



HOD
MINISTRY

MISSISSIPPI
Faith Based Initiative



“Carry each other’s burdens, and in this way you will fulfill the law of Christ.”

Galatians 6:2



Heart of David is a non-denominational facilitator working with Families First for Mississippi to **help faith-based communities come together to offer resources to families in need.**



Our objective is to **create measurable programs that will provide opportunities for families to transition off of dependency** on state programs.



We will build a **high-end, integrated, co-referral platform** that integrates the FFFM network, DHS network, and HoD network as a starting point. The platform will be scalable to include additional organizations (i.e. MEMA, the National Guard, etc.).



PROGRAM CONCEPT

“Ignite Mississippi”

OBJECTIVES

- Define clear KPIs (measurable goals) for each component of this program
- Define how we can quantify our impact (i.e. time/money/people/jobs/etc.)
- Create a roadmap for our program/vision moving forward (multi-year)
- Define a list of program components and attach objectives to each (what role do they play in the overall plan?)
- Define our program's voice/identity (our playbook)
 - How we talk about ourselves and among ourselves

CO-REFERRAL PLATFORM

We will leverage the Influencer (INFLCR) platform to create our co-referral network. INFLCR streamlines your brand message on social media through the channels that represent it.

The platform allows you to equip each of your brand ambassadors (Ignite Influencers in our case) by uploading videos/photos/graphics/etc. content to a Content Hub and enabling them to easily download and post on their own social media channels.

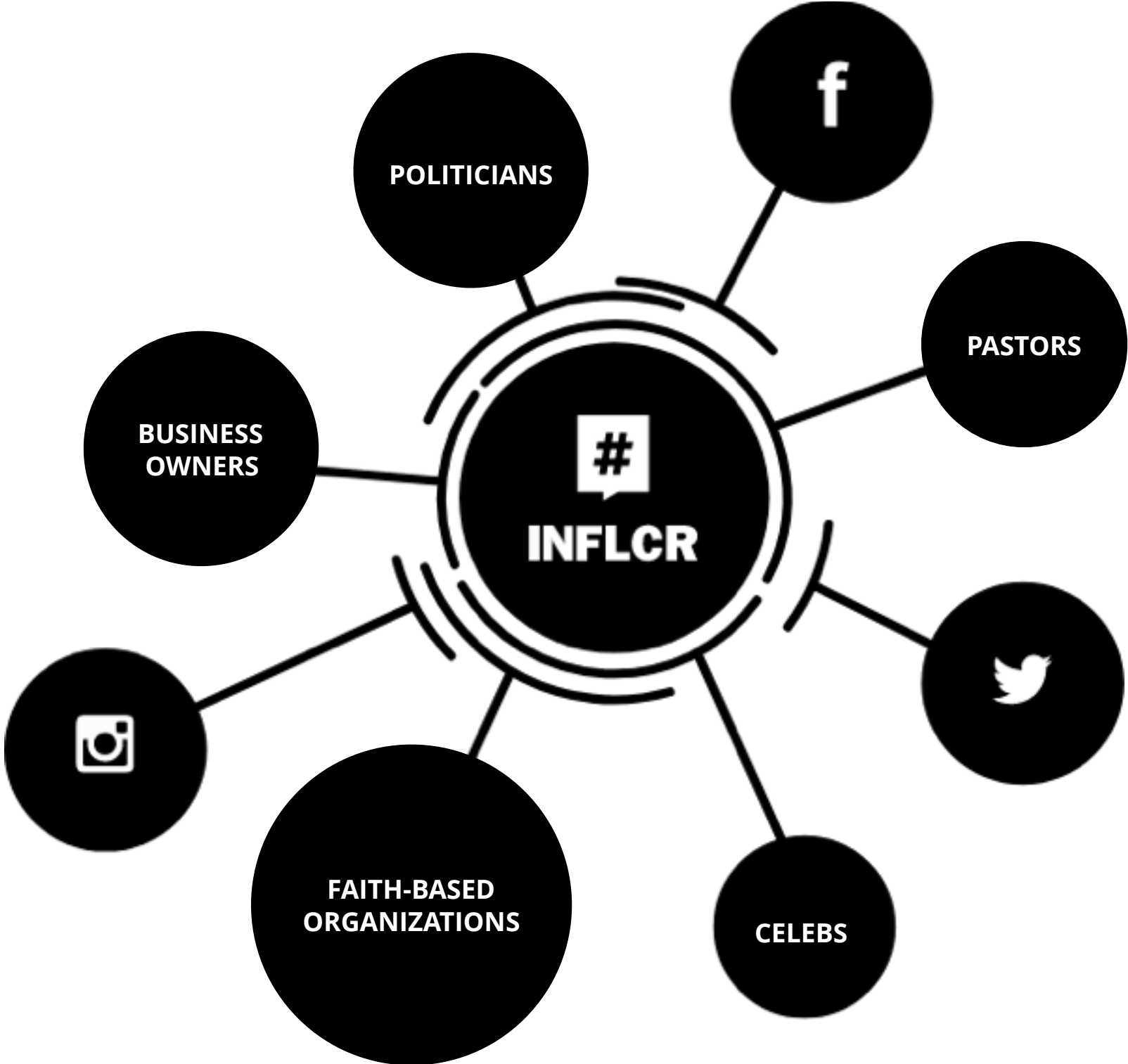
The platform also helps each influencer grow their own personal brand. The more influential our mentors are the more powerful our program will be.



CO-REFERRAL PLATFORM

This platform gives us the power to have every one of our mentors **singing from the same hymn sheet**. We control/create the message and give easy access to our Ignite Influencers to push to their followers.

Additionally, we will have analytics to determine the potential (and actual) reach of every influencer in our network, and measure their participation and overall influence score as compared to others. This will help us quantify success and identify the best performing influencers to help drive future communication.



POTENTIAL INFLUENCERS

Business

- Ben Craddock
Craddock Oil
- Chip Miskelly
Miskelly's
- Oscar Miskelly
Miskelly's
- Robert Watson
Watson Quality Ford
- Bob Boyte
Car Dealerships
- Brad McMullin
BFAC/mobile apps
- Dr. David Powe
Retired Pres. UMMC; NASA
- Andy Taggert
Lawyer/Political Advisor

Pastors

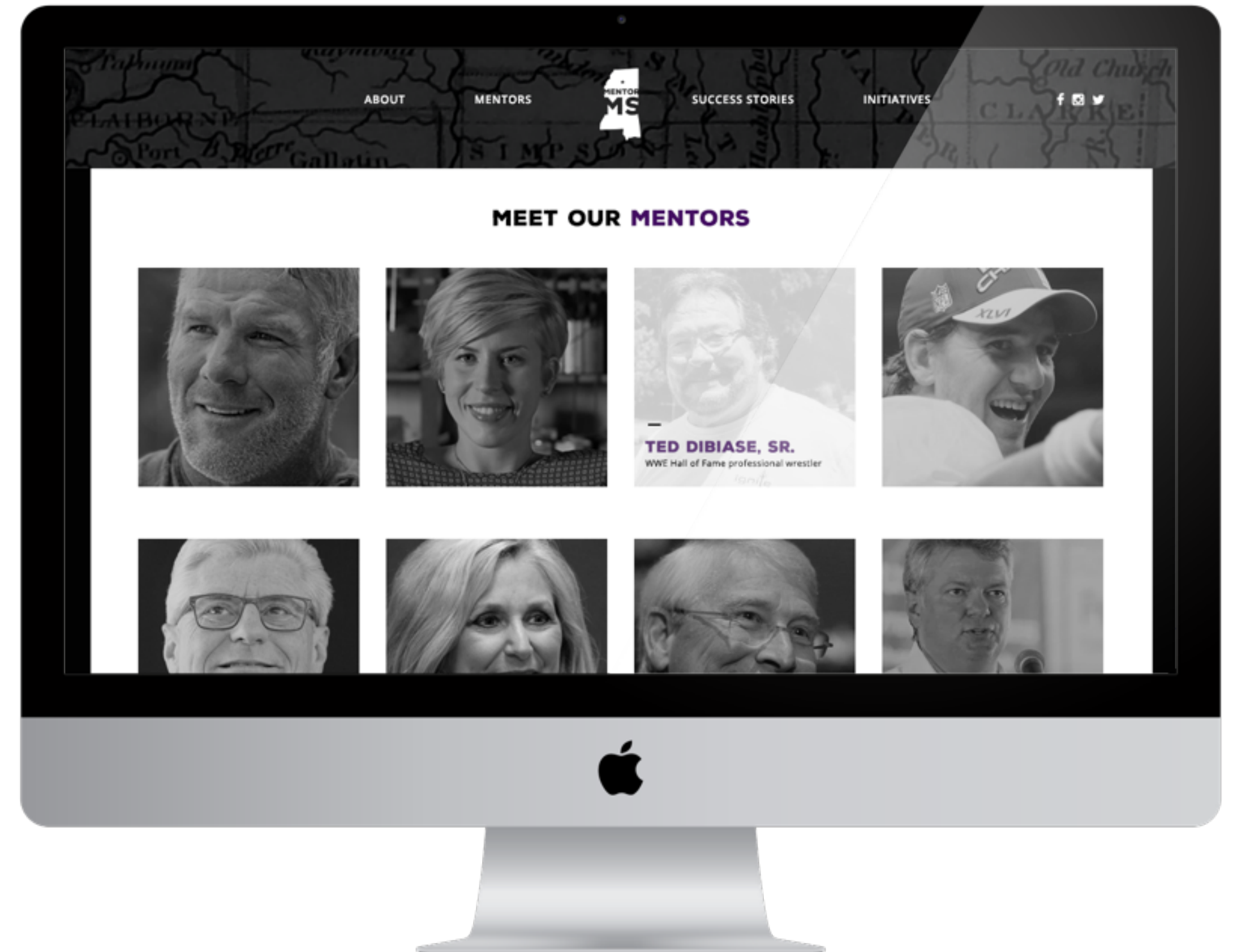
- Chip Henderson
- Rob Futral
- Dr. Greg Belser
- David Jett
- John Hugh Tate
- Steven Smith
- Jason Delgado
- James Black

Politicians

- Gov. Phil Bryant
- State Treasurer Lynn Fitch
- Sec. of State Delbert Hosemann
- AG Jim Hood
- Senator Thad Cochran
- Senator Roger Wicker

Celebs

- Ben Napier
- Erin Napier
- Bret Favre
- Eli Manning
- Dak Prescott
- Chad Kelly
- Marcus Dupree
- John Bond
- Malcolm Taylor
- Ted DiBiase Sr
- Ted DiBiase Jr

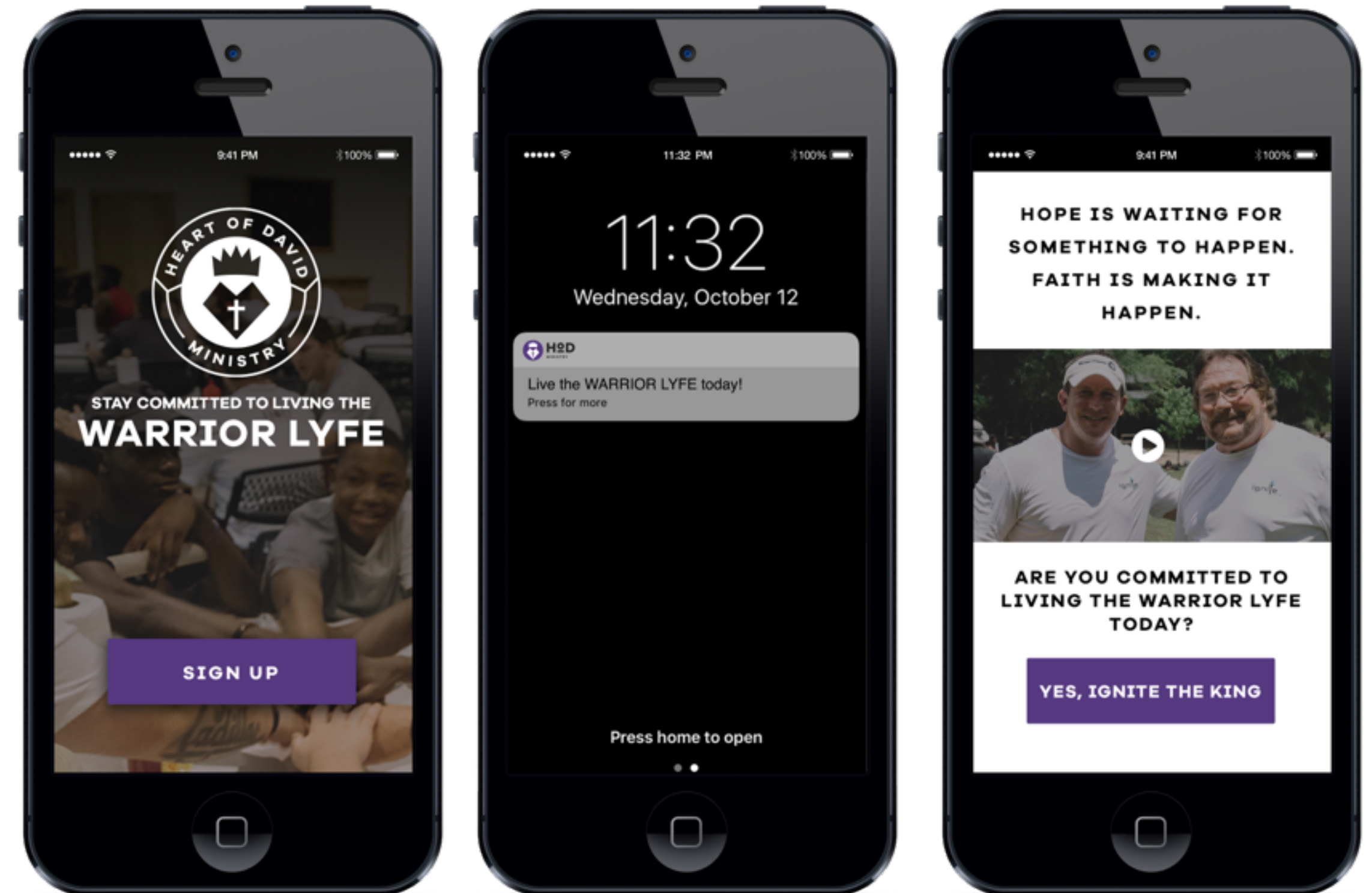


IGNITE YOUTH MOBILE APP

Our Ignite Mobile app will create a touchpoint for daily engagement with kids involved in the HoD Ignite youth programs, helping them form positive life habits by living the WARRIOR LYFE every day.

Once signed up, we will send a daily push notification that prompts the kids to open the app for a daily message of encouragement in the form of quotes, scripture, videos, etc.

Once in the app, they are asked to click a button affirming their commitment that day and acknowledging the receipt of the daily message. This is part of the positive habit forming process.



IGNITE YOUTH MOBILE APP

- The app will be available to Ignite Youth only through HoD invite
- We will track all engagement as a whole and on an individual user level
- We will include individual tracking within the app so that users can see total days and consecutive days that they have taken the commitment
- Special “reward” content will be unlocked when users hit milestone consecutive days (i.e. Special 30 day message from Ted Sr., Special 100 day message from the Governor of Mississippi, etc.)
- Select Influencers will have special access and opt in to receive alerts when individual users have dropped off with daily participation (i.e. “Derek hasn’t taken the daily commitment in 30 days”) allowing them to personally reach out and follow up
- Periodically, we will include anonymous surveys in the daily notification that will help us track against our goals (i.e. “Have you participated in any community service in the past 60 days?”)
- We will also include suggestions for actions to take that align with the WARRIOR LYFE (i.e. places to volunteer, how to get involved with partner programs like “The Men of Honor,” etc.)

IGNITE MISSISSIPPI - MICROSITE

We will track users' daily commitments and quantify the engagement. This can be shown to everyone on a microsite – TheWarriorLyfe.com. Part of our mission is to show these kids that they are not alone. This site will serve as a source of encouragement by displaying and celebrating the community of app users and their participation.

The site can also house all the past daily messages in a calendar/blog format for users to access retroactively so that the content has a longer shelf, is more discoverable, and is available to those without access to the app.

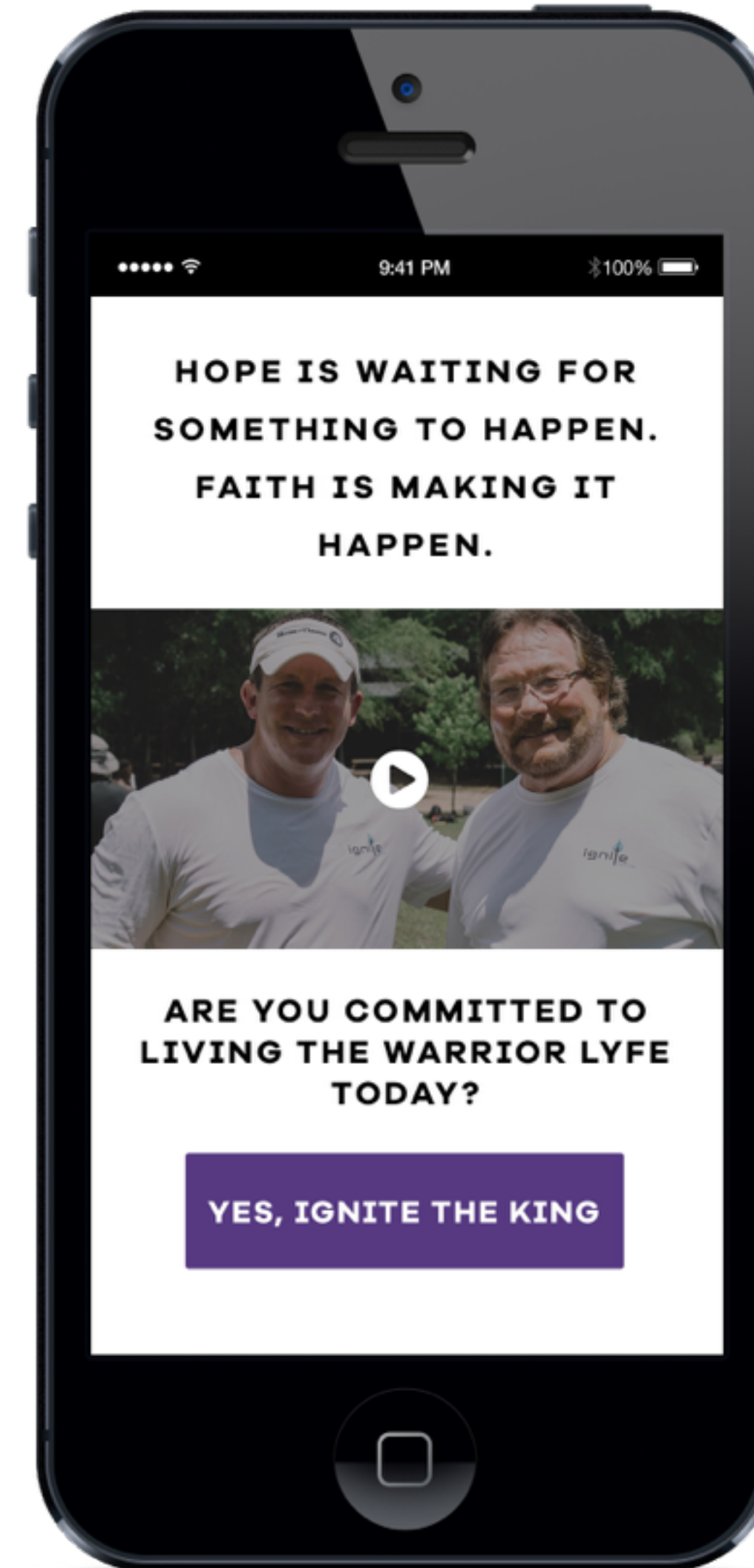


DAILY APP CONTENT

Each month, we will create a full month's content for the upcoming month (always staying a full month ahead). This content can also be added to our INFLCR Content Hub for use by our Ignite Influencers.

Example App content:

1. Featured Scripture
2. Youth Spotlight (video and written success stories)
3. Ignite Influencer videos
4. Educational Tips (infographics)
5. Helpful Resources (sites, organizations, events, etc.)



HoD SOCIAL CONTENT

Much of the daily app content can be leveraged on organic social as well, but additional content will be created and posted to HoD Facebook, Instagram and Twitter to insure consistent brand voice and messaging that align with the Ignite Mississippi program.

Each month, we will create a content calendar for the upcoming month and get pre-approval from HoD on everything that will be posted across these platforms. All content and copy will be created specifically for each platform and posted/monitored daily.





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