

# OAC Management Team Report

Quarter 1, 2020 (January - March)

**Eric Briscoe:** Field Director (Boston)

**John Cutlip:** Central Services (Nazareth)

**Tom Fox:** Personnel & Development (Baltimore / DC)



**HERE IS A SUMMARY REPORT FROM CENTRAL SERVICES DIRECTOR, JOHN CUTLIP:**

**The Truceless Warfare book** update project continues to progress at a slow but steady pace. My goal has changed so that, realistically, it will be complete by the end of this year.

**We have come to the point** where replacement of our Microsoft Access database is necessary. This is due mainly to the size limitations of the program and the increasing instability of it on our network. We have researched and are in transition now to a cloud-based CRM (Customer Relationship Management) system called DonorPerfect. In the process of research, this product consistently received good reviews and the mission that OAC board member, Dave Trout, belongs to (Spruce Lake Camp and Conference Center) has also been using it for some time with success.

**God continue to bless us financially as a mission** as we remain in the black with a faithful donor base in place. We are not sure what the future holds in these days of mass unemployment and isolation going on around us but God is in control and so we trust Him, as always. This has not changed.

Our CPA office has been in touch and it looks like our financial audit this year will take place in a remote fashion. I am in the midst now of putting together the needed documents needed to proceed ahead and will post them to Google Drive which the auditors will then access in order to begin the audit process.

**To keep you up-to-date** on some of the important in-house activity this past quarter, the following reports are part of this 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 [www.oacusa.org](http://www.oacusa.org) website statistics overview
- Budget summary detail report for the current year
- Current Cash Flow report
- Revised Board rotation chart

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



### Staff Applications received

- Samuel McNair – I have some concerns with Samuel he has not connected with Richard Burley yet. Reference state wife may not be on board with faith-based mission.
- John Copell – Providence, RI (married with 3 small children) application being processed
- Sue Goss – Alexander, Arkansas area (near Little Rock) – application being processed
- Ryan & Tasia Itzel – application received to process necessary paperwork

### Short-term Internship (currently on hold due to COVID-19)

- Andrew Kerin, Renton, WA
  - Andrew's Schedule
    - ‡ 1/13 through 2/25 worked in Central, PA and Pittsburgh, PA branches
    - ‡ 2/26 through 3/21 worked with Eric Briscoe in Miami and Tampa, FL
    - ‡ Andrew returned to home to WA until pandemic restrictions are lifted
    - ‡ Andrew is considering applying for a staff evangelist position

### Contact cards

- Nathan Yugaites – Midland, MI (married with 3 young children)
- Kent Blablock – waiting on application
- Brenten Powers – volunteers with Dan Beaudion in Bay Area, CA waiting on application and registration for SET
- Jeremy Desrochers – Berea, Kentucky – interested in work in Boston, MA (applied in 2016) – I have some concerns based on old application file
- Lucas Rife – (graduating 2021) – signed up for internship with law firm this summer – if he has some free time will consider coming to East Coast for a visit to PDD office and Central Services office.
- Kevin Myree – coming to Baltimore SET 2020 Email (not a Contact Card)
- Ron DeLouis (Pittsburgh, PA) saw Ed Neimann on the streets and contacted me to discuss options of ministry

### **2020 Baltimore SET Registrations**

- Kevin Myree (NYC)
- John Addison (Maryland)
- COVID-19 pandemic may cause cancellation of this event

### **Institutional / academic connections**

- Lancaster Bible College Missions Conference
  - I taught missions class on campus the week before the conference then took the class out for outreach during the conference

### **OACUSA Website Development**

- Web developers Jeff & Laura Clausman are doing an excellent job.
- John Cutlip is now website liaison



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

In January, Diane, Paul Adams, and I went to Liberty University to speak in classes to recruit students for the Miami spring break trip. We have good relationships with many of the professors. Dan Suttles is always promoting our good OAC name on campus, and we were able to have one dinner with him and his daughter Hannah at the university cafeteria. Over the course of three days, Paul and I were able to get into 27 classes and speak to 1,455 students.

In February, I was able to spend a week with Mark and Angela Kennedy in Idaho/Washington. We did training in a church on Sunday and preach at three colleges during the week. Current intern Andrew Kerin had met Mark on the campus of Washington State Univ. while Mark was doing open air. This is how Andrew started to pursue ministry with OAC.

The end of February up to March 22 was filled with ministry in which Andrew K. was part of. I stayed with Tom and Barbara Fox one night and was involved with ministry Becca Jefferson was doing at a local elementary school. Becca does a good job teaching the children.

The following week a team of five from Peoples Christian Academy in Toronto flew to Tampa to do a week-long outreach organized by the Burleys. We did a five-day club with migrant workers children in a trailer park as well as ministry in Tampa, a nursing home, a Christian school, Florida Southern Univ., and a night movie meeting with the Burleys home church, Calvary Chapel of Brandon.

Andrew and I left for Orlando and spent two days with Peter O'Driscoll doing three lunch hour meetings in two different schools. I was able to have a brief conversation with Isabel but nothing meaningful in relation to their marriage. Keep Peter and Isabel and their three daughters in prayer: Katie, Michala, and Annie.

Our last week was with a team of six Liberty students, Andrew and a missionary intern with Send Intl. Richard and Diane Burley, Joe Toy, Ed Neimann, Mark Johnson and myself were the trainers. We conducted two different five-day clubs in two neighborhoods and spent four nights on South beach before everything shut down. We sent the team home a day early; however, the ministry we did get in was fantastic.

As a management team, we have been having zoom meetings and making calls to all our staff talking and praying with them during this time of restrictions.

**Open Air Campaigners**

**CONFIDENTIAL**

**Staff Support %**

From January through March, 2020

**Paul and Carmina Adams**  
Monthly Top = 6599

Appointed to OAC staff in 1996

**January**    **209%**  
**February**   **72%**  
**March**       **101%**

**Year-To-Date Support Average = 127%**

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**Frank Baldus**  
Monthly Top = 4950

Appointed to OAC staff in 2011

**January**    **91%**  
**February**   **32%**  
**March**       **0%**

**Year-To-Date Support Average = 41%**

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**Dan & Rebecca Beaudoin**  
Monthly Top = 6904

Appointed to OAC staff in 2015

**January**    **33%**  
**February**   **43%**  
**March**       **68%**

**Year-To-Date Support Average = 48%**

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**David and Joy Braun**  
Monthly Top = 6599

Appointed to OAC staff in 1985

**January**    **74%**  
**February**   **14%**  
**March**       **15%**

**Year-To-Date Support Average = 34%**

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**Eric and Diane Briscoe**  
Monthly Top = 6599

Appointed to OAC staff in 1982

**January**    **162%**  
**February**   **98%**  
**March**       **84%**

**Year-To-Date Support Average = 115%**

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**Richard & Diane Burley**  
Monthly Top = 6599

Appointed to OAC staff in 2002

**January**    **69%**  
**February**   **19%**  
**March**       **36%**

**Year-To-Date Support Average = 41%**

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**Michael & Renae Bussen**  
Monthly Top = 6599

Appointed to OAC staff in 1990

**January**    **92%**  
**February**   **100%**  
**March**       **59%**

**Year-To-Date Support Average = 84%**

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**Erin Chervenak**  
Monthly Top = 4950

Appointed to OAC staff in 2015

**January**     7%  
**February**    9%  
**March**       61%

**Year-To-Date Support Average = 26%**

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**John and Sue Cutlip**  
Monthly Top = 7391

Appointed to OAC staff in 1980

**January**     83%  
**February**    60%  
**March**       56%

**Year-To-Date Support Average = 66%**

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**Zane & Laurie Dempsie**  
Monthly Top = 8071

Appointed to OAC staff in 2008

**January**     51%  
**February**    21%  
**March**       64%

**Year-To-Date Support Average = 45%**

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**Bob and Deidra Ewerth**  
Monthly Top = 6599

Appointed to OAC staff in 1976

**January**     38%  
**February**    49%  
**March**       45%

**Year-To-Date Support Average = 44%**

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**Tom and Barbara Fox**  
Monthly Top = 6599

Appointed to OAC staff in 2009

**January**     36%  
**February**    33%  
**March**       32%

**Year-To-Date Support Average = 34%**

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**Brian & Kimberlee Harmon**  
Monthly Top = 8240

Appointed to OAC staff in 2010

**January**     321%  
**February**    78%  
**March**       83%

**Year-To-Date Support Average = 161%**

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**Russ Hodder**  
Monthly Top = 4950

Appointed to OAC staff in 1977

**January**     71%  
**February**    62%  
**March**       53%

**Year-To-Date Support Average = 62%**

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**Rebecca Jefferson**  
Monthly Top = 4950

Appointed to OAC staff in 2015

**January**    **37%**  
**February**   **21%**  
**March**       **22%**

**Year-To-Date Support Average = 27%**

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**Steve & Connie Johnson**  
Monthly Top = 6599

Appointed to OAC staff in 2015

**January**    **2%**  
**February**   **3%**  
**March**       **1%**

**Year-To-Date Support Average = 2%**

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**Mark & Angela Kennedy**  
Monthly Top = 6751

Appointed to OAC staff in 2004

**January**    **32%**  
**February**   **54%**  
**March**       **30%**

**Year-To-Date Support Average = 39%**

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**Carol King**  
Monthly Top = 4950

Appointed to OAC staff in 2009

**January**    **19%**  
**February**   **18%**  
**March**       **19%**

**Year-To-Date Support Average = 19%**

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**Sue MacNeil**  
Monthly Top = 4950

Appointed to OAC staff in 2000

**January**    **8%**  
**February**   **8%**  
**March**       **8%**

**Year-To-Date Support Average = 8%**

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**Chris & Bonnie McKinley**  
Monthly Top = 6904

Appointed to OAC staff in 2016

**January**    **0%**  
**February**   **62%**  
**March**       **9%**

**Year-To-Date Support Average = 24%**

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**Juan & Dawn Monzon**  
Monthly Top = 7205

Appointed to OAC staff in 1990

**January**    **0%**  
**February**   **0%**  
**March**       **6%**

**Year-To-Date Support Average = 2%**

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**Rick and Dovie Moore**  
Monthly Top = 6599

Appointed to OAC staff in 2007

**January 48%**  
**February 46%**  
**March 48%**

**Year-To-Date Support Average = 47%**

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**Betty Naggy-Masten**  
Monthly Top = 6599

Appointed to OAC staff in 1970

**January 0%**  
**February 0%**  
**March 3%**

**Year-To-Date Support Average = 1%**

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**Ed & Debbie Neimann**  
Monthly Top = 6599

Appointed to OAC staff in 2016

**January 29%**  
**February 30%**  
**March 32%**

**Year-To-Date Support Average = 30%**

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**Peter and Isabel O'Driscoll**  
Monthly Top = 7055

Appointed to OAC staff in 1996

**January 129%**  
**February 15%**  
**March 28%**

**Year-To-Date Support Average = 57%**

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**Chuck Phelps**  
Monthly Top = 4950

Appointed to OAC staff in 1970

**January 23%**  
**February 21%**  
**March 21%**

**Year-To-Date Support Average = 22%**

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**Jay Ricci**  
Monthly Top = 4950

Appointed to OAC staff in 2018

**January 5%**  
**February 4%**  
**March 4%**

**Year-To-Date Support Average = 4%**

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**John and Becky Risner**  
Monthly Top = 7055

Appointed to OAC staff in 2018

**January 33%**  
**February 15%**  
**March 13%**

**Year-To-Date Support Average = 20%**

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**Mark & Shelby Sohmer**  
Monthly Top = 10419

Appointed to OAC staff in 2010

**January 241%**  
**February 77%**  
**March 163%**

**Year-To-Date Support Average = 160%**

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**Ken & Kathy Teeter**  
Monthly Top = 6599

Appointed to OAC staff in 2011

**January 38%**  
**February 28%**  
**March 32%**

**Year-To-Date Support Average = 33%**

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**Karen Williams**  
Monthly Top = 6599

Appointed to OAC staff in 1984

**January 59%**  
**February 9%**  
**March 9%**

**Year-To-Date Support Average = 26%**

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**Mike & Christine Wilson**  
Monthly Top = 7205

Appointed to OAC staff in 2016

**January 8%**  
**February 8%**  
**March 8%**

**Year-To-Date Support Average = 8%**

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**Chip & Kim Wolfe**  
Monthly Top = 7390

Appointed to OAC staff in 2000

**January 51%**  
**February 51%**  
**March 42%**

**Year-To-Date Support Average = 48%**

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● = Members-at-large  
Management Team

■ = OAC Staff

# OPEN AIR CAMPAIGNERS

## BOARD OF DIRECTORS

ROTATION OVERVIEW REVISED DECEMBER 2019



	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
Eric Briscoe ●			Term 1	Term 2					April	Term 1	Term 2					April	Term 1	Term 2							
Tom Fox ●																April	Term 1	Term 2							
Russ Hodder								May	Term 1	Term 2					May	Term 1	Term 2								
Gordon Loop																Feb	Term 1	Term 2							
Jon Shader											Jan	Term 1	Term 2					Jan	Term 1	Term 2					
Dan Suttles																		Sept	Term 1	Term 2					
Joe Toy								June	Term 1	Term 2					June	Term 1	Term 2								
Dave Trout														June	Term 1	Term 2									
John Cutlip ●																									

## Open Air Campaigners 1st Quarter 2020 Inventory Valuation Summary

	Item Description	On Hand	Sales Price	Retail Value
<b>Inventory</b>				
bk (from Nazareth) (Board Kit)	Board Kit	18	50.00	900.00
bk (from Texas) (Board Kits in Texas warehouse)	Board Kits in Texas warehouse	10	50.00	500.00
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	7	195.00	1,365.00
box (Paint Box)	Paint Box	457	7.00	3,199.00
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	60	2.00	120.00
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)	389	3.00	1,167.00
ccp (from Nazareth) (Chemical Cross - PVC Nazareth warehouse)	Chemical Cross - PVC Nazareth warehouse	216	8.00	1,728.00
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	55	10.00	550.00
dvdsm (Sketch Board Messages: Adult Presentations DVD)	Sketch Board Messages: Adult Presentations DVD	21	10.00	210.00
ec (EvangCube Object Lesson)	EvangCube Object Lesson	83	6.00	498.00
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	23	5.00	115.00
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)	36	10.00	360.00
FPPGRN (Pint of Fluorescent Concentrate (Green))	Pint of Fluorescent Concentrate (Green)	14	10.00	140.00
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)	33	10.00	330.00
FPPYW (Pint of Fluorescent Concentrate (Yellow))	Pint of Fluorescent Concentrate (Yellow)	15	10.00	150.00
fsb (from Nazareth) (Folding Sketchboard - Nazareth warehouse)	Folding Sketchboard - Nazareth warehouse	15	150.00	2,250.00
gps (Gospel Puppet Stories)	Gospel Puppet Stories	111	5.00	555.00
gve (Gospel Visual Effects)	Gospel Visual Effects	26	5.00	130.00
hb (Bible Coloring Book Object Lesson)	Bible Coloring Book Object Lesson	118	12.00	1,416.00
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	3	18.00	54.00
hiaj (Heaven In A Jar)	Heaven In A Jar	101	5.00	505.00
is (Indian Symbols Tell The Gospel)	Indian Symbols Tell The Gospel	263	5.00	1,315.00
itg (Illustrating The Gospel)	Illustrating The Gospel	91	5.00	455.00
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	34	2.00	68.00
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	222	6.00	1,332.00
paper (Newsprint Paper (36" x 54"))	Newsprint Paper (36" x 54")	4,630	0.25	1,157.50
pb (Paint Brush)	Paint Brush	471	8.50	4,003.50
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)	41	5.00	205.00
PS (Board message pre-sketch)	Board message pre-sketch	128	5.00	640.00
RANS (Rich Art BLACK quart)	Rich Art BLACK quart	258	25.00	6,450.00
RAS (Rich Art BLACK quart (Special staff pricing))	Rich Art BLACK quart (Special staff pricing)	226	20.00	4,520.00
rppblack (Pint - Regular Pint (Black))	Pint - Regular Pint (Black)	23	7.00	161.00
rppblu (Pint - Regular Pint (Blue))	Pint - Regular Pint (Blue)	33	7.00	231.00
rppgrn (Pint - Regular Pint (Green))	Pint - Regular Pint (Green)	28	7.00	196.00
rpprd (Pint - Regular Pint (Red))	Pint - Regular Pint (Red)	28	7.00	196.00
rppyw (Pint - Regular Pint (Yellow))	Pint - Regular Pint (Yellow)	28	7.00	196.00
rpqblk (Regular Paint (Quart) - Black)	Regular Paint (Quart) - Black	6	10.00	60.00
rpqblue (Regular Paint (Quart) - Blue)	Regular Paint (Quart) - Blue	66	10.00	660.00
rpqgreen (Regular Paint (Quart) - Green)	Regular Paint (Quart) - Green	28	10.00	280.00
rpqred (Regular Regular Paint (Quart) - Red)	Regular Regular Paint (Quart) - Red	38	10.00	380.00
rpqyellow (Regular Paint (Quart) - Yellow)	Regular Paint (Quart) - Yellow	19	10.00	190.00
RT (Rat Trap Object Lesson)	Rat Trap Object Lesson	37	4.00	148.00
sm (Sketchboard Messages)	Sketchboard Messages	436	6.00	2,616.00
sms (Sketchboard Messages (SPANISH))	Sketchboard Messages (SPANISH)	33	6.00	198.00

## Open Air Campaigners 1st Quarter 2020 Inventory Valuation Summary

	Item Description	On Hand	Sales Price	Retail Value
st (Sketch & Tell)	Sketch & Tell	8	6.00	48.00
STEPSNS (Counseling Booklets*)	Counseling Booklets*	15,262	0.25	3,815.50
STEPSS (Counseling Booklets - Special discount for OAC staff)	Counseling Booklets - Special discount for OAC staff	12,764	0.12	1,531.68
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	101	3.00	303.00
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)	-2	12.00	-24.00
tm3 (Training Manual (Three-Week Edition))	Training Manual (Three-Week Edition)	1	20.00	20.00
tr (Three ROPES Object Lesson)	Three ROPES Object Lesson	1,031	2.00	2,062.00
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	105	2.00	210.00
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	8	0.50	4.00
yep (Young People's Evangelistic Programs)	Young People's Evangelistic Programs	220	6.00	1,320.00
Total Inventory		39,902		59,202.93
<b>TOTAL</b>		<b>39,902</b>		<b>59,202.93</b>

# OAC Management Team Report

## Web Stats

Quarter 1, 2020

By John Risner



Optimizing online giving and email capture for guests is needed. I recommend the creation of a lead magnet that will allow guests to "subscribe" to a monthly OAC email/newsletter.

The following reports show that the oacusa.org site had 8,691 pageviews in Q1. While many were likely OAC staff, many were likely supporters or those interested in the general happenings of OAC.

For fun I have also included a user map by country! :)

Traffic devices last 90 days:

Desktop 63.2%

Mobile 33.9%

Tablet 2.9%

Hope this is encouraging and helpful! God Bless!

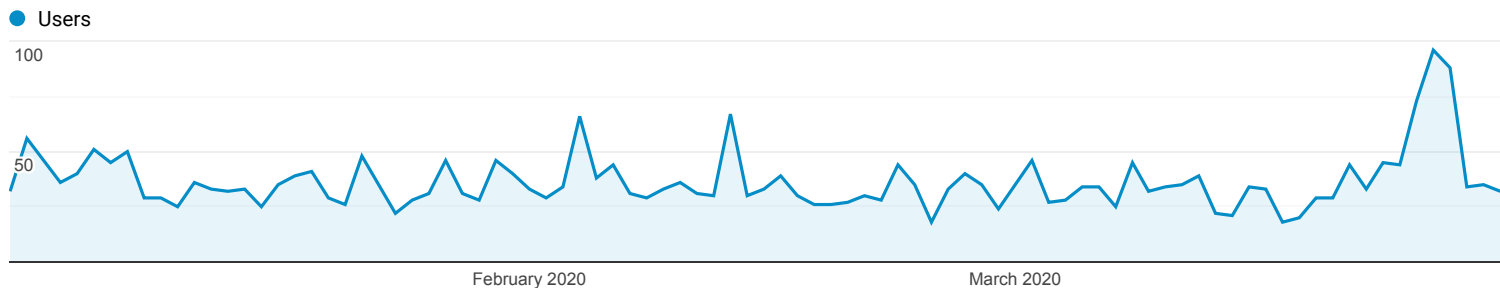
All Traffic

Jan 1, 2020 - Mar 30, 2020

All Users  
100.00% Users

Explorer

Summary



Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	<b>2,508</b> % of Total: 100.00% (2,508)	<b>2,392</b> % of Total: 100.08% (2,390)	<b>3,749</b> % of Total: 100.00% (3,749)	<b>50.20%</b> Avg for View: 50.20% (0.00%)	<b>2.32</b> Avg for View: 2.32 (0.00%)	<b>00:02:23</b> Avg for View: 00:02:23 (0.00%)	<b>0.00%</b> Avg for View: 0.00% (0.00%)	<b>0</b> % of Total: 0.00% (0)	<b>\$0.00</b> % of Total: 0.00% (\$0.00)
1. <a href="#">direct</a> / (none)	<b>1,432</b> (54.97%)	<b>1,386</b> (57.94%)	<b>1,823</b> (48.63%)	66.04%	1.85	00:01:28	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. <a href="#">google</a> / organic	<b>587</b> (22.53%)	<b>514</b> (21.49%)	<b>962</b> (25.66%)	34.62%	3.08	00:03:16	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. <a href="#">bottraffic4free.club</a> / referral	<b>146</b> (5.60%)	<b>146</b> (6.10%)	<b>152</b> (4.05%)	10.53%	1.89	00:03:46	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. <a href="#">m.facebook.com</a> / referral	<b>74</b> (2.84%)	<b>73</b> (3.05%)	<b>77</b> (2.05%)	74.03%	1.44	00:00:43	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. <a href="#">bing</a> / organic	<b>49</b> (1.88%)	<b>43</b> (1.80%)	<b>59</b> (1.57%)	37.29%	2.47	00:02:11	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. <a href="#">campbarakel.org</a> / referral	<b>48</b> (1.84%)	<b>44</b> (1.84%)	<b>56</b> (1.49%)	73.21%	1.66	00:00:53	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. <a href="#">oacstaff.com</a> / referral	<b>43</b> (1.65%)	<b>3</b> (0.13%)	<b>153</b> (4.08%)	35.95%	2.08	00:05:19	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. <a href="#">facebook.com</a> / referral	<b>41</b> (1.57%)	<b>35</b> (1.46%)	<b>71</b> (1.89%)	18.31%	2.17	00:00:51	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. <a href="#">openaircampaigners.org</a> / referral	<b>23</b> (0.88%)	<b>16</b> (0.67%)	<b>36</b> (0.96%)	22.22%	2.94	00:03:03	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. <a href="#">baidu.com</a> / referral	<b>19</b> (0.73%)	<b>19</b> (0.79%)	<b>19</b> (0.51%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)

Rows 1 - 10 of 59

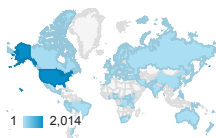
Location

**All Users**  
100.00% Users

Jan 1, 2020 - Mar 30, 2020

Map Overlay

Summary



Country	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	<b>2,508</b> % of Total: 100.00% (2,508)	<b>2,392</b> % of Total: 100.08% (2,390)	<b>3,749</b> % of Total: 100.00% (3,749)	<b>50.20%</b> Avg for View: 50.20% (0.00%)	<b>2.32</b> Avg for View: 2.32 (0.00%)	<b>00:02:23</b> Avg for View: 00:02:23 (0.00%)	<b>0.00%</b> Avg for View: 0.00% (0.00%)	<b>0</b> % of Total: 0.00% (0)	<b>\$0.00</b> % of Total: 0.00% (\$0.00)
1. <a href="#">United States</a>	<b>2,014</b> (80.21%)	<b>1,905</b> (79.64%)	<b>3,184</b> (84.93%)	<b>50.85%</b>	<b>2.36</b>	<b>00:02:24</b>	<b>0.00%</b>	<b>0</b> (0.00%)	<b>\$0.00</b> (0.00%)
2. <a href="#">Canada</a>	<b>65</b> (2.59%)	<b>63</b> (2.63%)	<b>69</b> (1.84%)	<b>79.71%</b>	<b>2.22</b>	<b>00:01:19</b>	<b>0.00%</b>	<b>0</b> (0.00%)	<b>\$0.00</b> (0.00%)
3. <a href="#">United Kingdom</a>	<b>48</b> (1.91%)	<b>47</b> (1.96%)	<b>54</b> (1.44%)	<b>27.78%</b>	<b>2.22</b>	<b>00:02:37</b>	<b>0.00%</b>	<b>0</b> (0.00%)	<b>\$0.00</b> (0.00%)
4. <a href="#">Germany</a>	<b>39</b> (1.55%)	<b>39</b> (1.63%)	<b>44</b> (1.17%)	<b>20.45%</b>	<b>2.77</b>	<b>00:07:24</b>	<b>0.00%</b>	<b>0</b> (0.00%)	<b>\$0.00</b> (0.00%)
5. <a href="#">Hong Kong</a>	<b>31</b> (1.23%)	<b>31</b> (1.30%)	<b>31</b> (0.83%)	<b>100.00%</b>	<b>1.00</b>	<b>00:00:00</b>	<b>0.00%</b>	<b>0</b> (0.00%)	<b>\$0.00</b> (0.00%)
6. <a href="#">France</a>	<b>26</b> (1.04%)	<b>26</b> (1.09%)	<b>27</b> (0.72%)	<b>33.33%</b>	<b>1.67</b>	<b>00:02:40</b>	<b>0.00%</b>	<b>0</b> (0.00%)	<b>\$0.00</b> (0.00%)
7. <a href="#">China</a>	<b>25</b> (1.00%)	<b>25</b> (1.05%)	<b>25</b> (0.67%)	<b>96.00%</b>	<b>1.04</b>	<b>00:00:01</b>	<b>0.00%</b>	<b>0</b> (0.00%)	<b>\$0.00</b> (0.00%)
8. <a href="#">India</a>	<b>22</b> (0.88%)	<b>21</b> (0.88%)	<b>28</b> (0.75%)	<b>35.71%</b>	<b>2.93</b>	<b>00:02:25</b>	<b>0.00%</b>	<b>0</b> (0.00%)	<b>\$0.00</b> (0.00%)
9. <a href="#">Italy</a>	<b>17</b> (0.68%)	<b>17</b> (0.71%)	<b>22</b> (0.59%)	<b>40.91%</b>	<b>2.18</b>	<b>00:02:41</b>	<b>0.00%</b>	<b>0</b> (0.00%)	<b>\$0.00</b> (0.00%)
10. <a href="#">Spain</a>	<b>16</b> (0.64%)	<b>15</b> (0.63%)	<b>19</b> (0.51%)	<b>10.53%</b>	<b>1.84</b>	<b>00:01:57</b>	<b>0.00%</b>	<b>0</b> (0.00%)	<b>\$0.00</b> (0.00%)

Rows 1 - 10 of 71



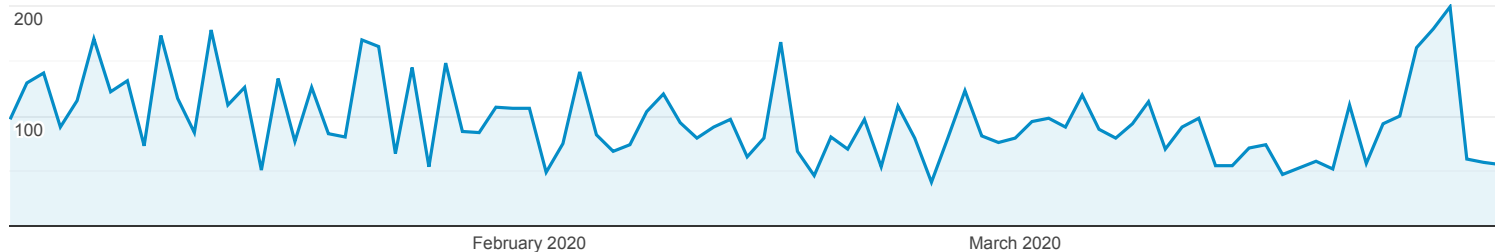
Pages

**All Users**  
100.00% Pageviews

Jan 1, 2020 - Mar 30, 2020

Explorer

● Pageviews



Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	<b>8,691</b> % of Total: 100.00% (8,691)	<b>6,649</b> % of Total: 100.00% (6,649)	<b>00:01:45</b> Avg for View: 00:01:45 (0.00%)	<b>3,695</b> % of Total: 100.00% (3,695)	<b>50.20%</b> Avg for View: 50.20% (0.00%)	<b>42.52%</b> Avg for View: 42.52% (0.00%)	<b>\$0.00</b> % of Total: 0.00% (\$0.00)
1. /	<b>2,944</b> (33.87%)	<b>2,211</b> (33.25%)	00:01:36	<b>2,107</b> (57.02%)	<b>41.90%</b>	<b>47.01%</b>	<b>\$0.00</b> (0.00%)
2. /online-giving/	<b>537</b> (6.18%)	<b>446</b> (6.71%)	00:03:21	<b>126</b> (3.41%)	<b>54.61%</b>	<b>54.93%</b>	<b>\$0.00</b> (0.00%)
3. /message-outlines/	<b>503</b> (5.79%)	<b>341</b> (5.13%)	00:06:12	<b>197</b> (5.33%)	<b>34.80%</b>	<b>53.88%</b>	<b>\$0.00</b> (0.00%)
4. /branches/	<b>493</b> (5.67%)	<b>322</b> (4.84%)	00:00:48	<b>57</b> (1.54%)	<b>57.89%</b>	<b>18.66%</b>	<b>\$0.00</b> (0.00%)
5. /our-team/	<b>402</b> (4.63%)	<b>303</b> (4.56%)	00:00:47	<b>119</b> (3.22%)	<b>64.71%</b>	<b>31.59%</b>	<b>\$0.00</b> (0.00%)
6. /get-trained/	<b>398</b> (4.58%)	<b>270</b> (4.06%)	00:00:49	<b>61</b> (1.65%)	<b>65.57%</b>	<b>21.36%</b>	<b>\$0.00</b> (0.00%)
7. /about-us/	<b>328</b> (3.77%)	<b>263</b> (3.96%)	00:01:45	<b>70</b> (1.89%)	<b>72.86%</b>	<b>32.62%</b>	<b>\$0.00</b> (0.00%)
8. /our-mission/	<b>294</b> (3.38%)	<b>227</b> (3.41%)	00:01:26	<b>43</b> (1.16%)	<b>71.43%</b>	<b>29.25%</b>	<b>\$0.00</b> (0.00%)
9. /contact-us-2/	<b>238</b> (2.74%)	<b>198</b> (2.98%)	00:01:03	<b>32</b> (0.87%)	<b>84.38%</b>	<b>39.50%</b>	<b>\$0.00</b> (0.00%)
10. /order-supplies/	<b>190</b> (2.19%)	<b>166</b> (2.50%)	00:03:21	<b>41</b> (1.11%)	<b>72.09%</b>	<b>55.79%</b>	<b>\$0.00</b> (0.00%)

Rows 1 - 10 of 291

**Open Air Campaigners – USA**  
**Quarterly Budget Overview - National Operating Fund (NOF)**  
**2020**

	2020 Budget	Quarter 1 Actual	Quarter 2 Actual	Quarter 3 Actual	Quarter 4 Actual	Year-To-Date	Difference
<b>NOF INCOME</b>							
NOF Donors	20,000	4,236				\$ 4,236	(15,764)
Goods Sold	18,000	2,645				\$ 2,645	(15,355)
Shipping Income	3,500	327				\$ 327	(3,173)
Orientation-Candidate School	400	-				\$ -	(400)
Seminars (SET)	2,000	100				\$ 100	(1,900)
Service Charge	152,000	35317				\$ 35,317	(116,683)
Staff Conference	-	-				\$ -	0
Reimbursement income	15,000	2564				\$ 2,564	(12,436)
Misc (interest income, etc)	2,000	542				\$ 542	(1,458)
<b>TOTAL NOF INCOME</b>	<b>\$ 212,900</b>	<b>\$ 45,731</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 45,731</b>	<b>(167,169)</b>
<b>NOF EXPENSES</b>							
Affiliation ( ECFA / OACI)	6,000	1,200				\$ 1,200	(4,800)
Assist / Encourage & Train Staff	1,000	440				\$ 440	(560)
Audit	8,000					\$ -	(8,000)
Branch Development (Directors meetings, etc)	5,000	2,023				\$ 2,023	(2,977)
Cost of Goods Sold	12,000	110				\$ 110	(11,890)
Evangelism & Discipleship	500					\$ -	(500)
Bank & other fees	15,000	5,149				\$ 5,149	(9,851)
Insurance (Multi-Peril)	3,000					\$ -	(3,000)
Insurance (Workman's Comp)	4,500	944				\$ 944	(3,556)
Meetings (Board / Management Team)	1,500	143				\$ 143	(1,357)
Miscellaneous	-					\$ -	0
Office Supply / Equipment / Repair	14,000	6880				\$ 6,880	(7,120)
Orientation / Candidate School	500					\$ -	(500)
Payroll Taxes	70,000	26049				\$ 26,049	(43,951)
Communication (Phone/web/social media)	5,000	2035				\$ 2,035	(2,965)
Postage	7,500	3280				\$ 3,280	(4,220)
Promotion	4,000	925				\$ 925	(3,075)
Reimbursement expenses	5,000	651				\$ 651	(4,349)
Rent	17,000	2901				\$ 2,901	(14,099)
Seminars	2,000	16				\$ 16	(1,984)
Shipping / Handling	5,000	362				\$ 362	(4,638)
Staff Conference	33,600					\$ -	(33,600)
Travel	13,000	3182				\$ 3,182	(9,818)
Van Maintenance / Repairs	4,500	650				\$ 650	(3,850)
<b>TOTAL NOF EXPENSES</b>	<b>237,600</b>	<b>56,940</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>\$ 56,940</b>	<b>(180,660)</b>
		<b>(11,209)</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>(11,209)</b>	

Inc. minus exp.

\\finance\budget\overview



**CASH IN THE BANK = \$ 627,448**

BB&T Checking	\$ 23,369
Fulton Checking	\$ 101,608
PayPal	\$ 1,767
PNC Checking	\$ 65,830
Schwab - Endowment	\$ 220,514
Money Market	\$ 214,360
	\$ 627,448

**Designated For Staff & Branch Use = \$ 198,990**

In Checking	\$ 198,590
In Money Market	\$ 400

**Available For Immediate NOF Use = \$ 428,457**

Committed to SETs	\$ (8,394)
Committed to Staff Conference	\$ (33,600)
Committed for Staff Assistance	\$ (10,000)
Committed to Rainy Day Fund	\$ (15,000)
Duffecy Endowment funds on hand	\$ (220,985)
Coming back to us next month from staff bills we paid on their behalf this month	\$ 727
Net cash available for national use (ie not designated for anything else)	\$ <b>141,205</b>
	<b>+</b>
Duffecy Endowment Pledges not yet received - Future Income	\$ <b>550,000</b>