

DREAM  OF DESTINY

2023

Year-End Report

Prepared by

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About.

Dream of Destiny, a ministry of Shepherd Church, is dedicated to empowering churches and ministries to grow cross-culturally, extending their reach and influence for Jesus Christ within their neighborhoods and communities. Our dream is that the body of Christ here on earth will reflect our eternal destiny, as described in Revelation 7:9.

In pursuit of this mission, Dream of Destiny provides churches and ministries with no-cost assistance in communications, digital marketing, and community outreach support. Whether engaging on a per-project or continual basis, organizations in our network benefit from personalized support, strategic insights, and tailored solutions.

We aim to equip our network to effectively communicate their mission and the Gospel message to diverse communities, fostering eternal relationships with Jesus Christ.



Dream of Destiny Network



CHURCHES



MINISTRIES



PARTNERS

EXCITING NEWS!

In 2023, Dream of Destiny expanded its services to support ministries on a global scale.

Located in U.S.

ALABAMA



CALIFORNIA



INDIANA



NEVADA



NEW YORK



NORTH CAROLINA



SOUTH CAROLINA



TEXAS



Located Internationally



CORSICA, FRANCE



DOMINICAN REPUBLIC

Communications & Digital Ministry

Dream of Destiny provides a range of in-person and online workshops, webinars, and training sessions that cater to pastors, ministry leaders, and volunteers throughout the year. In 2023, this ministry conducted 15 workshops and training sessions nationwide. Our comprehensive portfolio helps to empower and strengthen the churches and organizations in our network with their ministry and outreach efforts. This includes:

- Personalized one-on-one coaching, communications and branding support, and diversity training
- Email and text campaigns
- Social Media support
- Outdoor media/billboard campaigns review
- Baptisms initiatives (in person, in the park & online)
- Giving and fundraising coaching
- Web content
- Website design*
- Copywriting and copyediting
- Printed materials
- Additional resources

*Starting in 2024, Dream of Destiny will discontinue this particular support due to time constraints.

Community Outreach Support

"Know Your Community" Reports

To help churches better reach their communities for Christ, Dream of Destiny provides a free "Know Your Community" Report (Church Answers) to help new churches that join the Dream of Destiny network better understand the demographics and psychographics of their neighborhoods. We then conduct a follow-up training with pastors and their leadership team to review potential missed opportunities with a communications action plan and community outreach solutions to help them better engage and influence their surrounding communities.

Secret Shopper Reports

Upon request, Dream of Destiny provides mystery shop reports for churches in our network that want to understand how their congregation appeals to "first-time visitors" from an outsider's perspective. Dream of Destiny provides pastors with a detailed report that includes reviewing a particular church's wayfinding and signage, printed materials, human touchpoints (i.e., parking lot, greeter, usher interaction, etc.), worship service, ministries, facility and grounds, and more.

Public Relations

Dream of Destiny provides press releases and media alerts for major church event, and media/press kits when warranted.

Donations

Dream of Destiny provides limited financial support for churches in need on a case-by-case basis. In 2023, Dream of Destiny provided funds to two churches - 1) in need of media equipment to live stream their service,s 2) to purchase a children's program to launch a new children's urban ministry.



Pastor Dudley, I want to say, what a blessing the Dream of Destiny Ministry has been to myself and the Majority Baptist Church. Since working with Shepherd Church and Dream of Destiny, our Ministry has been able to make strides of growth advancing the Kingdom work that lies before us. Because of the generosity of Shepherd Church sharing its resources and having the opportunity to spend time with Sister Lisa McGloiry, who provided a community report and her "mystery shopping", her findings highlighted the areas where we can make improvements and the areas in which we flourish. This was critical information to help us grow and to be able to help us seek out the ministry needed to meet the needs of our community.

Not only did you help us see what areas we can work on to grow our church, but you went a step further to provide a financial blessing that we were able to put towards our new Kingdom Kids Children's Church. This blessing gave us a jumpstart in a major way. We have seen an increase in our visitation, and I believe that in part it is because of our relationship with Dream of Destiny through Sister Lisa. I often boast to my colleagues about the relationship that we have been blessed to establish with Shepherd Church.

– Pastor Darryl Frazier, Majority Baptist Church



Dear Pastor Dudley and Ms. Lisa,

Let me start out by saying how grateful we are to have had the privilege and the honor to be a part of Dream of Destiny Ministry. The training, the support and our time with Lisa has been fun, supportive and encouraging. We have also had the privilege and the honor to build new relationships and have access to Spirit-filled professionals in their respective fields when we needed it.

We are forever grateful to the Lord for allowing our church leadership and our community to be a part of and benefit from your obedience to the Lord. As the Apostle Paul said to the young Timothy "And the things that you have heard from me among many witnesses, commit these to faithful men who will be able to teach others also." 2. Timothy 2:2

Sincerely Yours in Reaching the Lost and Making our Communities Safer,

– Pastor Woody and Claudia Robinson. Senior Pastor
Lynwood Worship Center & South Bay Celebration Church



Through countless hours of developmental coaching, Lisa McGloiry, the Executive Director of Dream of Destiny has significantly impacted the overall communication strategies and assisted in defining the ministry face of CultureFusion Worship, a multicultural, intergenerational, worship ministry. Lisa's passion for fostering unity and diversity in the church through her resources and communications strategies are unrivaled. On a personal note, Lisa is an amazing woman of God who exemplifies grace, love and integrity.

– Hal Sacks, Founder, Fresh Start Music



Thankful for Dream of Destiny's presence at the 101st annual session of the California Missionary Baptist Convention held in Oakland, CA in October, 2023. We were privileged to have Lisa conduct presentations at our morning and evening sessions to the consortium of churches in our assembly. The impact and wealth of information she provided to me, and the various pastors and their leadership in attendance was so value-added and will never be forgotten. We look forward to continually working with Dream of Destiny in the future.

– Bishop E.W. Gaddis, Greater St. Augustine Missionary Baptist Church



Dream of Destiny Testimonials

DREAM OF DESTINY
THE VAULT
SHEPHERD CHURCH

Video Series for Pastors & Ministry Leaders

In 2024, Dream of Destiny Ministry will offer curated video content on various topics for churches and organizations within our network. In 2023, Dream of Destiny filmed its first video series, "**Diversity in the Church**," which will launch this year.

This series examines how pastors and ministry leaders should view diversity from a Biblically-based, communications, and global missions framework. It's time for the body of Christ to "take back" the word diversity from the world's interpretation so that the Church can mirror God's heart and plan to bring *all people* into a relationship with Him.

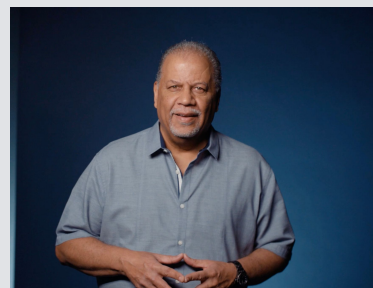
The "**Diversity in the Church**" video features the following instructors:



Lisa McGloiry
Shepherd Church



Pastor Shawn Walden,
Shepherd Church



Elder Dale Penn,
Shepherd Church

"Church Communications on the Go" Five-Minute Video Clips

Dream of Destiny understands the limited time and pressures that pastors and ministry leaders experience each day. In order to better support their needs and respect their time, Dream of Destiny will roll out five-minute video and audio clips delivered weekly that our network can watch at their leisure.

In these short, but impactful videos, Dream of Destiny will provide coaching, tips, and industry trends in the areas of communications, digital ministry, and community outreach. Our goal is to keep our network of churches and ministries informed and up to speed by providing valuable content in an "on the go" format.