CEDAR FALLS 50613

During 2023, we saw incredible growth in the Faith Milestone step of Membership. Over 90 people completed the process to become members, identified their Little Iowas, committed to reaching them with the Gospel, and making disciples! Our team also worked hard to help our attendees Connect Relationally, and we saw increased momentum as a result. **We had 1,120 people participate in small groups during the year, which pushed us closer to accomplishing our campus vision to have 1,500 in groups by 2025.** As we enter 2024, our primary focus will be getting more people connected to our campus by increasing our invitational culture. We want to equip our attendees to invite boldly so those in their Little Iowas will find a No Matter church community to call home.

1,040 NEW CONTACTS 122 FAITH LINES 65 BAPTISMS 93 NEW MEMBERS

GIVING HOUSEHOLDS 881 ↗5% TOTAL REVENUE $3,013,000 ↘7%

Numbers reflect Jan-Dec 2023. % change is 2023 from 2022.

DECORAH 52101

Our 2023 project was more than a renovation; it was a six-month transformation of an old technology facility, and the results are stunning! We created a spacious and welcoming lobby, upgraded and reconfigured the worship center, and expanded the capacity of our Children's Ministry environments. We're looking forward to the opportunities our facility will provide to reach our part of Iowa. Last year, many new people became known by serving with the building project, Nordic Fest parade, Christmas Store, and worship team. **Eight people completed the membership process and became disciple makers in their Little Iowas.** As we enter the new year, we're excited about equipping people to serve purposefully, particularly in Facilities, Children's, and Guest Services ministries. We want to make Sunday mornings an amazing experience for new guests. We're also praying for God to connect us with some college interns next fall to serve in Family Ministry, Next Steps, and Worship & Production.

160 NEW CONTACTS 3 FAITH LINES 2 BAPTISMS 8 NEW MEMBERS

GIVING HOUSEHOLDS 60 ↘24% TOTAL REVENUE $215,300 ↘2%

Numbers reflect Jan-Dec 2023. % change is 2023 from 2022.

FORT DODGE 50501

In 2023, we created a simple process for new guests to make themselves known at events like Fall Festival and Ladies' Night Out so we could follow up, thank them for joining us, and invite them to check out PLC on Sundays. We also saw movement with groups. We hosted several small group leader trainings, and when we promoted groups on Sundays, we invited everyone in the room to fill out an interest card, noting if they were already in a group, wanted to switch, preferred a college group, or wanted to jump in for the first time. **As a result, we moved from 55% of our attendees in groups in the spring to 61% in the fall!** In 2024, we want to develop a culture of generosity to not only meet our budget needs but increase our reach in the Fort Dodge region and help launch No Matter campuses across Iowa.

518 NEW CONTACTS 16 FAITH LINES 32 BAPTISMS 24 NEW MEMBERS

GIVING HOUSEHOLDS 185 ↗7% TOTAL REVENUE $513,300 ↘2%

Numbers reflect Jan-Dec 2023. % change is 2023 from 2022.

GRINNELL 50112

We had great momentum with baptism in 2023! We talked about baptism more frequently in various contexts (at Membership classes, in Student Ministry, and on the weekends at least six weeks before each baptism service). **God used this to lead over 30 people of all ages to get baptized, which is the most we've had in years!** We started providing volunteers for concessions stands at school events, which has helped us feel more connected to our community. We also held a variety of campus-wide events throughout the year, such as worship nights, a bingo night, family game night, men's/ladies' nights out, etc., which brought an extra sense of community and helped people stay engaged with PLC. This year, our goal is for over 50% of our people to connect relationally. We plan to offer on-campus groups throughout the year and invest in leaders so they have the tools necessary to effectively lead small groups.

229 NEW CONTACTS 14 FAITH LINES 32 BAPTISMS 15 NEW MEMBERS

GIVING HOUSEHOLDS 136 ↘3% TOTAL REVENUE $417,100 ↗10%

Numbers reflect Jan-Dec 2023. % change is 2023 from 2022.

INDEPENDENCE 50644

Last year, we baptized 13 people, including five children! This was due in part to our campus's disciple makers investing in people - walking them through the discipleship path, helping them understand faith, and encouraging them to make their faith public through baptism when the time was right. **Our small groups ministry also grew by 25% in 2023.** We started a weekly men's group at Allerton Brewery, along with a couple women's groups, and many people jumped into Skeptic's Guide groups in the fall. We also hired Krista Hintzman as our Campus Coordinator last year, which was a huge win for our campus! This year, we're excited to make room for more at our No Matter church by adding a second service at 10:30AM. Our children's wings were bursting at the seams, and we can't wait to see how God uses this additional service to reach people who don't know Jesus yet.

164 NEW CONTACTS 6 FAITH LINES 13 BAPTISMS 16 NEW MEMBERS

GIVING HOUSEHOLDS 101 ↗1% TOTAL REVENUE $352,800 ↘5%

Numbers reflect Jan-Dec 2023. % change is 2023 from 2022.

NEW HAMPTON 50659

Groups are growing at our campus! **Last spring, we averaged 25 people in groups, and in the fall, we doubled to 53.** Small group leaders personally invited people to join their groups, a number of people jumped into Skeptic's Guide groups, and we offered our first on-campus group in November. In 2023, through your generosity, we intentionally invested in young leaders by hiring a ministry resident to lead Student Ministry and an intern to oversee Worship & Production, and their leadership is helping our attendees grow in their faith. Students are taking next steps towards God, and people encounter God each week through intentionally crafted worship services. In 2024, we want to fuel our small group growth by developing and equipping additional small group leaders and hosting more on-campus groups so newer guests have low-risk opportunities to try small groups.

129 NEW CONTACTS 5 FAITH LINES 10 BAPTISMS 6 NEW MEMBERS

GIVING HOUSEHOLDS 75 FLAT TOTAL REVENUE $238,300 ↘4%

Numbers reflect Jan-Dec 2023. % change is 2023 from 2022.

ONLINE prairielakeschurch.org/online

Last year, we were hard at work reimagining our digital strategy, including enhancing our online services. Our primary focus was to better engage and connect with those who are at the early stages of the discipleship path (not interested or spiritually curious) and guide them toward meaningful connections at a physical campus. These changes include highlighting our campuses during the online service by recording worship on Sundays with local campus teams, more intentional marketing efforts, and better aligning our online and in-person strategies. As a result of these changes, we'll be tracking different metrics that better represent our target audience, so you'll notice updates to this section later this year.

14 NEW CONTACTS 2 FAITH LINES 0 BAPTISMS 0 NEW MEMBERS

GIVING HOUSEHOLDS 10 TOTAL REVENUE $45,700

Numbers reflect Jan-Dec 2023. % change is 2023 from 2022.

OSAGE 50461

In 2023, we saw substantial attendance growth at our weekend services, with new and returning guests each week. Many of these people are making themselves known! **Our monthly First Step gatherings have resulted in guests becoming more connected to the life of the church, and several started serving and getting connected in small groups.** Looking forward to 2024, we are aiming to reach more young families in our community through events designed to appeal to that demographic such as our annual Easter egg hunt. Due to several staff transitions, we're actively searching for an Associate Campus Pastor of Families to round out our staff and lead our teams. We're excited about the capacity this role will give us to impact our part of Iowa.

266 NEW CONTACTS 18 FAITH LINES 13 BAPTISMS 16 NEW MEMBERS

GIVING HOUSEHOLDS 131 ↘7% TOTAL REVENUE $420,700 ↘10%

Numbers reflect Jan-Dec 2023. % change is 2023 from 2022.

ALL CAMPUSES

2,520 NEW CONTACTS*

186 FAITH LINES

167 BAPTISMS

178 NEW MEMBERS

GIVING HOUSEHOLDS

1,582 FLAT

TOTAL REVENUE

$5,218,200 ↘ 3%

Numbers reflect Jan-Dec 2023. % change is 2023 from 2022.
*New person recorded in our database

PRAIRIE LAKES CHURCH
EXISTS TO LAUNCH CAMPUSES
ACROSS IOWA WHERE

NO MATTER

WHO YOU ARE
WHERE YOU'VE BEEN
WHAT YOU'VE DONE OR
WHAT'S BEEN DONE TO YOU

GOD LOVES YOU

AND YOU CAN LOOK
FOR GOD HERE

prairie lakes
CHURCH

PRAIRIE LAKES CHURCH

20 IA 23

ANNUAL REPORT

It's been quite a year, PLC family. Quite a year.

If 2023 were a newspaper, the headline on the front page would probably be some clever succession-related phrase (most likely having something to do with a baton or a torch) that'd make your eyes roll.

But 2023 wasn't a newspaper. It was a year—a year in which we saw significant movement, milestones, challenges, and opportunities. Let's start with something more recent and more encouraging:

We held 24 Christmas Eve services at our campuses this year—and 91 people told us they personally stepped across the Faith Line and started following Jesus. **91 people!**

That's 91 moms and dads, sons and daughters—now a part of the family of God because Jesus came, God moved, you prayed and invited, and they responded.

We also saw record numbers of people Connect Relationally in small groups last year—especially this past fall in our *Skeptic's Guide to the Bible* series and in student ministries. Similarly, record numbers of people took a step into membership at PLC in 2023. Voting on the new Lead Pastor was a nice incentive, for sure, but we also took the opportunity to refresh that step as a commitment to live as No Matter followers of Jesus. Some great stories came out of all of these.

But, we're also facing some pretty significant challenges as we head into 2024. For a few reasons we know, and probably some we don't, we suffered a substantial shortfall in projected giving last year. And while we shaved down our expenses considerably to offset, it's very likely we'll dip into our reserves and look at how we can continue to save heading into this year and beyond. Those conversations are always necessary, always painful, always risky...and always part of being good stewards of the mission, people, and resources God has entrusted to us. We'll continue trusting him.

As we move into 2024 with all of its challenges and opportunities, we have every reason to keep praying, trusting, and giving generously to reach Iowa with No Matter churches and followers. That reason has always been and will always continue to be Jesus—who he is, what he said, what he did, and what he told us to be about until he returns.

It's a privilege to serve and pastor you. Thanks for all you did with us and for us in 2023.

JESSE TINK, LEAD PASTOR