

OUTCOMES MAGAZINE EDITORIAL CALENDAR

Spring, Summer and Winter editions include the CLA Directory of Platinum (Founders Council) and Gold level members. The Fall edition includes a special advertising edition for Platinum (Founders Council) Members, as well as a listing of Platinum and Gold members.



Spring 2017— Theme: Momentum *(Reflects Outcomes Conference 2017 theme)*

Ad Space Reservation Deadline: **Jan. 17, 2017**

Ad Materials Due Deadline: **Jan. 26, 2017**

Overview: This issue will mirror the theme of CLA's Outcomes Conference 2017 – *Momentum*. We'll explore the powerful kingdom momentum of God's work in our world today, featuring insights from ministry leaders on the front lines of that global work. We'll also include insight on how we as leaders can build and maintain momentum in our own organizations. That includes everything from hiring, retaining and motivating staff to developing the funding needed to fulfill the kingdom missions of Christian nonprofit organizations.

Mails: Feb. 23, 2017 *(This edition will also be distributed at The Outcomes Conference 2017.)*



Summer 2017— Theme: Connections

Ad Space Reservation Deadline: **April 24, 2017**

Ad Materials Due Deadline: **May 3, 2017**

Overview: Does your organization's story connect to the hearts and minds of those you want to reach? This edition explores many powerful ways to create those kinds of heart connections. It will share ideas for making such connections, and examine successful practices in areas like storytelling, branding, marketing, video, PR, digital communications and more. We'll discover not only the trending platforms, but also learn how to define, and clearly communicate your organization's story so that it connects.

Mails: May 31, 2017



Fall 2017— Theme: Strategy *(Special CLA Founders Council Edition)*

Ad Space Reservation Deadline: **July 17, 2017**

Ad Materials Due Deadline: **July 26, 2017**

Overview: Are you a strategic thinker? Do you lead strategically? Hear from leaders who share successful practices for high-impact strategic leadership. In this edition we'll examine the power of thinking strategically, and how you can best balance responsiveness with strategy. We'll explore how as Christian ministries we can be both strategic and sensitive to the subtle guidance of God, unpacking the implications of the admonition: *In their hearts humans plan their course, but the Lord establishes their steps* (Prov. 16:9).

Mails: Aug. 23, 2017 *(This edition will feature a special section honoring CLA's Platinum "Founder's Council" organizations.)*



Winter 2017— Theme: Generosity

Ad Space Reservation Deadline: **Oct. 16, 2017**

Ad Materials Due Deadline: **Oct. 25, 2017**

Overview: Ministry requires resources. Generous giving is vital not only for ministry, but also for the hearts of donors. In this edition, we will explore biblical perspectives on resource development, and examine what it means to have a steward's heart. We will hear from experts on how we can connect givers to the heart of God as they support kingdom work. This edition will include insight from both ministry leaders and resource development professionals, highlighting the latest giving trends.

Mails: Nov. 22, 2017

Calendar subject to change.