

## SuperFunnel GTM Strategy Plan

### • **What is Superfunnel:**

Superfunnel is an expanded method designed to drive new donor acquisition through PRAY.COM, primarily by identifying new donors in the faith-based space who will convert and generate recurring revenue.

### • **Ideal Customer Profile:**

Superfunnel targets 501(c)(3) religious nonprofits with a donation arm.

### • **How Superfunnel works:**

The Superfunnel flow involves attracting faith-based iOS users in the US, who then go through a co-branded experience where the ministry is featured within the PRAY.COM funnel. Post-install, the app captures names, emails, and locations, which are then used for ongoing communication and nurturing.

As users become premium subscribers, they generate a revenue split.

Superfunnel is high intent to donate, not solely email volume.

### • **Unique Value Proposition:**

Superfunnel offers a way for clients to get “pre-acquisition revenue,” meaning they receive a return on their immediate investment through revenue accrual while simultaneously running their traditional drip campaigns.

### • **Minimum Spend and Test Period:**

Three-month pilot at \$5,000 per month, totaling \$15,000.

### • **Case Study Success:**

Jack Graham's initial 30-day performance, which included over 4,000 emails and more than 50 subscribers, led to scaling up to a year-long agreement at a significantly higher spend level (approximately \$250,000 annually).

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## Executive Summary

**Vision:** Establish SuperFunnel as PRAY.COM's AI-powered donor acquisition engine that turns reach into *emails, disciples, and recurring donors* for faith-based organizations.

**Why Now:** Religious targeting on major ad platforms has been removed, traditional broadcast is costly with delayed/opaque analytics, and ministries urgently need first-party data plus automated discipleship to grow donors.

### **Key Success Metrics**

1. Onboard **15 ministries by the end of Q1'26** ➔ 5 (Aug '25) → 10 (Dec '25) → 15+ (Feb '26)
2. **\$100K donor revenue in first 30 days** (benchmark) ➔ ROI target: 3–5× vs. legacy channels

### • **Beta Launch Date:** u | **Official Launch Date:** Sep 1, 2025

- [Link to GTM slide deck](#)

- [Link to Jira Plan](#)

- [SuperFunnel Comprehensive Research](#)

- [SuperFunnel Collaterals](#)

## Market Analysis

**Opportunity:** 2.6B Christians globally; ~8,000 digital ministries; 1,611 US megachurches.

### Trends:

- Loss of faith-based targeting on major ad platforms.
- Digital giving surge; the majority of donations are now processed online.
- Shift toward first-party data and automation.

**Pain Today:** “Anonymous clicks,” expensive broadcast with lagging analytics, wasted donor dollars due to guesswork.

### Competitive Landscape & Battle Card

Competitor	Weakness	SuperFunnel Advantage
Traditional Media	Expensive, slow ROI	3-5x ROI; real-time analytics
FB/Google Ads	No faith targeting; low ROI	Access to 50M+ believers; attribution
Blackbaud	Complex; not acquisition-based	AI-driven funnels; easy deployment

### Competitive POV:

- Meta/Google = scale but no faith targeting + no donor data ownership.
- TBN/Salem = high cost, delayed reporting, aging demo.
- Pushpay/Blackbaud = stewardship ops, not net-new donor acquisition.
- *SuperFunnel advantage:* faith-intent reach, first-party data capture, automated discipleship, and transparent ROI.

**Differentiators:** Proprietary faith targeting, first-party data, AI-driven optimization, donor journey automation.

💡 SuperFunnel solves this by delivering **targeted reach (Millions of believer lookalikes), real-time analytics, first-party data, and automated discipleship flows.**

## Customer Segmentation

### ICPs

- **Mega-Churches & Media Ministries** (\$5–10M revenue, 50–100 staff)
- **Faith-Based Digital Ministries & Shows** (\$1–5M, 10–50 staff)
- **Growth-Stage Churches** (1K–10K members; \$24–91K outreach budgets)

- ▼ Buyer Personas (condensed)
- Exec Pastor / Senior Pastor — mission + board ROI; low tolerance for complexity
  - Communications/Marketing Director — funnel owner; needs turnkey + proof
  - Digital Ministry Leader / Producer — content > monetization gap; needs automation

### Jobs-To-Be-Done:

- Acquire new donors;

- Modernize outreach;
- Prove ROI with first-party data.
- Automate discipleship → recurring giving.

## Segments

1. Current Leaders
2. Prospects

## Positioning & Messaging

### Positioning Statement

**“The Growth Engine for the Future of Faith** — PRAY.COM SuperFunnel transforms anonymous clicks into disciples and donors, helping ministries grow sustainably in a digital-first world.”

### Value Prop Pillars:

1. **Mission Impact** — multiply reach & discipleship at scale.
2. **Stewardship & ROI** — measurable 3–5x return vs. legacy channels.
3. **Simplicity** — turnkey, ministry-friendly; *you own the data*.

*Proof Points:* Faith-intent audience access, first-party capture (name, email, location, giving intent), automated journeys, case studies.

**MESSAGING NOTES:** Use a faith-inclusive tone, emphasize data ownership, discipleship, and recurring giving, and avoid technical jargon.

## Product & Pricing Strategy

### What SuperFunnel Does:

Full-stack acquisition + discipleship funnel: ads → co-branded flow → first-party capture → automated follow-ups → recurring donors; optional geo-event spikes.

### Core Features:

- Faith-audience acquisition (proven creatives)
- Built-in email/co-registration (name, email, location, giving intent)
- Optimized landing/app flows
- Automated discipleship & donor nudges
- Donor conversion engine + ongoing content routing
- Geo-targeted event campaigns (Easter/Christmas/conferences)

### How It Works (delivery flow):

Launch ads → co-branded CTA → capture 1P data → automate discipleship/giving → deepen to monthly → (optional) local activation → report & iterate.

### Pricing & Packaging (initial):

- **Pilot:** \$5,000 for 90 days to prove capture → first gift → recurring potential.
- **Tiered SaaS (rec.):** *Growth Starter (\$2K/mo), Impact Pro (\$5–6K/mo), Kingdom Enterprise (custom \$8–10K+).*  
Include ad-spend pass-through + mgmt; consider performance kicker selectively.

## Channels & Campaign Strategy

Channel Mix Targets (Year 1): **Direct Sales 40%** | **Conferences 25%** | **Partners 20%** | **Digital/PLG 15%**.

Key Motions:

- **Direct (AEs):** ABM on megachurch/media ministries; executive briefings; demo+ROI.
- **Events:** NRB, Exponential, Orange; live dashboards; Giving-season pushes.
- **Partners:** Dunham & Co. enablement + church marketing consultants (certification, rev-share).
- **Digital/PLG:** on-demand webinar → trial; LP + nurture; gated content (white paper, infographic).

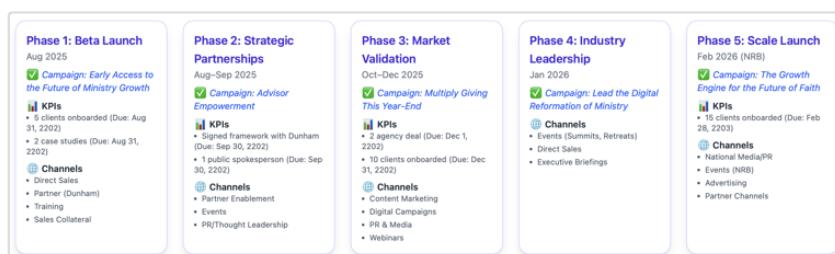
## Sales Enablement

**Deliverables:** Master deck; one-pager & exec brief; ROI calculator; case studies (e.g., Jack Graham/Tony Evans/Beth Jones); demo script & environment; objection-handling; competitive battle cards; partner kit.

### ☒ Objection Snapshots:

- “We already bought Facebook/Google.” → No faith targeting; no first-party donor data; SuperFunnel delivers both.
- “We don’t want anonymous traffic.” → You get *your name, email, and location, and give your intent automatically*.
- “We care about in-person growth.” → Run geo-event spikes, convert visitors to recurring donors.

## Launch Plan & Timeline



Phased Rollout with gates to de-risk scale



### ⚠ Go/No-Go Gates:

- Gate #1 (T-60): ICP locked; draft pricing; KPIs framework; beta traction.
- Gate #2 (T-30): Messaging approved; legal/security sign-offs; demo/ROI tool ready; CRM/analytics configured.

- Gate #3 (T-7): Comms approved; tracking verified; staffing confirmed.

## Marketing & Demand Gen

Channel	Campaign	Date
Email	3-part nurture sequence for leaders	
Email	5-part nurture sequence for prospects	
Email	Product update and feature announcements	
Website	Pop Up on PRAY.COM/ministries LP with download CTA	
Social Media	LinkedIn thought leadership articles.	
Paid Media	Google Ads Campaign (Target keyword: church marketing)	
Paid Media	Facebook Retargeting Campaign	
Paid Media	LinkedIn Sponsored for Church executives and pastors	
Social Media	Instagram success story posts.	
Social Media	YouTube case study videos	
Email	Weekly newsletter with success stories	
PR	Podcast sponsorships on ministry shows	
PR	Press Release: <u>PRAY.COM</u> Solves Ministry Donor Crisis	
PR	Trade publication articles (Christianity Today, Outreach Magazine)	
Webinar Series	4 webinar sequence	

## KPIs & Success Metrics

### Leaders Goals

Stage	Leads	MQLs	Customers
Beta (Aug 2025)	83	50	5
Validation (Dec 2025)	166	100	10
Launch (Feb 2026)	283	170	13

## Consumer Goals

Stage	KPI	Target
Acquisition	Emails captured	CPE & opt-in rate (pilot baseline → target improve QoQ)
Activation	% first gift from captured emails	Hit \$100K/30-day benchmark across cohort
Engagement	7-day active, content depth	Improve week-over-week
Monetization	Monthly donor rate @30/60/90 days	3–5× ROI vs. legacy mix

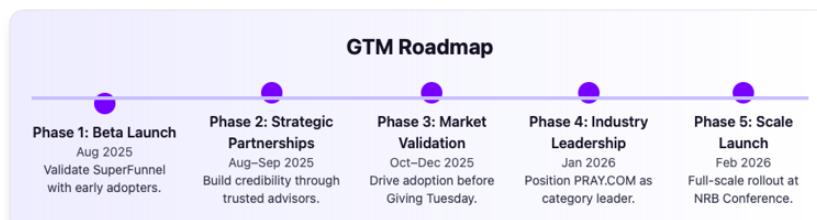
## Reporting Rhythm

- Weekly: snapshot (leads, first gifts, CPM/CPC/CPA)
- Monthly: learnings + next tests; case-study pipeline
- Quarterly: KPI review; pricing/packaging & channel reallocation

## Risks & Mitigation

- **Product readiness:** catch in beta; delay scale if show-stoppers.
- **Adoption inertia:** concierge onboarding; training; SWAT for stalled launches.
- **ROI proof risk:** curate hero creatives; set expectations; iterate rapidly.
- **Partner dependency:** diversify channels; formalize incentives; add partners.
- **Resource constraints:** leadership alignment, scorecards, and flex contractors.

## GTM Roadmap Management





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was added.

## Collaterals Tracker

Category	Deliverable	Status	Link
<b>Strategy &amp; Foundations</b>	Pricing & Packaging (approved)	IN APPROVAL	<a href="#">Link</a>
	ICP & Segments locked	IN APPROVAL	<a href="#">Link</a>
	Approved Positioning & Messaging	IN APPROVAL	<a href="#">Link</a>
	GTM Plan	IN APPROVAL	<a href="#">Link</a>
	Positioning Brief (internal)	IN APPROVAL	<a href="#">Link</a>
	Beta Feedback Incorporated	TO DO	<a href="#">Link</a>
<b>Legal, Security &amp; Compliance</b>	Security / Legal Sign-Offs	TO DO	<a href="#">Link</a>
	Legal Docs: ToS, DPA, Privacy Policy	TO DO	<a href="#">Link</a>
	SLAs Staffed	TO DO	<a href="#">Link</a>
	Comms Reviewed by Legal	TO DO	<a href="#">Link</a>
<b>Product Readiness</b>	Demo Environment	TO DO	<a href="#">Link</a>
	Demo Script	DESIGN	<a href="#">Link</a>
	ROI Calculator / Tool	IN APPROVAL	<a href="#">Link</a>
	Customer Lifecycle Map	TO DO	<a href="#">Link</a>
<b>Sales Enablement Toolkit</b>	Sales Outline / Playbook	DESIGN	<a href="#">Link</a>
	Master Pitch Deck	DESIGN	<a href="#">Link</a>
	One-Pager (PDF)	DESIGN	<a href="#">Link</a>
	Competitive Battlecards	DESIGN	<a href="#">Link</a>
	Objection Handling Guide	DESIGN	<a href="#">Link</a>
	Case Study Portfolio	TO DO	<a href="#">Link</a>
	Partner Kit	TO DO	<a href="#">Link</a>
	Partnership Proposal Template	TO DO	<a href="#">Link</a>
<b>Marketing &amp; Campaigns</b>	External Launch Campaign (approved)	IN APPROVAL	<a href="#">Link</a>
	Landing Page (LP)	DESIGN	<a href="#">Link</a>
	Email Campaigns	DESIGN	<a href="#">Link</a>
	Social Media Kit	DESIGN	<a href="#">Link</a>
	Paid Advertising Assets	DESIGN	<a href="#">Link</a>
	PR Package (press release, quotes)	TO DO	<a href="#">Link</a>
	Webinar Series	TO DO	<a href="#">Link</a>
	Educational Resources	TO DO	<a href="#">Link</a>

	Infographic	TO DO	<a href="#">Link</a>
	White Paper	TO DO	<a href="#">Link</a>
<b>Analytics &amp; Tracking</b>	CRM + Analytics Configured	TO DO	Link
	Links & Tracking Verified	TO DO	Link