3 Ministry | Strategy

ⓘ **EXECUTIVE SUMMARY**:

The document outlines PRAY.COM's Ministry SaaS strategy, which aims to digitally transform ministries by integrating various tools into a unified platform.

- PRAY.COM's Ministry SaaS ecosystem includes PRAY TV, PRAY Radio, PRAYStudio, PRAY AI, and SuperFunnel, designed to enhance digital reach and financial sustainability for ministries.
- The strategy addresses challenges such as declining traditional broadcast reach, limited social media visibility, and high costs of traditional Christian media.
- The platform offers a comprehensive solution with features like AI-driven content automation, multilingual capabilities, and integrated analytics to optimize ministry operations.
- PRAY.COM targets various ministry segments, including traditional media migrators, digital-first ministries, and international ministries, offering significant cost savings and enhanced audience engagement.
- The competitive advantage lies in its integrated reach, cost leadership, data ownership, and faith-aligned AI models, positioning PRAY.COM as a leader in the faith technology landscape.

🚀 Ministry SaaS Strategy – Executive Summary

1. Core Strategic Thesis

PRAY.COM is redefining how ministries grow, engage, and sustain themselves digitally.
Our Ministry SaaS ecosystem unites five core domains — **PRAY TV**, **PRAY Radio**, **PRAYStudio**, **PRAY AI**, and **SuperFunnel** — into a single platform that transforms reach, automates ministry operations, and converts audience engagement into lasting financial sustainability.

This strategy is built on a simple truth: **ministries need the tools to evangelize and disciple effectively in a digital-first world**. PRAY.COM delivers those tools in one faith-aligned environment.

2. Market Context & Strategic Imperative

Christian media is undergoing a structural transformation:

- **Traditional broadcast decline** has accelerated as linear TV and radio audiences fall below 50% of prior reach.
- **Social media visibility collapse** limits organic reach to 2–5%, effectively silencing ministries online.
- **Digital-native believers** now control the world's largest intergenerational wealth transfer — $84 trillion — yet remain under-reached by legacy ministry systems.

- **Global demand** for faith-based digital engagement continues to surge: 20M+ PRAY users, 185 countries, and over 3B minutes of content consumed annually.

The opportunity is clear: lead the **digital reformation of ministry communications and discipleship**.

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3. Ministry Pain Points

Ministry leaders face systemic limitations that prevent digital scale:

1. **Reach limitations** — restricted to local congregations or aging broadcast audiences.
2. **Manual content burdens** — sermons require extensive editing, translation, and posting.
3. **Data scarcity** — no insight into who listens, gives, or engages.
4. **Unsustainable costs** — traditional Christian TV averages $500K–$900K annually; radio $240K+ per station.
5. **Fragmented tooling** — ministries manage separate email, CRM, video, and social systems with no faith-specific integration.

PRAY.COM eliminates each barrier through integrated reach, automation, and analytics.

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4. Unified Platform Architecture

The Ministry SaaS Stack

Tier	Product/Annual Pricing	Strategic Function
Broadcast Layer	**PRAY TV** – $91K	Global video distribution to 2.5M+ weekly viewers
	PRAY Radio – $118K	700K weekly listeners; mobile-first global reach
Operational Layer	**PRAYStudio Base** – $3K	Centralized content hub and analytics
	PRAYStudio Translation – $2K	Multi-language voice-cloned sermon translation
	PRAYStudio CaaS – $10K	Professional content-as-a-service production
	PRAYStudio Email & CRM – $3K	AI-powered messaging and member management
Intelligence Layer	**PRAY AI Counselor** – $4.1K/month	24/7 Biblically rooted pastoral care
	PRAY AI Insights – included	Audience data, donor intent, persona analytics
Growth Layer	**SuperFunnel** – $5K/quarter	Donor conversion and digital discipleship

		funnel
Monetization Layer	**Subscription+ / Ministry Match** – included	Recurring revenue and audience expansion

This structure creates one unified ministry operating system — spanning content creation, distribution, engagement, and monetization.

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5. Value Proposition Framework

Reach. Automate. Monetize.

- **Reach:** Broadcast to 20M+ faith-intent users globally through PRAY's proprietary network.
- **Automate:** Deploy AI to summarize, clip, translate, and schedule ministry content automatically.
- **Monetize:** Transform engagement into recurring support via Subscription+ and donor automation.

The result: **a self-sustaining digital ministry model** that scales both spiritually and financially.

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6. Target Ministry Segments

Primary Profiles

- **Traditional Media Migrators** – Established ministries transitioning from TBN, Daystar, or Salem networks seeking reach and analytics at 25% of prior cost.
- **Digital-First Ministries** – Social-media-driven pastors constrained by algorithms; need a faith-intent audience and automated content tools.
- **Growth-Stage Churches** – 1K–10K-member congregations aiming for national visibility without high technical overhead.
- **International Ministries** – Seeking multilingual expansion across global Christian audiences.

Decision-Maker Personas: Senior Pastors, Executive Pastors, Communications Directors, and Digital Media Leads.

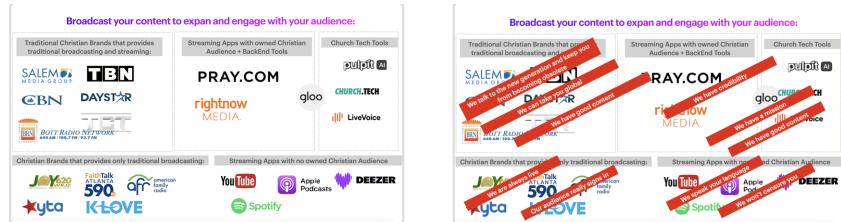
7. Competitive Advantage

PRAY.COM holds the most defensible position in the faith technology landscape:

1. **Integrated Reach Superiority** — only platform combining TV, Radio, and AI content automation.
2. **Cost Leadership** — 75% less expensive than traditional Christian TV; 50% less than radio competitors.
3. **Data Ownership** — ministries access first-party analytics on audience demographics, engagement, and donor intent.
4. **AI Differentiation** — private, faith-trained AI models for content creation, translations, and counseling.
5. **Faith Alignment** — purpose-built for ministry impact, not secular advertising revenue.

PRAY.COM's integrated model positions it beyond Ministry Brands, Pushpay, and Gloo by delivering **reach, automation, and monetization in one platform**.

🥊 Competitors

- **Traditional TV/Radio**: High cost, delayed analytics → PRAY = lower cost, **real-time data**
- **Church software suites (Gloo/Ministry Brands/Pushpay)**: Tools but **no built-in audience**
- **Streaming libraries (RightNow Media)**: Content catalog, limited audience building
- **Point-AI tools**: Features without distribution or monetization

Traditional Media: K-LOVE (20M listeners, donation-dependent), TBN/Daystar ($500K+ costs, limited analytics)

Digital Platforms: Ministry Brands (comprehensive but expensive), Pushpay ($17.7K average, giving-focused)

AI Solutions: Gloo ($110M funded but general), Church.tech (niche, limited integration)

Social Media: Facebook/YouTube (2-5% reach, mixed audiences, algorithm dependent)

Competitive Advantage: Only integrated platform with faith-intent audience, AI automation, and broadcast-quality reach

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8. Strategic Model

The Ministry SaaS strategy operates as a **flywheel**, not a linear funnel:

1. **Acquire** new audiences via PRAY TV & Radio.
2. **Engage** through personalized content in PRAYStudio.
3. **Disciple** with AI-driven pastoral and devotional guidance.
4. **Convert** engagement into recurring revenue via SuperFunnel and Subscription+.
5. **Reinvest** analytics to optimize and expand ministry reach.

This cycle compounds over time, driving exponential growth in both audience engagement and donor participation.

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9. Organizational Alignment

The Ministry SaaS ecosystem creates synergy across PRAY.COM divisions:

- **Media Operations** manages content scheduling, analytics, and partner onboarding.
- **AI & Product Teams** develop proprietary automation and translation tools.
- **Sales & Partnerships** activate ministry onboarding, agency relationships, and channel growth.
- **Marketing & Brand** reinforce PRAY's authority as the #1 digital destination for faith.

Every department aligns under the shared mission: **Enable ministries to reach the world and sustain their calling through technology.**

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10. Messaging Foundation

Positioning Statement:

> PRAY.COM is the all-in-one digital ministry platform that helps leaders reach millions, automate their operations, and generate sustainable revenue — all while staying rooted in Biblical truth.

Supporting Phrases:

- "From follower to donor, one seamless journey."
- "Digital discipleship powered by faith."
- "Stop renting audiences. Own your digital congregation."

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11. Strategic Outcomes

Organizational Objectives:

- Establish PRAY.COM as the global standard for Christian digital media distribution.
- Expand recurring SaaS revenue across media and AI verticals.
- Strengthen partnerships with top 500 ministries in the U.S. and beyond.
- Demonstrate measurable kingdom impact through analytics, engagement, and donor conversions.

Impact Vision:
To equip every ministry, regardless of size, with the digital infrastructure needed to proclaim the Gospel, disciple believers, and sustain their mission in the modern era.

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12. Closing Statement

PRAY.COM's Ministry SaaS strategy embodies the convergence of **faith, innovation, and stewardship**.
It empowers ministries to operate with the same sophistication as global media networks—without compromising the Gospel or their mission.

> "We're not digitizing ministry; we're redefining what faithful impact looks like in the digital age."

💼 PRAY.COM ICP-Specific Value Proposition Pyramid

Each pyramid should show **four levels (bottom to top)**:

1. **Foundational Needs**
2. **Product Capabilities**
3. **Differentiators**
4. **Core Brand Promise**

🕊 Mega Churches

Foundational Needs: Managing multi-campus content, ensuring brand consistency, and measuring engagement across congregations.
Product Capabilities: Centralized distribution with **PRAY TV**, feed ingestion, analytics dashboards, and audience segmentation.
Differentiators: Reliable, enterprise-grade infrastructure with clear attribution and seamless integration into existing stacks.
Core Brand Promise: *"Reach your congregation everywhere — and see the difference you're making."*

🕊 Parachurch Organizations

Foundational Needs: Scaling outreach beyond partner churches with limited staff and donor accountability.
Product Capabilities: PRAY Studio workflow automation, role-based governance, and cross-channel scheduling.
Differentiators: Lightweight ops, donor-ready analytics, and fast setup for immediate ROI.
Core Brand Promise: *"Extend your mission digitally with measurable, donor-ready impact."*

🕊 Media Ministries

Foundational Needs: Maintaining content quality, managing broadcast networks, and monetizing faith audiences.
Product Capabilities: PRAY TV and **PRAY Radio** for distribution, analytics tracking, and attribution to giving or attendance.

Differentiators: Proven faith-audience scale and cross-channel measurement in a single ecosystem.

Core Brand Promise: *"Amplify your broadcast impact — with verified engagement and reach."*

🕊 Podcasters / Faith Creators

Foundational Needs: Limited visibility, low discoverability in secular platforms, and minimal analytics.

Product Capabilities: PRAY Radio with RSS ingestion, distribution to faith audiences, and listener insights.

Differentiators: Faith-aligned platform, organic discovery, and analytics designed for creators.

Core Brand Promise: *"Share your message — we'll deliver it to the faith audience that needs it most."*

🕊 Nonprofits

Foundational Needs: Show impact to donors and expand awareness without extra staff.

Product Capabilities: PRAY TV for visual storytelling and **PRAY Studio** for campaign content ops with analytics exports.

Differentiators: Transparency, ease of use, and built-in ROI framing.

Core Brand Promise: *"Show your mission in action — inspire giving with measurable reach."*

🕊 Agencies (Faith Marketing Partners)

Foundational Needs: Multi-client coordination, campaign delivery, and analytics reporting.

Product Capabilities: PRAY Studio for client content ops, co-branded dashboards, and integration APIs.

Differentiators: Scalable partnerships, shared analytics, and guaranteed reach within faith audiences.

Core Brand Promise: *"Empower ministries you serve — with scalable, data-driven storytelling."*

PRAY.COM Messaging Houses by ICP

ICP 1 — Mega-church / Church Media Ministries	ICP 2 — Media Ministries & Faith-based Shows
Big Promise:	**Big Promise:**
"3x more reach than legacy Christian TV & radio at ¼ the cost — with real-time analytics that prove ROI in attendance and giving."	"Turn fragmented tools and throttled algorithms into a unified growth engine with built-in audiences, donor funnels, and recurring revenue."
Benefits (Pillars):	**Benefits (Pillars):**
• Expand national presence with broadcast-quality reach	• Reach faith-intent users beyond social media silos
• Save $400K+ vs. legacy TV/radio costs	• Monetize with Subscription+ & Ministry Match
• Real-time data instead of 6–12 month reporting delays	• Grow donor lists with built-in acquisition funnels
• Attribute media investments directly to measurable growth	• Eliminate 5–7 tools for lower cost and less overhead
Features (Foundation):	**Features (Foundation):**

- PRAY TV: 2.5M weekly viewers, global reach
- PRAY Radio: 700K weekly listeners (more than Salem's top 55 stations combined)
- Real-time analytics dashboards (demographics, attribution, giving insights)
- API/feeds for automated ingestion

- PRAYStudio: AI-powered content automation & distribution
- Subscription+: Converts premium subscribers into recurring donations
- Ministry Match: Intelligent new audience growth & email expansion
- SuperFunnel: Donor acquisition system delivering $100K+ in 30 days

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ICP 3 — Growth-Stage, Digital-Forward Churches (1,000–10,000 members)

Big Promise:

"Automate your digital ministry in days, not months — reaching new audiences, new languages, and new donors without new staff."

Benefits (Pillars):

- Replace manual workflows with automation
- Expand globally with 22–30+ languages at no staff cost
- Export engagement data to CRM & giving systems
- Build recurring revenue without extra fundraising overhead

Features (Foundation):

- PRAYStudio: One platform replacing email, social, translation, and analytics
- AI Translations with voice cloning in 22–30+ languages
- Workflow AI: Auto-generates social clips, posts, emails, and study guides
- CRM + analytics dashboards for engagement & donor attribution

ICP 4 — Agency/Network Multipliers (Christian media agencies & denominational partners)

Big Promise:

"Scale measurable growth across every ministry in your portfolio with plug-and-play acquisition funnels and attribution you can prove."

Benefits (Pillars):

- Standardize results across clients
- Eliminate wasted ad spend with faith-intent targeting
- Deliver measurable donor acquisition & ROI reporting
- Differentiate agency/denomination with repeatable, data-driven success

Features (Foundation):

- SuperFunnel: 50M+ faith lookalikes, donor funnel automation, $100K+ in 30 days
- PRAYStudio: Centralized AI-powered content ops for multiple clients
- Analytics & attribution dashboards across ministries
- Optional PRAY TV/Radio: Top-of-funnel reach (2.5M TV viewers, 700K radio listeners)