💰 SuperFunnel

Turn Anonymous Clicks Into Disciples & Recurring Donors

SuperFunnel is PRAY.COM's AI-powered donor acquisition engine that delivers targeted reach, first-party data ownership, and automated discipleship—helping your ministry grow sustainably in a digital-first world.

The Challenge You Face | The SuperFunnel Solution

The Challenge You Face

- Faith-based targeting removed from major ad platforms
- Traditional broadcast is expensive with delayed analytics
- Anonymous traffic that doesn't convert to known donors
- No first-party data ownership for long-term growth

The SuperFunnel Solution

- Access 50M+ faith-intent believers through proprietary targeting
- Capture name, email, location, and giving intent automatically
- Automated discipleship journeys that nurture to recurring giving
- Real-time analytics with transparent ROI

Why Ministries Choose SuperFunnel

🎯 Faith-Intent Targeting	📊 First-Party Data Owned	🤖 AI-Driven Automation	💰 3-5× Better ROI
Access millions of believer lookalikes with	You own every email, name, and location—build	Automated discipleship flows convert	Proven 3-5× ROI vs. legacy broadcast channels

proprietary faith targeting	your donor database	leads to recurring donors	

How SuperFunnel Works

1. **Launch Faith-Targeted Ads → 2. Co-Branded Ministry Experience → 3. Capture First-Party Data → 4. Automated Discipleship Flows → 5. Convert to Recurring Donors**

The full-stack acquisition + discipleship funnel:

- Proven faith-intent ad creatives reach your ideal believers
- Co-branded experience features your ministry within PRAY.COM
- Automatic capture of name, email, location, and giving intent
- AI-driven nurture sequences move leads through discipleship
- Conversion to premium subscribers generates immediate revenue split
- Ongoing engagement builds recurring monthly donors

Jack Graham Case Study - First 30 Days

4,000+	50+	3-5×
New Emails Captured	Premium Subscribers (Immediate Revenue)	ROI vs. Legacy Channels

Result: Scaled from $5K/month pilot to $250K annual agreement based on performance

What Makes SuperFunnel Different

vs. Traditional Media (TBN/Salem)

- **Their Weakness:** Expensive, slow ROI, delayed reporting, aging demographic
- **SuperFunnel Advantage:** 3-5× ROI with real-time analytics and targeted reach

vs. Facebook/Google Ads

- **Their Weakness:** No faith targeting, low ROI, no donor data ownership
- **SuperFunnel Advantage:** Access to 50M+ believers with full attribution and first-party data

vs. Blackbaud/Pushpay

- **Their Weakness:** Complex, not acquisition-based, stewardship ops only

- **SuperFunnel Advantage:** AI-driven funnels with easy deployment focused on net-new donors

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Core Features

✅ **Faith-Audience Acquisition** - Proven creatives targeting believers at scale ✅ **Built-in Email Co-Registration** - Automatic capture of name, email, location, giving intent ✅ **Optimized Landing/App Flows** - Co-branded experience featuring your ministry ✅ **Automated Discipleship & Donor Nudges** - AI-driven journeys to recurring giving ✅ **Donor Conversion Engine** - Ongoing content routing and engagement ✅ **Geo-Targeted Event Campaigns** - Easter, Christmas, conferences, local activation

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Pricing & Investment

90-Day Pilot Program

$5,000/month ($15,000 total)

What You Get:

- Prove capture → first gift → recurring donor potential
- Full access to faith-intent targeting across 50M+ believers
- Automated discipleship flows and nurture sequences
- Real-time dashboard with transparent ROI metrics
- Pre-acquisition revenue while building your donor database
- Your ministry owns all captured first-party data

Success Metrics:

- Email capture rate and opt-in quality
- First gift conversion within 30 days
- Path to recurring monthly donors
- Cost per email vs. legacy channels
- ROI benchmark: 3-5× vs. traditional broadcast

Post-Pilot Tiered SaaS

- **Growth Starter:** $2K/month
- **Impact Pro:** $5-6K/month
- **Kingdom Enterprise:** Custom $8-10K+

Includes ad-spend pass-through + management. Performance kickers available.

Start With a 90-Day Pilot

Next Step: Schedule a demo to see SuperFunnel in action

What to Expect:

- 30-min executive briefing on donor acquisition landscape
- Live dashboard walkthrough with real ministry data
- Custom ROI projection based on your current channels
- Review of Jack Graham and other case study results
- Discussion of co-branded experience for your ministry

Timeline to Launch:

- Week 1-2: Onboarding, creative approval, technical setup
- Week 3: Campaign launch with real-time monitoring
- Week 4-12: Optimization, reporting, and performance review
- Post-Pilot: Scale decision based on proven ROI

🎯 **Mission Impact**

Multiply reach & discipleship at scale—turn anonymous clicks into known disciples

💼 **Stewardship & ROI**

Measurable 3-5× return vs. legacy channels with real-time, transparent analytics

⚡ **Simplicity**

Turnkey, ministry-friendly solution—you own the data, we handle the complexity

📈 **Pre-Acquisition Revenue**

Receive immediate return on investment through revenue accrual while simultaneously building your donor list

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Market Context: Why Now

The Digital Giving Surge

- Majority of donations now processed online
- 2.6B Christians globally seeking digital discipleship
- 8,000 digital ministries competing for attention
- 1,611 US megachurches needing modern acquisition tools

Platform Changes Creating Urgency

- Loss of faith-based targeting on major ad platforms
- Ministries left with "anonymous clicks" and wasted donor dollars
- Shift toward first-party data ownership and automation
- Expensive broadcast with lagging analytics

SuperFunnel Solves This By: Delivering targeted reach (millions of believer lookalikes), real-time analytics, first-party data ownership, and automated discipleship flows.

Contact & Next Steps

Ready to transform your donor acquisition?

📧 **Email:** [Contact Email] 📞 **Phone:** [Contact Phone] 🌐 **Web:** PRAY.COM/ministries 📅 **Schedule Demo:** [Calendar Link]

SuperFunnel is powered by PRAY.COM, serving 20+ million users globally with faith-based content and experiences.