

MANAGER'S DESK FOR MONDAY, JANUARY 14, 2019

WELCOME TO THE MANAGER'S DESK, I'M MIKE CORNELL.

DO YOU LIKE NUMBERS? NUMBERS CAN BE VERY INTERESTING. NUMBERS CAN TELL A STORY OR GIVE YOU INSIGHT INTO VARIOUS THINGS.

DURING THE MONTH OF DECEMBER, I EMPHACIZED OUR NEED FOR YOUR FINANCIAL HELP AS WE CAME TO THE END OF OUR FISCAL YEAR. THE NUMBERS TELL ME THAT YOU WERE LISTENING AND YOU RESPONDED. AT THE END OF THE MONTH NEARLY \$50,000 OF OUR RED INK HAD BEEN ERASED. THANK YOU FOR YOUR SUPPORT.

WE HAVE A SOFTWARE PROGRAM THAT WE HAVE USED FOR THE LAST 7 YEARS TO KEEP TRACK OF DONATIONS. LAST FRIDAY I HAD SOME TIME TO GENERATE SOME END OF YEAR REPORTS AND BY DOING SO I FOUND SOME VERY INTERESTING NUMBERS.

THE REPORTS SHOWED THAT IN 2018 WE RECEIVED GIFTS FROM 357 NEW DONORS.

THIS NEXT NUMBER I FOUND VERY ALARMING. THIS REPORT SHOWED THE NUMBER OF DONORS WHO HAVE NOT GIVEN IN THE PAST TWO YEARS. TO PUT THIS NUMBER IN PERSPECTIVE, LET ME GIVE YOU ANOTHER NUMBER FIRST. DURING 2018 WE RECEIVED GIFTS FROM 1,444 LISTENERS. 1,444. THE NUMBER OF DONORS WHO HAVE NOT GIVEN DURING AT LEAST THE LAST TWO YEARS IS 1,435. 1,435.

THERE'S ONE MORE NUMBER MY REPORTS GAVE ME. AND THAT WAS FOR THE NUMBER OF DONORS WHO HAVE NEVER GIVEN. I HAD TO STOP AND THINK ABOUT THAT ONE. DONORS WHO HAVE NEVER GIVEN. I THINK A BETTER LABEL WOULD BE CONTACTS. THAT WOULD INCLUDE THOSE ASKING FOR CALENDARS, PURCHASING CONCERT TICKETS OR TRAVELING WITH US ON A BUS TRIP. THAT NUMBER IS 535.

THERE'S ONE MORE NUMBER THAT I HAVE NO WAY OF COMING UP WITH AND THAT'S THE NUMBER OF PEOPLE LISTENING WHO HAVE NEVER CONTACTED US IN ANY WAY. AS YOU LISTEN TO ME TODAY, YOU FALL INTO ONE OF THE CATEGORIES I HAVE MENTIONED. IF EACH OF THE DONORS WHO HAVE NEVER GIVEN AND THOSE WHO HAVEN'T GIVEN IN THE LAST TWO YEARS HAD GIVEN JUST \$5 A MONTH, THOSE GIFTS WOULD HAVE ADDED UP TO APPROXIMATELY \$118,000. THAT WOULD HAVE MADE A HUGE DIFFERENCE DURING OUR 2018 FISCAL YEAR. YOUR GIFTS MAKE THESE BROADCASTS POSSIBLE. I URGE YOU TO PARTNER WITH US IN PROCLAIMING THE GOSPEL VIA THE AIRWAVES.

OUR MAILING ADDRESS IS: WRVM, PO BOX 212, SURING WI, 54174

OR GIVE ONLINE AT WWW.WRVM.ORG.

THANK YOU FOR JOINING ME FOR THE MANAGER'S DESK, I'M MIKE CORNELL.