paper (Newsprint Paper (36" x 54"))	Newsprint Paper (36" x 54")	412	0.25	103.00
pb (Paint Brush)	Paint Brush	517	8.50	4,394.50
pbTX (Texas inventory to sell - Paint Brush)	Texas inventory to sell - Paint Brush	20	0.00	0.00
ppblack (Powdered Paint (Black))	Powdered Paint (Black)	46	5.00	230.00
PS (Board message pre-sketch)	Board message pre-sketch	150	5.00	750.00
RANS (Rich Art BLACK quart)	Rich Art BLACK quart	261	25.00	6,525.00
RAS (Rich Art BLACK quart)	Rich Art BLACK quart	237	20.00	4,740.00
rppblack (Pint - Regular Pint (Black))	Pint - Regular Pint (Black)	28	7.00	196.00
rppblu (Pint - Regular Pint (Blue))	Pint - Regular Pint (Blue)	37	7.00	259.00
rppgrn (Pint - Regular Pint (Green))	Pint - Regular Pint (Green)	33	7.00	231.00
rpprd (Pint - Regular Pint (Red))	Pint - Regular Pint (Red)	31	7.00	217.00
rppyw (Pint - Regular Pint (Yellow))	Pint - Regular Pint (Yellow)	62	7.00	434.00
rpqblk (Regular Paint (Quart) - Black)	Regular Paint (Quart) - Black	14	10.00	140.00
rpqblue (Regular Paint (Quart) - Blue)	Regular Paint (Quart) - Blue	70	10.00	700.00
rpqgreen (Regular Paint (Quart) - Green)	Regular Paint (Quart) - Green	32	10.00	320.00
rpqred (Regular Regular Paint (Quart) - Red)	Regular Regular Paint (Quart) - Red	44	10.00	440.00
rpqyellow (Regular Paint (Quart) - Yellow)	Regular Paint (Quart) - Yellow	28	10.00	280.00
RT (Rat Trap Object Lesson)	Rat Trap Object Lesson	40	4.00	160.00
sm (Sketchboard Messages)	Sketchboard Messages	442	6.00	2,652.00
sms (Sketchboard Messages (SPANISH))	Sketchboard Messages (SPANISH)	34	6.00	204.00
st (Sketch & Tell)	Sketch & Tell	21	6.00	126.00

Open Air Campaigners 3rd Quarter 2019 Inventory Valuation Summary

	Item Description	On Hand	Sales Price	Retail Value
STEPSNS (Counseling Booklets*)	Counseling Booklets*	15,762	0.25	3,940.50
STEPSS (Counseling Booklets - Special discount for OAC staff)	Counseling Booklets - Special discount for OAC staff	13,364	0.12	1,603.68
tab (Tricky Arrow Board)	Tricky Arrow Board	41	5.00	205.00
tc (from Nazareth) (Ten Commandments in stone - Nazareth warehouse)	Ten Commandments in stone - Nazareth warehouse	92	8.00	736.00
tcts (The Church Team (SPANISH))	The Church Team (SPANISH)	64	3.00	192.00
tes (The Evangelist (SPANISH))	The Evangelist (SPANISH)	8	4.00	32.00
tf (The Fool Flashcard Story Set)	The Fool Flashcard Story Set	16	20.00	320.00
tl (Three LOOPS Object Lesson)	Three LOOPS Object Lesson	157	3.00	471.00
tli (Three LOOP Instruction Booklet)	Three LOOP Instruction Booklet	85	0.25	21.25
tm1 (Training Manual (One-Week Edition))	Training Manual (One-Week Edition)	6	12.00	72.00
tm3 (Training Manual (Three-Week Edition))	Training Manual (Three-Week Edition)	3	20.00	60.00
tr (Three ROPES Object Lesson)	Three ROPES Object Lesson	1,202	2.00	2,404.00
tri (Three ROPES Instruction Booklet)	Three ROPES Instruction Booklet	105	0.25	26.25
trTX (Texas inventory to sell - Three ROPES Object Lesson)	Texas inventory to sell - Three ROPES Object Lesson	50	0.00	0.00
tw (Truceless Warfare Advances)	Truceless Warfare Advances	12	8.00	96.00
uq (Ultimate Questions Booklet)	Ultimate Questions Booklet	106	2.00	212.00
WB (The Wonderful Wordless Bible)	The Wonderful Wordless Bible	7	2.00	14.00
WBS (The Wonderful Wordless Bible - Small Edition)	The Wonderful Wordless Bible - Small Edition	20	0.50	10.00
yep (Young People's Evangelistic Programs)	Young People's Evangelistic Programs	222	6.00	1,332.00
Total Inventory		37,340		62,508.43
TOTAL		37,340		62,508.43



Acquisition Overview

Jul 1, 2019 - Sep 29, 2019

All Users
100.00% Users

Primary Dimension:

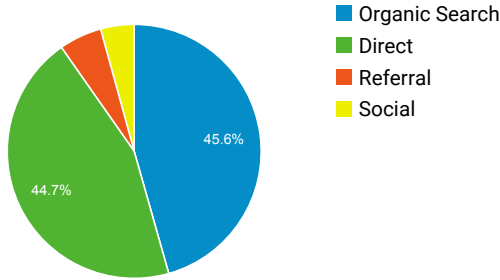
Conversion:

Top Channels

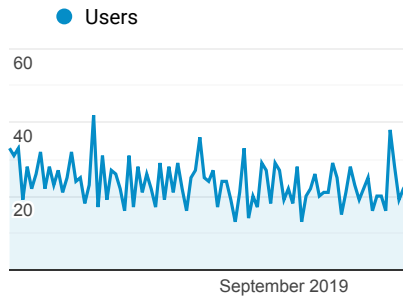
All Goals

[Edit Channel Grouping](#)

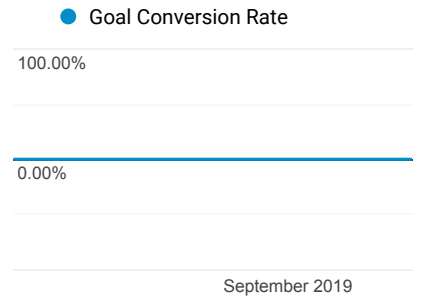
Top Channels



Users



Conversions

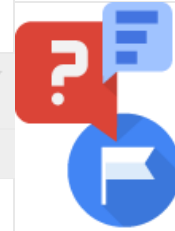


Acquisition

Behavior

	Users ↓	New Users ↓	Sessions ↓	Bounce Rate ↓	Pages / Session ↓	Avg. Session Duration ↓
	1,645	1,529	2,403	42.41%	2.87	00:03:07
1 Organic Search	769			32.09%		
2 Direct	753			54.38%		
3 Referral	92			40.58%		
4 Social	72			46.51%		

Conversions



Set up a goal.

To see outcome metrics, define one or more goals.

[GET STARTED](#)

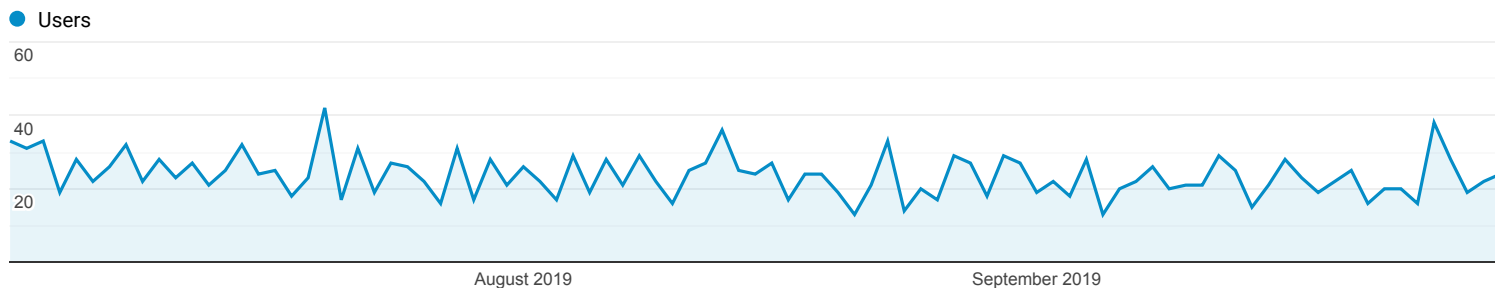
To see all 4 Channels click [here](#).

Audience Overview

Jul 1, 2019 - Sep 29, 2019

All Users
100.00% Users

Overview



Users
1,645

New Users
1,529

Sessions
2,403

Number of Sessions per User
1.46

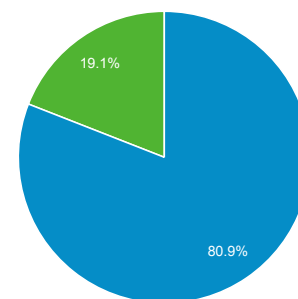
Pageviews
6,907

Pages / Session
2.87

Avg. Session Duration
00:03:07

Bounce Rate
42.41%

New Visitor Returning Visitor



Language	Users	% Users
1. en-us	1,493	90.76%
2. en-gb	39	2.37%
3. ko	25	1.52%
4. en-ca	14	0.85%
5. ru-ru	9	0.55%
6. c	6	0.36%
7. en	5	0.30%
8. en-au	5	0.30%
9. zh-cn	5	0.30%
10. es-419	4	0.24%

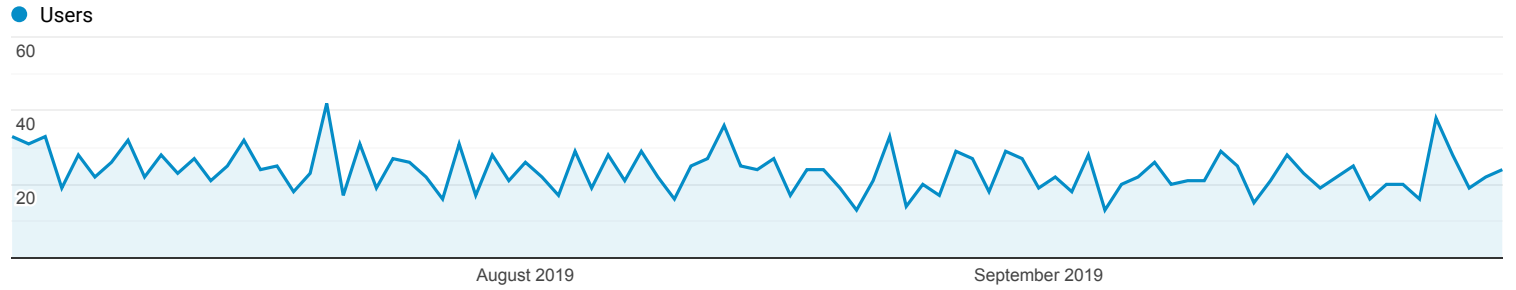
Overview

All Users
100.00% Users

Jul 1, 2019 - Sep 29, 2019

Explorer

Summary



Device Category	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	1,645 % of Total: 100.00% (1,645)	1,531 % of Total: 100.13% (1,529)	2,403 % of Total: 100.00% (2,403)	42.41% Avg for View: 42.41% (0.00%)	2.87 Avg for View: 2.87 (0.00%)	00:03:07 Avg for View: 00:03:07 (0.00%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1. desktop	920 (55.93%)	856 (55.91%)	1,312 (54.60%)	41.54%	2.98	00:03:09	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. mobile	621 (37.75%)	579 (37.82%)	945 (39.33%)	44.76%	2.57	00:02:48	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. tablet	104 (6.32%)	96 (6.27%)	146 (6.08%)	34.93%	3.85	00:04:49	0.00%	0 (0.00%)	\$0.00 (0.00%)

Rows 1 - 3 of 3

Open Air Campaigners – USA
Quarterly Budget Overview - National Operating Fund (NOF)
2019

	2019 Budget	Quarter 1 Actual	Quarter 2 Actual	Quarter 3 Actual	Quarter 4 Actual	Year-To-Date	Difference
NOF INCOME							
NOF Donors	19,000	4,401	2,198	4,235		\$ 10,834	(8,166)
Goods Sold	20,000	2,230	5,149	4,319		\$ 11,698	(8,302)
Shipping Income	4,000	608	1,020	777		\$ 2,405	(1,595)
Orientation-Candidate School	500	-	-			\$ -	(500)
Seminars (SET)	2,000	250	3,637	50		\$ 3,937	1,937
Service Charge	150,000	32938	35,288	38,005		\$ 106,231	(43,769)
Staff Conference	-	-	-	-		\$ -	0
Reimbursement income	16,000	1209	2,930	2,105		\$ 6,244	(9,756)
Misc (interest income, etc)	700	1,218	1,245	801		\$ 3,264	2,564
TOTAL NOF INCOME	\$ 212,200	\$ 42,854	\$ 51,467	\$ 50,292	\$ -	\$ 144,613	(67,587)
NOF EXPENSES							
Affiliation (ECFA / OACI)	6,400	1,200	2,350	1,200		\$ 4,750	(1,650)
Assist / Encourage & Train Staff	800	384	504	608		\$ 1,496	696
Audit	8,000	-	-	70		\$ 70	(7,930)
Branch Development (Directors meetings, etc)	-	514	-			\$ 514	514
Cost of Goods Sold	12,500	5718	853	12342		\$ 18,913	6,413
Evangelism & Discipleship	500	139	54	73		\$ 266	(234)
Bank & other fees	17,000	4,570	5,260	4,772		\$ 14,602	(2,398)
Insurance (Multi-Peril)	3,000	-	3,181			\$ 3,181	181
Insurance (Workman's Comp)	4,500	1029	948	321		\$ 2,298	(2,202)
Meetings (Board / Management Team)	1,000	-	460			\$ 460	(540)
Miscellaneous	-	-	-	-		\$ -	0
Office Supply / Equipment / Repair	13,000	4844	13304	8520		\$ 26,668	13,668
Orientation / Candidate School	500	-				\$ -	(500)
Payroll Taxes	70,000	14135	14508	20582		\$ 49,225	(20,775)
Communication (Phone/web/social media)	5,000	1742	1,461	1,012		\$ 4,215	(785)
Postage	6,500	938	1,046	420		\$ 2,404	(4,096)
Promotion	4,000	9279	326	628		\$ 10,233	6,233
Reimbursement expenses	6,000	1162	985	335		\$ 2,482	(3,518)
Rent	17,000	3358	3,214	3,008		\$ 9,580	(7,420)
Seminars	2,000	19	1,916	91		\$ 2,026	26
Shipping / Handling	5,000	600	950	813		\$ 2,363	(2,637)
Staff Conference	-	-	-	-		\$ -	0
Travel	13,000	1800	2,647	1,974		\$ 6,421	(6,579)
Van Maintenance / Repairs	4,500	2828	1,880	1,816		\$ 6,524	2,024
TOTAL NOF EXPENSES	200,200	54,259	55,847	58,585	0	\$ 168,691	(31,509)
		(11,405)	(4,380)	(8,293)	0	(24,078)	

Purchased Rich Art paint and large order of folding boards + blacklight units for inventory

Includes \$8800 wide angle printer purchase approved by board after budget was created

Includes \$8400 to purchase tabletop displays for all branches

Inc. minus exp.



CASH IN THE BANK = \$ 560,020

BB&T Checking	\$ 21,660
Lafayette Checking	\$ 96,891
PayPal	\$ 205
PNC Checking	\$ 60,728
Schwab - Endowment	\$ 167,975
Money Market	\$ 212,561
	\$ 560,020

Designated For Staff & Branch Use = \$ 188,526

In Checking	\$ 188,126
In Money Market	\$ 400

Available For Immediate NOF Use = \$ 371,494

Committed to Boston SET	\$ (5,201)
Committed to DC SET	\$ (3,109)
Committed for Staff Assistance	\$ (10,000)
Committed to Rainy Day Fund	\$ (15,000)
Duffecy Endowment funds on hand	\$ (188,297)
Coming back to us next month from staff bills we paid on their behalf this month	\$ 725
Net cash available for national use (ie not designated for anything else)	\$ 150,612
	+
Duffecy Endowment Pledges not yet received - Future Income	\$ 550,000