



CORAC

*Leader
Summit*

WEDNESDAY, SEPTEMBER 17, 2025



**Rediscovering purpose.
Reigniting impact.**



LEADER SUMMIT

Focus topics

Leadership

A discussion on leader performance, development, and acquisition strategies.

Strategy and Vision

A review of our overall vision, current goals and progress.

Member Base Analysis and Trends

A discussion on the impact of events, shifting behaviors and sentiments, new member behaviors, and understanding how to adapt and find new growth opportunities.

Operational Updates:

Review of key project updates, performance metrics, and operational challenges.

Major Wins and Losses:

A celebration of successes and analysis of failures in order to learn from them and adapt accordingly.





GREETINGS

From the Executive Director

September 17, 2025

Greetings friends, and thank you for being a part of the CORAC leadership team.

In times that are increasingly challenging and complex, the importance of our mission as a grassroots organization dedicated to defending the traditional values of faith, family and freedom, has never been clearer.

Our theme, ***“Rediscovering purpose. Reigniting impact,”*** underscores an important point as we endeavor to rebuild the City of God together to fulfill our mission. It is a significant struggle at present, with some significant factors working against us. That is why it is vitally important for CORAC to provide leadership development opportunities like this Summit for members and allies. Over the course of this and subsequent summits, you will have the opportunity to learn, teach, share, and collaborate with your peers.

When applied, the knowledge, skills, and tips you learn at these Summits will better position you to confidently lead and advance our common goals.

I invite you to engage deeply, whether during a Summit session, or through any of the channels and events that connect us. I also challenge you to make a firm commitment to your leadership development, including making a plan to assess your growth and concrete ways you will utilize your skills.

Throughout the Summit sessions, and beyond, you will be asked to provide feedback. We value your input and will use it in our design of future experiences.

All my love in Christ,

“Life is never made unbearable by circumstances, but only by lack of meaning and purpose.” – Viktor Frankl



LEADERSHIP

A skill anyone can develop

Leadership at CORAC is a mindset fueled by the heart. It's a skill anyone can develop, involving traits like strong communication, decision-making, and empathy, to empower others and navigate challenges effectively.

KEY ASPECTS

Influence and Guidance

Leaders influence people to follow them, providing a clear vision and a plan to move toward a collective purpose.

Goal Achievement

The ultimate aim of leadership is to achieve shared objectives or goals that individuals could not accomplish alone.

Motivation and Empowerment

An effective leader inspires and motivates their team members, helping them to develop their skills and reach their full potential.

Communication

Clear and empathetic communication is essential for understanding team dynamics, aligning people, and fostering a collaborative environment.

Decision-Making:

Leaders make sound and sometimes difficult decisions, creating achievable goals and providing the necessary tools and knowledge for success.

Adaptability

Leaders must be adaptable and willing to adjust to changing environments and circumstances, demonstrating resilience in times of crisis.

In these challenging times of rapid change and uncertainty, we thrive by empowering our members -- from all walks and stages of life -- to humbly take an active role in our mission. Now is the time to take responsibility for the gifts God entrusted you with, use them for the benefit of others, and trust that God will multiply your effort to help reap an abundant harvest. In short, acknowledge God, take the next right step, and be a sign of hope to those around you.



LEADERSHIP

What type of leader are you?

Are you the sort that clocks every move of those in your care? Or maybe you're cool, calm, and collected, leaving others to their own devices. Each of us approaches leadership in our own way or perhaps in a way that we've been instructed or taught. Like our personality, our leadership style holds a lot of weight in the way we inspire and motivate the people who look to us for guidance.

Are you curious about what type of leader you are? Visit <https://corac.co/quiz/> to take the quiz that follows and get your results within 24 hours.

TAKE THE QUIZ

How are decisions made in your group?

- Everyone is empowered to make decisions if they serve our goals.
- I make the final decisions, but I accept a lot of input from my team.
- I have the final say over decisions made within my group.
- I let group members make their own decisions.

Do you consider suggestions made by others in the group?

- All the time! I tend to rely on the group to decide our direction.
- Rarely. I don't have time to worry about other people's ideas.
- Yes. Group participation and full commitment is essential.
- Sure, but I retain the final say over major decisions.

How do you tend to give marching orders to others?

- I give orders, but always to ensure the team knows the purpose of those orders.
- I tell group members what to do, how to do it, and when I want it done.
- I don't really like to give orders. I just let people do their thing.
- I provide direction, but also offer support and accept feedback from the team.

What are the ideal next steps when a group member makes a mistake?

- They need to be reprimanded and, if necessary, sidelined.
They need supportive feedback and additional guidance.
They learn from the mistake and end up stronger for it.
They can figure out how to resolve it on their own.



LEADERSHIP

How much do you monitor members of your group?

- I check in once in a while and let them know I'm available if they need help.
- I carefully watch them to make sure they are performing tasks properly.
- I maintain regular communication to make sure everyone is feeling valued/productive.
- I leave them alone. They usually know more about their job than I do.

Which best describes your approach to motivating team members?

- People are most motivated by clear rewards and punishments.
- I find ways to inspire my team to keep them fully engaged.
- I'm not a life coach. People should be able to motivate themselves.
- People are more motivated when they feel involved and valued.

Group members are most motivated by...

- A need for participation.
- A need for independence.
- A need to reach goals.
- A need for security.

When things go wrong, how do you tend to respond?

- I look for ways that failure can inspire positive transformation.
- I expect others to solve the problem. I'm only one person after all.
- I like to ask others for help with ideas and solutions.
- I prefer to figure things out on my own.

How do you want the people in your group to feel about their role?

- Like they have a clear list of tasks that need to be accomplished.
- Like they are inspired to contribute to the bigger picture.
- Like they are fully in control of their own work.
- Like they are always involved in things and can add something to the group.

Leaders can succeed by...

- Stimulating participation toward a shared goal.
- Leaving people alone to do their thing.
- Making sure everyone is contributing.
- Giving clear orders.



LEADERSHIP

The best decisions are made by...

- The people in the trenches doing the work.
- A strong leader who projects.
- In service of the team's overall mission.
- Combining everyone's ideas to reach a consensus.

How do you assign duties to your team?

- I match everyone's role to the tasks that will inspire them the most.
- I don't set specific expectations. I trust things will get done.
- I give very direct instructions, expectations, and a periodic to-do list.
- I let members of the team know what needs to be done.

"The two most important days in your life are the day you are born and the day you find out why." – Mark Twain



LEADERSHIP

Assess. Understand. Adjust.

There isn't one single "best" leadership style. The most effective approach depends on various factors such as the specific situation, the team's dynamics, and the task at hand. Instead of a one-size-fits-all solution, leaders should adapt their style to the context and their team's needs. Here are some common styles:

Transformational Leadership

- Focus: Inspiring and motivating teams to embrace change and strive for ambitious goals.
- When it works: Ideal for organizations needing to innovate, adapt, and grow.
- Key traits: Visionary, inspiring, encouraging.

Servant Leadership:

- Focus: Prioritizing the needs of the team and organization, fostering a positive culture.
- When it works: In teams that value collaboration, mentoring, and long-term growth.
- Key traits: Empathetic, attentive, focused on team development.

Participative/Democratic Leadership:

- Focus: Encouraging team input and collaboration in decision-making.
- When it works: Builds trust, fosters engagement, and leverages diverse perspectives.
- Key traits: Inclusive, collaborative, values team input.

Coaching Leadership:

- Focus: Developing individual team members' strengths and potential.
- When it works: When individual growth and skill development are priorities.
- Key traits: Supportive, growth-oriented, focuses on individual potential.

Laissez-faire Leadership:

- Focus: Providing autonomy and relying on the team's expertise.
- When it works: With highly experienced and self-motivated teams.
- Key traits: Hands-off, delegative, trusting of team capabilities.

Situational Leadership:

- Focus: Adapting leadership style based on the specific situation and team needs.
- When it works: In dynamic environments where flexibility is crucial.
- Key traits: Flexible, adaptable, responsive to changing circumstances.

The most effective leaders are those who can assess the situation, understand their team's dynamics, and adjust their approach accordingly.



LEADERSHIP

Role of a medieval prince

Representing the People:

Princes acted as a focal point for national pride and unity, representing stability, continuity, and the importance of service to their people.

Chivalry and Magnificence:

The warrior culture of chivalry, alongside the need for a prince to display magnificence and hospitality, fostered bonds within the noble class and with other ruling houses.

Governance and Stewardship:

Princes were educated in administrative skills, estate management, and other aspects of running a territory.

Diplomacy and Politics:

Education included the art of diplomacy, an understanding of political systems, and the ability to conduct foreign relations.

Courtly Conduct:

They were trained in manners, etiquette, music, and literature, preparing them for life at court and the responsibilities of leadership.

Defense of the Realm:

A prince was responsible for defending their lands and people from both internal strife and external threats.

Maintaining Social Order:

This included administering justice, keeping crime at a minimum, and ensuring the welfare of their subjects.

Upholding Faith:

In a predominantly Christian Europe, a prince had a duty to defend the faith, which often involved supporting the Church and founding monasteries.

Administration and Governance:

Princes managed the budget, processed requests, and oversaw the administration of their territory, often with extensive power over their subjects.

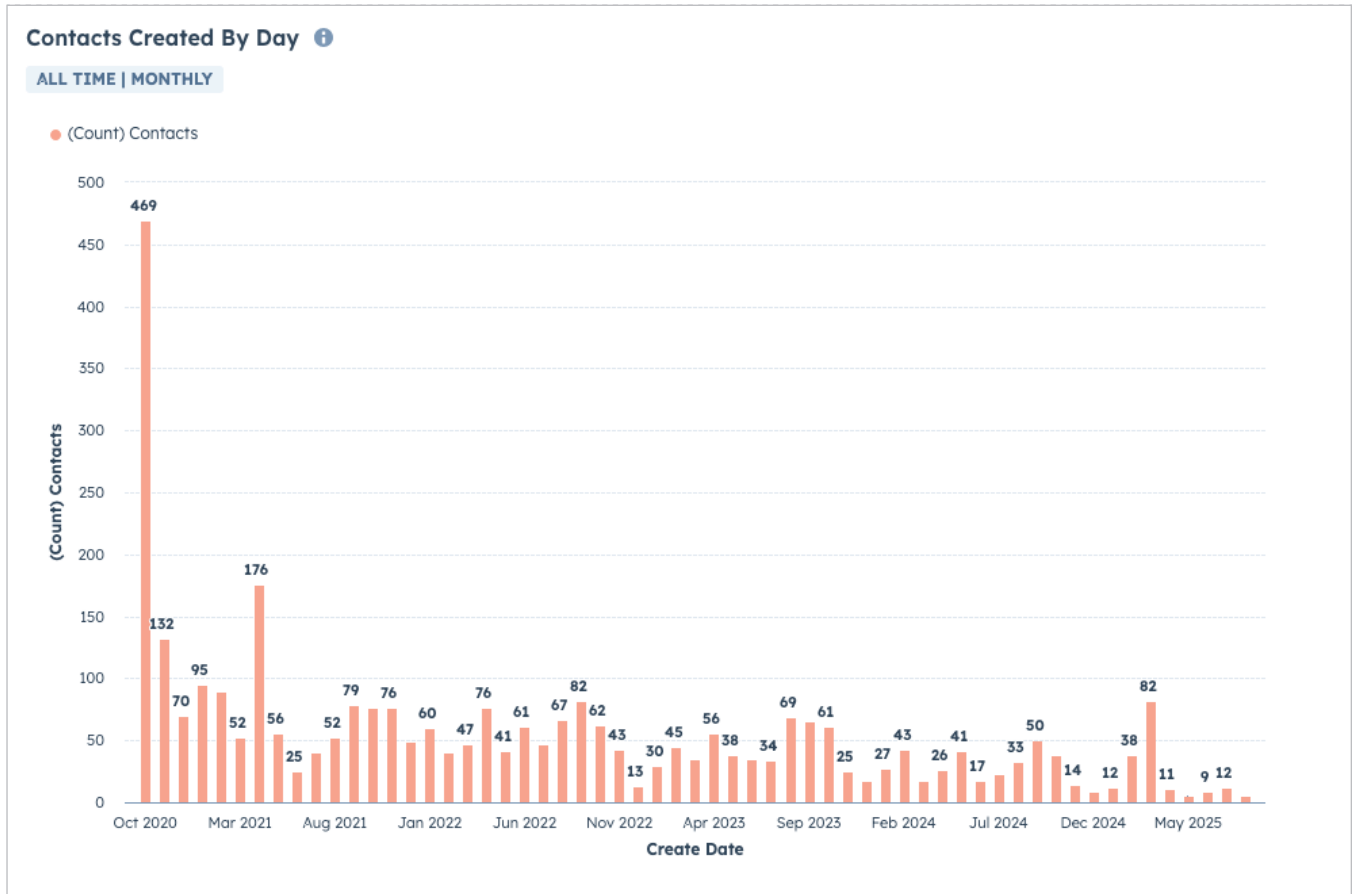




MEMBER BASE

Events, sentiments & behaviors

Member acquisition start to date:



2020 Election

Charlie drops an article with wide exposure

Federal Public Health Emergency for Covid Expires

NY Judge rules that Trump committed fraud

Escalating Middle East conflict, Russia invades Ukraine

Trump wins Wars ramp up

"Coming together is a beginning. Keeping together is progress. Working together is success." – Henry Ford





KEY METRICS

Channel Performance

ALL Activity on Website/CRM Email

Region	CORAC.CO WEBSITE ACTIVITY*				CRM/CORAC MARKETING EMAIL ACTIVITY*		
	Avg # Sessions	# of Pageviews	Avg # Pageviews	Avg # Forms	Avg # Delivered	Avg # Opened	Avg # Clicked
1	90.58	15,680.00	2.32	5.40	72.41	36.74	16.99
2	62.37	13,497.00	1.85	4.71	136.71	27.97	12.82
3	60.11	10,100.00	1.88	4.02	70.48	30.89	11.42
4	54.74	21,226.00	1.94	4.93	61.73	28.29	11.84
6	39.87	23,339.00	2.22	4.95	64.54	29.14	12.79
7	39.85	23,327.00	2.30	4.24	65.60	27.47	9.15
8	34.34	25,665.00	1.84	15.48	59.00	98.23	10.02
9	33.91	49,114.00	2.04	7.04	63.80	31.08	12.80
10	33.88	10,498.00	2.01	7.14	75.33	39.69	18.11
11	32.04	11,001.00	1.73	4.01	59.40	25.06	9.57
12	28.89	9,326.00	2.00	6.77	62.35	30.07	12.89
13	27.19	14,308.00	2.87	8.23	68.47	38.72	12.91
14	26.14	14,603.00	2.13	6.12	61.45	33.01	13.67
15	22.79	13,187.00	2.04	5.57	69.66	34.21	15.52
Intl	17.61	4,987.00	1.21	1.45	26.50	14.45	6.74
TTL/AVG	40.29	259,858.00	2.03	6.00	67.83	35.00	12.48
Non-Mem	16.70	17,087	1.85	1.80	48.76	23.86	10.58

Avg # Sessions. Average number of times a member has visited corac.co.

of Pageviews. Total number of member pageviews at corac.co.

Avg # of Pageviews. Average number of pages a member visited during each session at corac.co.

Avg # Forms. Average number of forms submitted by a member (e.g. - login, info request, course sign-up, contact, survey, etc.)

Avg # Delivered. Average number of marketing emails successfully delivered to a member's primary email address on file.

Avg # Opened. Average number of marketing emails opened by a member recipient.

Avg # Clicked. Average number of clicks on dynamic links in a marketing email made by a member recipient.

***Period:** Start to date (2020 - 2025).

"There is only one boss. The customer." – Walt Disney





KEY METRICS

RANKINGS

CORAC.CO WEBSITE ACTIVITY*							
Region	Avg # Sessions	Region	# of Pageviews	Region	Avg # Pageviews	Region	Avg # Forms
8	90.58	9	49,114	13	2.87	8	15.48
13	62.37	8	25,665	1	2.32	13	8.23
14	60.11	6	23,339	7	2.30	10	7.14
Intl	54.74	7	23,327	6	2.22	9	7.04
9	39.87	4	21,226	14	2.13	12	6.77
10	39.85	1	15,680	9	2.04	14	6.12
6	34.34	14	14,603	15	2.04	15	5.57
1	33.91	13	14,308	10	2.01	1	5.40
15	33.88	2	13,497	12	2.00	6	4.95
12	32.04	15	13,187	4	1.94	4	4.93
11	28.89	11	11,001	3	1.88	2	4.71
4	27.19	10	10,498	2	1.85	7	4.24
2	26.14	3	10,100	8	1.84	3	4.02
7	22.79	12	9,326	11	1.73	11	4.01
3	17.61	Intl	4,987	Intl	1.21	Intl	1.45
AVG	40.29	TOTAL	259,858	AVG	2.03	AVG	6.00

Avg # Sessions. This provides a measure of repeat visits to corac.co over a sustained period of time. If your number is below average, try promoting our website more to your regional member base.

of Pageviews. This indicates the total number of pages visited at corac.co for each region. If your region's number is below average, try promoting the features, and benefits of the different areas on our website.

Avg # Pageviews. This provides a measure of how many pages per session at corac.co are viewed. Again, you may want to promote the different sections on our website and how to access specific content if your region's number is below average.

Avg # Forms. This indicates the average number of forms a member has submitted (e.g. - login, contact, surveys, info requests, class sign-ups, etc.) It provides a useful gauge for overall member engagement. Make sure your member's know about these forms and encourage their use.

***Period:** Start to date (2020 - 2025).

"We need to change the promotional mindset from always telling, to always helping." – MP





KEY METRICS

RANKINGS

CRM/CORAC MARKETING EMAIL ACTIVITY*					
Region	Avg # Delivered	Region	Avg # Opened	Region	Avg # Clicked
2	136.71	8	98.23	10	18.11
10	75.33	10	39.69	1	16.99
1	72.41	13	38.72	15	15.52
3	70.48	1	36.74	14	13.67
15	69.66	15	34.21	13	12.91
13	68.47	14	33.01	12	12.89
7	65.60	9	31.08	2	12.82
6	64.54	3	30.89	9	12.80
9	63.80	12	30.07	6	12.79
12	62.35	6	29.14	4	11.84
4	61.73	4	28.29	3	11.42
14	61.45	2	27.97	8	10.02
11	59.40	7	27.47	11	9.57
8	59.00	11	25.06	7	9.15
Intl	26.50	Intl	14.45	Intl	6.74
AVG	67.83	TOTAL	35.00	AVG	12.48

Avg # Delivered. This total indicates the average number of marketing emails received by a member. Our delivery rate is 99 - 100%, a couple of points above the industry average.

Avg # Opened. This total indicates the average number of marketing emails opened by a member. Our overall open rates range from 35 - 50% depending on timing, current events, subject line and other factors, which is 12 - 15% above the average.

Avg # Clicked. This indicates the average total number of emails where a link was clicked. We average a 15 - 20% click through rate which far above average. We also optimize our reputation and performance metrics by suppressing long unengaged member contacts.

"Want good results? Plan it. Test it. Measure it. Improve it. Repeat. And when it works, scale it." – MP



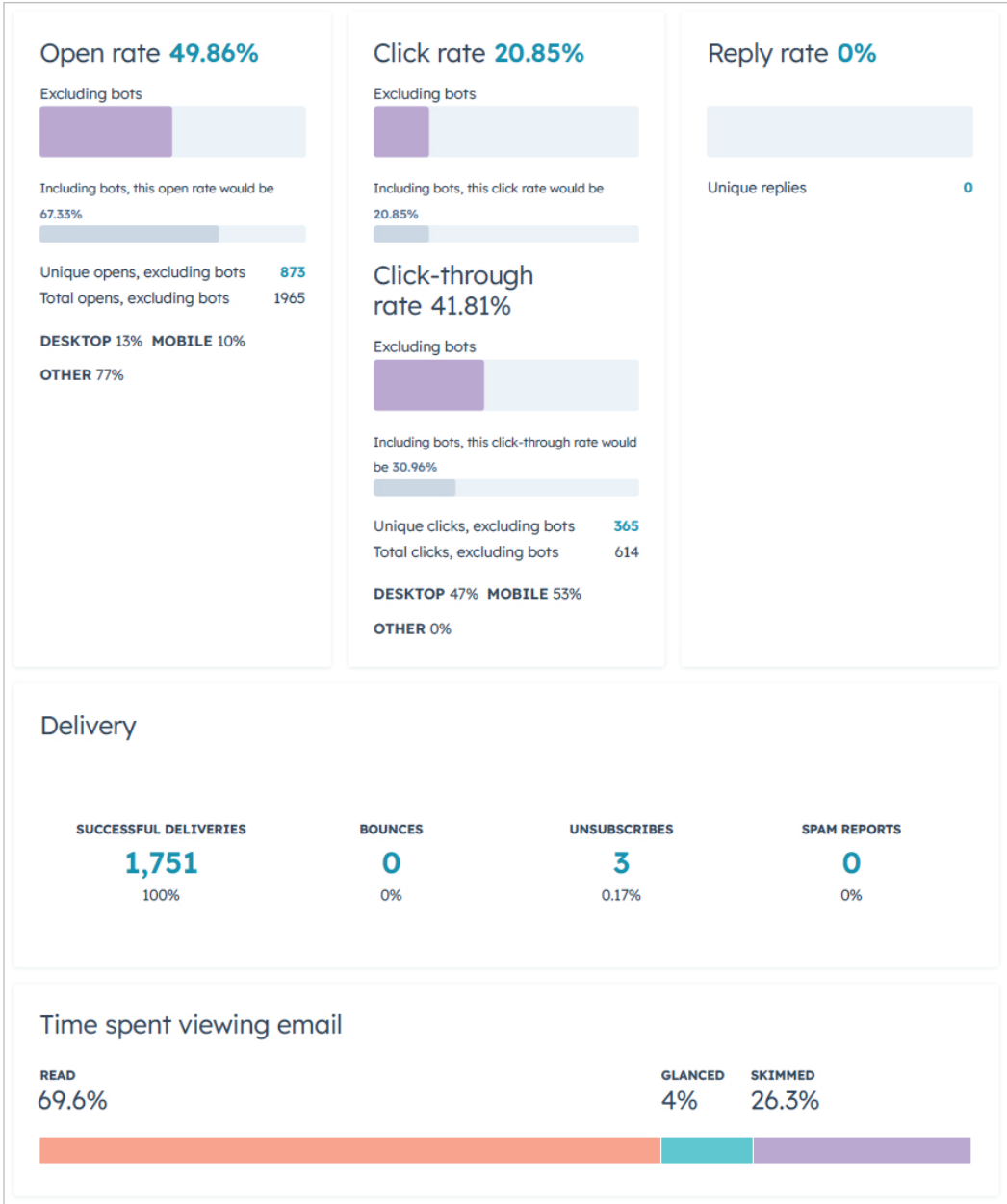


KEY METRICS

CRM/Email Performance

Sample Metrics: General EM Blast 073125

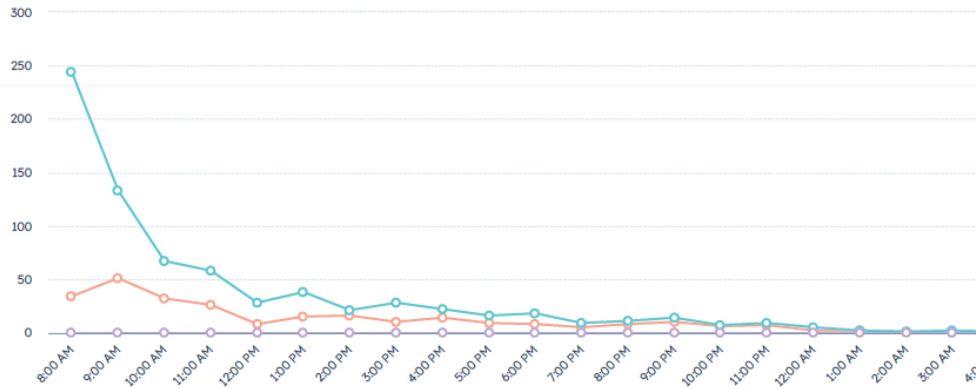
Sent Date: July 31, 2025 8:37 AM UTC-04:00 by CORAC
Segment: Active All | Subscription: Marketing Information
Enabled: Don't send to contacts with low engagement





KEY METRICS

Engagement over time



Top clicked links

LINK	CLICKS
https://corac.co/national-news-07-31-25/	241
https://corac.co/2025/07/29/comes-the-sword/	124
https://corac.co/2025/07/07/pray-then-pay-attention/	44
https://corac.co/2025/07/25/thank-heaven-for-little-girls/	42
https://corac.co/2025/07/22/steve-baker-resident-scientist-and-healer/	28
https://corps-of-renewal-and-charity.myshopify.com/collections/donation	7

Top engaged contacts

(By number of opens)

CONTACT	OPENS
Leo Prentice <wingfree48@gmail.com>	30
Amelia Raven <ameliaraven26@gmail.com>	30
Connie & Joe Brickner <cbrick1@swbell.net>	30
Mary DeCaro <medecaro@gmail.com>	26





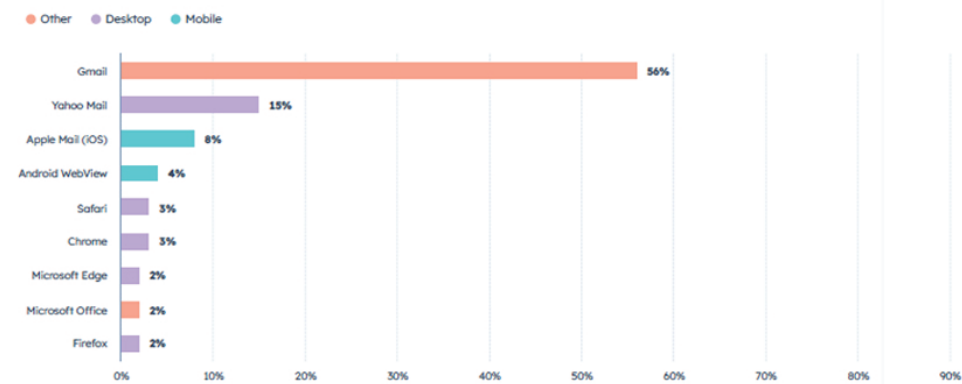
KEY METRICS

Top engaged contacts

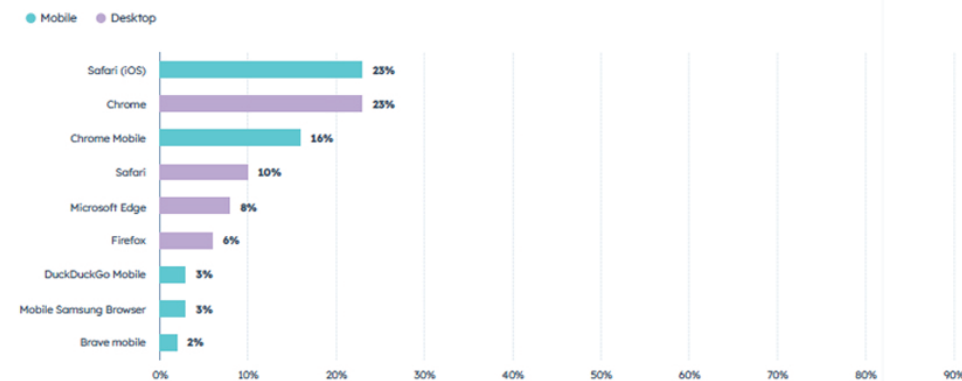
(By number of clicks)

CONTACT	CLICKS
Connie & Joe Brickner <cbrick1@swbell.net>	17
<charrn@aol.com>	14
Martha Buller <ducros1944@gmail.com>	7
Josh Doroff <thedoroffs@yahoo.com>	6

Opens by email client



Clicks by browser






KEY METRICS

HTML click map

CORAC
CORPS of RENEWAL and CHARITY

1.9%




WHERE EVERYBODY KNOWS YOUR NAME
CORAC NEWSLETTER | 07.31.25

What a conference we had in Atchison, Kansas! Our first speaker, pro-life leader David Daleiden, had been looking forward to it. A close friend, he said he had enjoyed the first national conference so much because it was just like being with family (family that likes each other).

1 47.7%

[READ ISSUE](#)

0.4%



COMES THE SWORD
A SIGN OF HOPE | 07.29.25

I told you that, back in September of 2023, I was shown that God was gathering all the cultural vandals who have so plagued us into high places – from where they would be cast down suddenly and compellingly. It's a pretty good description of what is happening this year...

2 25.1%

[READ ARTICLE](#)





MEMBER BASE

The member experience

Want to inspire member loyalty and active participation? Try these proven member engagement strategies to boost engagement, retention, and community connection.

ENGAGEMENT GUIDE

Onboarding process.

A strong first impression can go a long way toward nurturing loyal, engaged members for CORAC. As soon as someone registers, help them feel like a cherished part of our family. Make sure you contact them immediately or at least within the first 24 hours.

- **Welcome Kit.** Send new members a warm welcome email. Address them by their preferred name, thank them for joining, and highlight the benefits staying connected. Include a kit with basic resources like a summary of our organization's background, valuable links, and some next steps to take.
- **Assign a designated point of contact.** For some members, it can feel overwhelming to join our bustling community for the first time. To ease their transition, assign another member to reach out to for any questions or support.
- **Help them make connections.** Many people join CORAC to connect with like-minded individuals who share interests and values. Consider hosting meet-and-greet sessions on Zoom with new members and encourage them to join our other channels.
- **Learn something about them.** Aim to learn at least 3 things about the new member beyond the brief registration form.

After 30 - 60 days, check in with your new members. Share a short survey asking them about their onboarding experience and how you can continue to support them in their journey with CORAC.

Segment your members.

Your regional members may all have a common interest in CORAC, but they're far from identical. When communicating with and recommending opportunities, ensure that you appeal to members' individual needs and preferences. Try segmenting your member base by shared characteristics such as location, interests, and communication preferences.

"I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel." – Maya Angelou



CORAC

Leader
Summit



MEMBER BASE

Engage members through multiple channels.

CORAC members stay busy in their personal and professional lives. Frequent communication is vital for keeping us top of mind. Encourage members to engage with you on multiple channels, such as the website, Signal, email, and social media.

- Share key links to valuable resources at corac.co.
- Post shareable content in our channels.
- Engage in one-on-one conversations with members.

Leverage each channel's strengths to maximize engagement. For instance, social media has a broad reach, making it ideal for promoting CORAC to both existing and prospective members. Our website, however, can house longer, more in-depth types of content such as blog articles, videos, and downloads. The instant messaging app Signal gets a message out... well, instantly.

Send member engagement surveys.

CORAC's relationship with its members is mutually beneficial. In exchange for their membership registration and additional contributions, we provide them with networking, educational resources, and other nurturing opportunities. Check in with them frequently to ensure that they're satisfied with their experience. You can send surveys related to such things as:

- Events.
- Communication methods.
- Volunteer opportunities.

Plan engaging events throughout the year.

Events give our members something to look forward to, whether it's our annual conference or something more informal. Some of the most popular events for engaging your members include:

- Conferences
- Zoom Workshops
- Small, face-to-face gatherings

Provide volunteer opportunities.

Keep them engaged and fruitful by sharing volunteer roles they can find fulfillment in, such as:

- Specialty team member.
- Administrative help.
- Event organizer/host.
- Content creator.
- Fundraiser.
- Recruiter.



MEMBER BASE

Nurture connections between members.

A member who feels like they're part of a tight-knit, supportive community is much more likely to continue actively participating in our activities and offerings. Help our members forge lasting connections by:

- Hosting a variety of networking events.
- Creating special interest groups within CORAC.
- Maintaining a searchable member directory.
- Facilitating discussions through online channels.

Encourage member-generated content.

CORAC members aren't only interested in consuming content that's relevant to their interests and experiences. Some of them are more than happy to create content and share their expertise and perspectives with their peers. To build a stronger sense of community and pride among our members, invite them to contribute member-generated content such as:

- How-to's
- Articles
- Testimonials
- Go Forth experiences
- Videos or photos
- Recommendations or reviews

With our comment functionality at corac.co, you can encourage members to post their own content and interact with their peers whenever and wherever they'd like. Essentially, you'll be able to create an active, exclusive social network for your members to discuss relevant topics and updates.

Member-generated content can help members feel more invested in CORAC's growth and success, leading to more participation in other activities such as our conferences or workshops. Plus, their real, diverse experiences can come across as more authentic and trustworthy to prospective members.



OPERATIONS

Key projects: sample Go Forth

CORAC



Be a Light to the Homebound

A "GO FORTH" INITIATIVE

People who are sick or homebound can often feel neglected or forgotten. Through your efforts you can be a light, providing that positive support and companionship they need to feel included in the people of God.

Visiting the sick is a corporal work of Mercy but, to many, it can be the hardest one to do.

It's natural to feel uncertain visiting someone who is sick or homebound. Maybe you don't know what to say or even fear illness or being uncomfortable, but there are some simple steps you can take to make this crucial work of mercy one of your greatest missions this year.

Visiting the sick also doesn't have to be limited to the dying, which is a common misconception. Visiting a new mother and bringing a meal for her family, stopping in to see a kid who has just broken their arm, or sending a sympathy or get well card to a sick friend; these are all signs that mercy lives within you. If you have never deliberately set out to perform this particular work of mercy, taking small steps, beginning with that "next right step," is the place to start.

Getting started:

- Reach out to your pastor or deacon, or other parish staff member to discover where there may be a need. In most cases they will be able to set you up with specific people to visit. You may also be able to go on a few visits with them first to acclimate yourself to the process. You can also reach out to your Regional Coordinator or inquire on your Region's signal thread.
- Before your visit, gather some information about the person you will be visiting.
- Be sure to make an appointment. Even if you have a regularly scheduled time for visiting, please call to confirm since the situation may be subject to change without notice. If you are bringing Holy Communion, you may also want to ask if additional family members or the caregiver would like to receive.
- When you have determined where you will visit, be prepared for a variety of reactions. Some may want to pray, some may want to sit in silence, some may want to simply talk about everyday topics like baseball or the weather. Don't feel pressured to have deep, theological conversations. Often it's more about showing the person you care than what you actually talk about.
- Take plenty of time for introductions and personal sharing. This is a beloved member of the Family of God, so it's important that the conversation isn't one-sided. Treat them as the hero of the visit.



OPERATIONS



Be a Light to the Homebound *(continued)*

- As a minister of Christ, keep in mind that you are helping to deliver comfort and companionship. Do not feel like you have to solve all their problems.
- Don't be afraid to show your genuine self during the visit. Although some situations may be uncomfortable, it is important that you are relaxed and feel that you can speak freely. It doesn't have to be overly formal.
- Be sure that the conversation is kept confidential.
- Try to end every visit with a prayer of blessing and promise to visit again if the person wants another visit from you.

Before your first visit it may be helpful to pick up a copy of *A Ritual for Laypersons* (Liturgical Press, 2012), as it contains Scripture readings and blessings for a variety of situations – a helpful resource when someone wishes to pray.

https://litpress.org/Products/6505/A-Ritual-for-Laypersons?gad=1&gclid=Cj0KCQjwwviiBhCFARIsADvYi7KhLYBzGj57Dzli-Y92BpeSLdDVy4Wd2PujPMvZcMtgahDMkr_Gbc4aAlq0EALw_wcB





Improving mindset

If you encounter folks who appear to be waiting on Armageddon, consider that it's neither a healthy mindset for them to remain in, nor the ideal launch pad for healthy accomplishment. Fortunately, CORAC offers a solution during these challenging times.

For starters, you can build trust by acknowledging the gravity of our situation.

Before proposing any solutions:

- **Honestly acknowledge uncertainty on planet Earth.**
- **Validate their pain while being empathetic.**
- **Show genuine concern.**

Communicate our clear, action-oriented vision.

This is your opportunity to launch into some effective storytelling. It's powerful because it connects emotionally with your listener, making information more memorable and easier to understand. It inspires action by creating empathy and a shared experience, shapes perceptions, and helps to preserve shared values. By tapping into universal human experiences and fostering a sense of community, storytelling serves as a fundamental tool for learning, persuasion, and communication in any personal or professional setting. Rather than a set of magic formulas, try to present a roadmap for collective action that:

- **Distinguishes knowns from unknowns.** Separate established facts from uncertainties. This provides clarity and helps people focus on what can be controlled.
- **Reinforces shared values and purpose.** Remind people of your common ground. Reinforcing shared purpose can be a source of consistency and inspiration during chaos.
- **Breaks down goals.** Large problems can feel overwhelming. Break the solution into smaller, manageable, and specific steps to build positive momentum and confidence.
- **Empowers people to participate.** Give people an active role in implementing the solution. Engaging them in the process fosters co-ownership and combats feelings of helplessness.

Highlight progress and provide realistic hope.

Regular communication is essential to show that the solution is working and progress is being made because motivation can wane during times of adversity.

- **Celebrate small wins.** Acknowledge and celebrate progress, no matter how small. This reinforces motivation and reminds people that their efforts are worthwhile.
- **Share evidence judiciously.** Use data and facts to show concrete results, but avoid using them to discount people's fears. Evidence should support the path forward.
- **Demonstrate gratitude.** Sincerely thank people for their efforts and resilience. This can make them feel valued and less discouraged.
- **Acknowledge imperfection in all human efforts.**



LEADERSHIP

Improving mindset

Provide ongoing support.

Sustaining morale during bleak periods requires creating an environment where people feel supported and safe enough to engage. Steps to help you accomplish this are:

- **Foster a strong community.** Build and nurture relationships with others. Connecting with one another can help combat feelings of isolation.
- **Model resilience.** The way you handle adversity sets an example for others. You can help quell fear and panic by staying composed and focusing on solutions.
- **Encourage self-care.** People can experience burnout during bleak times. Encourage healthy habits and provide resources that help them cope with stress and emotional pain.

Now for another extreme, because as Charlie reminds us, reflexive credulity is every bit as bad as reflexive cynicism... and you can add reflexive incredulity to that mix, particularly when it serves as blinders to our current state of affairs.

- **First, pause and breath.** That brief interlude can create space between their resistance and subsequent emotional reactions.
- **Identify the resistance.** Reflect on what specific situations or types of information cause their resistance to acknowledging the facts. Understanding their resistance and triggers helps you prepare a healthier next move.
- **Acknowledge their emotion.** Recognize their feeling of distrust or doubt without judgment. By observing any emotions, such as suspicion or over-confidence, you can begin to help them see it as a crutch to coping with unpleasant truths.
- **Gently remind them that a thought is not necessarily a fact.** Question the normalcy bias and narratives they cling to.

Challenge cognitive biases when appropriate.

- **Look for and present evidence.** Examine the facts to test incredulity. For example, if a person thinks that earthly life will remain like it is, ask them what evidence suggests it will.

Reframe the situation. Help them find alternative, more balanced explanations. Encourage them to consider other possibilities instead of automatically assuming their default position.

Avoid extremes. Counter "all-or-nothing" thinking by finding more stable ground. Most situations are not purely positive or negative, and most people are not entirely good or bad.



LEADERSHIP

Improving mindset

Recognize your inherent worth in Christ. While confirmation from others is reassuring, have faith. Recall times when you've successfully navigated uncertain situations.

Consider other perspectives. If doubting another person, try to see the situation from their point of view. Brainstorming alternative explanations for their actions can help reframe the automatic assumption.

Focus on shared goals. In a difficult conversation, find common ground. Focusing on mutual objectives can help de-escalate tension and move past reflexive knee-jerks.

Practice self-compassion. Treat yourself with the same kindness and understanding you would offer a friend. Everyone experiences doubt, and it's okay to make mistakes or feel uncertain.

Seek supportive people. Surround yourself with people who are sober, encouraging, and support your journey. They can offer valuable perspective during times of self-doubt.

Talk it out. Share difficult thoughts with a trusted friend or family member. Expressive writing in a journal can also help process thoughts and identify patterns.



A STORY

The Farmer

Long ago, there was a widowed farmer. The farmer and his only son labored through the cold winds of winter and scorching rays of summer with their last remaining horse. One day, the son didn't lock the gate of the stable properly, and the horse bolted away.

When neighbors learned what happened, they came to the farmer and said, "What a sadness this is! Without your horse, you'll be unable to maintain the farm. What a failure that your son did not lock the gate properly! This is a great tragedy!"

The farmer replied, "Maybe yes, maybe no."

The next day, the missing horse returned to the farmer's stable, bringing along with it six wild horses. The farmer's son locked the gate of the stable firmly behind all seven horses.

When neighbors learned what happened, they came to the farmer and said, "What happiness this brings! With seven horses, you'll be able to maintain the farm with three of them and sell the rest for huge profits. What a blessing!"

The farmer replied, "Maybe yes, maybe no."

The next day the farmer's son was breaking in one of the wild horses. The son got thrown from the horse, fell hard on rocks, and broke his leg.

When neighbors learned what happened, they came to the farmer and said, "What a great sadness this is! Now, you'll be unable to count on your son's help. What a failure to break in the horse properly! What a tragedy!"

The farmer replied, "Maybe yes, maybe no."

The next day, a general from the Imperial Army arrived to conscript all the young men of the village into the army. Their assignment was to fight on the front lines of a battle against a terrifying enemy of overwhelming force. The farmer's son, because of his broken leg, was not taken.

When neighbors learned what happened, they came to the farmer and said, "What a great joy! Your son avoided facing certain death on the front lines of the battle. What a blessing!"

The farmer replied, "Maybe yes, maybe no."



COMMUNICATION

What's the conversation?

In essence, "the conversation" is CORAC's heartbeat – that ongoing dialogue that creates meaning, fosters connection, and ultimately dictates our ability to execute strategies and achieve objectives

KEY ASPECTS

It's More Than Just Information.

While shared information is a part, the conversation also involves the nuances of language, interpretation, and the reasons behind communication, such as influencing, motivating, and building relationships.

Foundation of Culture.

The quality and nature of conversations are the true indicator of an organization's culture, influencing everything from how staff and members interact to the organization's overall ability to make a positive impact.

Forms of Conversation.

Conversations can be formal (like leader group emails and welcome packets) or informal (like Signal groups), and they can flow in different directions.

Types of Conversations:

- **Initiative Conversations.** Sharing new ideas, visions, and goals.
- **Understanding Conversations.** Building awareness and knowledge for people to see how they can contribute to an idea.
- **Performance Conversations.** Generating specific actions, results, and agreements, and holding individuals accountable.
- **Closure Conversations.** Acknowledging successes, addressing failures, strengthening accountability, and valuing accomplishments

Impact on Outcomes.

Improving the quality of conversations can lead to a more resilient, adaptable, and successful organization.

"A man's character may be learned from the adjectives which he habitually uses in conversation. – Mark Twain



COMMUNICATION

Changing the conversation

*E*ffectively changing the conversation involves clearly communicating the why, what and how of the change, fostering dialogue, building trust through transparency, and aligning efforts with clear objectives and a vision for the future.

WHEN

External Factors.

When external forces (such as disastrous events in a community) necessitate a new strategic direction for the organization.

Internal Challenges.

When there are internal problems, such as inefficiencies, declining engagement, or frequent changes in leadership that require a new approach.

New Opportunities.

When there's a chance to innovate or benefit from an opportunity requiring a shift in processes.

Resistance to Change.

If members are resistant, unmotivated, or disengaged, a new conversation can help them understand the need for change and build commitment.

HOW

Explain the Rationale.

Clearly articulate why the change is necessary, using both facts and motivational messaging to explain the challenge and the vision for the future.

Be Transparent and Honest.

Acknowledge what isn't yet known, and commit to providing updates, which builds trust and reduces stress during uncertain times.

Foster Dialogue.

Encourage frequent and consistent conversations to gather input, build commitment, and gain deeper insights from the CORAC family.





COMMUNICATION

Align on Objectives.

Ensure the communication clearly defines the desired outcomes and observable behaviors, aligning everyone toward a shared vision of accomplishment.

Tailor the Message.

Understand your audience's motivations and communication styles to tailor the message, using simple, jargon-free language and appropriate channels.

Focus on the People.

Recognize that organizations change when people do, so focus on fostering behavioral changes and providing the necessary support and motivation.

Use the "Five P's."

Structure your communication using the Five P's (Problem, Picture, Plan, Part, and Progress) to provide comprehensive information and support to those affected by the change.

The Five P's Worksheet:

Problem. What is the "problem" that the change is trying to resolve? Can also be thought of as reason or rational for the change. Why is not changing not an option? What has changed in our environment that makes change essential? What is the purpose of this change?

Picture. What is the big picture? What is the vision? What will things look like when the change is fully implemented? What will we stop doing? Start doing? Keep doing? How is it going to work? If you could fast forward to when change is fully implemented – what would the picture be that you would see?

Plan. What is the change plan? What is the road map for where we need to go? What is going to happen over the next number of months? What will happen first, second, third? What are all the steps that are being taken to ensure change is fully implemented?

Part.

Who is responsible for doing what by when to ensure this change is fully implemented? What is my role? How will I be involved? How can others get involved in defining parts of the picture? Do I have an opportunity for input into the plan? When will I be trained? How?

Progress.

How will you know if the change has been successfully implemented? How will we know if the change was effective in solving the problem in the first place? What will be monitored? Who will do the monitoring? How often will we receive a progress update to let us know how well we are doing implementing the change?



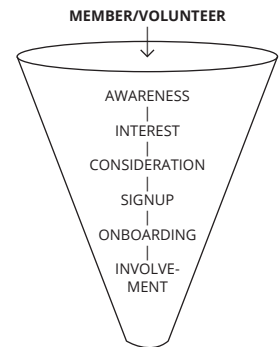
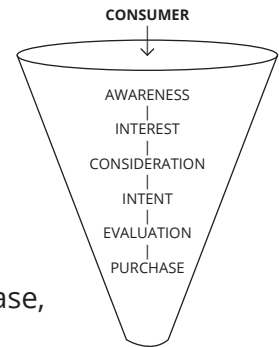
MEMBER JOURNEY

The volunteer funnel

The volunteer funnel is loosely based on the marketing funnel for business, which encompasses the journey from when a customer first hears about a brand to actually purchasing a product. In a marketing funnel, most people never progress past the Awareness and Consideration phases, but a portion will move to Evaluation, and a smaller percentage will actually Purchase. The goal in the marketing funnel is to move as many people as possible from awareness to purchase, and it is accomplished with effective marketing campaigns.

This is very similar to the job nonprofits have when recruiting members/volunteers, with similar patterns of drop off between people who are aware of the nonprofit vs. those who actually sign up, volunteer, and come back. The goal here is to reduce dropoff and get as many people as possible to not only volunteer, but to engage.

Doing that requires effective volunteer engagement strategies at every stage of the funnel.



KEY STAGES

Awareness

In the awareness stage, people are just learning about CORAC, coming to us from a variety of sources like the ASOH blog, social media, search engines, friends, partner organizations, etc. To move to the next funnel stages, they will need to take an action that shows their interest in our mission. This could include opting in online for more information, following us on social media, attending one of Charlie's talks, etc.

Interest & Consideration

Once they have been exposed to CORAC, they may want to learn more about our mission – who we are and what we do. To get them to move through to the next stage, they'll need easy access to valuable content that supports our mission in action, and an understanding of how they will benefit (and the community will benefit) if they get involved.



MEMBER JOURNEY

Signup

This is one of the most important phases... where intention matters and making it as easy as possible is key. People signup at corac.co (95%+ opting in for full member access, with the smaller segment only opting in for 30-day trial access). Over time, over 50% of the latter group eventually opt-in for full member access.

Onboarding

This phase ensures that registered members/volunteers have all the information and onboarding material they need to follow through with next steps and begin to engage. The highest potential for engaging a new member is right after they have committed with a sign-up. A welcome email (within 5 minutes to 24 hours) can deliver the promised onboarding connection to help drive quick progressive commitments from the new member. A new member with no follow-up lacks guidance on what to do next. They may not know where to go or who to connect with, leading to inaction and a stalled member journey.

Arrival

Having a friendly point of contact ready to greet a new member via a phone call or personal email can help a person feel good about their experience with CORAC. To ensure that new members make it to the Involvement stage with continuing involvement, we simply need to ensure they have a great experience at all phases and feel truly valued.



MEMBER JOURNEY

Engagement at every stage

AWARENESS

At the awareness stage of the funnel, it is important for us to communicate our mission and the impact we make effectively, and to highlight the opportunities we offer them to get involved and do more good. By effectively addressing these factors at the awareness stage, we can build a strong foundation for ongoing engagement, attracting motivated and well-suited individuals to support our mission and goals.

- **Branding and messaging:** Present CORAC's mission in a clear, consistent, and appealing manner, highlighting our shared values and the impact we make. [See sample Elevator Pitches.]
- **Outreach and promotion:** Reach out to potential members through various channels, such as social media, other websites with comments sections, and community events, to promote opportunities and generate interest.
- **Volunteer testimonials:** Sharing stories from members about their positive experiences and impact can help build excitement and interest among potential members.
- **Clear expectations:** Communicate the expectations for volunteers, including the time commitment, responsibilities, and any benefits.
- **Easy application process:** Promote the signup process, which is designed to be as simple as possible to minimize barriers and encourage participation.

Where to signup on the site:

- **Get Involved:** <https://corac.co/get-involved/>
- **Join Now:** <https://corac.co/member-subscription/>



MEMBER JOURNEY

INTEREST & CONSIDERATION

At the interest stage of the volunteer funnel, it is important for us to provide potential members with additional information and opportunities to learn more about our mission, programs, and opportunities. Some key engagement factors at this stage include:

- **Detailed information:** Provide comprehensive information about their volunteer opportunities, including roles and responsibilities, time commitments, and required skills or qualifications. Share details about CORAC, a link to corac.co, and other essential site links that help them instantly engage.
- **Personalized communication:** Connect with potential volunteers directly when they request more info, answering their questions and addressing their concerns, to help them make an informed decision. If they're already a member, call or email those people in your database who appear to be MIA or haven't engaged recently.
- **Opportunities for interaction:** Provide opportunities for potential volunteers to interact with current volunteers and staff through events, open zoom sessions, or other informational sessions to get a firsthand experience of the organization and its culture.
- **Clear benefits:** Communicate the benefits of volunteering, including the impact members can make.
- **Easy next steps:** Always give clear and straightforward instructions on how to take the next right step.

HOW TO USE STORYTELLING

New or potential members need to understand who we are before they can even begin thinking about taking a next right step. So it's vital that CORAC uses effective storytelling to share our mission. Keep in mind that most people won't take that next step based on what we do, rather they will be more influenced by why we do it.

Here are some tips to help you get it right:





MEMBER JOURNEY

- **Start with our mission:** Understand why CORAC started and our long-term vision.
- **Think of it as marketing:** When you break it down to the basics, marketing simply tells a story to inspire people to convert. It can elicit emotions with the messaging, but you need to keep our story consistent throughout your efforts. This means our story is essentially the same across all channels and communications. Consistency is key when ensuring the CORAC vision is promoted properly.
- **Utilize storytelling triggers:** We are emotional creatures, so when we hear stories, we want to feel something. No one wants to be buried under a mountain of facts, so keep your audience engaged by using storytelling triggers. Create ebbs and flows throughout your communications that tug at our members' heartstrings and make them feel something. People tend to engage when they feel passionate about something, so communicate with your heart. Images can also add a powerful and engaging element to our brand story. Leverage images to showcase members and other folks on the team. Rather than simply overwhelm with news and facts, quality news imagery and graphics (memes) can help us speak powerfully to address relevant trends.
- **Share our curated content:** The available media and resources CORAC develops and curates online are a great resource to help you craft an engaging narrative. Consider sharing that content in regularly scheduled e-mail blasts tailored specifically to your regional and local audiences.
- **Have a clear outcome at the end of the story:** After you finish telling your story, you will want to leave your audience with something valuable. Whether it is a simple lesson or an answer to a problem, your story needs to have a clear outcome. Without a takeaway, what's the point of even creating and promoting a story? Your goal should be to provide a hopeful, thought-provoking message with actionable points. When folks are done hearing or reading your story, they need to be inspired to take the next right step, which translates to conversions. Think of your story as a full meal and a conversion as dessert; you want to keep them hungry for more.
- **If necessary, tell a better story:** There's the old saying that goes, "Do what you've always done, expect to get what you've always gotten." If you're not getting the outcome you're looking for, change it up!
- **Practice makes perfect:** Don't worry if you need repeated tries to craft a great story. If you stay consistent in your content production, you'll be on the right track.



MEMBER JOURNEY

ONBOARDING

CORAC should make a point to welcome and integrate members into our mission and culture. This helps to foster a sense of belonging and is likely to lead to a more productive and fulfilling member experience. At the onboarding stage, effective member engagement includes:

Welcome and introductions: When someone joins CORAC for the first time, provide a warm and supportive welcome with an introduction to key members and staff.

Orientation: Employ a comprehensive orientation packet, covering the organization's mission, goals, and any policies, as well as any specific skills or knowledge members need for speciality team roles. (An auto-emailed Orientation Packet is in the works.)

Special Roles: Communicate the expectations and responsibilities of the member role which is ultimately to become a good will ambassador at the very least. Remember, we're the guys that do stuff!

Integration and involvement: Introduce them to our specialty team initiatives and provide them all the the tools and resources they need to connect with the teams locally and get involved and integrated through events, committees, and grassroots initiatives.

Feedback and recognition: This is HUGE! Give regular feedback and recognition to members for their contributions, helping to reinforce their commitment and motivation. Members will give their time generously, and it is crucial that they feel truly appreciated.

VIRTUAL ARRIVAL

A crucial part of the member experience, especially for people sharing with you remotely for the first time, is that they feel our effort is well-organized, and they feel confident and welcomed from the moment they immerse in our channels (and/or face-to-face locally). Some key factors to consider at the arrival stage include:

Prompts/Clear instructions: Some folks may not consider this to be engagement, but having clear prompts and instructions for what to do next will have a huge impact on their member experience. No one likes being confused, and feeling lost.





MEMBER JOURNEY

Activity direction: Members should have a mentor or CORAC buddy who can provide guidance for navigating all things CORAC confidently. This is especially important their first month or so, but they should have a got-to for questions or needs anytime.

Tools and resources: Provide members with the tools and resources they need to find reward and satisfaction in contributing to CORAC and fulfill their role effectively (if they have been assigned a special role), including a thorough rundown on all our available communication channels.

CONTINUED INVOLVEMENT

Engagement with members at this stage will maintain and build on their commitment and ensure a productive and fulfilling member experience. It is vital that we provide members with ongoing support and opportunities for growth and development. Key engagement strategies for continued involvement include the following:

Recognition and appreciation: Make a point to ensure members feel valued with regular recognition and appreciation for their contributions, reinforcing their motivation and engagement. Give them shoutouts on our communications channels, email or send thank you cards, little treats, maybe some CORAC swag... whatever you have the budget for. Take the time to make sure our members, especially the ones who show up regularly, feel like they are appreciated. It's crucial to keep them engaged.

Opportunities for growth and development: Share opportunities for growth and development with members, including Zoom classes, leadership opportunities, and exposure to new projects and initiatives such as "Go Forth."

Communication and feedback: Always maintain open and effective communication with members, providing helpful feedback when appropriate. For example, does someone need a boost? Boost them. Is someone floundering? Offer some direction.

Flexibility and autonomy: Ideally, we provide members with flexible opportunities to get involved at the grassroots level and autonomy in their efforts (with guidance from the organization), helping to accommodate unique schedules, needs and interests.

Opportunities for meaningful impact:

Members want to feel like they are contributing something meaningful. Be sure to explain how it contributes and has positive impact, building their sense of purpose and fulfillment.



MEMBER JOURNEY

The elevator pitch

An effective elevator pitch designed to get member sign-ups for CORAC should be concise (30 - 60 seconds), highlight our mission, and end with a clear call to action. Here are a few sample variations that are tailored to different angles. You can craft similar versions that best fit your audience, or designed to achieve any other specific objective.

Sample Pitch 1: Focus on the problem and the solution.

"Today's world and disturbing headlines are spinning at a dizzying pace. The foundational pillars of our society – *faith, family, and freedom* – are under constant threat and attack. CORAC is a tight-knit group – a real family at the heart of it – of like-minded folks connected locally and across all 50 states in the U.S. and beyond. We're not just concerned citizens. We're actively doing stuff to push back. Impactful stuff like protecting religious liberties, empowering parents to be the primary voice in their children's lives, and advocating for the founding principles, God-given rights and Constitutional liberties that define our nation. That's not just complaining about the problems. We're actively applying the solutions to restore a healthy society and rebuild 'The City of God.' Sounds like the same things you stand for, right? Great!" **[Share with them how easy it is to join us at corac.co... right there on the spot.]**

Sample Pitch 2: Focus on the positive impact.

"We believe that strong faith, strong families, and more connected and self-sufficient communities are the bedrock of a healthy and free society. CORAC empowers individuals to not only survive challenging times, but also thrive. That's why we connect people of good will, provide resources that strengthen families, promote our faith – even when inconvenient – and defend individual liberties in the public square. Our work directly helps to create a more resilient and vibrant community for everyone. Sounds worthy, right?" **[Share with them how easy it is to join us at corac.co... right there on the spot.]**

Sample Pitch 3: Focus on a specific call to action.

"For generations, faith, family, and freedom have been the core values guiding our nation. Today, these values are eroding at a breakneck pace, and many people feel powerless to stop it. We are mobilizing a movement of grassroots advocates who are dedicated to protecting these pillars. We're looking for good willed folks who will stand with us. You seem like the kind of person who is willing to help us make a difference. Am I right?" **[Share with them how easy it is to join us at corac.co... right there on the spot.]**



THE HERO'S JOURNEY

How to transform audiences

The hero's journey is used in presentations to transform the audience from one state of belief or action to another by creating a compelling, relatable, and emotionally resonant narrative. By framing the audience as the hero of their own story, presenters can foster empathy, provide a clear structure, and motivate the audience to achieve the transformation offered by the presentation's message about CORAC.

Make your audience the hero of the hero's journey. To pull it off, you must shift the story's focus from CORAC/Charlie to them. Charlie should serve simply as the wise and empathetic mentor that empowers the audience to overcome their challenges and achieve their desired transformation. This approach works because people are naturally the heroes of their own lives and want to feel seen, capable, and understood.

THE CLASSIC HERO'S ADVENTURE





THE HERO'S JOURNEY

Here are some steps to take to apply the framework with your audience in the hero role:

Start in their ordinary world.

Describe your audience's status quo and the everyday problems , fears or frustrations they face.

Examples:

COVID lockdowns, Vaxx's, DEI, woke..."

Present the call to adventure.

This is the moment when the hero (your audience) realizes there's a better way and decides to make a change. It is an opportunity to show them what's possible, not just what's wrong.

Examples:

Strength of local community, more self-sufficiency..."

Introduce the mentor.

We are not a hero; we are a wise guide. Present CORAC/Charlie as a source of wisdom, tools, and support that will help the hero succeed on their quest.

Examples:

Take the right step, do the little you can in front of you, resources at corac.co..."





THE HERO'S JOURNEY

Offer a clear plan.

Heroes need a specific path forward. Our plan should be simple, actionable, and show the audience exactly what they need to do to begin their transformation. This builds trust and alleviates their fears.

Examples:

"In no time at all you'll learn how to truly be a sign of hope..."

Show the stakes.

Remind the audience what they stand to lose if they refuse the call to adventure and stay in their ordinary world. Contrast this with the positive outcome of taking action with our guidance.

Examples:

"Staying put will only lead to more feelings of helplessness. Joining CORAC will unlock..."

Guide them to the climax and resolution.

A call-to-action is the climax, where the hero takes decisive action. The resolution is the satisfying ending where you show the positive transformation your hero has achieved.

Examples:

"It's time to become the hero of your own story. Sign up to find out how today..."

