



The Legacy Imperative
Passing on a Legacy of Faith



A Year in Review — Going Big!



From Dr. Bob

Dear Friend,

A year ago, we told you that we'd "Go big or go home. And going home was not an option." With your help and support, we've gone big and we're going even bigger! Reaching more grandparents, parents, and NextGen kids; Adding to the hundreds of thousands of families we've touched through our Summits, videos, live presentations, and media coverage, over the 5 years since we began.

During the past year, we've established a strong foundation to support a big organization. I'd like to share what we've done in 2024 to take Legacy Imperative to the next level and fortify us for the future, while keeping the organization lean and focused.



Building a Next Generation Organization

- In February, Ben Platter joined LI as our Executive Director and Chief Operating Officer. Ben **systematized our operations**, enabling Dr. Bob to focus on program and asset development, and vision casting for LI. What he does best.
- We have **identified several compelling speakers with a complementary theological perspective** to enable us to serve an expanding audience now, and ensure continuity in the future.

Implementing Best Practices for Success



- In September, after only 6 months, the Board, Dr. Bob and Ben compiled and organized all the required information to achieve coveted **Evangelical Council for financial Accountability (ECFA) accreditation**. This involved close scrutiny of our finances, board and governance, and fundraising practices. ECFA requires an annual review of its 7 standards of compliance. This ensures you of our total transparency and accountability, and avoids conflicts of interest as we grow.

- We **contracted with a CPA firm that works with major non-profit organizations**. Another crucial step in establishing fiscal fidelity.
- The Legacy Imperative Board is spearheading **a comprehensive audit of all of our marketing and program materials** to ensure copyright and brand compliance. This is essential as we achieve critical mass and attract greater scrutiny.
- To **establish LI and our website as the “go-to” resource** for evangelical grandparents, we introduced **a weekly email program** focused on grandparental concerns, such as how to link your vote to your faith, the “do’s” and “don’ts” of family gatherings, practical ways to keep Christ as the focal point of Christmas, and responses to culturally relevant “hot button” issues.



Automation to Serve an Expanding Market

- We updated **Mission Training Group Facilitator and Participant Manuals** for greater ease of use and added impact. All downloadable from our website.
- We have **expanded our social media initiatives**, and implemented **automated responses and email journeys** for all contacts and participants in LI programs. This allows us to maintain ongoing, responsive contact with them without recreating the wheel.



Expanding Our Geographic Footprint

Over the past year, **Dr. Bob has been a featured speaker on numerous national radio programs, and Ministry Conferences**, sharing how LI and its programs meet the needs of grandparents and parents seeking to pass on their faith to the Next Generations, and counter the effects of a fallen culture.

In October, **Dr. Bob moved to the Presbyterian Retirement Community of Quarryville, PA**, just a short drive from their beloved daughter, son-in-law, and precious granddaughters. A “heart” move inspired by the LI mandate to stay close to grandchildren, to help them stay close to Christ. How does this expand our organizational reach? Dr. Bob’s community is home to more than **450 senior residents – a built-in audience for the NEXT GEN Summit and other LI programs**. He’s also in close proximity to an abundance of churches along the NE corridor. These represent **the 2nd “local” market for LI**.

New Program Offerings

- LI now offers an updated, streamlined **Virtual NEXT GEN Summit in 7 segments** for smaller churches, or Bible study groups that want to use the Summit as a periodic study resource.
- **We launched NEXT GEN Summits for retirement communities** at the Moorings in Naples. Its 3 communities offer the Virtual Summit to their 1,000 residents, for weekly Bible studies in both live stream and in-person formats. Our thanks to Moorings resident Skip Schoenhals, our partner in developing the program.
- In response to grandparent concerns, we created a new program, **Connecting Hearts: an Evening with Dr. Bob**. <https://legacyimperative.org/legacyimperative-connectinghearts-lp/> The 2-hour evening starts with an introduction to LI by Dr. Bob, and moves on to an attendee Q&A that addresses “hot button” issues grandparents face and helps them build bridges with their NextGen grandkids. The evening also serves as an entry point to the NEXT GEN Summit for the church. The **new program was launched at RockPoint Church, Lake Elmo, MN** in September.



New Ways to Reach Out

- We started LI to reach the 60% of church members over age 50, the majority of whom are grandparents, and provide churches with valuable turnkey resources. Today, we are looking to **extend our reach to retirement communities**, grandparent gold mines – each with more grandparents than most megachurches. There are more than 19,000 such communities in the U.S. serving a rapidly growing number of residents – each seeking activities to fill their time. This market represents a major opportunity to reach hundreds of thousands of grandparents, and bring millions of NextGen grandkids to Faith.
- **Summer adult Christian camps and conferences** are also proving to be fertile ground. The 7-session Virtual Summit is ideal for a week of daily Bible study.



You Are Our Greatest Blessing!

We value your investment in our ministry. As you can see, your support has enabled us to “Go Big!”

- To create new programs.
- To touch more families.
- To bridge the generational divide and connect hundreds of thousands of NextGen loved ones to the heart of Jesus Christ.

With your help, we can make our next chapters even bigger!

God bless you and your family,

Dr. Bob

To donate or find valuable resources, go to www.legacyimperative.org

