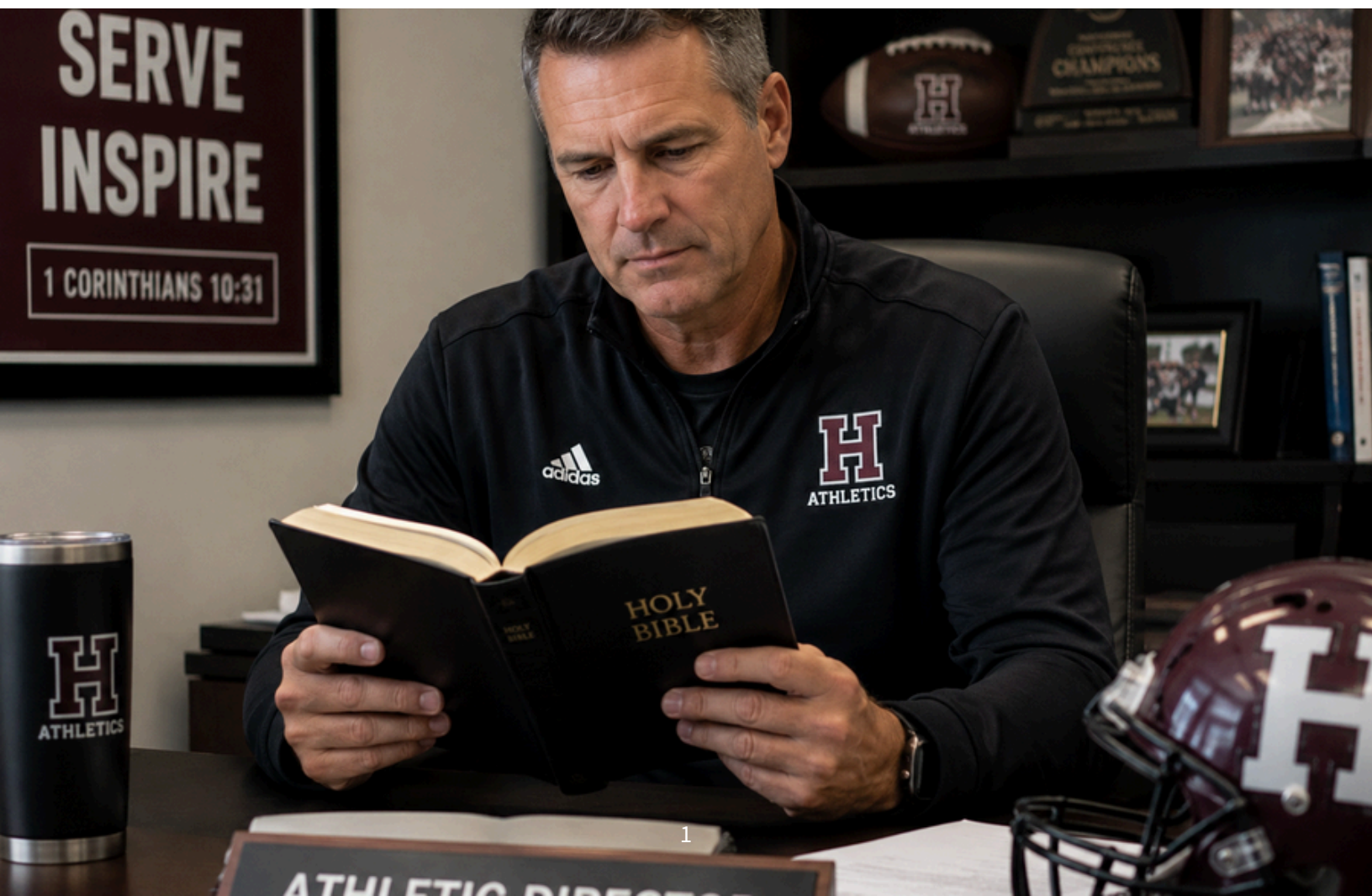


Biblical Growth Solutions — Growing Audiences, Revenue, and Kingdom Impact Through the Principles of Jesus



Transactions to Transformation

For decades, organizations have invested billions of dollars attempting to grow audiences, increase revenue, build loyalty, and expand influence. Most marketing systems focus on transactions.

Jesus focused on transformation. Throughout His ministry, Jesus consistently attracted crowds, inspired commitment, developed loyalty, and multiplied influence. Yet His primary objective was never attendance alone. He sought to transform lives.

Organizations that focus solely on attendance, ticket sales, donations, viewership, sponsorships, or social media metrics often experience temporary growth followed by decline. Organizations that create transformational experiences build loyal communities that produce sustainable growth over time.

Biblical Growth Solutions™ is a strategic framework developed by ACR Strategies that applies the transformational principles modeled by Jesus to help Christian organizations grow audiences, strengthen engagement, increase revenue, and expand Kingdom impact.

Whether serving Christian colleges, athletic programs, churches, ministries, media organizations, concert promoters, or faith-based businesses, the objective remains the same.

Move people from awareness to transformation. Because transformed people become advocates. They invite others. They participate more deeply. They contribute more generously. They remain engaged longer. They become ambassadors for the mission.



BIBLICAL GROWTH SOLUTIONS™

FIVE PILLARS. ONE FOUNDATION. KINGDOM IMPACT.



The Biblical Growth Solutions : Five Pillars

Biblical Growth Solutions™ is built upon five foundational principles consistently demonstrated throughout the ministry of Jesus. A question to ask is, "**How are my customers different because of my organization?**"

1. **Transformation** — People from where they are today to where God created them to be.
2. **Purpose** — Connect people to a mission larger than themselves.
3. **Targeting** — Identify and engage audiences most ready to respond.
4. **Motivation** — Inspire action through hope, belonging, identity, compassion, and purpose.
5. **Kingdom Performance Indicators** — Measure the leading indicators that predict sustainable growth and impact. Together these principles create a repeatable framework for growing audiences, strengthening communities, increasing revenue, and advancing Kingdom impact.



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PILLAR 1

TRANSFORMATION

Move people from
where they are today
to where **God**
created them to be.



Create Meaningful Change



Inspire Lasting Growth



Build Deeper Connection



Drive Sustainable Impact

Faith Meets the Crowd.

Pillar One: Transformation — The Foundation of Sustainable Growth

Throughout Scripture, God is in the transformation business. The Bible is the story of transformation. Abram became Abraham, Jacob became Israel, Saul became Paul, Fishermen became disciples, and Followers became leaders. The Gospel itself is a transformational message.

Romans 12:2 teaches - "Be transformed by the renewing of your mind." Jesus consistently focused on changing hearts before changing behaviors. He understood that lasting growth begins internally before it appears externally.

Modern organizations often pursue – Attendance, Followers, Donations, Ticket sales, Viewership, or Sponsorship revenue. These are important outcomes. But Jesus focused on the conditions that produced those outcomes. He focused on transformed people.

Why Transformation Drives Growth - People support what transforms them. When individuals experience meaningful change, they naturally become advocates. This principle appears repeatedly throughout the Gospels.

After encountering Jesus, the woman at the well immediately shared her experience with others, those who were healed spread the news throughout their communities, the disciples themselves became recruiters and entire towns responded to personal testimonies. Transformation created multiplication. Growth became organic.

The lesson remains relevant today. Christian organizations should ask: "Are we creating experiences worth sharing?". **Transformation Creates Revenue.** People rarely become financially committed to transactions. They become financially committed to – Mission, Purpose, Community, Identity, or Impact. Transformation deepens commitment because people begin to see themselves as participants rather than consumers. When people experience personal growth, spiritual growth, community connection, or meaningful impact, they become more likely to support the mission financially.



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PILLAR 2

PURPOSE

Connect people
to a **mission** larger
than themselves.



Communicate
a Clear Mission



Show Eternal Impact



Inspire Shared Purpose



Advance God's Kingdom

Pillar Two: Purpose — Why Purpose Matters and How It Creates Commitment

Why Purpose Matters. People engage more deeply when they understand why something matters.

Purpose answers three critical questions: Why does this matter? Why do I matter? How does my participation make a difference? Jesus consistently connected people to a greater mission. He invited ordinary individuals into an extraordinary purpose. Fishermen became builders of God's Kingdom. Tax collectors became disciples. Women became influential witnesses. Followers became world changers. People sacrificed comfort because they believed they were participating in something significant.

Purpose Creates Commitment. Purpose-driven audiences consistently outperform entertainment-driven audiences. Purpose creates - Higher engagement, Stronger loyalty, Increased generosity, Greater retention and Stronger advocacy. People may attend because of an event. They remain because of a mission.

Modern Application. Christian organizations must communicate more than programs and events. They must communicate purpose. Every communication should answer - Why does this matter? Why should people care? What impact will participation create?

Organizations that effectively communicate purpose create deeper relationships and stronger growth. Purpose reframes marketing from promotion to invitation—an invitation into meaning, community, and participation in God's work. When people can articulate how their involvement advances the mission, they self-identify as stakeholders, not spectators, which stabilizes revenue and increases advocacy over time.





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PILLAR 3

TARGETING

Identify and engage audiences most **ready** to respond.



Understand Their Needs



Identify the Right Audiences



Know Their Motivations and Aspirations



Assess Readiness (The Soil)



Focus Resources Where Impact Is Greatest

Pillar Three: Targeting — Defining, Reading, and Reaching the Right Audience

How Jesus Defined and Reached His Audience. One of the most overlooked challenges in Christian marketing is audience definition. Many organizations attempt to communicate broadly to everyone.

Audience Readiness - The Parable of the Sower reveals one of Jesus' most important audience lessons. The seed remained the same. The soil varied. The condition of the audience determined the outcome. Not all audiences are equally receptive. Readiness matters.

Audience Need - Matthew 9:36 says - “He had compassion on them, because they were harassed and helpless, like sheep without a shepherd.” Before communicating, Jesus observed. He understood - Pain points, Frustrations, Needs, Fears, Aspirations, Spiritual hunger. He understood people before attempting to influence them.

Audience Intent - Jesus frequently responded to people who demonstrated pursuit. Examples include - Zacchaeus climbing a tree, the blind man calling out repeatedly, Nicodemus seeking answers at night, and crowds traveling long distances. Intent often reveals readiness. Organizations that understand audience intent communicate more effectively and steward resources more wisely.

The Modern Targeting Principle - The goal of targeting is not exclusion. The goal is stewardship. Christian organizations should identify - Audience readiness, Audience needs, Audience motivations, Audience intent and Transformation potential.

The seed matters. But so does the soil.



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PILLAR 4

MOTIVATION

Inspire action through
hope, belonging, identity,
compassion, and purpose.



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
Align actions with eternal impact.

JESUS

Pillar Four: Motivation — Inspiring Action the Way Jesus Did

One of the most remarkable aspects of Jesus' ministry was His ability to inspire action. People traveled great distances to hear Him. They left careers to follow Him. They invited others to encounter Him. They gave sacrificially. They committed themselves to His mission. Yet Jesus rarely motivated through pressure. He motivated through transformation. He understood a timeless truth.

People move when their hearts are engaged.

Rather than relying on manipulation, fear, or obligation, Jesus consistently motivated through hope, belonging, identity, purpose, compassion, and invitation. These same motivational pathways remain powerful today.

1. Jesus Motivated Through Hope. People move toward a better future. Throughout the Gospels, Jesus continually offered hope. The sick found healing. The broken found restoration. The guilty found forgiveness. The discouraged found purpose. The lost found direction. People followed because they believed something better was possible. For Christian organizations, one of the most important questions is: What future are we inviting people into? Hope remains one of the most powerful drivers of engagement.

2. Jesus Motivated Through Belonging. Human beings are designed for connection. Jesus created community wherever He went. He formed a group of disciples. He gathered followers. He welcomed outsiders. He built relationships. People were not simply invited to attend. They were invited to belong. Christian organizations often focus on attendance. Jesus focused on community. People stay where they feel connected.

3. Jesus Motivated Through Emotion. People often move emotionally before they move intellectually. Jesus understood this reality. Throughout His ministry He communicated through – Compassion, Celebration, Wonder, Joy, Urgency, and Empathy. People remember how experiences make them feel. Emotion creates memory. Memory creates action. Organizations that create emotionally meaningful experiences create stronger engagement and advocacy.

4. Jesus Motivated Through Identity. One of Jesus' most powerful leadership methods was helping people see themselves differently. Examples include - Fishermen becoming fishers of men, Followers becoming disciples, Outsiders becoming insiders and Learners becoming leaders. Transformation often begins with identity. When people begin to see themselves as part of a mission, participation increases dramatically. The question becomes: Who are people becoming by participating in your organization?

5. Jesus Motivated Through Purpose. Purpose creates durability. People sacrifice for purpose. Jesus continually connected actions to mission. His followers understood they were participating in something larger than themselves. Organizations that clearly communicate mission consistently create stronger commitment.

6. Jesus Motivated Through Action. Jesus rarely ended with information. He invited response. Examples include - Follow Me, Go, Tell Others, Serve, Give, and Make Disciples. Every communication should answer a simple question: What should they do next? Information without action produces little impact. Transformation requires response. Marketing often fails because it provides information without clear next steps.

Every communication should answer:

“What should they do now?”



BIBLICAL GROWTH SOLUTIONS™



PILLAR 5

KINGDOM PERFORMANCE INDICATORS

Measure the leading indicators that predict sustainable growth and long-term Kingdom impact.



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 difference being made for God's glory.



Ensure Long-Term Sustainability

Build systems that create lasting fruit.

Pillar Five: Kingdom Performance Indicators — Measuring What Matters Most

Most organizations measure success too late. They focus almost exclusively on outcomes. Examples include – Attendance, Ticket sales, Revenue, Sponsorship dollars, Donations, Viewership, Merchandise sales and social media followers. These are valuable metrics. But they are lagging indicators. They tell us what has already happened.

Jesus focused on indicators that preceded growth.

Before crowds appeared - Needs were addressed. Trust was established. Hope was restored. Relationships were built. Stories were shared. Communities were formed. The crowds were not the strategy. The crowds were the result.

Kingdom Performance Indicators. Biblical Growth Solutions encourages organizations to measure leading indicators that predict future growth.

Examples include –

Trust Indicators — Audience satisfaction, Repeat engagement, Retention rates, Volunteer participation.

Community Indicators — Group participation, Fan engagement, Discussion activity, and Event referrals.

Advocacy Indicators — Invitations sent, Testimonials shared, Word-of-mouth activity and social sharing.

Mission Indicators — Volunteer involvement, Donor Retention, Sponsor renewals, and Ministry participation.

Transformation Indicators — Stories of impact, Life-change testimonies, Community engagement, and Spiritual growth indicators.

These metrics frequently predict future attendance, revenue, and influence. By moving dashboards upstream, leaders can intervene earlier, allocate resources more wisely, and cultivate the very conditions that made Jesus' impact expand.



Final Strategic Conclusion and Next Steps

The ministry of Jesus demonstrated a timeless growth model.

He understood: Purpose, Audience targeting, Human motivation, Community building, Transformation. As a result, His influence expanded far beyond the crowds that gathered around Him.

Today, Christian organizations face unprecedented competition for attention, engagement, resources, and loyalty.

The solution is not simply more advertising. The solution is not merely more content. The solution is not a larger budget. **The solution is a deeper understanding of how transformation creates growth.**

Biblical Growth Solutions™ provides a framework for helping Christian organizations build stronger audiences, deeper engagement, increased revenue, and greater Kingdom impact by applying the principles demonstrated throughout the ministry of Jesus.

The ACR Strategies Difference

Most marketing consultants focus on tactics. We focus on transformation. We focus on long-term audience development. Biblical Growth Solutions pursues transformation.

Because transformed people create sustainable growth.

I pray this ebook has sparked new ideas and encouraged you to see marketing through a Biblical lens. The journey doesn't end here—we're building a community where Christian leaders, marketers, and athletics professionals can continue sharing insights and strategies rooted in God's Word. I invite you to join our LinkedIn group: [Biblical Growth Solutions](#) It's a place to learn and encourage one another as we promote Christian organizations and grow His Kingdom together. [Click here to visit group.](#)

ABOUT ACR STRATEGIES

Don Koehler is the founder of ACR Strategies and brings more than 35 years of experience helping organizations grow audiences, advertising revenue, and sponsorships.

Throughout his career, he has held leadership positions with media organizations including Nielsen Media Research, where he spent ten years helping media companies and advertisers understand audience behavior and market

opportunities, as well as Time Warner Cable, Cox Cable, and CBS affiliate WTSP-TV.

His background includes extensive experience in advertising sales, sports sponsorship development, media research, audience growth, and coaching sales professionals to achieve sustainable revenue growth.

In addition to his corporate experience, Don served as a New Business Specialist for The JOY FM, a leading Christian radio ministry, helping businesses and organizations connect with audiences through faith-based media.

Don founded ACR Strategies to help Christian organizations grow revenue, sponsorships, and viewership through **Biblical Growth Solutions™**. His approach is not simply about marketing—it is about coaching leaders, developing people, and building sustainable systems that create long-term growth and greater Kingdom impact.

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The logo for ACR Strategies features the letters 'acr' in a bold, lowercase, blue font, followed by the word 'STRATEGIES' in a bold, uppercase, red font. The entire logo is set against a white background with a subtle drop shadow.