

acr STRATEGIES

TWO ASSESSMENTS. ONE PURPOSE.

Discover Opportunities. Align with Purpose. Drive Kingdom Impact.



1. REVENUE GROWTH OPPORTUNITY ASSESSMENT™

We evaluate your athletic department's revenue potential across sponsorships, streaming, attendance, digital engagement, and community partnerships.

Identify opportunities. Prioritize growth. Increase impact.



2. BIBLICAL GROWTH SOLUTIONS™ ALIGNMENT ASSESSMENT

We assess how your athletic department's mission, operations, and strategies align with Biblical Growth Solutions™ principles to maximize Kingdom impact.

Strengthen alignment. Advance mission. Build Kingdom impact.



Two assessments. Clear insights. Kingdom results.
Let ACR Strategies help you grow revenue and fulfill your mission.

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www.acrstrategies.com

Phone 352-363-9682

"We coach Christian college athletic departments to grow sponsorship revenue, attendance, streaming audiences, and Kingdom impact through systems—not additional staff."

Revenue Growth Opportunity Assessment™

Circle Degree of Agreement

Scale 1 to 10
10 = complete agreement



1	Need to increase revenue without compromising our Christian mission.	1 2 3 4 5 6 7 8 9 10
2	Need to increase revenue without adding any headcount.	1 2 3 4 5 6 7 8 9 10
3	Our current staff needs coaching to maximize sponsorship, attendance, and streaming growth.	1 2 3 4 5 6 7 8 9 10
4	Increasing sponsorship revenue is a strategic priority.	1 2 3 4 5 6 7 8 9 10
5	Increasing streaming viewership revenue is a strategic priority.	1 2 3 4 5 6 7 8 9 10
6	Increasing ticket revenue is a strategic priority.	1 2 3 4 5 6 7 8 9 10
7	Confidence current strategy will produce desired sponsorship growth.	1 2 3 4 5 6 7 8 9 10
8	Confidence current strategy will produce desired streaming growth.	1 2 3 4 5 6 7 8 9 10
9	Confidence current strategy will produce desired ticket revenue growth.	1 2 3 4 5 6 7 8 9 10
10	Are we maximizing our growth potential?	1 2 3 4 5 6 7 8 9 10
11	Our Biggest Barrier to Growth:	
A	Limited staff	1 2 3 4 5 6 7 8 9 10
B	Lack of time	1 2 3 4 5 6 7 8 9 10
C	Limited budget	1 2 3 4 5 6 7 8 9 10
D	Need more sponsorship expertise	1 2 3 4 5 6 7 8 9 10
E	Need better audience development	1 2 3 4 5 6 7 8 9 10
F	Need stronger marketing	1 2 3 4 5 6 7 8 9 10
G	Need better systems	1 2 3 4 5 6 7 8 9 10
H	Need training	1 2 3 4 5 6 7 8 9 10
I	Unsure	1 2 3 4 5 6 7 8 9 10

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Biblical Growth Solutions™ Alignment Assessment



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audience | content | results

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Pillar 1 - TRANSFORMATION

Circle Degree of Agreement
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	1	Do you believe God is in the transformation business?	1 2 3 4 5 6 7 8 9 10
	2	Do you believe Christian college athletics should be intentionally involved in transforming lives?	1 2 3 4 5 6 7 8 9 10
	3	Do you agree that people support organizations that positively impact their lives?	1 2 3 4 5 6 7 8 9 10
	4	Do you agree that transformed people are more likely to become advocates who invite others?	1 2 3 4 5 6 7 8 9 10
	5	Do you agree that people who experience transformation are more likely to support a mission financially?	1 2 3 4 5 6 7 8 9 10
	6	Do you agree that transformation creates stronger loyalty than entertainment alone?	1 2 3 4 5 6 7 8 9 10
	7	Do you believe your athletic department should be known for transforming lives—not simply hosting games?	1 2 3 4 5 6 7 8 9 10
	8	Do you believe sports streams and game experiences can be tools for ministry and life transformation?	1 2 3 4 5 6 7 8 9 10
	9	Do you believe student-athlete stories and testimonies create deeper connections with fans, alumni, and donors?	1 2 3 4 5 6 7 8 9 10
	10	Do you believe transformation ultimately leads to greater attendance, viewership, and financial support?	1 2 3 4 5 6 7 8 9 10

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Pillar 2 - PURPOSE

Circle Degree of Agreement
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	1	Do you believe God created people to live for a purpose larger than themselves?	1 2 3 4 5 6 7 8 9 10
	2	Do you believe people are naturally drawn to organizations and causes that give them meaning and purpose?	1 2 3 4 5 6 7 8 9 10
	3	Do you agree that people support missions more passionately than they support events?	1 2 3 4 5 6 7 8 9 10
	4	Do you agree that purpose creates stronger loyalty than entertainment alone?	1 2 3 4 5 6 7 8 9 10
	5	Do you agree that when people understand "why," they are more likely to engage, attend, watch, and give?	1 2 3 4 5 6 7 8 9 10
	6	Do you believe Christian college athletics should represent something bigger than wins and losses?	1 2 3 4 5 6 7 8 9 10
	7	Do you believe your department should communicate how sports help develop faith, leadership, and character?	1 2 3 4 5 6 7 8 9 10
	8	Do you believe sponsors and fans will support you more when they understand the mission and Kingdom impact?	1 2 3 4 5 6 7 8 9 10
	9	Do you believe your streams and game experiences should consistently communicate your department's purpose?	1 2 3 4 5 6 7 8 9 10
	10	Do you believe a communicated purpose will lead to greater attendance, viewership, sponsorships & Kingdom impact?	1 2 3 4 5 6 7 8 9 10

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Pillar 3 - TARGET AUDIENCE

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 <p>BIBLICAL GROWTH SOLUTIONS™ PILLAR 3 TARGETING</p> <p>Identify and engage audiences most ready to respond.</p> <ul style="list-style-type: none">  Understand Their Needs  Identify the Right Audiences  Know Their Motivations and Aspirations  Assess Readiness (The Soil)  Focus Resources Where Impact Is Greatest 	1	Do you believe Jesus intentionally invested more deeply in people who were receptive and ready to respond?	1 2 3 4 5 6 7 8 9 10
	2	Do you agree that organizations grow when they focus their resources on audiences most likely to support their mission?	1 2 3 4 5 6 7 8 9 10
	3	Do you agree that understanding people's needs and motivations leads to stronger relationships and greater impact?	1 2 3 4 5 6 7 8 9 10
	4	Do you agree that trying to reach everyone equally often leads to diluted results and wasted resources?	1 2 3 4 5 6 7 8 9 10
	5	Do you agree that not everyone responds to the same message in the same way?	1 2 3 4 5 6 7 8 9 10
	6	Do you believe your athletic department should identify audiences that are ready to support your mission?	1 2 3 4 5 6 7 8 9 10
	7	Do you agree that understanding the motivations and aspirations of audiences will help grow your organization?	1 2 3 4 5 6 7 8 9 10
	8	Do you believe you should focus resources on audiences where the greatest Kingdom & financial impact can be achieved?	1 2 3 4 5 6 7 8 9 10
	9	Do you agree that targeted communication & experiences produce better results than broad, one-size-fits-all marketing?	1 2 3 4 5 6 7 8 9 10
	10	Do you agree that engaging audiences most ready to respond should be a strategic priority for Christian college athletics?	1 2 3 4 5 6 7 8 9 10

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Pillar 4 - MOTIVATION

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 <p>BIBLICAL GROWTH SOLUTIONS™</p> <p>PILLAR 4</p> <p>MOTIVATION</p> <p>Inspire action through hope, belonging, identity, compassion, and purpose.</p> <ul style="list-style-type: none">  Create Hope Inspire a better future.  Build Belonging Create community and connection.  Reinforce Identity Help people see their God-given value.  Show Compassion Lead with empathy and care.  Connect To Purpose Inspire actions with eternal impact. 	1	Do you believe Jesus motivated people primarily through hope, purpose, compassion, and belonging rather than pressure?	1 2 3 4 5 6 7 8 9 10
	2	Do you believe people are more likely to act when they feel connected to something meaningful and larger than themselves?	1 2 3 4 5 6 7 8 9 10
	3	Do you agree that emotion and connection are more powerful drivers of action than information alone?	1 2 3 4 5 6 7 8 9 10
	4	Do you agree that people are more likely to attend, watch, support, and give when they feel they belong to a community?	1 2 3 4 5 6 7 8 9 10
	5	Do you agree that hope and inspiration create stronger long-term loyalty than promotions and discounts alone?	1 2 3 4 5 6 7 8 9 10
	6	Do you believe fans and sponsors should feel that they are part of your athletic department's mission and community?	1 2 3 4 5 6 7 8 9 10
	7	Do you believe stories of faith and transformation create stronger emotional connections than scores and statistics alone?	1 2 3 4 5 6 7 8 9 10
	8	Do you believe your streams and game experiences should intentionally create hope, belonging, identity, and purpose?	1 2 3 4 5 6 7 8 9 10
	9	Do you agree that sponsors are more likely to invest when they feel emotionally connected to the impact of your program?	1 2 3 4 5 6 7 8 9 10
	10	Would you agree that creating emotional and spiritual connection should be a strategic priority for Christian college athletics?	1 2 3 4 5 6 7 8 9 10

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Pillar 5 - KINGDOM PERFORMANCE INDICATORS

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 <p>BIBLICAL GROWTH SOLUTIONS</p> <p>PILLAR 5 KINGDOM PERFORMANCE INDICATORS</p> <p>Measure the leading indicators that predict sustainable growth and long-term Kingdom impact.</p> <ul style="list-style-type: none"> Track Leading Indicators: Measure what predicts future growth. Measure Engagement & Participation: See how people are connecting and involved. Evaluate Trust & Loyalty: Build lasting relationships and retention. Assess Growth & Transformation: Measure spiritual, personal, and organizational growth. Measure Kingdom Impact: Evaluate the different ways made to God's glory. Ensure Long-Term Sustainability: Build systems that create lasting fruit. 	1	Do you believe Jesus measured success by transformed lives and faithful disciples rather than by crowd size alone?	1 2 3 4 5 6 7 8 9 10
	2	Do you believe lasting Kingdom impact involves more than financial or numerical results?	1 2 3 4 5 6 7 8 9 10
	3	Do you agree that outcomes such as attendance, viewership, and revenue are the result of other underlying factors?	1 2 3 4 5 6 7 8 9 10
	4	Do you agree that organizations grow more effectively when they measure leading indicators instead of only end results?	1 2 3 4 5 6 7 8 9 10
	5	Do you agree that engagement, loyalty, advocacy, and relationships are predictors of long-term growth?	1 2 3 4 5 6 7 8 9 10
	6	Do you believe Christian athletic departments should measure more than attendance, streaming views, & sponsorships?	1 2 3 4 5 6 7 8 9 10
	7	Do you believe indicators such as engagement, repeat viewers/sponsors, & impact are important measures of success?	1 2 3 4 5 6 7 8 9 10
	8	Do you agree that transformation stories, testimonies, and spiritual impact should be tracked alongside traditional metrics?	1 2 3 4 5 6 7 8 9 10
	9	Do you believe understanding what drives attendance, viewership, and sponsorships is more valuable than simply reporting results?	1 2 3 4 5 6 7 8 9 10
	10	Do you believe Christian college athletics should measure both Kingdom impact and business performance to grow?	1 2 3 4 5 6 7 8 9 10

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REVENUE GROWTH OPPORTUNITY ASSESSMENT™

Identify hidden opportunities to increase sponsorship revenue, streaming viewership, attendance, and fan engagement.



BIBLICAL GROWTH SOLUTIONS™ ALIGNMENT ASSESSMENT

Determine how well your athletic department aligns with principles that drive transformation and Kingdom impact.



READY TO DISCOVER WHAT'S POSSIBLE?

Schedule a Complimentary **30-Minute Strategy Session**

We'll discuss:

- ✓ Your assessment results
- ✓ Your biggest growth opportunities
- ✓ Current barriers limiting growth
- ✓ How coaching and systems can accelerate impact

WHAT HAPPENS NEXT?

1



REVIEW YOUR RESULTS

Identify strengths, opportunities, and barriers to growth.

2



PRIORITIZE WHAT MATTERS MOST

Focus on the initiatives with the greatest potential for Kingdom impact and revenue growth.

3



BUILD A GROWTH PLAN

Develop systems—not additional staff—to maximize your opportunities.

4



IMPLEMENT THROUGH COACHING

Receive guidance and accountability through the ACR Strategies Revenue Growth Accelerator™.

5



GROW REVENUE & IMPACT

Increase sponsorships, attendance, and streaming audiences while advancing your mission.



OUR CORE PROMISE:

Helping Christian college athletic departments grow sponsorship revenue, attendance, and streaming audiences—**WITHOUT ADDING STAFF. WITHOUT COMPROMISING THEIR MISSION.**



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STRATEGY. | SYSTEMS. | STEWARDSHIP. | IMPACT.