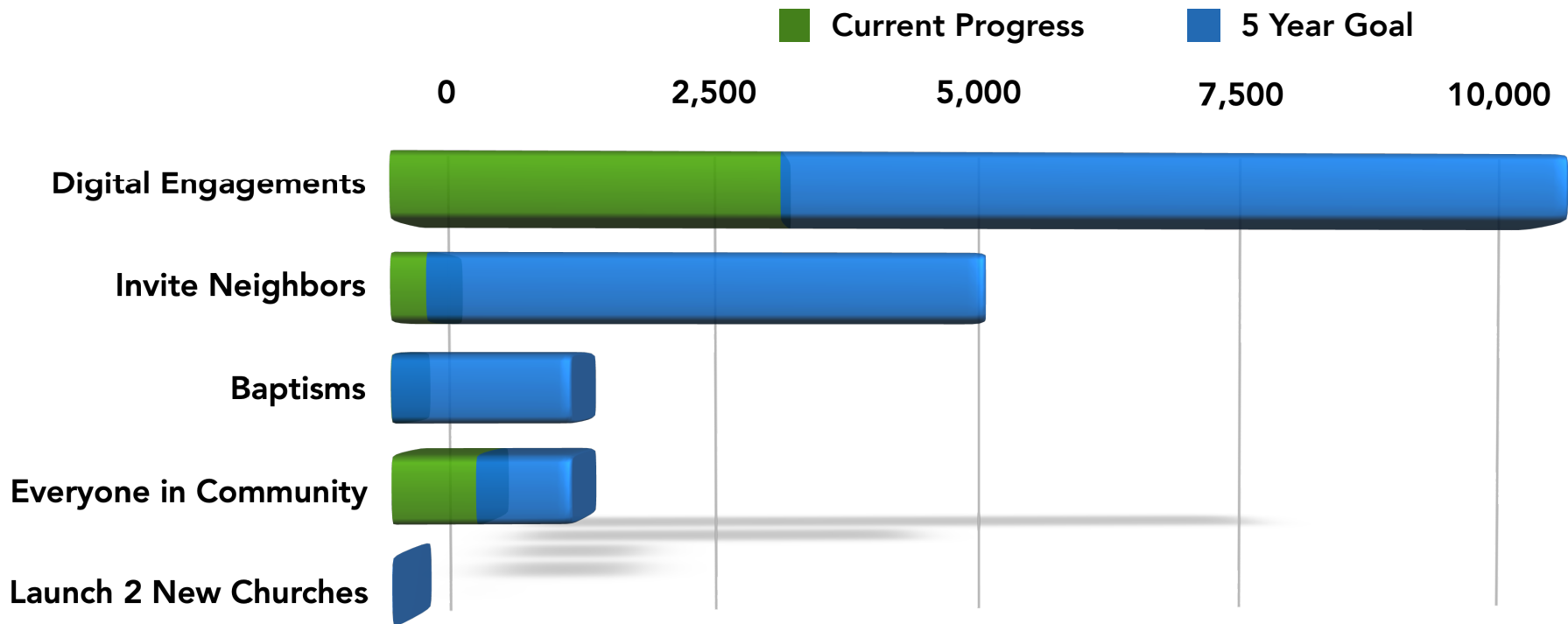
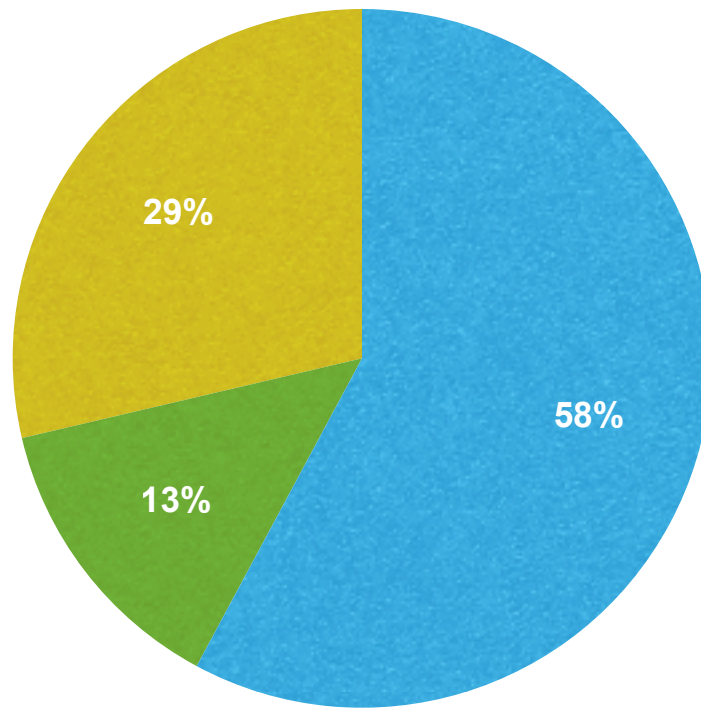


5-Year Vision Goals	Current Progress 01/21	5-Year Goal
10,000 Digital Engagements	3,265	10,000
Invite 5,000 Neighbors	299	5,000
1,500 Baptisms	3	1,500
Everyone in Community	612	1,500
Launch 2 New Churches	0	2



5-Year Goal	Qualifying Analytic
Digital Engagements	Facebook page likes, Instagram followers, YouTube Subscribers, Podcast subscribers
Invite Neighbors	Text line response, In-person connection, First-time giving, Registration for service, New Child Registration, New Youth Registration
Baptisms	MyCC baptism registration process
Everyone In Community	Number of adults attending community group
Launch 2 New Churches	to be developed

● Church Online
 ● Social Media Views
 ● In Person Attendance



Avg Weekly Attendance Q2 1179

Crossroads Attendance	Qualifying Analytic
Church Online	10 Min + view @ 2.05 multiplier
Social Media Views	Youtube weekly record and Facebook 1Min+ views
In Person Attendance	Kids, Students & Adults