

BULLETIN

Year End Special Report



Over two years ago
we established
BFA International
to inspire people
around the world
to build a
biblical foundation
for their faith.

IT'S HAPPENING

2014

The following statistical highlights from this year confirm that we are truly **inspiring people around the world!**

WEBSITE ACTIVITY

2014 has been a record-breaking year for BFAInternational.com. Through the first 11 months we've seen:

- **45,000** individual website users
- **92,000** user sessions on the site (about 275 every day)
- Users from 159 countries, literally from **Afghanistan** to **Zimbabwe**
- **45%** of sessions are by first-time visitors to the site
- **98** out of every **100** visitors view additional pages before leaving the site

OVER
10,000
REGISTERED
MEMBERS

Most importantly, we now have over **10,000** registered members!

EMAIL COMMUNICATION

Since the beginning of the year our email list has grown from just over 3,000 to well over 10,000! Our weekly communications cover a variety of topics, and the responsiveness of our subscribers has been remarkable, far exceeding industry standards in terms of opening and interacting with our email updates.

Subscribers: **Over 10,000**

Opened: **31%**
Industry average is 18%

Clicked: **11%**
Industry average is less than 3%

VIDEO ACTIVITY



Top 10 countries (in number of plays):

1. U.S.
2. Canada
3. Australia
4. South Africa
5. United Kingdom
6. Netherlands
7. Germany
8. Israel
9. New Zealand
10. Philippines

MORE THAN
41,000
TOTAL PLAYS

BREAKING ISRAEL NEWS

12 op-ed columns written by Keith Johnson.

Read by people around the world and shared **7,645** times directly from the Breaking Israel News website, plus hundreds of additional times on social media.

Read Keith's articles at http://breakingisraelnews.com/author/keith_johnson.

INTERNATIONAL TELEVISION OUTREACH



We were honored to air the ***Time Will Tell*** series and the ***Now Is the Time*** series on an international television network. Inspiration TV serves over 150 nations throughout Europe, Africa, the Middle East, the Caribbean, Australia, and New Zealand, and features a unique blend of programming for the entire family. Oh, and by the way, they have asked us to air more of our programs in 2015!

SCRIPTURE BYTES—*WE DID IT!*

In 2014 we produced 14 creative and engaging Scripture Bytes programs that are going to enthusiastic viewers around the world.



KEITH'S CORNER: "HERE AM I"

Have you ever heard the statement, "Be careful what you ask for"? Because sometimes the answer from above is, "OK, you asked for it." In 2014 I started the year at Hebrew University in Jerusalem and am ending the year in the Philippines sharing the word of God with pastors, leaders, and parishioners. Oh, and in between I traveled by train, plane, and automobile around the United States and to the Far East...twice. Doors are continuing to open that will allow us to truly live up to our name—BFA ***International***.

As invitations are extended from around the globe in 2015, please continue to pray that I will have the wisdom and the willingness to answer, "Here am I, send me" (Isaiah 6:8).



Get ready to take a journey to Hanukkah Headquarters in Israel
as BFA International presents a brand new video:

Reclaiming the Real Hanukkah

Premiering December 18, 2014,
exclusively in the BFAInternational.com Premium Content Library!

ANNOUNCING **100% FREE ACCESS** TO OUR **PREMIUM CONTENT LIBRARY**

That's right! We're throwing open the doors of the BFA International Academy Premium Content Library. Get **FREE access for a full seven days**. No restrictions. No strings attached.

The library features more than **50 premium video presentations**—enough to watch one every week for an entire year!

Yes, we do charge a modest fee of \$9.99 per month or \$99.00 per year for full library access, simply because producing quality programs and maintaining the library isn't cheap. But we're confident that you'll appreciate the value of having full access to a wide range of thought-provoking information, inspiration, and revelation tailored to help you build a biblical foundation for your faith.

This is a limited-time offer, so head to BFAInternational.com today and take advantage of all the resources in our Premium Content Library! If you are not satisfied, simply cancel before the end of the 7-day trial. There will be no cost to you!

We are convinced that if everyone does a little by signing up for the Academy Premium Content Library, together we can inspire a lot more people around the world to build a biblical foundation for their faith!

We are deeply grateful to all of you who have shared your bricks of financial support with BFA International. As you can see, you have made it possible for us to accomplish a great deal in 2014. We hope others will join you by adding their bricks of support so we can continue reaching out to the world in the coming year!

Some of the titles you will find in the
Premium Content Library:



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