



Multiplier: It's In You!

“All authority in heaven and on earth has been given to me. Therefore go and make disciples of all nations, baptizing them in the name of the Father and of the Son and of the Holy Spirit, and teaching them to obey everything I have commanded you. And surely I am with you always, to the very end of the age.”
 (Matthew 28:18-20)

We're on the verge of something very big.

A new wave of leaders is rising—discontent with the status quo and driven by a vision of a Church that moves, multiplies, and transforms. When we equip leaders to multiply, we're not just planting churches—we're impacting communities, cities, and nations...bringing transformation to your streets, your schools, your family.

This is also why NewThing officially joined Exponential. We're choosing Kingdom over Castle, believing we can do far more together to advance the **16% Mission**.

Now, as this movement grows, we need more partners who will help bring this vision to life. Together, we can invest in what's next for the Church.

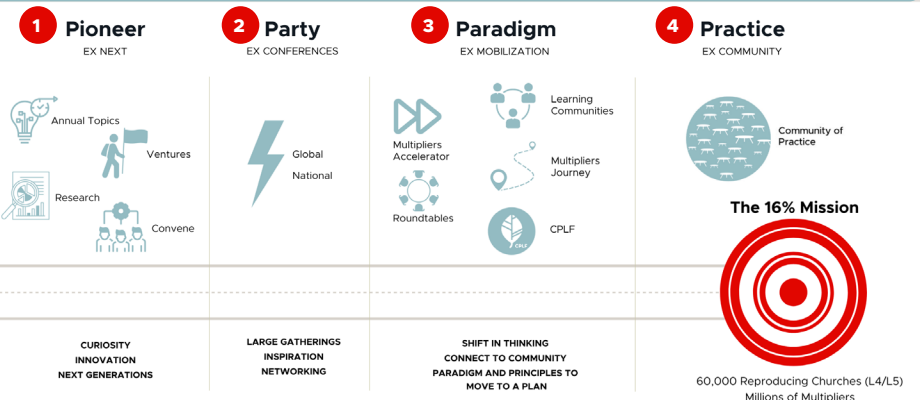
Our Mission

We are dedicated to igniting a transformative movement of healthy, reproducing faith communities across the United States. Our goal is to inspire and equip at least 60,000 multiplying churches which represents **16%** of the churches in the country. We believe reaching this number is the tipping point for a widespread church planting movement. Our **16% Mission** aligns with the fulfillment of the Great Commission, as we strive to ensure that every person has the opportunity to know Jesus as their Lord and Savior. To achieve this, our strategy involves:

- 1** Creating awareness among church leaders through Exponential NEXT (Pioneer) initiatives that sparks curiosity about the future of the church through research, development and innovative church practices.
- 2** Welcoming them into our community with a cause by hosting conferences (Party) to inspire leaders to embrace their roles as healthy disciple-makers focused on multiplication rather than mere addition.
- 3** Implementing initiatives to equip and mobilize Multipliers by shifting from addition-focused thinking to active church multiplication (Paradigm), using transferable principles to reproduce disciples, leaders, and churches
- 4** Helping accelerate the multiplication dream of Practicing Multipliers through convening, connecting, and championing their leadership for more and better reproducing and multiplying churches.

Success toward the **16% Mission** is measured every three years by assessing the number of healthy disciple-making leaders, church planting networks and churches who are actively reproducing and multiplying across the nation.

How We Achieve Our 16% Mission



Why now?

The Church in the U.S. is facing a significant decline in attendance and trust, which means fewer people are experiencing the hope of Jesus.

Ninety-five percent of churches lack a disciple-making culture. Pastors are stretched thin, burned out, and struggling to maintain healthy leadership inside unhealthy, ineffective operating systems. Denominations and networks feel the strain of dwindling leadership pipelines and a lack of new church plants.

Up to 10,000 churches in the U.S. close each year, while new plants lag behind at a 3-to-1 deficit. Church planting is the most effective way to spread the Gospel. **Today, only 7% of churches are reproducing.** That's not enough.

We believe there's a better way.

We must return to the roots of the early Church—where disciples make disciples and churches plant churches. This is the heart of the Jesus Mission: the Great Commission, the Great Commandment, and the Great Collaboration working together to advance God's Kingdom.



At Exponential, we've launched the **16% Mission**—a bold goal to see 16% of U.S. churches become reproducing churches. Why 16%? Because research shows that once a tipping point of 16% is reached, movements shift from addition to multiplication—and momentum becomes unstoppable.

The 16% Mission is not just about spiritual growth, it is about human flourishing.

A Harvard University study found that regular participation in a faith community is strongly linked to higher life satisfaction, better mental health, and even longer life expectancy. When the Church is healthy and multiplying, it transforms not only souls but entire lives and communities.



Reaching 16% of U.S. churches reproducing isn't just a dream—it's a strategy.

We believe God is calling us to a bold, Spirit-led vision — to see 16% of churches in North America become multiplying, disciple-making churches. This is more than a goal; it's a tipping point that could transform the spiritual landscape of our nation. Jesus prayed in John 17 that His followers would be one, so that the world would know Him—we call this the Great Collaboration. To get there, it begins with training 60,000 reproducing churches and establishing 12,000 local networks. Networks are small groups of 4–8 churches who choose Kingdom over castle, becoming friends on mission to make more disciples and start more new churches together. Only by God's power—and only together—can we see these networks multiply until the love of Jesus reaches every man, woman, and child in the U.S. and beyond. The time is now—let's link arms and join Him in this movement. This is how we move from 7%... to 16%... to a Gospel movement that transforms entire communities.

Exponential is uniquely positioned to address these challenges and catalyze a movement of multiplication. By building upon our trusted reputation, we are able to convene leaders from across networks, denominations, and generations. Our

multiplication frameworks give leaders fresh language and new imagination and vision for what's possible, inspiring them to dream bigger and aim higher for Kingdom impact. We offer tools, resources, and environments that don't just educate but transform, equipping leaders to connect, collaborate, and act.

Additionally, this is a crucial moment for the global church and U.S. to unite—learning from one another, leaning on each other, and working together to build strategic leadership, sustainable churches, and a worldwide movement. Advancements in technology and the growing community of multipliers makes this a pivotal moment to expand learning communities, strengthen denominational ties, and engage the next generation in church planting. Ultimately, the goal is to see God's Kingdom advance through personal and community transformation, with the local church playing a vital role both in the U.S. and worldwide.

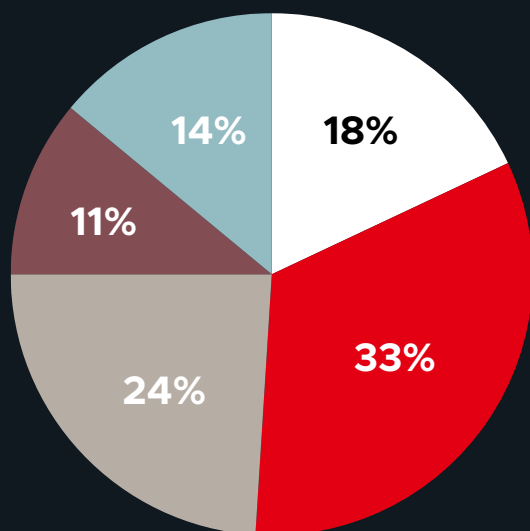
There's an urgent opportunity for greater collaboration.

Every dollar you give helps us train more leaders, resource more networks, and move closer to the tipping point where multiplication becomes the norm—not the exception. Your partnership now will help shape the future of church multiplication and inspire others to invest in this movement.

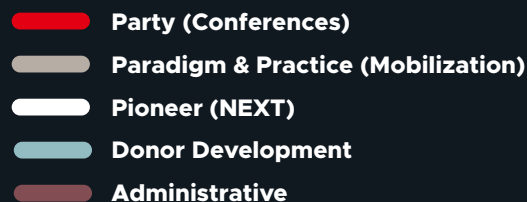
Goal + Initiatives

Our goal for the 2025–2026 fiscal year is \$5 million. Our fiscal year runs July 1–June 30. With projected revenue from events and various training environments reaching \$3 million, we're looking to generous partners to help us bridge the remaining \$2 million gap.

This funding is essential to sustaining a healthy team, supporting our core budget, and launching high-impact initiatives both in the U.S. and around the world through our global partners.



Percentage of Expenses per Ministry Area



Every person has a part to play in the mission of multiplication. Your generosity helps us deepen our impact and equip more leaders to multiply disciple-makers and plant churches.

Your investment directly supports:

- Equipping churches, networks, and denominations to become Multipliers
- Raising up young and emerging leaders
- Launching Exponential International to support global partners
- Researching and innovating new, diverse expressions of church
- Keeping training, tools, and conferences affordable for planters and leaders

When you give, you're not just funding programs—you're fueling a movement. A movement that multiplies leaders, churches, and the Gospel in places that need it most.

Let's move the mission forward—together.

Steps Next

- 1 Pray. Ask God what He would ask you to give. Allow Him to guide you on this journey as we seek to achieve greater Kingdom impact together.
- 2 Give. Be one of the first to give. Help us achieve the 16% mission.
- 3 Invite others. Tell others in your sphere of influence about how they can be a part of the greater things God has called us to.

Let's Multiply the Movement - TOGETHER!

We invite individuals, families, churches, organizations, and foundations to join us in fueling the 16% Mission—to see a tipping point of churches reproducing and multiplying across the U.S. and beyond.

There are several ways you can come alongside this movement:

- **FRIENDS ON MISSION** – Individuals and families who give generously to advance the mission of multiplication.
- **CHURCH & DENOMINATION PARTNERS** – Churches, networks, and denominations investing to build a culture of multiplication across their communities.
- **ORGANIZATIONAL PARTNERS** – Businesses and nonprofits that believe in the power of Kingdom collaboration and choose to contribute financially.
- **GRANTS & FOUNDATIONS** – Funding partners who align with our vision and help expand our reach through strategic financial support.

No matter the size or source, every gift is a catalyst—empowering leaders, resourcing innovation, and multiplying the hope of the Gospel.

Ways to Give

- 1 exponential.org/give
- 2 **Mail checks to:**
Exponential
302 N 8th St
Carolina Beach, NC 28428

EXPONENTIAL⁷

Or for other ways to give, please
contact us at give@exponential.org