

DEFINING “REACH” TO REFINE OUR OUTREACH

Introduction

Hope Channel has been given a mandate by the global church to share a message of eternal hope with people who haven’t heard it before. Inspired by this challenge and knowing that there are 3.4 billion people still unreached¹, Hope Channel has set a bold vision “to reach 1 billion people globally with the message of eternal hope by 2030.”² To meet this goal, the Hope Channel Global Network will use various media formats, including digital broadcasts, television, social media, and digital properties.

Why Defining Reach Matters?

- Creates a shared understanding of what counts as a “reached individual” through our joint efforts as the Hope Channel Global Network
- Helps us become more measurable in our joint strategies
- Improves how we distribute resources by identifying the most efficient choices
- Allows us to better understand our audience size and the effectiveness of our content and distribution

Who is Reached?

A person is “reached” when they encounter the gospel message from Hope Channel through any of its platforms.

What is Reach?

“Reach” is the act of sharing the eternal good news of hope to every nation, language, and people as a witness—described in Matthew 24:14 and echoed in Revelation 14:6–12—through every tool of digital and analog media available to make contact with an individual.³

How to Reach?

Hope Channel “reaches” people by delivering the gospel to a global audience through various forms of media. These include social media, online presence, radio, television, and more.

How do We Measure Reach?

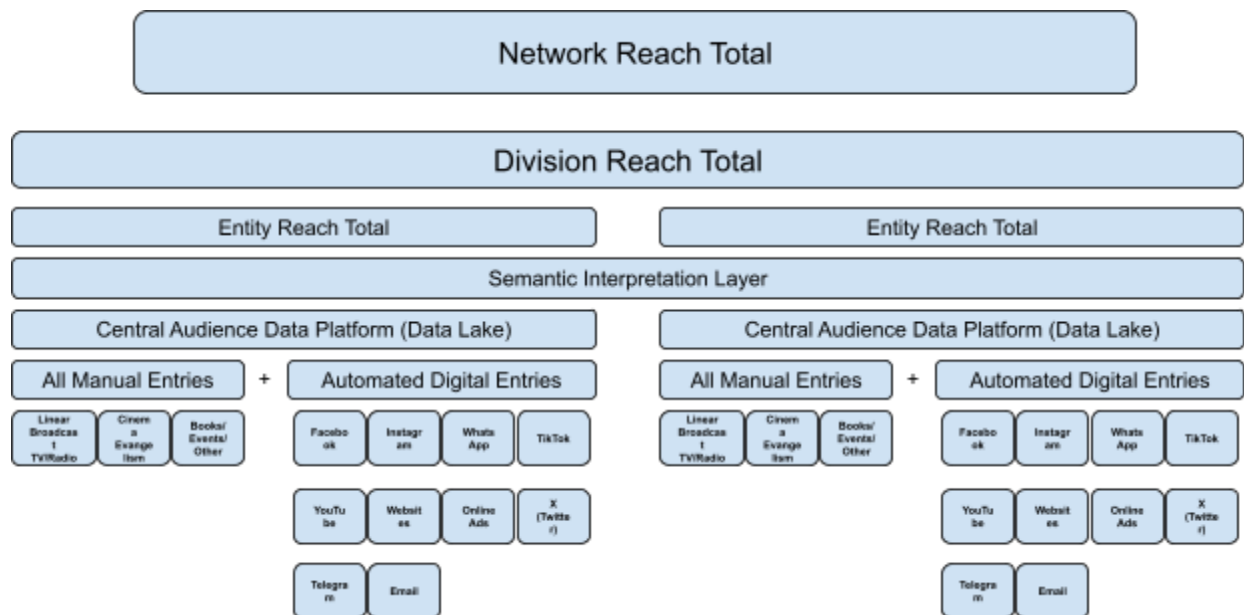
Hope Channel measures “reach” by tracking the number of its audience within each media platform. These numbers are adjusted for different regional/cultural viewing behaviors and refined to account for individuals who view content multiple times. Guidelines are then applied to create unified results.

The diagram below is a sample model of how data will be grouped and combined into the total reach for the Hope Channel Global Network.

¹ From the Joshua project www.joshuaproject.net/

² 1 billion is defined as 1000 million or 12% of the global population in 2024. 1 in 9 reached by Hope Channel.

³ This definition is explained in the Theological Explanation of Reach and Tools to Measure Reach outlines methods of tracking.



Further Reading

While initially Hope Channel sought to adopt the REAN (Reach-Engage-Activate-Nurture) model as part of its marketing and communications funnel. We are recommending to move forward with a slight modification and call it RECoN. This is to simplify and align our narrative between our strategic framework and the Funnel stages.

Funnel Stage Definitions:

Reach: This metric tracks the total number of unique individuals who encounter Hope Channel's content across all platforms—including television, YouTube, social media, our website, and mobile applications. The data is reported on a global dashboard, addressing the question: *How many individuals are we reaching with our message of hope?*

Examples of Key Reach Metrics

Total Viewership (TV & Online) – Unique viewers who tune in via cable, satellite, streaming, or digital platforms.

Social Media Reach – The number of unique accounts that see our posts, videos, or ads.

Website Traffic – Unique visitors accessing Hope Channel's website.

YouTube Impressions & Views – How many people see and watch our content on YouTube.

Engagement: Engagement means how much people interact with our message of hope. It is more than just seeing our content. This will be managed on a regional level. We ask: *How much are people interacting with our message?* We look at engagement in three levels:

- **General Engagement:** Involves standard interactions such as likes, comments, and email subscriptions—activities that are automatically tracked by the respective platforms.
- **Deep Engagement:** People take a stronger step by sending messages or calling. This shows they want to talk more and build a connection with Hope Channel.
- **Ready to Connect:** Represents a stage where the relationship is strong enough that individuals are prepared to join a community of believers, either online or in person.

Connect: This phase measures the unique individuals who have successfully been connected to a local church. This will be facilitated by the region or the Hope Channel entity. It answers the question: *How many contacts did we give to the local church?*

Nurture: This step checks how many people continue to grow in their faith over time. Once people are connected, local churches help them learn and grow. We ask: *How many connected people are steadily growing in faith and staying involved for a long time?*

Please note: Hope Channel is not responsible for nurturing new contacts connected to a church; this is the local church's job, just like tracking baptisms. Measuring this will be very difficult in most places.

Still, we should try to find a way to collect these numbers, especially to know how many people joined the church through media.

For a deeper exploration into the definition of “reach” and its underlying reasoning, please refer to the [comprehensive paper](#), which provides a detailed examination of the key concepts.

Timeline and Next Steps

Our objective is to develop a proof of concept that tackles the primary issues related to administrative, operational, and technical requirements. The proposed timeline, detailed below, is intended to guide our efforts.

Jan 31 - Adoption of Definition - NetSCom

Feb 17 - Work Begins

- This work is to be guided by the Branding and Marketing Subcommittee of NetSCom or their assignees.
- 90 days to build a proof of concept on Power BI or Looker Studio
- 6 months out begin the transference of the concept into Hope.Cloud/Jetstream Analytics

March 31, 2025 - Reach definition and its resources on the Hope Channel International Website.

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Exclude content below for now. We will hold this to put in other areas.

Simplified (Passive) Description: “Reach” is the number of people who encounter the message of eternal hope through Hope Channel. *In addition to measuring the universal spread of the good news, “reach” is also a pathway toward audience engagement with the Seventh-day Adventist Church.*

Active Description:

Summarized Paragraph Description: Hope Channel’s vision is to reach one billion people by 2030. “Reach” is the number of people who encounter the message of eternal hope from Hope Channel. Hope Channel “reaches” people by delivering the gospel to a global audience through various forms of media. The organization measures “reach” by tracking the number of Hope Channel audience members within each media platform.