

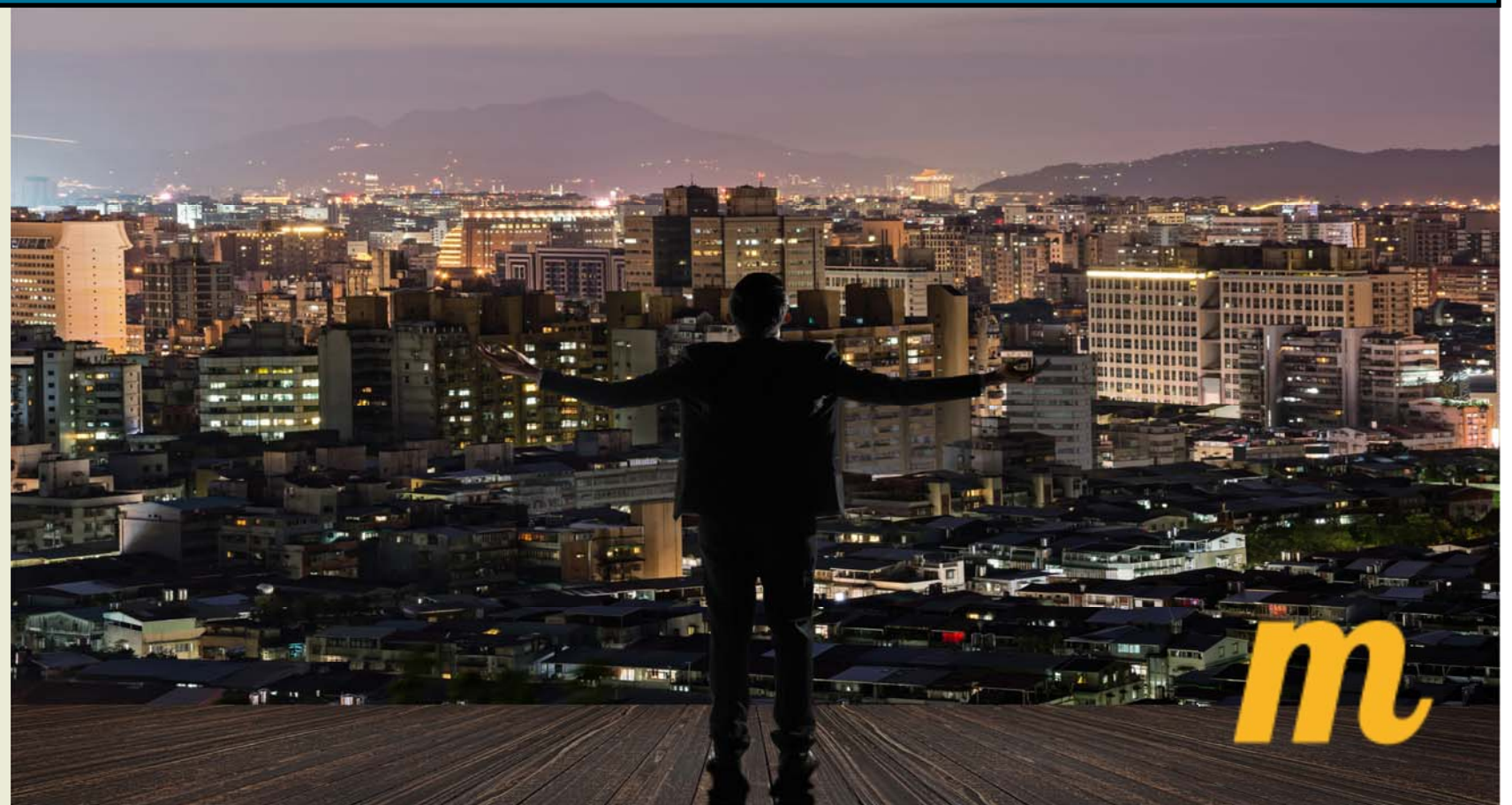
# *Making Your Life Count*

**MakingYourLifeCount.org**

## Make a Difference

This site offers you simple, practical and powerful ways to help you make your life count. There are four main elements:

- ♦ First, **WALK** with God.
- ♦ Second, **PRAY** for God's supernatural involvement.
- ♦ Third, **CARE** for others.
- ♦ Fourth, **SHARE** what God has shown you.



**Dream of What Could Be**

# *Making Your Life Count*

**The website and connected tools were developed with these key ideas**

## Engage the Senses

MYLC was developed using the principles of “Digital Orality” which include:

- DESIGN — Make it visually appealing
- STORY — Captivate with personal connection
- EMPATHY — Show that you understand
- SYMPHONY — Tie it all together
- MEANING — Have it count for something
- FUN — Make it enjoyable



## Today's Learning Preferences

*Keep it short*

*Interactive*

*Make it visual*

*Give ownership*

*Feed curiosity*

*Offer a cause*

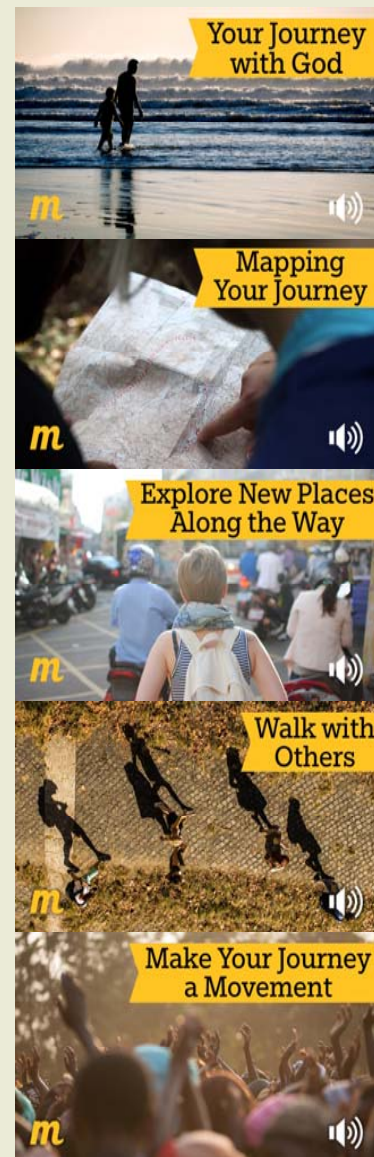
*Gamify content*



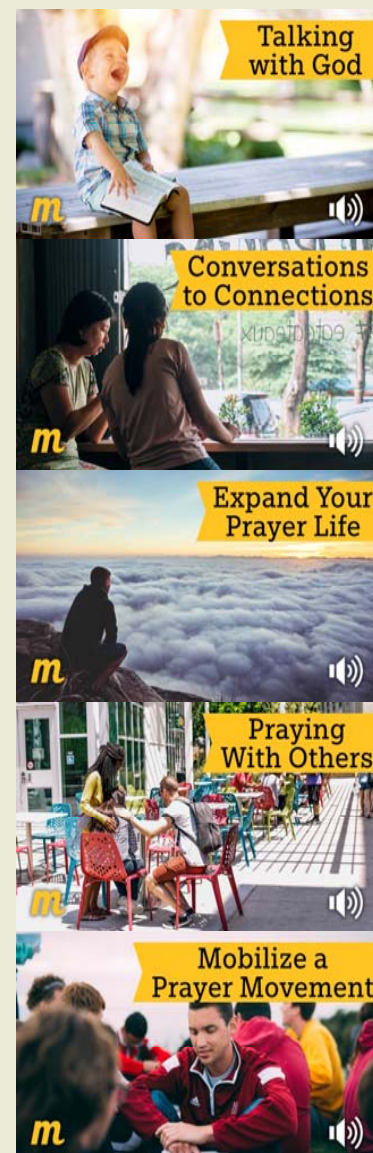
# Making Your Life Count

4 themes — 5 levels — 5 days  
= 100 daily devotionals (*and growing*)

WALK



PRAY



## Five Levels of Involvement



CARE



SHARE





# Making Your Life Count

## On-Ramps for Involvement

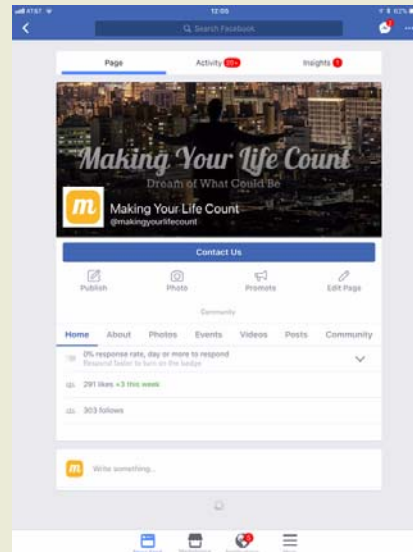
The following are current or planned ways to connect with the content.



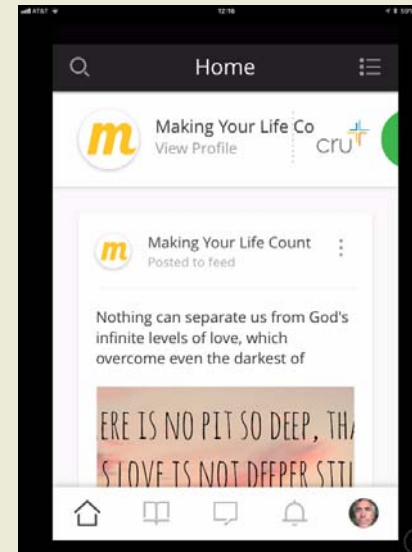
Web Site



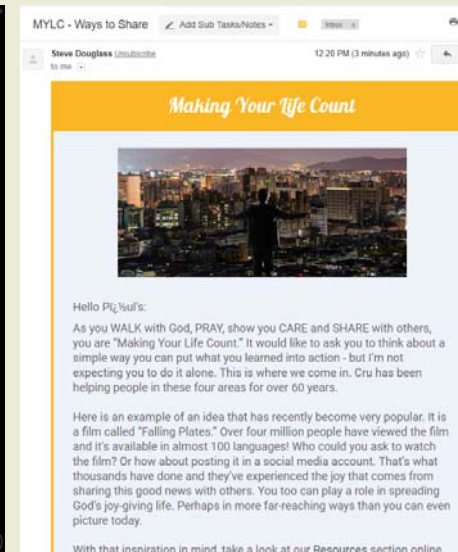
Twitter



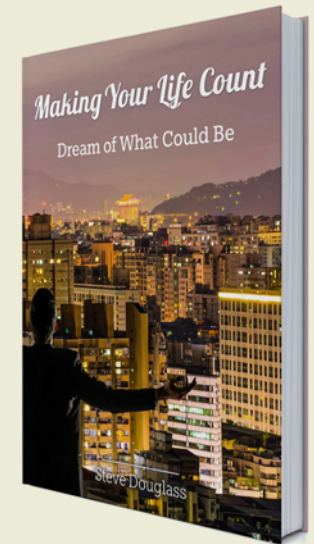
Facebook



My Cru App



Interactive Emails



Ebook



MYLC Radio



YouVersion



Plus...

- ⇒ Reflect and Evaluate Profile
- ⇒ Bible Study Lesson Builder
- ⇒ Gamification
- ⇒ Text Messaging

# *Making Your Life Count*

## **YouVersion “The Bible App” Stats**

**November 1, 2017**

**Total subscriptions all plans: 69,240**

**Biggest Plan: Talking with God, 15,867**

**Highest Completion Rate: 72.8% - Conversations to Connections**

**Websign ups:**

**YouVersion: 1251**

**MYLC +: 421**

**MyCru: 552 from YV**

**MyCru: Connections 2140**

