



Manhood God's Way

BetterMan Impact Report





Grateful

I love words – you could almost say I live for words. Writing this Impact Report and reflecting on what God has done over the last five years through BetterMan had me searching for the right word. Awe and gratitude weren't heavy enough; they felt *temporary*.

That's when I came across 'gramercy.' Gramercy is the constant state of being thankful.

At BetterMan, we are experiencing gramercy. Every month. Every week. Every day, we hear story after story of lives being transformed. Men experiencing clarity. Men finding community. Marriages restored. Relationship repaired. Families saved. And this is all possible because of you. Generous donors. Ardent advocates. Passionate pastors. Men and women who know if you want to make the world better, you must win the hearts of men. Everything changes when you give a man clarity & community.

As you reflect on this report, I pray the contents encourage you. 10,000 studies launched in all 50 states and 80+ countries. Countless men, homes, and churches impacted.

I hope the contents inspire you. As we celebrate where we have been, we look forward with great expectation to where God is leading. And we can't wait to join Him there.

And, Lord willing, as you read and reflect, I pray you get to taste what we experience every day... *gramercy*.

Grateful,



Dr. Chris Harper
BetterMan Chief Storyteller
& CEO

Giving Men What They Need Most: Clarity & Community

1 CORINTHIANS 16:13

Be watchful, stand firm in the faith, act like men, be strong

MEN ARE CONFUSED

“You can’t become what you can’t define” is the mantra that continues to fuel our efforts at BetterMan. Over the last 35 years we’ve seen a generation of young men grow up without the presence and influence of their fathers [41%].¹ Many more men grew up with a father who was present but mentally, emotionally, and spiritually absent, leaving their sons wounded and confused.

MEN ARE LONELY

The Surgeon General of the US recently reported that the #1 killer of men is not heart disease or cancer, it is **loneliness and isolation**. Men make up less than 50% of the population but account for more than 80% of all suicides.²

CULTURE IS WINNING

Predominant culture in the 1970’s said “I don’t need a man. In the 1990’s it was “I don’t want a man.” Today, we are asking “**what is a man?**”

JESUS IS THE PERFECT MAN

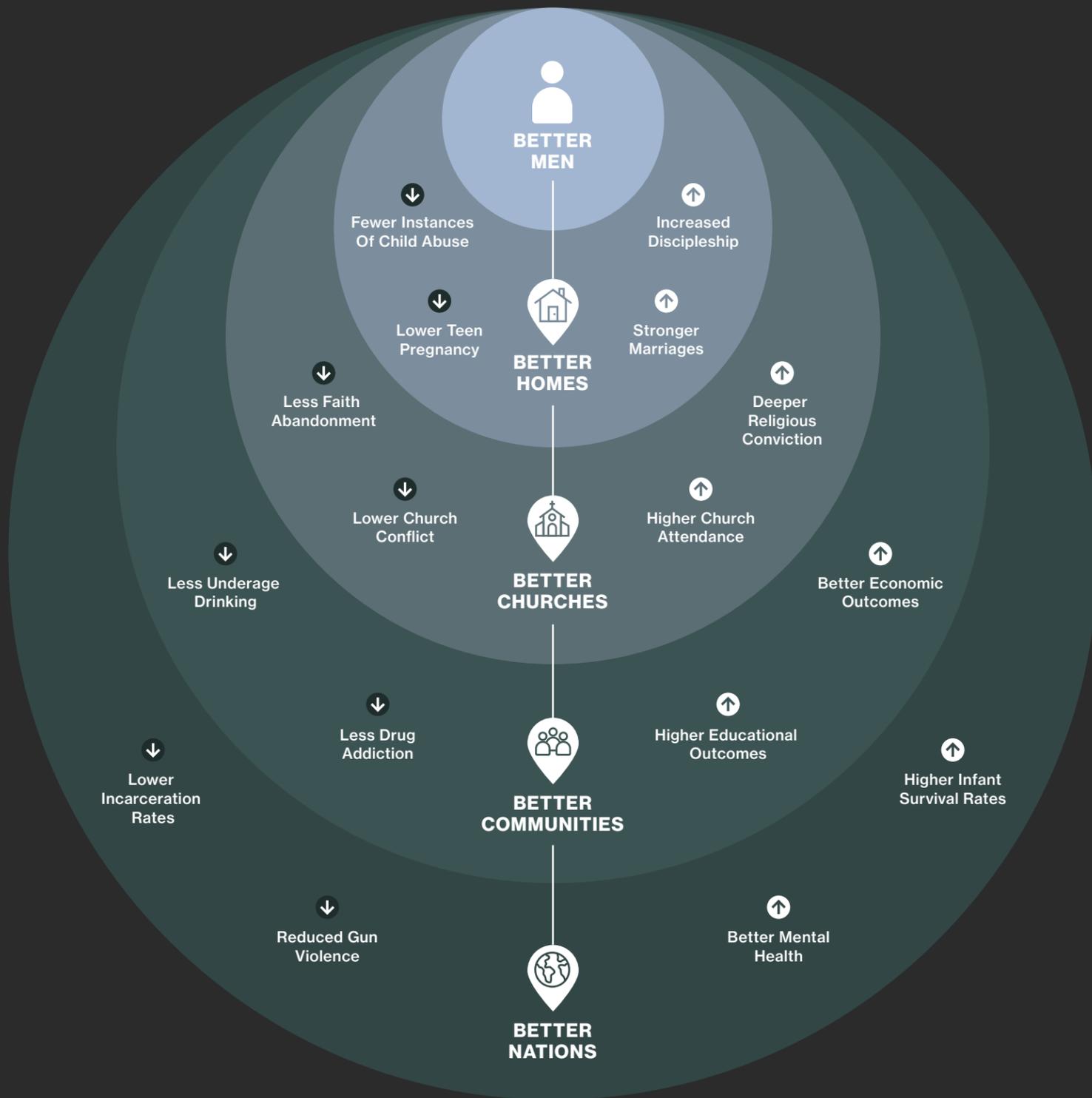
We do not have to reinvent manhood. We just have to reclaim it. **God gave us the picture of the perfect man in His Son**, King Jesus. With the Bible as our guide, and Jesus as our aim, we are not [just] training up better men, we are training up godly men.

FIGHTING TWO BATTLES

We must give men the two things they need most in this life: God’s design and definition for manhood and the brotherhood of other men to journey with. **Give a man clarity and community and he’ll win the fight.**

1. The Next America, Pew Foundation [Paul Taylor] 2014, p. 114
2. <https://www.usatoday.com/story/news/factcheck/2022/12/06/fact-check-men-accounted-80-us-suicides-2021/10838683002/>

Biblical Manhood's Ripple Effect



Information from various sources: the U.S. Census Bureau, National Fatherhood Initiative, et. al.



Reclaiming Biblical Manhood Is High Yield Investing

BETTERMAN IS A FORCE MULTIPLIER

The world knows what God already told us: manhood matters. There are few things that the secular and sacred worlds agree on. Yet, both agree, when men are better, everything is better.

When men are better, homes are safer. Churches are stronger. Cities thrive. When you invest in God's design for manhood, you're setting in motion a far-reaching cascade of positive effects.

We still live in a sin-soaked world. The spiritual battle will only end when Jesus Christ returns! Yet, we can fight wisely by investing our time, energy and resources where it yields long-term, exponential returns.

The ripple effect is massive.

6 in 10 Men

Find deep, meaningful **friendships**

8 in 10 Men

Experience **stronger marriages** [many are restored] and are better prepared to lead their families.

8 in 10 Men

Experience a **deeper faith and closer walk with God** [some men report coming to faith through BetterMan!]

93% Of the Time

When a man is first to lead spiritually in the home, **the rest of the family comes to faith**

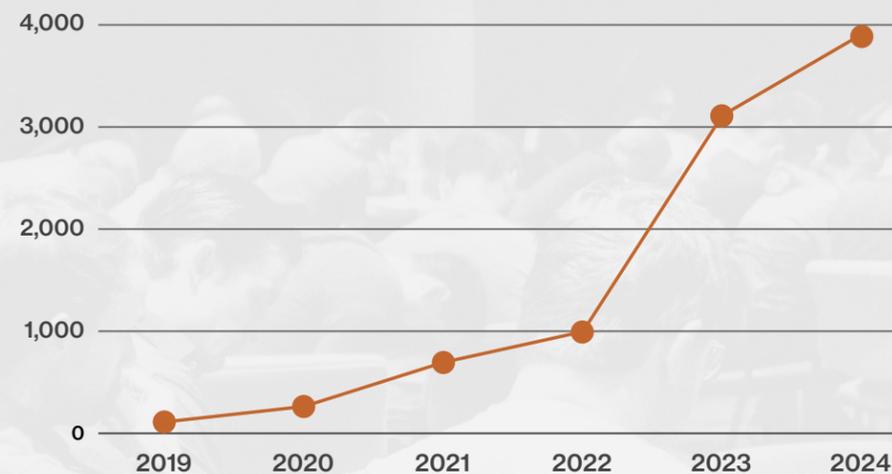
According to our most recent survey data, men who experience BetterMan

Impacting Men Around The World

“ For every study launched, 33 men [on average] receive God’s design for their lives and the life-giving community of other men. For less than \$8 per man, we can give every man what he needs most: clarity & community. Is there a better Kingdom investment? Reach the hearts of men and you can change the world.

– DR. CHRIS HARPER, BETTERMAN CHIEF STORYTELLER

STUDIES LAUNCHED EACH YEAR:



[10,000+ STUDIES SINCE 2019]

IMPACT SINCE 2019:



WEBSITE

600,000+ users



STUDIES LAUNCHED

10,000+ in 50 states and 80+ countries



PODCAST

230,000+ Lifetime Downloads



NEWSLETTER

12,000+ Subscribers



DAILY DEVOS

11,000+ Daily Readers

“ Because of BetterMan, I am more dedicated to being a better son, brother, husband, father, and overall better man.

– TIM (NEW YORK)

COST PER STUDY LAUNCHED IN THE LAST 24 MONTHS:

$\frac{7,200 \text{ STUDIES}}{\$1.8 \text{ MIL SPEND}} = \250 PER STUDY

We seek to steward our resources well by operating efficiently. We will continue to measure our men reached and strive to be a best-in-class ministry in this regard.

“ BetterMan has empowered me to be the man I was created to be.

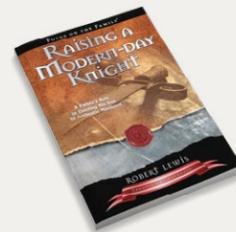
– CHRIS (MISSOURI)

Resources Released To Build Momentum

With God’s leading, we’ve expanded our content offering at key moments along our journey. He has guided us to launch new biblical tools in a sequence that has built momentum. Most of our content is “evergreen” in nature. After it’s released, it continues equipping men over time with minimal or no increased cost to deliver.

KEY

-  One-time Creation
-  Requires Ongoing Creation
-  Expansion Focus

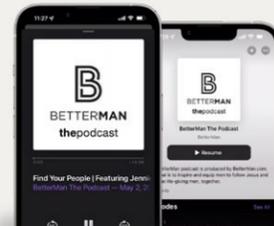


2018
Robert Lewis [How to Raise a Modern Day Knight & Men’s Fraternity] decides to “run it back” and reach the next generation of men.

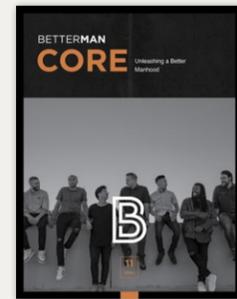


BETTERMAN

2019
BetterMan officially launches. The journey begins...



2020
The BM Podcast Launches



2020
The BM Core Content (11-Weeks) Launches



2022-2023
BM Releases “The State of Manhood,” “Bible App Reading Plans,” and “BetterMornings Daily Devo” to serve men & the local church

rightnow MEDIA.



2024
The BM Defined Content (20-Weeks) Launches and is featured on Right Now Media



BETTERMAN
Champions

2024 & Beyond
BM to Launch Champions Program

BM To Launch National Champions Gathering





We Help Men Become The Man God Has Called Them To Be

WORKING ON THIS GENERATION, FOR THE NEXT

At BetterMan, we strengthen and equip homes, churches, and communities by showing men God's design for their lives. With 30+ weeks of video and small group curriculum, we point the way: showing men God's design for manhood and masculinity.

In the last 24 months, 7,200+ BetterMan studies have launched in over 80 countries. These studies are not just a solution but a beacon of hope, giving men what they need: God's design for their lives and life-giving community.

“ BetterMan has encouraged me to be more intentional with my wife and kids. To be more intentional in my time with God. To get serious about this thing called manhood and not be a passive man!
- NICK (TEXAS)

MEN WHO UTILIZE OUR RESOURCES GO FROM:

- Losing → Leading
- Drifting → Discipling
- Ambivalent → Caring
- Angry → Peaceful
- Abdicating → Engaged
- Confused → Equipped
- Intimidated → Empowered
- Passive → Active
- Distracted → Focused
- Withdrawn → Communicative

“ BetterMan has given me the definition of a godly man, which is perfect timing as I am getting closer to proposing to my girlfriend!
- DYLAN (LOUISIANA)

“ BetterMan has helped change my husband. I'm not sure what you are doing, but please, keep doing it.
- ALLY (INDIANA)

“ BetterMan has helped me feel more confident in my future and leading my future family.
- STEVEN (GEORGIA)

“ BetterMan has challenged me to be more intentional about studying my Bible. I've learned that I do not have to be perfect but must give God my best, not my last.
- DUSTIN (TENNESSEE)

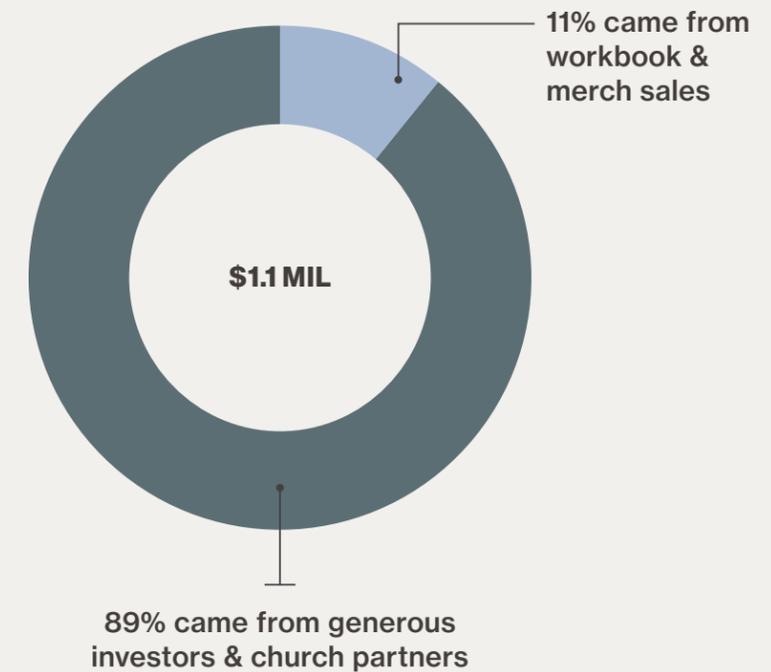
Stewarding God's Gifts

1 CHRONICLES 29:12

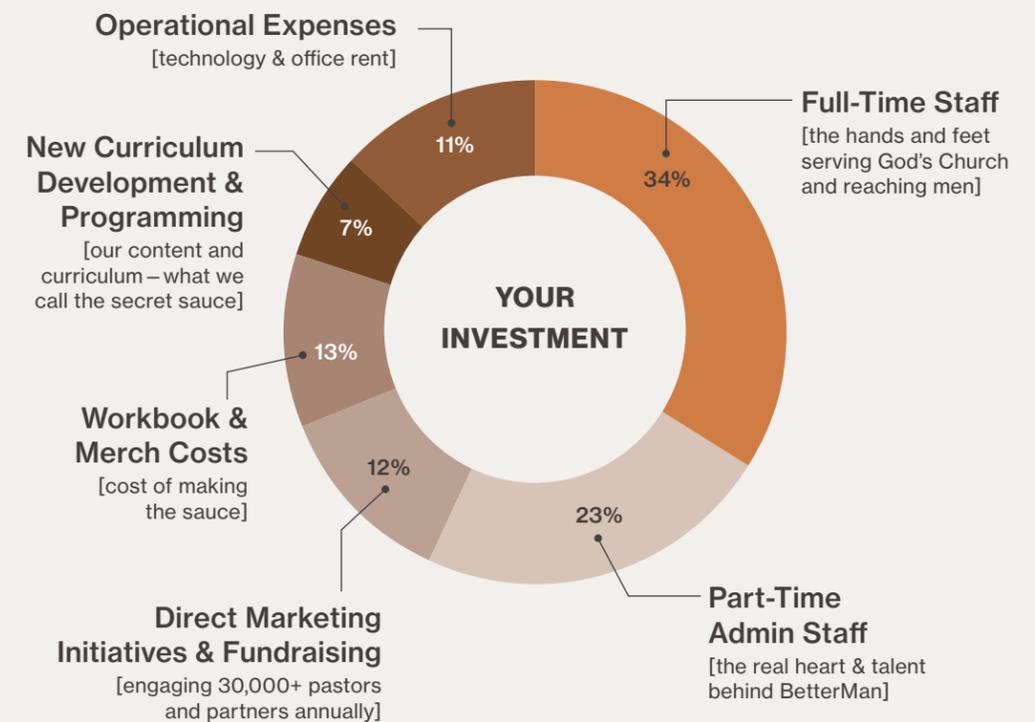
Wealth and honor come from you;
you are the ruler of all things.
In your hands are strength and power
to exalt and give strength to all.



BETTERMAN INCOME



BETTERMAN BUDGET





For the King

By God’s grace, and with your provision, BetterMan aspires to reach 30,000 churches and 1,000,000 men in the next 3 years.

01



EXTEND OUR IMPACT THROUGH CHAMPIONS

We have deep relationships with men across the globe. Additional funding would allow us to catalyze these relationships to launch more studies and reach more men in a streamlined and efficient manner:

- **BetterMan Regional Hubs**
Identify, Inspire, and Equip Regional Champions
- **BetterMan International Hubs**
Identify, Inspire, and Equip International Champions
- **National Champions Gathering**

COST: \$1.2MIL

02



STRENGTHEN CHURCH SUPPORT

CHURCH LAUNCH TOOLBOX
Continue to create resources and tools that will support churches as they seek to engage men

CHURCH COACHING
Support Church leaders with wisdom, advice, and best practices as they seek to engage men

NATIONAL PASTOR/ MEN’S LEADER EQUIPPING CONFERENCE

COST: \$750K

03



GROW OUR BIBLICAL MANHOOD LIBRARY

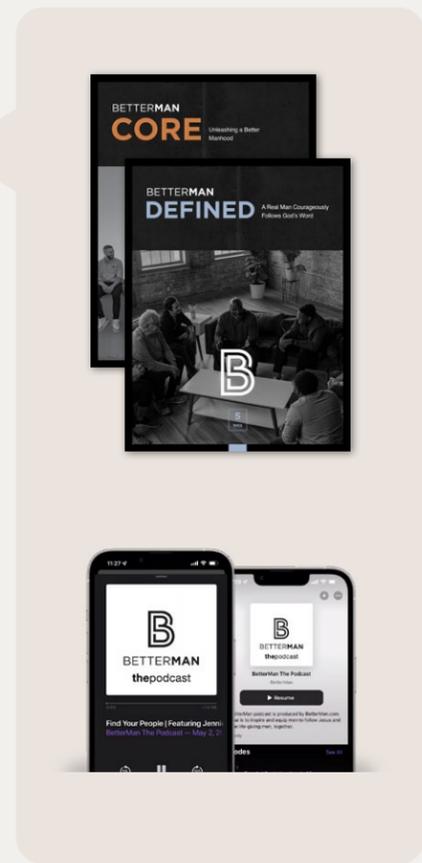
DIGITAL VIDEOS & CURRICULUM
Augment existing courses into five different languages using AI technology.

PARTNER ENGAGEMENT
Rapidly expand our YouVersion & Right Now Media partnerships

MANHOOD TRADE BOOK
Write and Publish a leading work on Biblical Manhood & Masculinity

PODCASTS
Create more BetterMan Movement episodes and a brand-new show that helps young men thrive in the 21st Century

COST: \$800K



04



ACCELERATE DIGITAL ENGAGEMENT

We have a strong digital engagement approach. With added investment, we could significantly expand our efficacy and digital reach through:

- **Web Platforms**
Continue to leverage SEO & explore A.I. technology
- **E-mail Automation**
Maximize Hubspot technology through customized engagement pathways
- **Social Media**
Engage men & invite them into our channels
- **Group Messaging Tools**
Curating community through tailored messaging

COST: \$750K

Would You Consider Partnering With Us?

The high-leverage opportunity to affect men is right before us. BetterMan is well positioned to tackle it, but only with your help. We would humbly but boldly ask you to consider partnering with us to accelerate our impact. There are several ways you can do this.

PRAY

Jesus said, "the harvest is great but the workers are few..." (Matt 9:37). Join with us in praying for workers around the world.

SHARE

Perhaps you know someone who could use our resources. Your pastor? A men's minister or leader of other men? You can send this document, point them to our website, or connect us to them directly by email at info@betterman.com

GIVE

Invest in reaching men by financially partnering with us. You can do this through a one-time donation, a stock gift or ongoing monthly support. We will strive to steward your gift well and maximize the return on your investment. Give now at www.betterman.com/donate or scan the code.



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BETTERMAN

Giving Men What They Need Most:
Clarity & Community

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