



GLOBAL BIBLE SCHOOL

Proclaiming the **Three
Angels' Messages** to the world

In partnership with



Essential Global TMI Ministries



1

Prepare

Health and Friendship-Building Ministries

2

Plant

Literature, Media, & Invitation Ministries

3

Cultivate

Bible Study Ministry

4

Harvest

Evangelistic Meetings

5

Preserve

New Member Discipleship Ministry

Essential Global TMI Ministries



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Global Bible School Focus



1 Prepare

2 Plant

Interest Generation

3 Cultivate

Interest Follow-Up

4 Harvest

5 Preserve

THE GREAT CONTROVERSY

Digital Advertisement Initiative



nts	
.....	5
.....	7
.....	13
.....	28
.....	35
.....	44
.....	56
.....	69
.....	86
.....	104
.....	122
.....	132
.....	141
.....	151
.....	170
.....	176
.....	190
.....	207
.....	215
.....	228
.....	247
.....	256
.....	270
.....	282
.....	295
.....	305
.....	312

Proclaiming the **Three Angels' Messages** to the world.

Objectives



20M DOWNLOADS



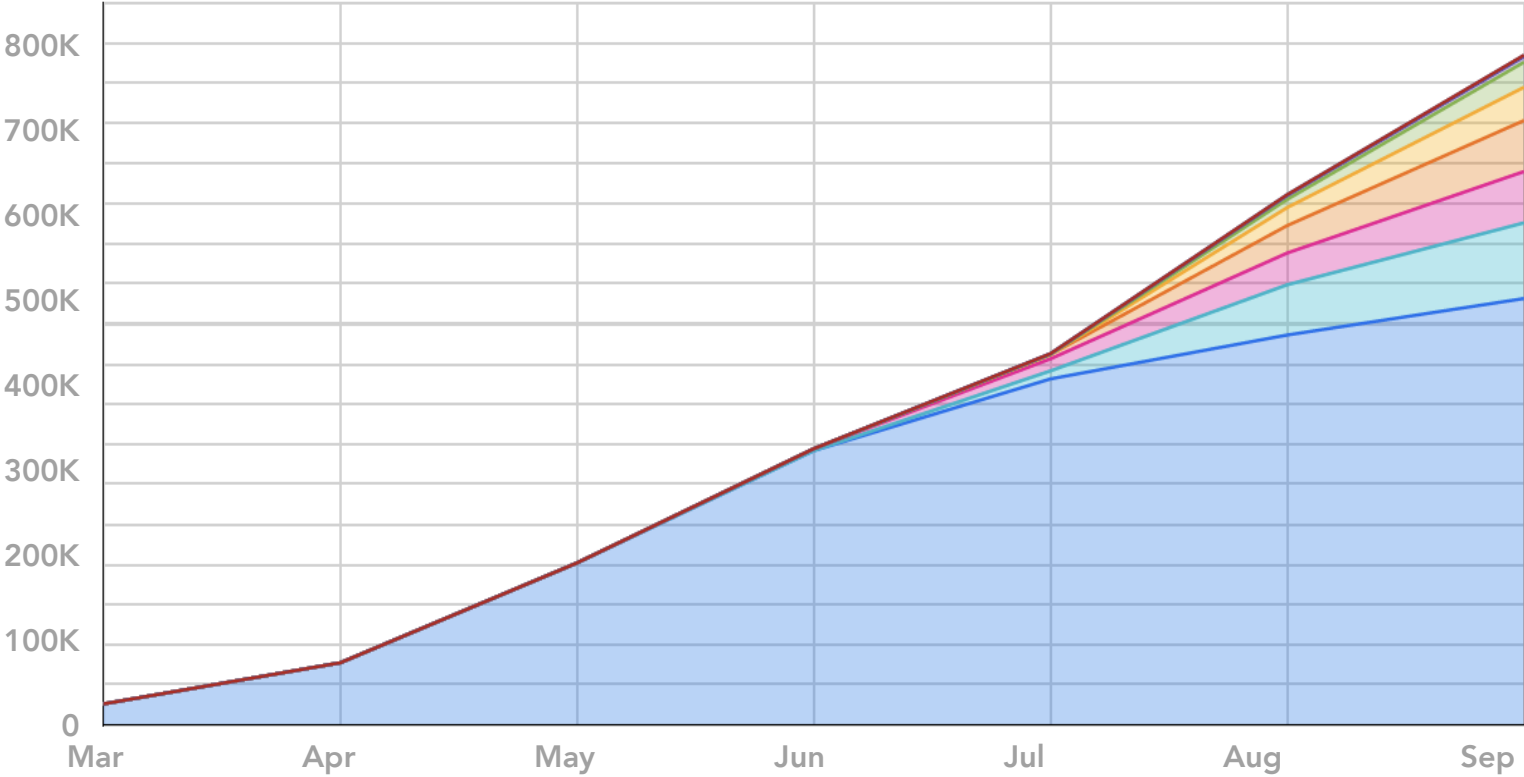
ENGAGEMENT



BIBLE STUDIES

Downloads

Interest Generation



September 30, 2024		
English:		531,507
Arabic:		94,341
Hindi:		63,947
French:		63,569
Spanish:		41,419
Portuguese:		31,288
Russia:		7,046
Chinese:		1,462
Japanese:		201
Total:		834,780

Daily Downloads

Interest Generation



Portuguese

1,817

Downloads Per Day



Spanish

1,430

Downloads Per Day



Japanese

36

Downloads Per Day



Chinese

19

Downloads Per Day



Russian

136

Downloads Per Day



English

2,061

Downloads Per Day



Hindi

2,256

Downloads Per Day



Arabic

3,604

Downloads Per Day



French

2,520

Downloads Per Day



TOTAL

13,879

Downloads Per Day

Conversations

Interest Follow-Up



Whatsapp

4,703



Messenger

1,886



Email

12,216



18,805

Interests requesting connection to a local church: 273

Bible Study Requests

Interest Follow-Up



**Zoom
Studies**

409



**Online
Studies**

875



Masterclass

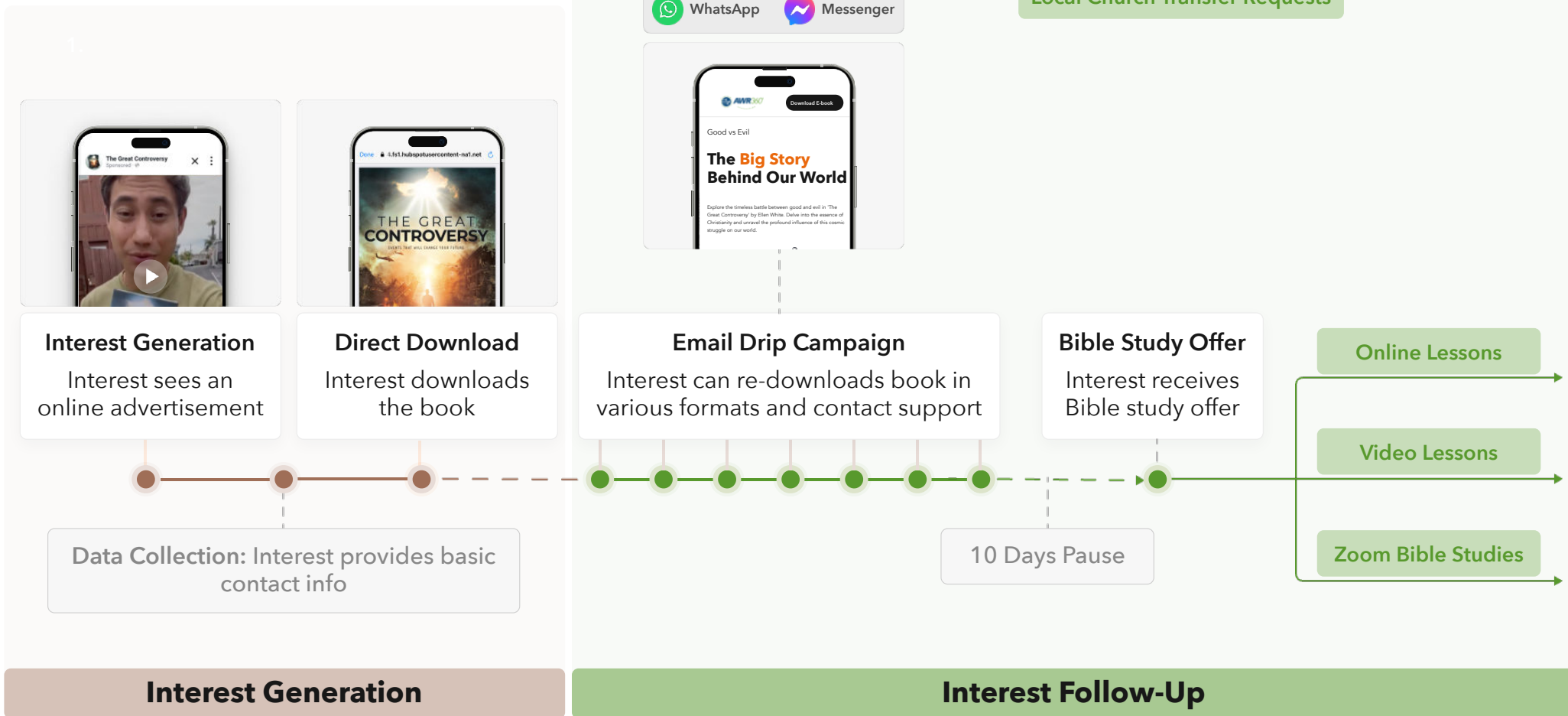
606



**Personal
Contact**

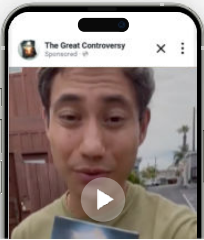
146

Interest Journey

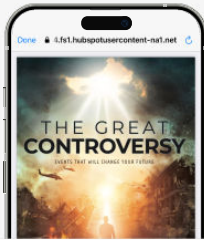


Interest Journey

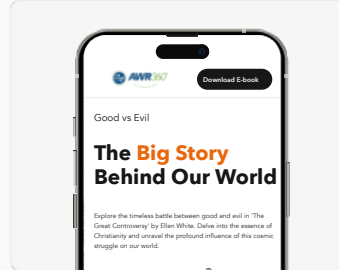
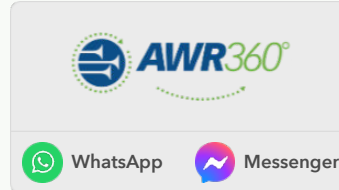
1. Bible Studies



Interest Generation
Interest sees an online advertisement



Direct Download
Interest downloads the book



Email Drip Campaign
Interest can re-downloads book in various formats and contact support

Bible Study Offer
Interest receives Bible study offer

Data Collection: Interest provides basic contact info

10 Days Pause

Bible Studies

Local Church Transfer Requests

Online Lessons

Video Lessons

Zoom Bible Studies

Interest Generation

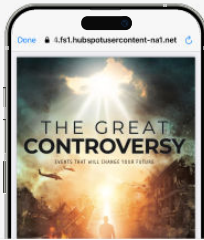
Interest Follow-Up

Interest Journey

1. Bible Studies



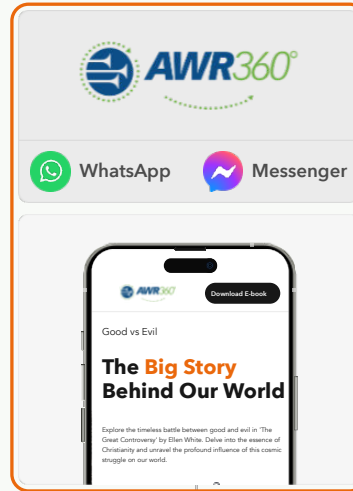
Interest Generation
Interest sees an online advertisement



Direct Download
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Data Collection: Interest provides basic contact info

Interest Generation



2. Mass Follow-Up

Email Drip Campaign
Interest can re-downloads book in various formats and contact support

Bible Study Offer
Interest receives Bible study offer

10 Days Pause

Interest Follow-Up

Bible Studies

Local Church Transfer Requests

Online Lessons

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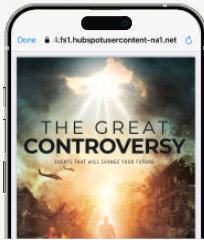
Zoom Bible Studies

Interest Journey

1. Bible Studies



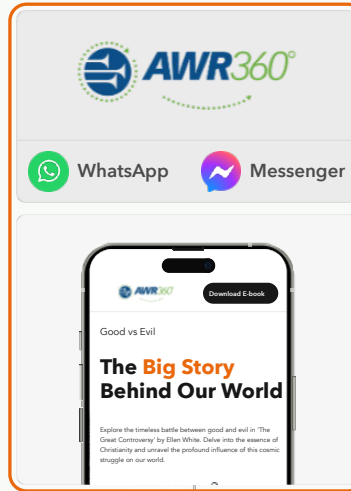
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Interest Generation



2. Mass Follow-Up

Email Drip Campaign
Interest can re-downloads book in various formats and contact support

Bible Study Offer
Interest receives Bible study offer

10 Days Pause

Interest Follow-Up

Bible Studies

Local Church Transfer Requests

3. Increase Completion Rates

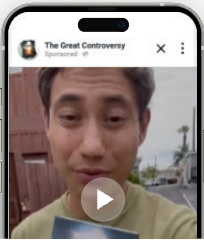
Online Lessons

Video Lessons

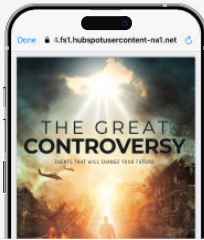
Zoom Bible Studies

Interest Journey

1. Bible Studies



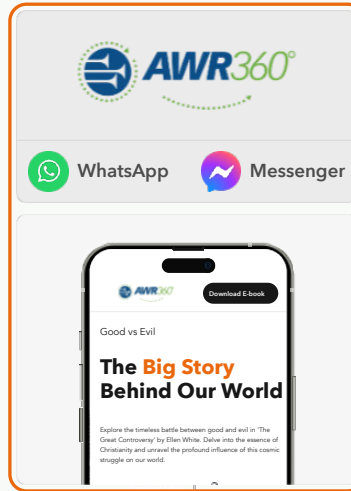
Interest Generation
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Interest Generation



2. Mass Follow-Up

Email Drip Campaign
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Bible Study Offer
Interest receives Bible study offer

10 Days Pause

Interest Follow-Up

Bible Studies

Local Church Transfer Requests

3. Increase Completion Rates

Online Lessons

Video Lessons

Zoom Bible Studies

4. Connect Interests to Local Churches



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Components



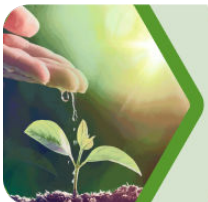
1 Interest Generation



2 Interest Qualification

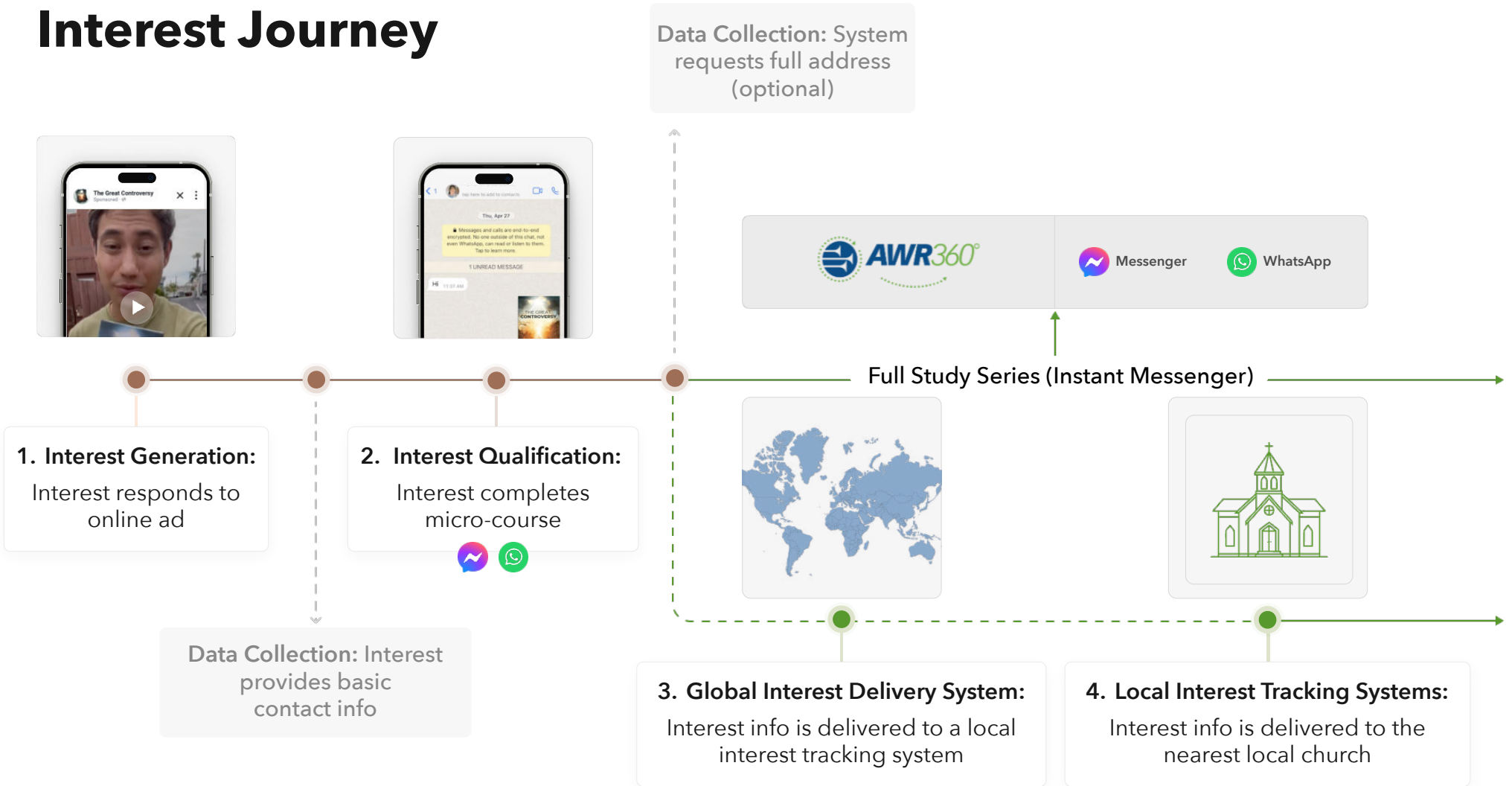


3 Global Interest Delivery System (GIDS)



4 Local Interest Tracking Systems

Interest Journey



Optimizations

- 1 How can we increase the number of Bible study interests?
 - Advertise using direct Bible study offers
 - Integrate Bible study offers with *Great Controversy* email drip campaign
- 2 How can we provide efficient follow-up for a high volume of interests?
 - Automate Bible studies by using instant messengers
 - Limit use of human support to essential communication
- 3 How can we improve our Bible study completion rate?
 - Utilize mobile devices and instant messenger apps
 - Provide dynamic, interactive Bible study format
- 4 How can we connect a high volume of interests to local churches?
 - Develop a Global Interest Delivery System (GIDS)
 - Deliver interests to existing interest trackers used by local churches

Summary

- Increased capacity for digital downloads of *The Great Controversy*.
- Provides a global system for delivering interests to local churches.
- Delivers interests to local churches early in the Bible study process, while also allowing interests to continue their digital studies.
- Integrates with existing church systems; doesn't replace local systems.
- Provides motivation for the implementation of local church Bible study ministries.
- Provides interest generation and follow-up systems to under-reached territories.
- Will be supported by new SSPM resources for implementing local church Bible study ministries.
- Provides a centralized Bible study offer for global initiatives (GLOW, TGCP 2.0, etc.).

Objectives

1



Generate 20M downloads of *The Great Controversy* and 20M Bible study interests.

2



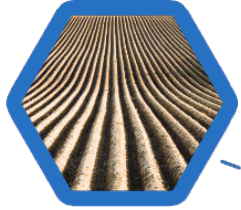
Deliver qualified interests directly to local church Bible schools.

3



Implement a Bible study ministry in every local church.

Essential Global TMI Ministries



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Global Bible School Focus



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2 Plant

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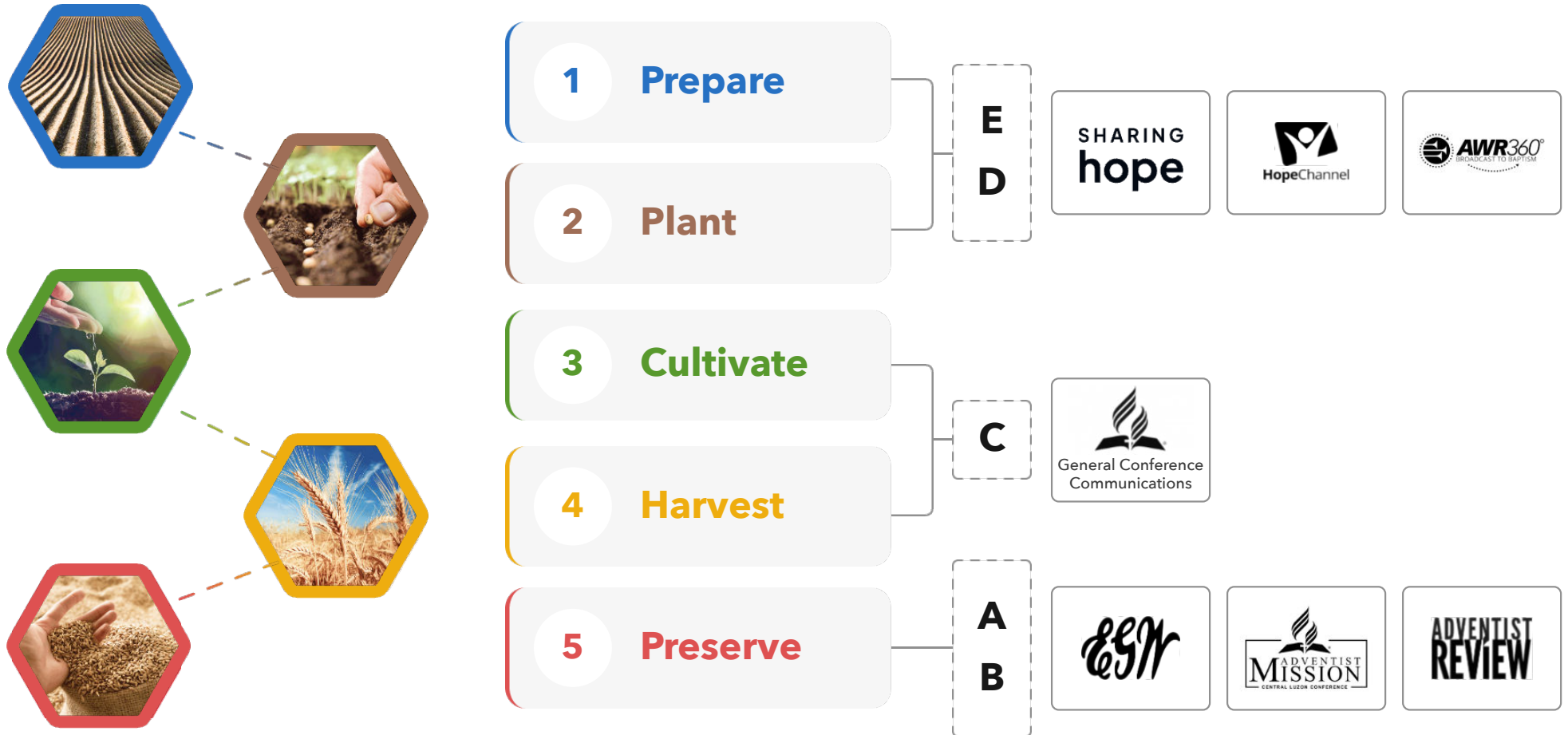
3 Cultivate

Interest Follow-Up

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Essential Disciple-making Ministries



Essential Disciple-making Ministries

