

How We Measure Ministry Impact

Our Commitment to
Accuracy and Accountability

Our Core Values

Everything we report is guided by four commitments that ensure your investment is measured with integrity.

1

Honor God and His Work

We faithfully steward your generosity with integrity and transparency.



2

Truth in Impact

We prioritize verified, real-world data and use the best possible statistical models in our reporting.



3

Continuous Improvement

We continually refine our methods to give the clearest picture of ministry impact.



4

Trustworthy

We follow documented processes so results are comprehensive and reliable year over year.



You can trust that the impact we report reflects people reached and transformed by the gospel of Jesus through your partnership.

What We Measure

The most significant impacts we make towards the Great Commission for the body of Christ

01



People Reached

Every time someone encounters the story of Jesus through a film showing, a digital view, a broadcast, or a partner event—that is your generosity at work.

02



Hearts Changed

The number of people who respond to the gospel and indicate a decision to follow Jesus.

03



Communities Formed

New churches and faith groups that form as lasting fruit of the gospel taking root in a community.

What We Cover

Our impact reporting is comprehensive over the scope of our entire ministry.



Impact of all Jesus Film Project[®] Media (globally) ...

- All Jesus Film Project media library titles that are available to watch
- All languages available
- Growing collection of contextualized media both licensed and produced in-house

across all Distribution Platforms and Channels...

- Digital platforms including YouTube, Facebook, the Jesus Film Project App, the jesusfilm.org website and other digital products, social media platforms, and channels
- TV broadcasts across all geographical regions
- Equipment and transferable media distribution

among all Partners and Projects

- Extensive network of partner ministries that use Jesus Film Project resources, media, tools, and strategies
- Supporting global field projects where Jesus Film Project resources are effective at reaching people with the gospel

How We Measure

A unified model integrating internal and external data to measure impact



Direct Measurement

Verified, on-the-ground data:

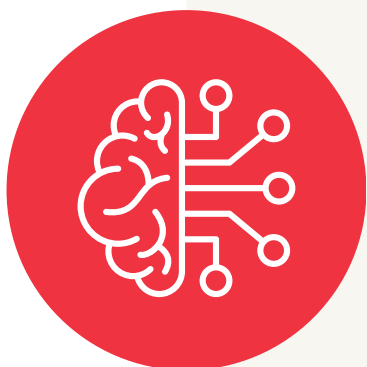
- Equipment and media shipped to the field
- Field teams report attendees and decisions at live events
- Ministry partners submit completed project reports
- Digital platforms track views and engagement
- Broadcast partners report audience reach



Supporting Sources

Add depth to the numbers:

- Field tracking confirms project timelines
- Project planning data sets goals and benchmarks
- Global church research informs growth estimates



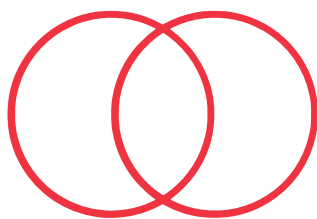
Emerging Sources

Coming soon:

- Deeper digital engagement tracking
- Expanded partner reporting
- Leveraging AI to organize and comprehend unstructured external data

Ensuring Data Integrity

Our process incorporates disciplined data quality controls.



Avoid Double Counting

We cross-reference every data source at each step to ensure no reported result is counted more than once.

If multiple systems report the same activity, we use the most reliable source and remove the overlap.



Multiple Checkpoints

We compare results across sources and flag anything unusual for manual review.

Data outliers are investigated before being included in final totals.



Get Better Over Time

As we gather more verified data each year, our estimates become more accurate.

Historical patterns help us refine projections and reduce guesswork.

COMMITMENT

Always Improving

We strive to continuously improve our reporting methodology.



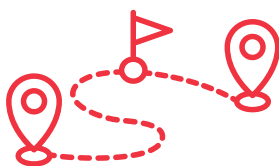
More Direct Measurement

Expanding online tools that let field teams report results directly



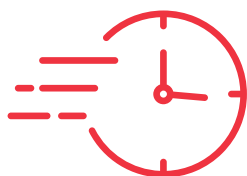
Sharper Estimates

Leverage field data and trusted external sources make our projections more accurate for areas where direct counts aren't yet possible.



Connecting the Journey

Building better ways to follow someone's path from first hearing the gospel to making a faith decision.



Faster Reporting

Exploring systems, processes, and technology innovations to deliver results sooner with less manual processing.

COMMITMENT

Our Commitment to You

Every number we report is backed by a rigorous, transparent process you can trust.



Honest Numbers

We prioritize verified data and clearly distinguish between confirmed results and conservative estimates.



Accountable Process

A documented, repeatable process that is based on generally accepted best practices.



Full Transparency

We can trace reported numbers back to its source, so you always know where your impact comes from.



References and Resources

While these external resources were consulted, research continues to identify and incorporate reliable external data sources for benchmarking and validation.

World Christian Database

The World Christian Database follows a rigorous methodology to estimate the number of worldwide Christians and Christian congregations.

Masterworks

Key elements of the methodology developed and audited by Masterworks for Jesus Film Project in 2017 continue to be used, including: some processes, data sources, and statistical models.

Thank You

