



**PARABLE MEDIA**

**2023**

**ANNUAL  
REPORT**

[www.parablemedia.org](http://www.parablemedia.org)

# THANK YOU

*for being part of our community*

Throughout our short history, Parable Media has had a wonderful community of friends, family, partners, and donors. Support has come in many forms, whether it's trusting us to share your story, offering us words of wisdom and support, or sending us a monetary donation, we are so thankful for the amazing community we have around us.

This has been our second full calendar year of accepting monetary donations as a 501c3 public charity, and it has made a big difference for us in the ministry God has called us to. This year we collected \$10,508 made up of grants and donations. This enabled us to hire a project manager partway through the year, streamlining our channels of communication with the churches and organizations we partner with, as well as the contractors we often utilize to help those partners. Additionally, we were able to purchase new equipment such as a new lens, lighting, and audio recording device to further increase the quality of the content we create. It is our hope to always be able to maintain excellent equipment so we are not limited in our ability to effectively share the stories of the churches and organizations we partner with.

Going into 2024 we hope to continue to grow in our ministry capacity, reaching and supporting more and more churches, nonprofits, and ministries who are all working to help build the kingdom of God here on earth. It is in large part thanks to your continued support that we have gotten to where we are today, so on behalf of the entire Parable Media team I would like to thank you for your continued support.

We're looking forward to another amazing year of ministry!

Thank you,  
Jonathan Boggs  
Founder/Minister of Digital Storytelling



# WHO WE ARE

*A look at our mission and values*

## **Sharing stories. Inspiring action. Creating community.**

Parable Media's goal is to build God's Kingdom by providing ministries with affordable, high quality digital media services, enabling them to more effectively share their stories, inspire action and create community.

At Parable Media, we believe the world is full of people with amazing stories to tell. A well-told story has the power to change lives, start movements, and spark new relationships. We believe we can help make the Kingdom of God known by sharing the amazing stories of the people, churches, and Christian non-profit organizations who are already living for God's Kingdom.

Parable Media is a non-profit digital media ministry dedicated to serving churches, Christian non-profit organizations, and individuals in ministry with custom video, website design, logo and graphic design, and photography services. We are based out of Raleigh, North Carolina, but we are committed to serve people and ministries across the world. Founded, managed, and operated by ministers, we are uniquely positioned to understand the needs and demands of ministry, inside and outside of the church. Our services are all designed to be affordable for small to medium sized churches and Christian non-profits—organizations who generally can't afford other professional digital media options.

### **Service**

*Commitment, Honesty, Reliability, Love*

*Ministry is an act of service. As ministers at Parable Media, we strive to always have a "servant's heart" with each other and those we minister to.*

### **Passion**

*Joy, Enthusiasm, Motivation*

*We are passionate about the calling God has placed on our lives. We know we are working for God's Kingdom, and we do so with passion.*

### **Excellence**

*Creativity, Education, Efficiency, Innovation*

*Ministry should be done in excellence. We always give our best in everything we do as an offering to God.*

# PARTNER SPOTLIGHT

## CAMPBELL UNIVERSITY DIVINITY SCHOOL

Christ Centered, Bible Based, Ministry Focused. This is the mission statement of Campbell University Divinity School—a mission statement which helps to shape not only the students at Campbell, but also the many different congregations they help to lead. This is also a mission statement that helped to shape our founder, Jonathan Boggs, who graduated from the divinity school with an MDIV and is now working on his DMIN.

This year, Parable Media had the opportunity to support Campbell through many different projects, including Conversations @ Campbell, which brought the focus back to their mission statement. This year for Conversations @ Campbell, Parable Media recorded three different sermons with an accompanying questions and answer session, along with their Cammack Preaching Series lecture. Each of these sermons explored an aspect of the mission statement, and the question and answer segments allowed students and alumni to ask questions relevant to their own communities.

The result of this project was engaging sermons from several of the Campbell University Divinity School faculty, and important conversations helping to relate the content of those sermons to the communities led by Campbell students and alumni. Each of these sermons and conversations can now be enjoyed online through their website and Youtube channel, meaning the conversations can not only continue, but can also reach even more people and congregations.

***“Over the course of an academic year, we worked with Parable Media on a marketing initiative called Conversations at Campbell. Parable Media recorded, edited, and produced this multiple video initiative to highlight our weekly chapel services and accompanying faculty discussions. Jonathan was easy to work with, professional, and quick to provide content. His expertise was helpful throughout the process. We were well pleased with the outcome and look forward to working with Parable Media on future projects.” - Dr. Sarah Boberg, Program Coordinator Boundary Spanning Education***



**CONVERSATIONS @ CAMPBELL**

# PARTNER SPOTLIGHT

## FLORENCE BAPTIST CHURCH

Often when churches approach us to design a new website for them, they need more than just the website. They need engaging pictures and impactful videos showing who they are and what they do, because let's be for real—a website full of stock images can look great, but it doesn't really communicate much about the identity of the church. This past year we had the opportunity to partner with Florence Baptist church in order to not only give them a great new website, but also fill it with pictures and video that really shows who they are as a church community.

Like any other website we work on, we tried to match the design of the website with the identity of the church. This starts with a conversation where we learn more about who Florence Church is. Through this conversation we learned Florence Church is a friendly church, intentional about hospitality and community. We also learned Florence Church takes the call to evangelism seriously, encouraging members to share Jesus with their community. Through the placement of pictures and text, we attempted to incorporate these aspects of Florence Church into the website.

Florence Church also wanted us to create a welcome video for them. These types of videos are focused on both welcoming visitors while communicating the identity of the church through the words of the pastor and several of the congregants. This is achieved through interviews and a variety of b-roll visuals all combined to speak to who Florence Baptist Church is. Through this new website, videos, and photography, it is our hope that Florence Baptist Church will be able to grow and connect with people in their community who are searching for a church home.

***"Florence Church is thrilled with the work that Parable Media provided. They were extremely professional, and the quality of the finished product is unmatched. Any church looking for website redesign or video work should consider using Parable Media." -John Harris, Youth Minister and Media Director***



# PARTNER SPOTLIGHT

## BAPTIST WOMEN IN MINISTRY OF NC

Over the past few years, one of our most consistent partners in ministry has been Baptist Women in Ministry of North Carolina. Over that time, we have worked with them on a variety of projects—from podcasts to cooking shows—all with the purpose of helping them tell stories, open doors, and build community. Along with those projects, one recurring event every fall is their annual symposium, which is a way to celebrate and support the women ministers who are part of the BWIM NC community.

This year the theme of the symposium was play, encouraging ministers to incorporate play into their lives in a healthy way. This theme was present throughout the symposium, as there were games and a bounce house set up outside, workshops exploring laughter, food and faith, and play therapy, and a wonderful cake to celebrate BWIM NC's 40th year of ministry.

We were able to partner with BWIM NC in this symposium by capturing professional photography of the event, recording the main program and speaker, and even sponsoring the symposium as a whole. We were excited to be able to provide a way for people to look back and see the event, watch the speaker, and continue to celebrate BWIM NC's ministry. We are excited and looking forward to continued partnership with BWIM NC, and the ability to support them in all that they do.

*"Baptist Women in Ministry of North Carolina always appreciates the opportunity to work with Jonathan Boggs, CEO, Parable Media, Inc. The annual BWIM NC "Symposium" was no exception. Parable Media walked us through the day with a welcoming video from last year's event, filming of video clips for saving the date for next year's experience, capturing the spirit of the present event themed PLAY and incorporating music, an obstacle course, spicy lunch around the tables, challenging message by keynote speaker, recognition of award winners, academic scholars, organizational leadership and anniversary celebration. Parable Media provided a finished video of the event as well as a myriad of candid photographs in a timely fashion. Working with Parable Media was a professional way to measure the success of the event and capture the experience for future events." -Ka'athy Chappell, Executive Coordinator of BWIM NC*

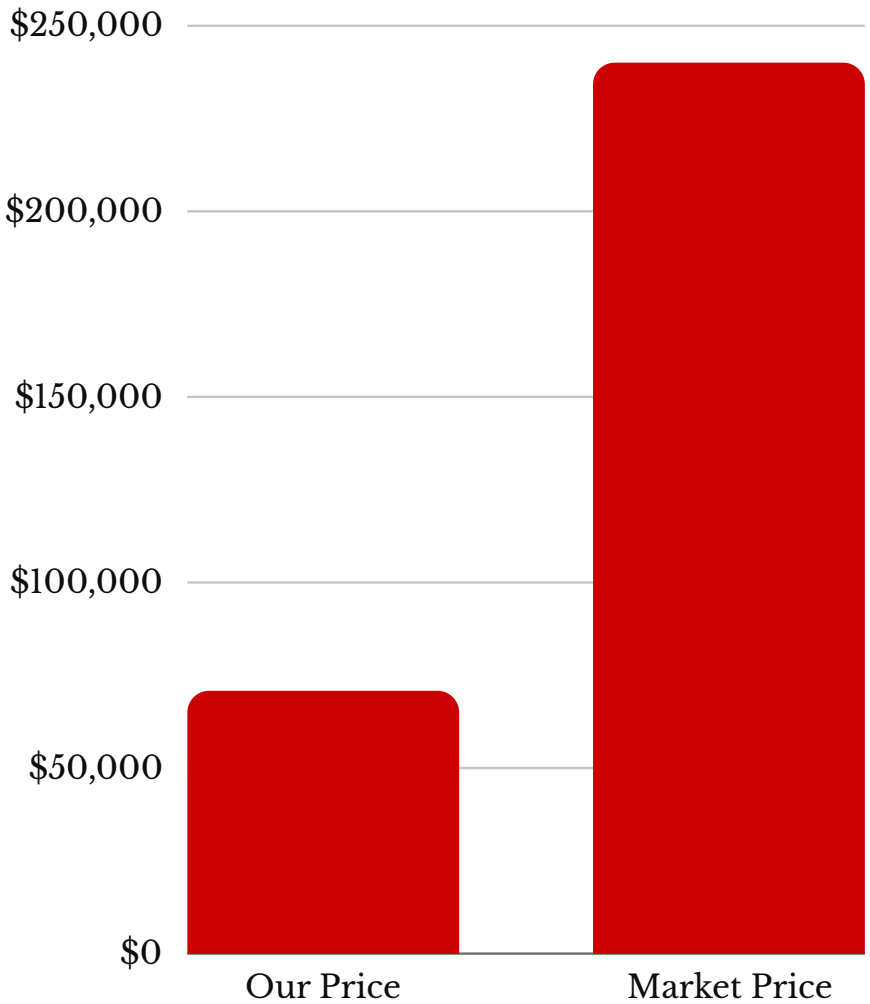


# Our Impact



**Total  
Projects**

A look into how much we have saved our partners on project costs this year



**Churches &  
Denominational  
Organizations**



**Christian  
Organizations  
& Ministers**



**Divinity  
Schools**

\*As of 12/6/2023

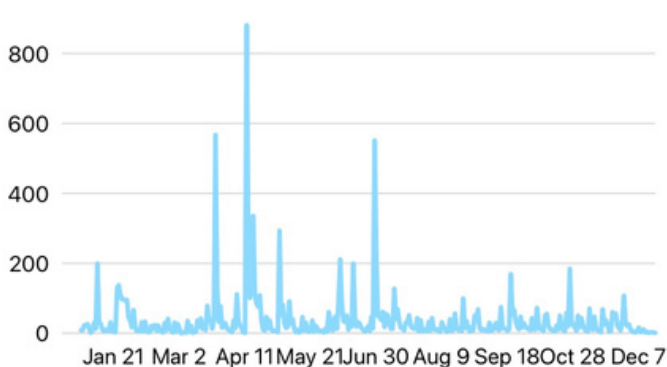
# Global Reach

A map view of the countries that our website and resources have reached.



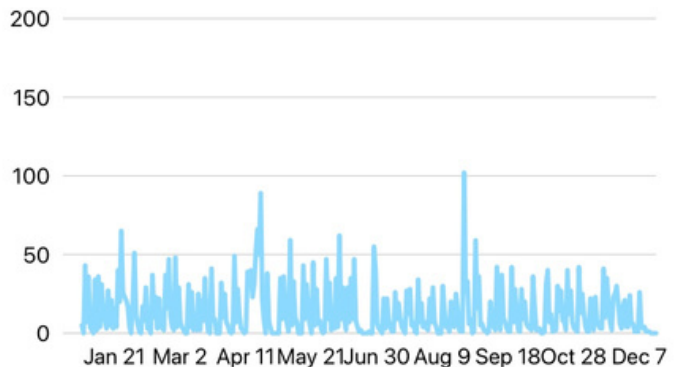
Facebook reach ⓘ

5,263 ↑ 133.7%



Instagram reach ⓘ

497 ↑ 102.9%





Line Item	2023 <small>*As of 12/6/2023</small>	2024 Projections
Gross Income:	\$77,966.19	\$88,000
Payroll:	\$56,307.01	\$64,000
Payroll Fees:	\$735	\$1,000
Equipment Insurance:	\$323	\$323
Computer Subscriptions:	\$1,000.21	\$1,077
Legal/Professional Fees:	\$1,447	\$1,200
Advertising/Promotion:	\$100	\$100
Communications and Development:	\$917.96	\$1,000
UPS Mailbox Rental:	\$0	\$600
Office Supplies:	\$197.25	\$200
Video Props/Stock Content:	\$442.69	\$400
Video Equipment:	\$6,403.55	\$7,500
Contract Work:	\$9,015.14	\$9,500
Continuing Education:	\$1,010	\$700
Total Expenses:	\$77,898.81	\$87,600

# Looking Ahead

## 2024

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- Hire a Director of Grant and Donor Relations
- Work with 10 new partners
- Connect with 1 new denomination
- Total Revenue: \$100,000+
- Grants and Donations: \$25,000+
- Create 14 new video resources for churches to utilize
- Create one new type of resource for the library next year

## Beyond

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- At or over 75% repeat clients each year
- Total Revenue: \$140,000 by 2026
- Grants and Donations: \$35,000 by 2026
- Build total resource library to 100 by 2026

## Hurdles

Low donor total and low number of successful grant applications

**Plan to Overcome:** Hire Director of Grants and Donations

Increasing equipment costs

**Plan to Overcome:** Increase revenue to keep pace with rising equipment costs

Difficult to reach other churches and organizations outside of referrals

**Plan to Overcome:** increasing presence at conferences, leveraging social media and marketing more than we have previously

