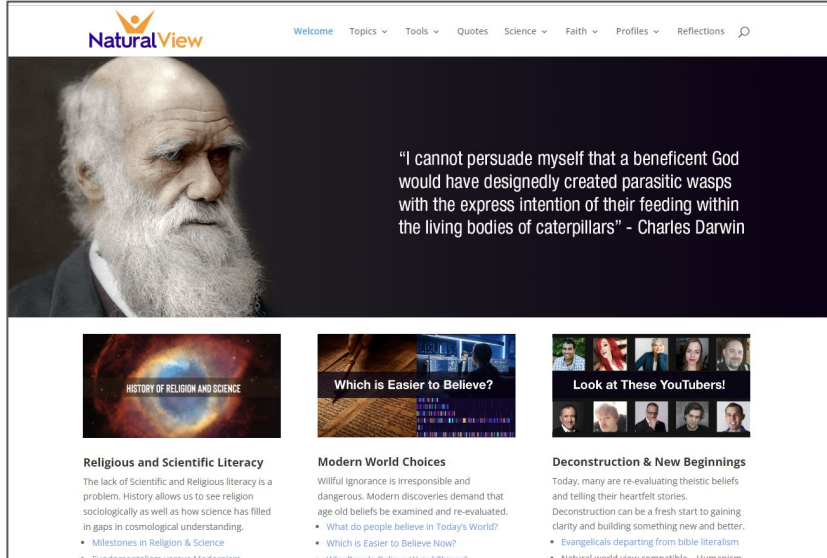




# 2023 IN REVIEW

# Updated Website Look & Feel



**NaturalView** Welcome Topics Tools Quotes Science Faith Profiles Reflections

**"I cannot persuade myself that a beneficent God would have designedly created parasitic wasps with the express intention of their feeding within the living bodies of caterpillars" - Charles Darwin**

- Religious and Scientific Literacy**  
The lack of Scientific and Religious literacy is a problem. History allows us to see religion sociologically as well as how science has filled in gaps in cosmological understanding.
  - Milestones in Religion & Science
  - Fundamentalism
  - A Tale of Two Evolutions
  - Evolution & Ends
- Modern World Choices**  
Willful ignorance is irresponsible and dangerous. Modern discoveries demand that age old beliefs be examined and re-evaluated.
  - What do people believe in Today's World?
  - Which is Easier to Believe Now?
- Deconstruction & New Beginnings**  
Today, many are re-evaluating theistic beliefs and telling their heartfelt stories. Deconstruction can be a fresh start to gaining clarity and building something new and better.
  - Evangelicals departing from bible literalism

- Religious and Scientific Literacy
- Modern World Choices
- Deconstruction and New Beginnings
- Featured YouTubers
- Science and Religion Timelines



## Kristi Burke – Featured Fresh Voice



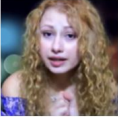
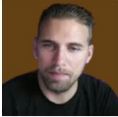
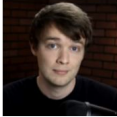




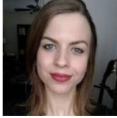





Kristi Burke is an Evangelical YouTuber. Her channel exists to help those who are questioning or deconstructing from their faith find validation and confidence in their journey. She mostly focuses on evangelical/fundamentalist ideologies, but because Christianity is so diverse, you might find her content helpful no matter what denomination you are deconstructing from. [Her channel.](#)

# History of Religion and Science

The screenshot shows a digital interface for a timeline titled "HISTORY OF RELIGION AND SCIENCE". The background is a vibrant nebula. A central banner displays the title. Below it, a grid of 16 small thumbnail images represents different milestones. A larger, semi-transparent window is open over the grid, showing a specific event: "2003 CE: The Human Genome Project Declared Complete". This window features a composite image of a chimpanzee's face on the left and a karyotype of human chromosomes on the right. A red box highlights chromosome 2 in the karyotype. At the bottom of this window, a small text box provides context: "In 2003 CE, the human Genome project was declared complete. The goal was to determine the base pairs that make up human DNA and sequence all of the genes of the human genome from both a physical and a functional standpoint. A later sequencing would compare human and chimpanzee DNA and use endogenous retrovirus markers to estimate a split in lineage about 6 million years ago."

- Over 100 Milestones in History
- Slider tool allows easy access
- Color coded for religion or science
- A basis for future possible videos

# YouTube Channel Quick Links

 <p>Alex O'Conner - 458K YouTuber</p>	 <p>Aron Ra - 271K YouTuber</p>	 <p>Christina Rad - 97K YouTuber</p>	 <p>Derek Lambert - 26K YouTuber</p>	 <p>Drew McCoy - 498K YouTuber</p>
 <p>Hemant Mehta - 220K Activist, YouTuber</p>	 <p>Jaclyn Glenn - 814K YouTuber</p>	 <p>Julia Sweeney Activist, YouTuber</p>	 <p>Kristi Burke Activist, YouTuber</p>	 <p>Lauren - 2K YouTuber</p>
 <p>Matt Dillahunty - 153K Activist, YouTuber</p>	 <p>Michael Shermer - 84K Activist, Atheist Authors, YouTuber</p>	 <p>Non-Alchemist Activist, YouTuber</p>	 <p>Paul Enz - 98K YouTuber</p>	 <p>Seth Andrews - 332K Activist, YouTuber</p>

NaturalView becomes a “one-stop” directory to some of the best YouTube thought leaders on the subject.

# Google Ads - Applied and received \$10K/mo Ad Grant



# Google Ads - Key Term Research and Execution

Category	Possible Google Terms	Relevant	ADS	CPC	Impressions [see our add]	Clicks [most important]
pictures						
powerpoint						
	spirit				233,000	17,000
	life after death				73,200	10,000
	soul				20,729	2,300
Psychology	Critical Thinking	10				1,783
Religion terms (Christian)	Free Will	10				1002
	eternal life				5,400	908
Religion terms (Christian)	Creation	7				537
Religion terms (Christian)	Heaven	9			100K - 1M	499 F
	pascal's wager					18
	consciousness and spirit				10	0
	consciousness spirit				10	0
	consciousness and soul				70	0
	consciousness soul				0	0

Research

Keywords + Add keyword

Summary of how your keywords are performing

	Cost	Clicks	CTR
● life after death	\$25,448.89	13,102	9.30%
● Authors of the Bible	\$4,056.60	2,086	7.67%
● Bible inerrancy	\$1,359.68	704	7.44%
● consciousness	\$643.30	335	4.75%
● soul	\$323.89	170	6.00%

Keywords Negative keywords < 1 / 10 >

Execution

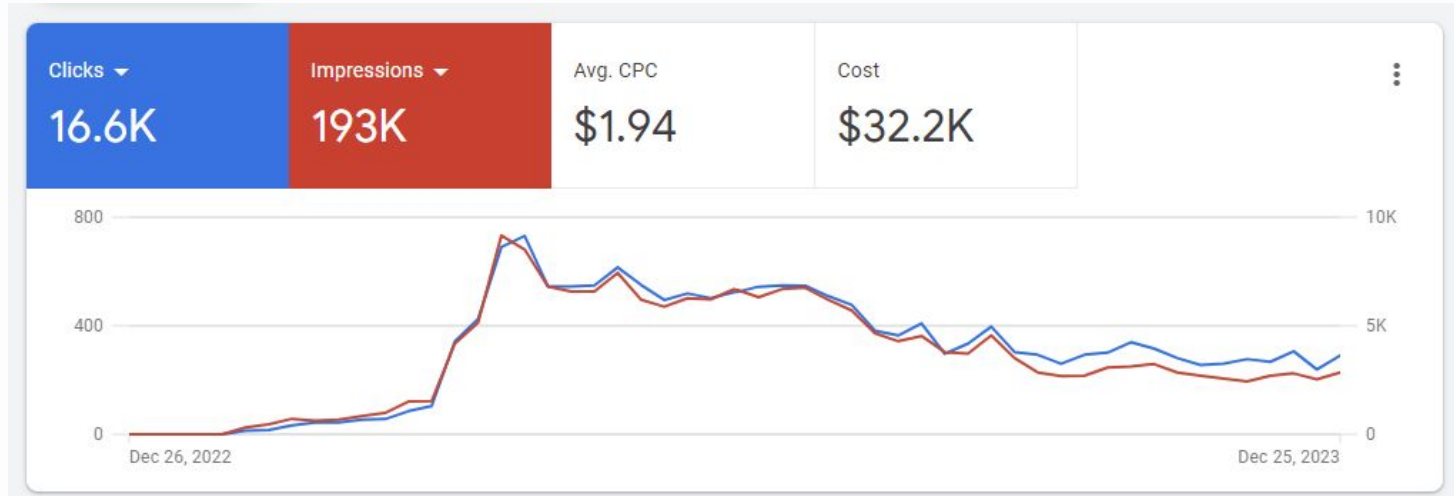
# Identified Opportunity in Content - “Bollywood formula”

Average Durations	Under 10 mins	10 - 30 mins	30 - 60 mins	1 hour plus
Talking Head	Non-Alchemist Kristi Burke AXP	Alex O'Conner Drew McCoy Kristi Burke Paul Enz	Derek Lambert	Harmonic Atheist Michael Shermer
Video Science meets Religion	Natural View			
Video /talk Science OR Religion focus	Stated Clearly (biology)	Religion for Breakfast (religion)		

## Where Science meets Religion

- Quality scripted videos
- Not a talking head
- Narrated
- Video clips
- Under 10 minutes in length

# Google Ads - Nearly 17K website page Views in 2023



Opportunity - Additional keywords

# Researched YouTube Channel Branding



## Reviewed successful channels:

- Logo brand upper left
- Attention Image to the right
- Bold uppercase headlines

# Developed NaturalView YouTube Branding



**Developed after reviewing many channels:**

- Reverse logo - upper left
- Slide title in Bison font white and yellow
- Attention image to right
- Indigo tint

# Acquired Video Production Tools

Audacity

Software :



OpenShot

Software :



Storyblocks




## Learned Rapid Video Production Tools

- Audacity audio recording
- Adobe Photoshop
- Adobe Premier and Open Shot editing
- StoryBlocks and Envato elements
- IStock stock photographs
- Google docs and slides

# Brainstormed and rated list of potential topics

13. How The Scientific Method Works



NaturalView


## HOW THE SCIENTIFIC METHOD WORKS

Science is an evidence based approach to ideas devised to test them. Ideas are critically peer reviewed and upgraded or downgraded based on evidence. This video fleshes out how this process is different from religious revelation.

Transparency + Scrutiny  
Dogmatic vs evidenced based

Grade: A+  
JR - A+

3. Does the Bible Really Say That?



NaturalView

## DOES THE BIBLE REALLY SAY THAT?

A passage in Leviticus gives a newlywed husband permission to stone his wife on his father-in-law's front doorstep should he discover her not to be a virgin on their wedding night. Other passages condone the ownership of slaves. This video uncovers these hidden passages and tries to answer whether the Bible, especially Old Testament' is really a good moral guide in today's world?

Rate A  
JR- A

- **Does it highlight science?**
  - Biology and Evolution
  - Astronomy and exoplanets
  - Geography
  - Scientific method
- **Does it illuminate actual religious beliefs?**
  - Traditional vs Progressive interpretations
  - Sociology and history of religion
  - Morality

# Content Strategy 1: Highlight what is actually in the bible

- Slavery
- Homosexuality /LGBTQ
- Genocide
- Misogyny against Women
- Atonement Theology
- Moral inconsistencies

I think if more Christians actually read the whole thing a lot of them would leave the religion. **Christianity survives because most Christians can't be bothered to actually read the Bible. - Jamie Harris**

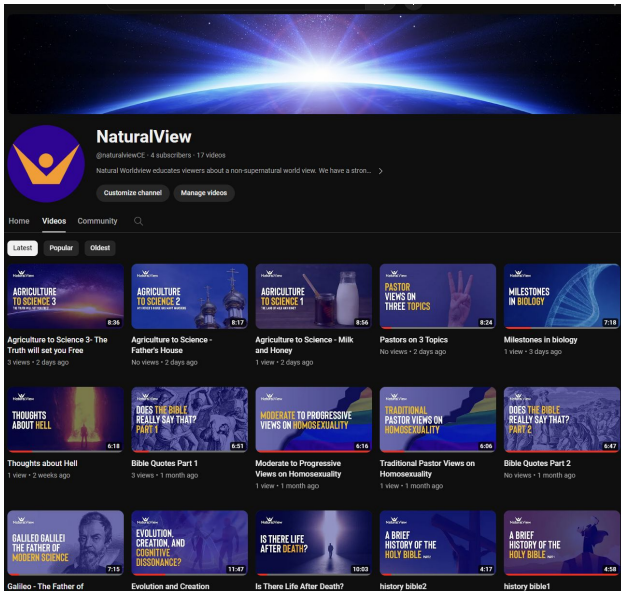
# Content Strategy 2: Evidence for science and evolution

- Bad Design
- Genome / DNA Mapping
- Endogenous Retrovirus
- Transitional species
- Junk DNA
- Pentadactyl fingers/toes
- Breeding dogs etc

“The evidence for evolution is so compelling that the only way to save the creation theory is to assume that God deliberately planted enormous quantities of evidence to make it look as if evolution had happened.”

- **Richard Dawkins**

# YouTube Channel Created



## Themes:

- Science milestones and literacy
- Biblical deep dives
- 11 videos created by end of 2023

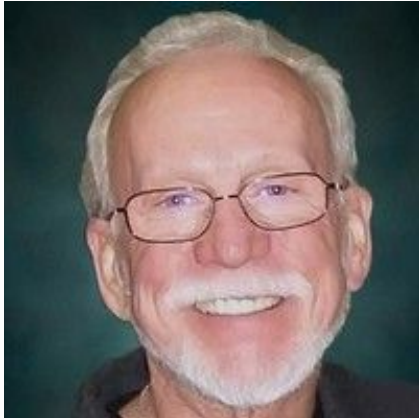
# New team members



## **John Rainbolt - Content and marketing team**

- Son of a Baptist minister and theology school chancellor
- Winner of International Science Fair with project on co-evolution
- Attended Stanford and studied chemistry
- Founder of natural products company

# New team members



## David "Drax" Draxler - the Voice

- Drax grew up attending Catholic School where he remember stern nuns
- Started and sold a technology trade show event company (ie. GTECH) in Los Angeles
- Worked in radio as announcer and salesperson
- Graduated University of Colorado at Boulder

# New team members



## **Laini Harris - Religion Researcher/ Voice**

- Former Xerox division sales trainer
- Practicing Progressive Catholic
- Team member at BrandMother
- Graduated UC Berkeley - BA History

# John's first videos published + 12,000 Year Timeline



# Participated in 2023 Freethought Day



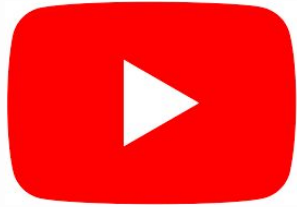
# 2023 Uses of Funds

<b>Description</b>	<b>BrandMother</b>	<b>John Rainbolt</b>	<b>Draxler</b>
2024 Hours (includes Laini)	533*	163	
Average Hours per month	44		
Billed	\$32,005		
Google Ad Performance Bonus	\$6,000		
Seattle Founder Meeting	\$1,500		
Total 2024	\$39,505	\$6400	\$1200



# 2024 PLAN

# Focus on 3 Key Result Areas



## Content

Develop engaging, educational, and relevant content. Integrate topics to viewership



## Viewership

Increase first time and repeat eyeballs



## Revenue

Encourage both institutional and individual donations as well as merchandise sales

# The Mission stays mostly the same



Resource for people or deconstructing their faiths...

Add “religious trauma” recovery and “life after religion” components

# Major AHA! Up to 33% “Recovering from Religious Trauma”

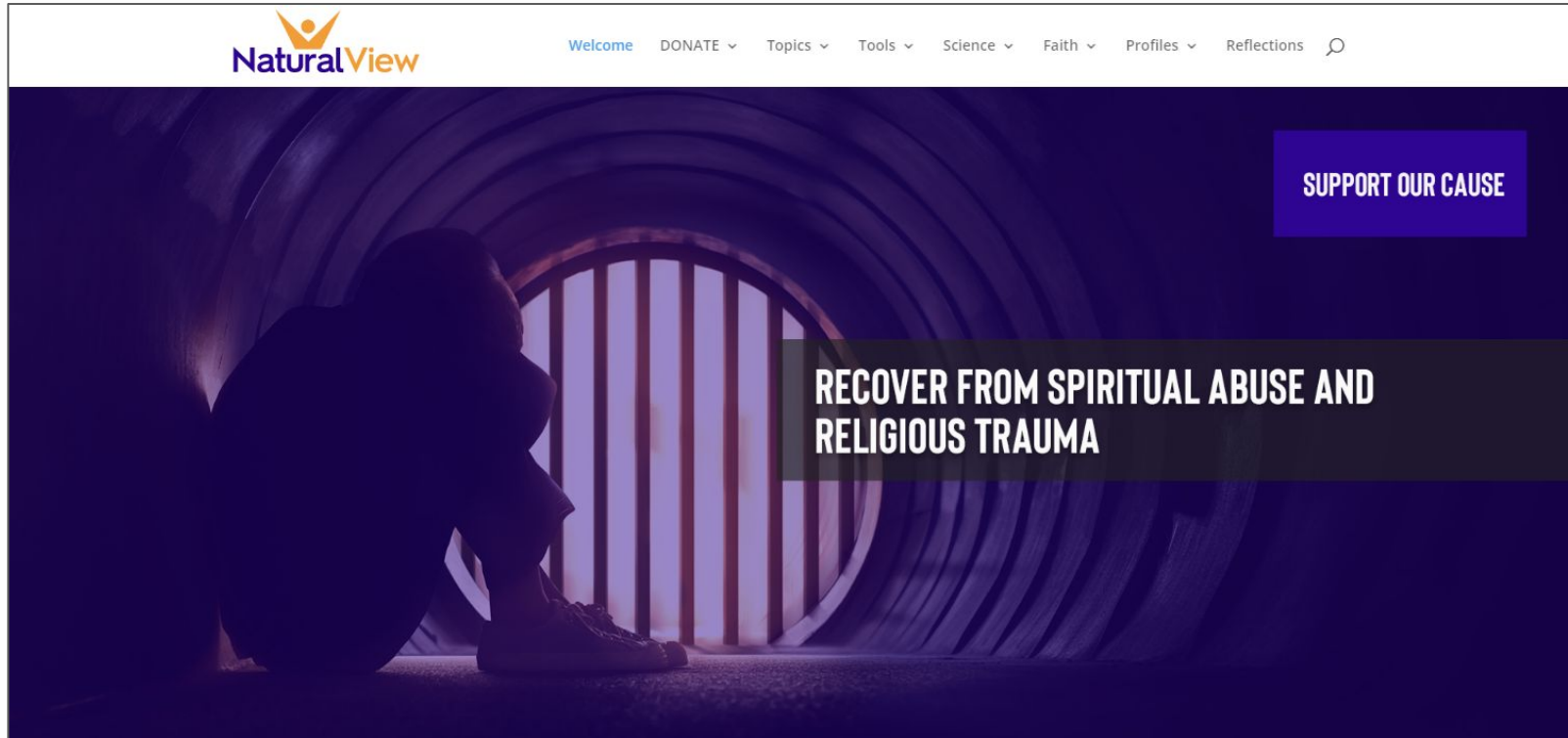


## Abstract:

This sociological study aimed to ascertain the percentage of adults living in the United States who have experienced religious trauma (RT) and what percentage presently suffer from RT symptoms now. After compiling data from 1,581 adults living in the United States, this study concludes it is likely that around one-third (27–33%) of U.S. adults (conservatively) have experienced religious trauma at some point in their life. That number increases to 37% if those suffering from any three of the six major RT symptoms are included. It is also likely that around 10–15% of U.S. adults currently suffer from religious trauma if only the most conservative numbers are highlighted. Nonetheless, since 37% of the respondents personally know people who potentially suffer from RT, and 90% of those respondents know between one and ten people who likely suffer from RT, then it could be argued that as many as one-in-five (20%) U.S. adults presently suffer from major religious trauma symptoms.

<https://www.gcrr.org/religioustrauma>

# Focused Cause “Recovering from Religious Trauma”



The image shows a screenshot of a website banner. At the top left is the logo for 'NaturalView', featuring a stylized orange crown above the text 'NaturalView' in blue and orange. To the right of the logo is a navigation menu with the following items: 'Welcome', 'DONATE' (with a dropdown arrow), 'Topics' (with a dropdown arrow), 'Tools' (with a dropdown arrow), 'Science' (with a dropdown arrow), 'Faith' (with a dropdown arrow), 'Profiles' (with a dropdown arrow), and 'Reflections' (with a search icon). The main banner area has a dark purple background with a photograph of a person sitting on the floor in a tunnel, looking towards a circular opening with vertical bars. A dark purple rectangular button with the text 'SUPPORT OUR CAUSE' is positioned in the upper right corner of the banner. A dark grey semi-transparent box in the lower right corner of the banner contains the text 'RECOVER FROM SPIRITUAL ABUSE AND RELIGIOUS TRAUMA' in white, bold, uppercase letters.

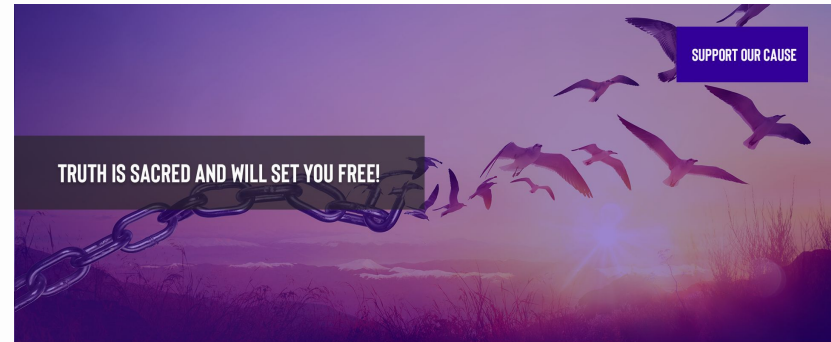
**NaturalView**

[Welcome](#) [DONATE](#) [Topics](#) [Tools](#) [Science](#) [Faith](#) [Profiles](#) [Reflections](#)

**SUPPORT OUR CAUSE**

**RECOVER FROM SPIRITUAL ABUSE AND RELIGIOUS TRAUMA**

# New Slides: Focused on “Religious Trauma”



# Target Audience



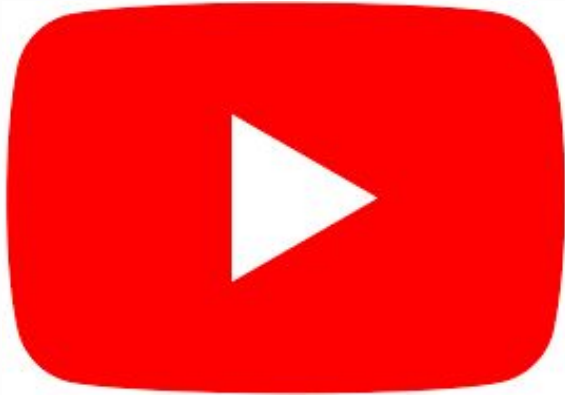
- Age range - 15 to 35
- Educated / curious / tech savvy
- Grew up in a religious household

# Approach: Educate, Inspire and Support



- Show evidence for Natural World
- Clarify bible and religious claims
- Enlighten on religious beliefs
- Path forward - now what?
  - i.e. spiritual but non-religious
  - Wonder of Natural World

# Area 1: Develop and curate great content



- Discoveries in Science and Biology
- What bible and pastors really say
- Atheist bios - why they believe? (new)
- Sociology and history of belief
- How to have a great life without religion

# Area 1: Continue to develop great innovative content

## SOCIOLOGY



## BIOLOGY



## BIBLE



## INTEGRATED



# Area 1: continued

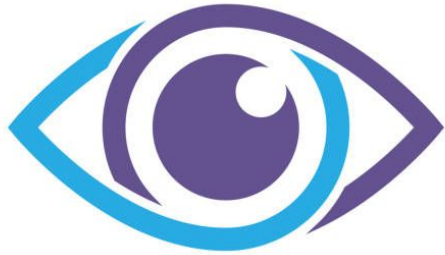
## PASTOR VIEWS



## CULTS

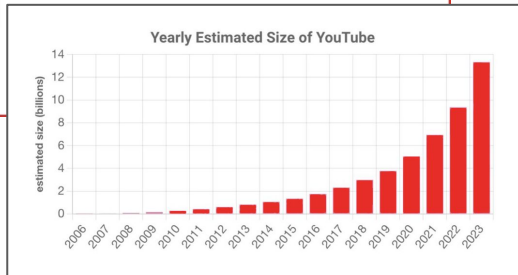


## Area 2: Improve Viewership



- Optimize Google Ads - get 2000 more views
- Promote click here to subscribe button
- Collect emails / offer surveys
- Cross promote/interview other YouTubers
- **Explore YouTube Ads!**
- Utilize social media - TikTok, Instagram, X

# YouTube Advertising AHA!



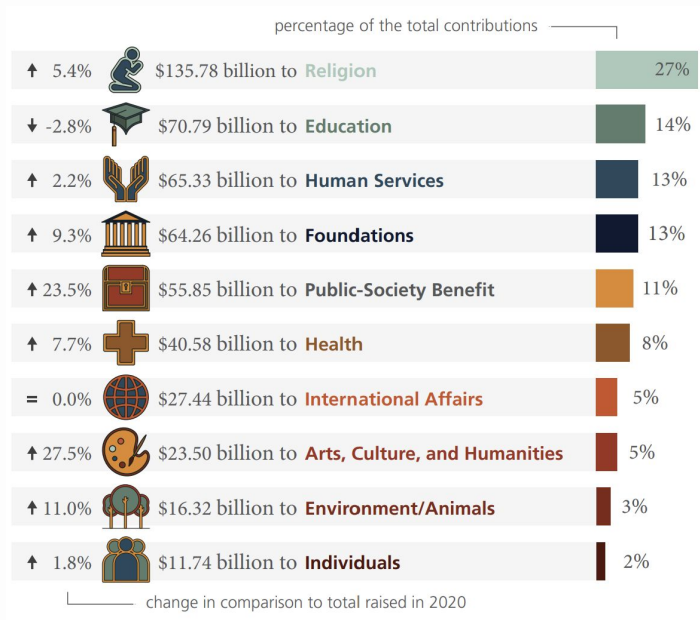
- Extremely low cost per view
- Only charged when view
- Target by Geography and age
- Can tag to other channels
  - Atheist
  - Evangelists

## Area 3: Monetization - Building a Long term Sustainable Model



- Why support NaturalView?
- Research other non-profit models
- **Subscription donate buttons**
- ETSY Store for Meme Ware
- Explore print on demand solutions
- Solicit big donors - Silicon Valley
- STEM grants and Impact Foundry?
- Legacy donations


# In 2021 27% of \$485 Billion Charity given to Religion



**Question:** How do we divert funds from religion to our cause?

**Note:** A large percent are consumer “small contributions”

# Review nonprofit donations (ie WWF)




## Keep Nature Wild

Our living planet is a source of joy, wonder, and mystery — and we want to keep it that way.

For more than 50 years, WWF has been at work to protect our living planet so it remains a source of joy of generations to come. We protect the world's most beloved species, protect the habitats people and wildlife depend on, and much, much more.

Our work relies on the support of generous donors like you: can we count you in?



**Give once**     **Give monthly**

*Giving monthly is an easy, effective way to be a hero for nature 365 days a year!*

\$25

\$50

\$75

\$100

\$150

\$ Other

Select your WWF Thank-You GIFT

Maximize my donation

Four Tote Set  
Includes 4 reusable tote bags with diverse recycled fabric. Perfect for every day in the office!

Reusable Straw and Cleaning Brush  
This reusable straw is made of food-grade stainless steel straw, a food-grade reusable cleaning brush, and a handy carrying pouch.

WWF Blue Fleece Blanket  
Lined-edition WWF Blue Fleece blanket.



**Your information**

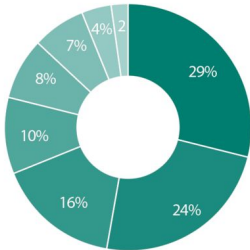
First Name

Last Name

Small Address

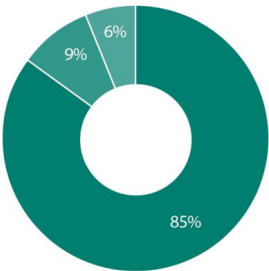
Country

FY23 Operating Revenues



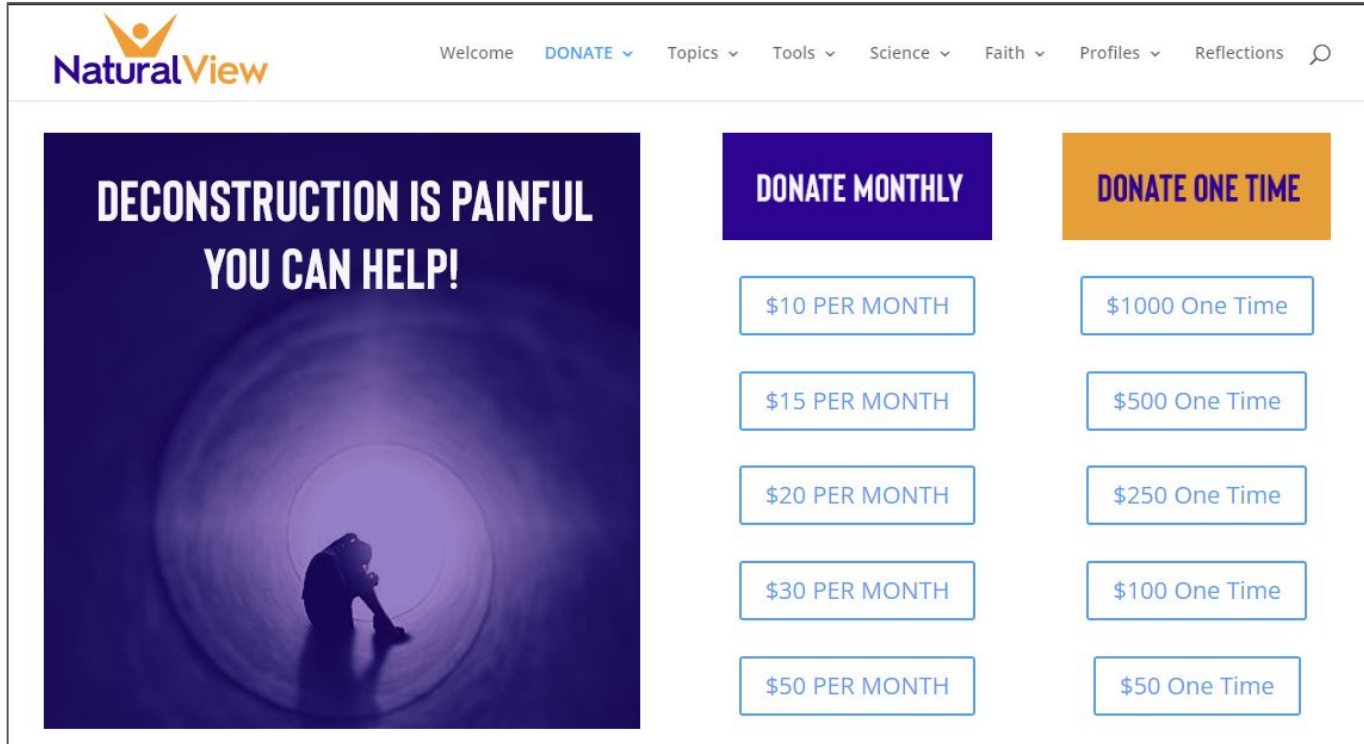
Individuals	\$136,547,134	29%
Contributed nonfinancial assets and other revenues	\$113,013,535	24%
Government grants	\$74,141,090	16%
Transfer of Board-designated net assets and approved payout	\$45,538,227	10%
Corporations	\$38,751,887	8%
Foundations	\$34,439,801	7%
WWF Network Revenues	\$20,482,997	4%
Other contributions	\$7,038,885	2%

FY23 Total Expenses



Program expenses	\$384,784,239	85%
Fundraising	\$43,881,198	9%
Finance and administration	\$25,878,621	6%

# Donations buttons are now “live”



The screenshot shows the NaturalView website's donation page. At the top left is the NaturalView logo. The navigation menu includes: Welcome, DONATE (with a dropdown arrow), Topics (with a dropdown arrow), Tools (with a dropdown arrow), Science (with a dropdown arrow), Faith (with a dropdown arrow), Profiles (with a dropdown arrow), and Reflections (with a search icon).

The main content area features a large banner on the left with the text "DECONSTRUCTION IS PAINFUL YOU CAN HELP!" and an image of a person kneeling in a tunnel. To the right are two columns of donation options:

- DONATE MONTHLY** (purple header):
  - \$10 PER MONTH
  - \$15 PER MONTH
  - \$20 PER MONTH
  - \$30 PER MONTH
  - \$50 PER MONTH
- DONATE ONE TIME** (orange header):
  - \$1000 One Time
  - \$500 One Time
  - \$250 One Time
  - \$100 One Time
  - \$50 One Time

# Alex's Story

## **My story**

I was in a bookstore, surrounded by a pile of volumes about world religions, philosophy and science... involuntarily sweating and trembling. I imagined that God might strike me down at any moment because I was starting to question things that I was being taught in church.

The cracks in my faith began to appear when I discovered more about what the Bible actually said and what followers said they believed. I reasoned that if there is an all powerful creator God of the universe, he is certainly big enough to handle honest inquiry.

---

# “What If” Revenue Stream - 5 Key Metrics

<b>Description</b>							
Web Views per month	5000						
Percent Donate	1%						
New Members per mo	50						
Average per month	\$15						
Churn Rate	2%						
<b>Month</b>		<b>1</b>	<b>2</b>	<b>3</b>	<b>12</b>	<b>24</b>	<b>36</b>
Beginning Members		0	50	99	498	929	1267
New Members		50	50	50	50	50	50
Deactivating Members		0	1	2	10	19	25
Ending Members		50	99	147	538	961	1292
<b>NaturalView Revenue / mo</b>		<b>\$750</b>	<b>\$1,485</b>	<b>\$2,205</b>	<b>\$8,073</b>	<b>\$14,408</b>	<b>\$19,380</b>
<b>Calculated</b>							
Year 1	\$54,417						
Year 2	\$139,579						
Year 3	\$206,408						

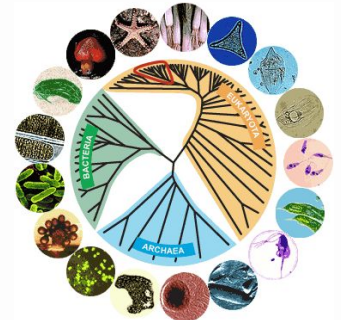
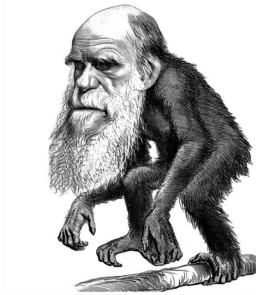
**\$200K by Year 3 is Real Possibility!**

# Memeware Merchandise Mocked Up

SELECT YOUR THANK YOU GIFT

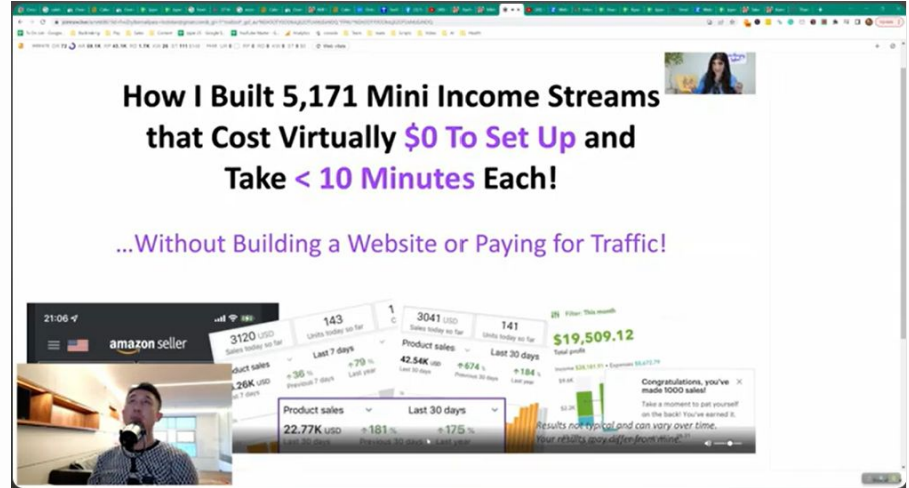


TeeShirt | Mug | Mousepad | Coaster | Magnet





# Print on Demand - “Natural Selection” Model



<https://youtu.be/KA1721vluEE?si=JixOysQ54gu89vqo>

# Summary - Traction to Sustainability in 2024



- Formula to develop quality content
- Refined mission - “religious trauma”
- Quality Team of people
- Business/financial model
- Marketing and funding strategies
- Pathway to Sustained Legacy!

# Content Funnel

On Point	Video / Topic	Research	Scripts	Drax	Covers	Status
John	Land of Milk and Honey - Agricultural to Scientific		done	done	done	done
John	In my fathers house many mansion		done	done	done	done
John	the truth will set you free		done	done	done	done
	Galileo - v2		done	done	done	
Alex/La	Hell theology		done			
Alex/La	Science Milestones 1 and 2		done	done		
Alex/La	Milestones in Biology Evolution		done	done	done	done
Alex/La	Pastors on 3 topics		done			done
Alex/La	Cults		done	done	done	done
Alex/La	Stained Glass Ceiling		done	done	done	more slides
John/alex	Why Support NaturalView		in process			
	History of Secular Thought					
John/alex	Now What - spirituality of nonbelief					
John	Santa Clause, Easter Bunny and Moses ?					
Alex	Tale of Two Evangelists		in process			
	Conspiracy Flat Earthers					
	Life after death					