

The Gospel Tide Broadcasting Association

Diamond Vision Statement

- **AMPLIFY** – We will increase resources for ministry in strategic regions to share the gospel with more people.
- **MAGNIFY** – We will enlarge the core donor base to an expanded demographic that reaches well beyond central Pennsylvania.
- **SOLIDIFY** – We will improve the sustainability and strength of our support structures in cooperation with our partners around the world for the discipleship of new believers.
- **VERIFY** – We will measure the effectiveness of our strategies to both manage them well and to demonstrate the stewardship of donated resources.
- **GLORIFY** – We will strive to ensure that all that we do to achieve our vision will bring glory to God.

Diamond Vision Strategies

- **AMPLIFY**
 - Increase airtime and programming for current outreaches
 - Create content in new languages to reach more people groups
 - Develop ministry partnerships in additional countries
 - Utilize diverse media technologies to increase access to the Gospel
 - Support the vision of our partners
- **MAGNIFY**
 - Achieve an attainable yearly budget of \$800,000
 - Support paid, full-time development resources
 - Develop new fund-raising tools to increase our support
 - Deepen and expand relationships with donors beyond Central PA
- **SOLIDIFY**
 - Develop discipleship structures for our partners
 - Supply discipleship training resources to our partners
 - Provide discipleship training to our partners
 - Add new church plantings
 - Support the vision of our partners
- **VERIFY**
 - Every strategy will have a metric to show expectations and effectiveness
 - Determine additional effective means of measuring ministry impact
- **GLORIFY**
 - Perpetuate a God honoring culture that encompasses the staff, ministry partners, volunteers, Board of Directors, and all who engage with us through encouragement, prayer, and support
 - Share ministry impact through communications that glorify God
 - Celebrate what God is doing and worship Him through The Tide functions