



PROJECT 2020

Building a new home for your story



“ I started listening to WCSG seven years ago. I only turned it on because I was feeling defeated and angry at life and myself at the time. WCSG transformed the energy in my home and in me! My husband and I have been going to church ever since. None of this would have happened if I hadn't started listening to WCSG! ”

(Listener in Wyoming)

TRANSFORMATIVE POWER

Transforming **FEAR** into **FAITH**.
Transforming **PAIN** into **STRENGTH**.
Transforming **DESPAIR** into **HOPE**.
Transforming **SELF-CENTEREDNESS** into **SERVICE**.

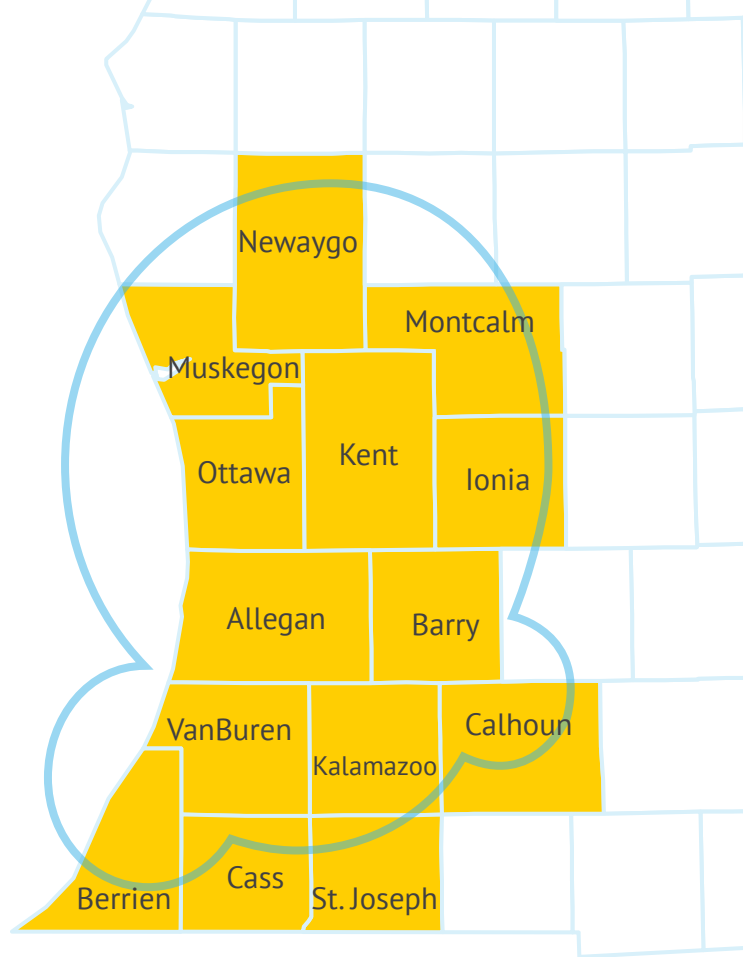
God uses this ministry to transform hearts and minds every day. This is a major year of physical transformation for WCSG as well. We are asking you to learn about *Project 2020* in this brief newsletter. Then pray about how God can use you to nurture faith and inspire hope throughout West Michigan.

BROAD REACH

WCSG is a communication hub for people seeking a personal relationship with Christ as well as with other Christians. We connect people to the message, to each other, and to the community.

As you can see, our signals reach most of West Michigan and beyond. In addition, thousands of people around the world stream our broadcast online!

WE HAVE THE POTENTIAL TO BE
IN THE HEARTS AND MINDS
OF OVER 2 MILLION PEOPLE EVERY DAY!



MORE OPPORTUNITY

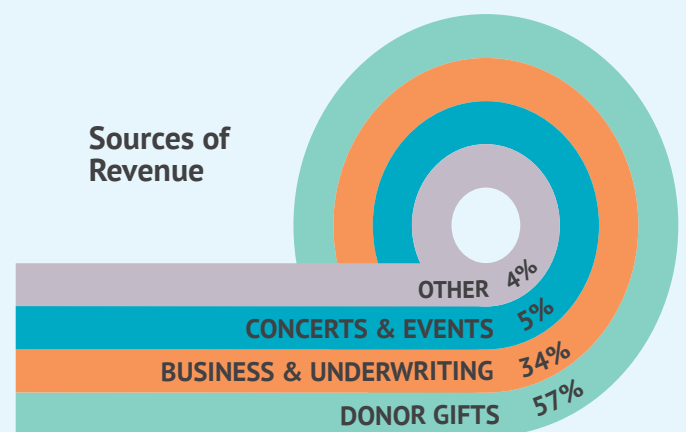
We have enjoyed growing listenership since 1973. More than 180,000 people tune in each week.

WE COULD REACH THOUSANDS MORE
IF WE HAD THE EVENT SPACE AND STAFF
NEEDED TO CULTIVATE MORE RELATIONSHIPS.

LISTENER SUPPORT

Thanks to you, WCSG is 100 percent financially self-sustaining. Our listeners provide every single dollar of our income.

- Approximately 6,500 donors commit to the station with gifts each year.
- We receive an estimated 40,000 gifts per year (that's about 110 per day).
- Approximately 300 businesses support WCSG each year through sponsorships.



YOUR OPPORTUNITY

“We started the ministry of WCSG in 1973. We have never, in the last 46 years, asked our listeners to invest in physical space for the station. **Now we need your help.**” Chris Lemke, Executive Director



The recipe for our future success is well defined. It includes:

- Dedicated on-air personalities to cultivate the relationships people are seeking
- Support staff to expand relationships with donors and sponsors throughout our listening area
- Technology and equipment for a strong, reliable signal
- Events and messages tailored to our audience

We need you to help us grow and further our impact. People and technology will fuel the future and help us reach more listeners in this high-tech world. But for that, we need more space.

We have acquired a modest building on the corner of Bradford and the East Beltline. This building can be renovated to suit our needs very well.

Once the renovation is complete, we will have nearly twice as much square footage. We will also experience lower costs and higher efficiency. This will allow us to add staff that can start to cultivate more relationships and opportunities throughout our listening area.



NON-PROFIT ORG
US POSTAGE PAID
GRAND RAPIDS, MI
PERMIT NO. 748

Cornerstone University
1001 E. Beltline Ave. NE
Grand Rapids, MI 49525-5898



BUILDING A NEW HOME FOR YOUR STORY

WE NEED YOUR HELP

We deeply appreciate the listeners and businesses that support WCSG. Approximately four percent of our listeners give to WCSG every year.

We are asking you to join them with a one-time gift to help move us into a bigger, more mission-supportive home. Will you please prayerfully consider what you can give to reach hurting people with the transformative power of God's good news through radio?

Every gift matters.

We have worked with private donors for the last two years to raise 80% of our \$5.7 million goal for this new building. We are running a **special on-air and social media campaign the week of April 29** to engage our listeners in this project. We need you to get involved.

You can give any time from now until May 3!

800.968.4543 • wcs.org • Keyword: Project 2020

If you have questions or would like more information, please contact us at **616.942.1500**.

