

5 YEARS OF GROWTH
250,000 User Engagements (Touches) every 24 Hours

2020 ANNUAL REPORT



BOOK OF
MORMON
CENTRAL

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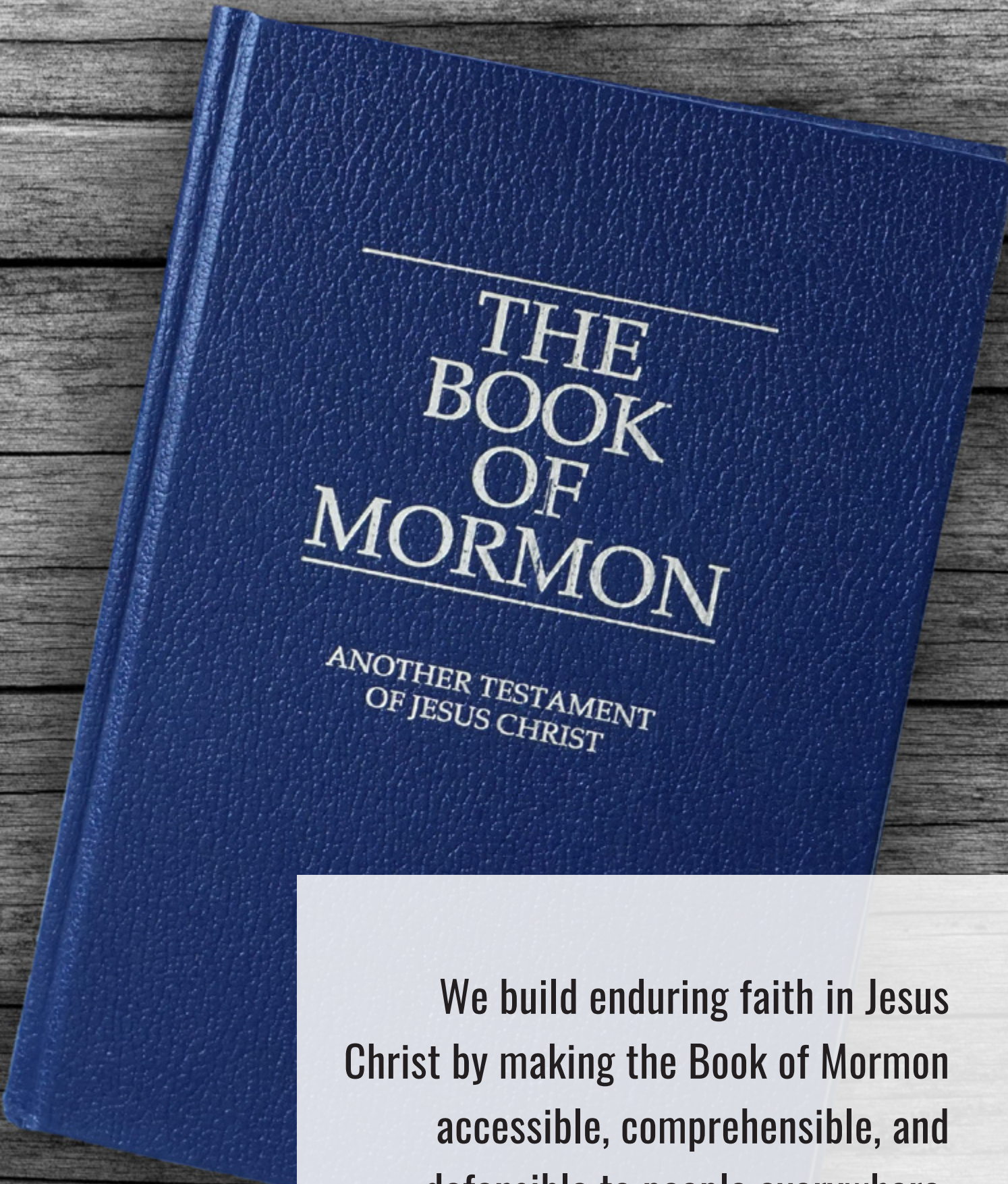
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THE
BOOK
OF
MORMON

ANOTHER TESTAMENT
OF JESUS CHRIST

We build enduring faith in Jesus Christ by making the Book of Mormon accessible, comprehensible, and defensible to people everywhere.

Overview

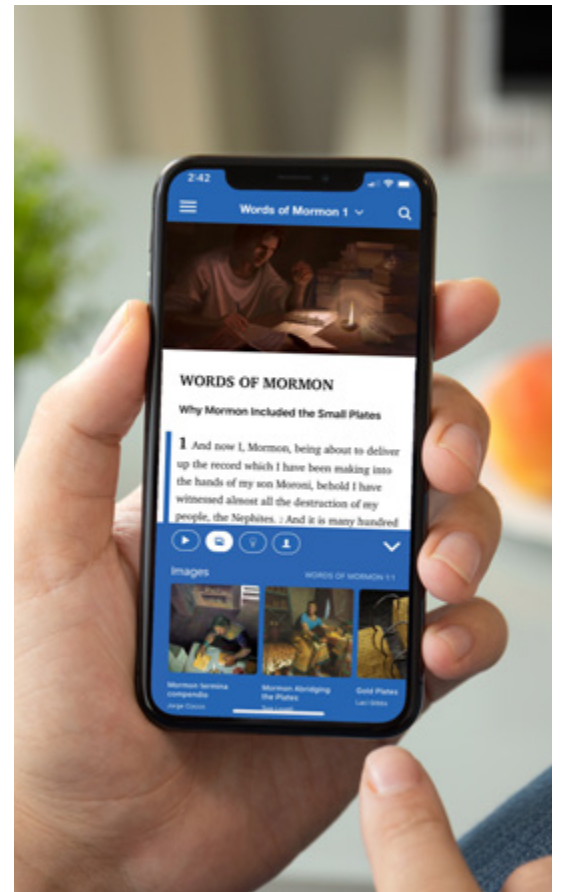
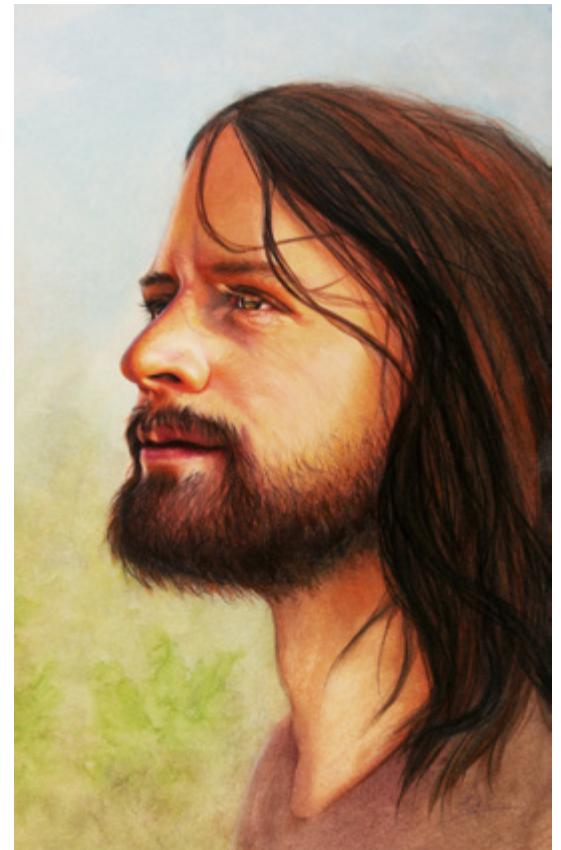
Book of Mormon Central creates a supportive, nurturing online environment for people interested in the Book of Mormon and other scriptures of the Restoration. Investigators use our material as they learn about the Church. Our content helps new members answer questions that arise after baptism. Established members love Book of Mormon Central's inspiring blend of knowledge, testimony, and devotion. We all need to be nurtured with the good word of God.

We're a digital publisher with deep academic roots. We're a technology organization focused on the scriptures. We're a media influencer seeking wisdom out of the best books and sharing learning by study and also by faith. We bring together first-rate scriptural scholarship and modern communication technology to educate the curious, strengthen the struggling, and reinforce the strong. The Church is spending over \$1 Billion to earthquake-proof the Salt Lake Temple. Book of Mormon Central helps earthquake-proof members' testimonies and spiritual lives.

Teaming up with Book of Mormon Central, some of the finest teachers in the Church share their profound insights with vast audiences worldwide. We offer rich Come Follow Me content in English, Spanish, and now Portuguese. We curate the world's most important collection of scholarly and educational resources in support of the Book of Mormon. As a donor-supported non-profit, Book of Mormon Central content is available worldwide free of charge in the spirit of 2 Nephi 9:50, 26:25, Alma 1:20, and Isaiah 55:1.

Strategic Initiatives

- 1 Book of Mormon Central Websites in English and Spanish publish blogs and our acclaimed KnoWhy series of illustrated essays.
- 2 Book of Mormon Central YouTube Channels in English, Spanish, and Portuguese post KnoWhy videos, Come Follow Me presentations, mini-documentaries, children's videos, and more.
- 3 Book of Mormon Central Facebook Pages create a sense of community among students of the Nephite text in English, Spanish, and Portuguese.
- 4 Book of Mormon Central Facebook Groups enable virtual communities to share Come Follow Me Resources and more in English, Spanish, and Portuguese.
- 5 ScripturePlus Mobile App offers a media-enriched scripture study experience in English and Spanish.
- 6 Book of Mormon Central Archive is a digital repository of curated source material relevant to the Book of Mormon and Pearl of Great Price.
- 7 Pearl of Great Price Central Websites in English and Spanish publish illustrated insights and essays supporting the historicity of the Books of Abraham and Moses, and the First Vision.
- 8 Evidence Central Website, YouTube Channel, and Facebook Page bring some of the most compelling evidences of the Book of Mormon together in one convenient location.
- 9 Messages of Christ YouTube Channel and Facebook Page share contextualized details about Jesus Christ and His associates from a Latter-day Saint perspective. This is Book of Mormon Central's outreach to those not of our faith.



Top: *The Savior's Prayer* by Ria Spencer

Bottom: *Photo of ScripturePlus*

Right: *I Saw Another Angel Fly* by Jorge Cocco



In early 2019, we knew 2020 would be a special year. We had already published almost 500 KnoWhys, our signature concise illustrated essays that constitute the most comprehensive organized corpus of Book of Mormon scholarship in this dispensation. Our YouTube channels in English and Spanish were attracting 10,000 views per day. ScripturePlus development was coming along nicely and we could tell this innovative new mobile app was destined for greatness. The entire Church would be focusing on the Book of Mormon in 2020. We put our shoulder to the wheel to be of service in that Book of Mormon year.

With 2020 now largely in the rear-view mirror, we are excited to report that Book of Mormon Central is having a breakout year with strength across the board in all of our initiatives. All this is in spite of the COVID pandemic, and in some ways because of it, as people everywhere turned to the Book of Mormon for strength. For example, we began publishing in Portuguese. ScripturePlus has been downloaded 137,000 times. Our videos routinely attract 100,000 views per day. Only the Church itself has a more robust Come Follow Me offering. We are mastering

the art of digital marketing. Pearl of Great Price Central came into its own and Evidence Central is off to a great start. As a measure of how efficiently we are using donor's money, cost per user engagement has decreased every year from \$.36 in 2016 to \$.04 in 2020. If you do a Google search for the concatenation "bookofmormon" you will notice that 40% of the global instances are now "bookofmormoncentral."

Can Book of Mormon Central uniquely and dynamically help flood the earth with the Book of Mormon as President Benson and all his successors have prophetically called for since October 1988? Here's a data point to consider. Google gives us \$10k per month to help share the Book of Mormon with the world in exciting new ways. You read that right. Google, through their Ad Grant program, is now among Book of Mormon Central's top 15 donors.

With all this success in 2020, what do we do for an encore? Stay tuned. We think you will like our offerings in 2021 as we bring the words and teachings of the Doctrine and Covenants to light, especially working hand-in-hand with the Book of Mormon.

YEAR AT A GLANCE



Sep 2019

ScripturePlus launched



Jan 2020

Android version of ScripturePlus launched



Nov 2019

Presentation to Church Public Affairs and Communication Committee



Oct 2019

ScripturePlus ad ran on KSL TV during General Conference

Stephen Houston gave inaugural John L. Sorenson lecture

Dec 2019

Product Launches:

Taylor Halverson and Tyler Griffin show

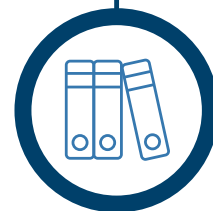
John W. Welch Notes on the Book of Mormon

Brant Gardner Book of Mormon Minute



Aug 2019

Pearl of Great Price Central launched



Mar 2020

Kindle version of ScripturePlus launched



Aug 2020

4th Annual Art Contest attracted more than 100 entries



Jun 2020

First publication in Portuguese



Feb 2020

Service Missionaries began helping in the Springville office



Jul 2020

John Hilton III show launched



May 2020

Messages of Christ officially became part of Book of Mormon Central



Sep 2020

Evidence Central launched
Church emailed all Seminary and Institute personnel worldwide announcing Evidence Central



BY THE NUMBERS

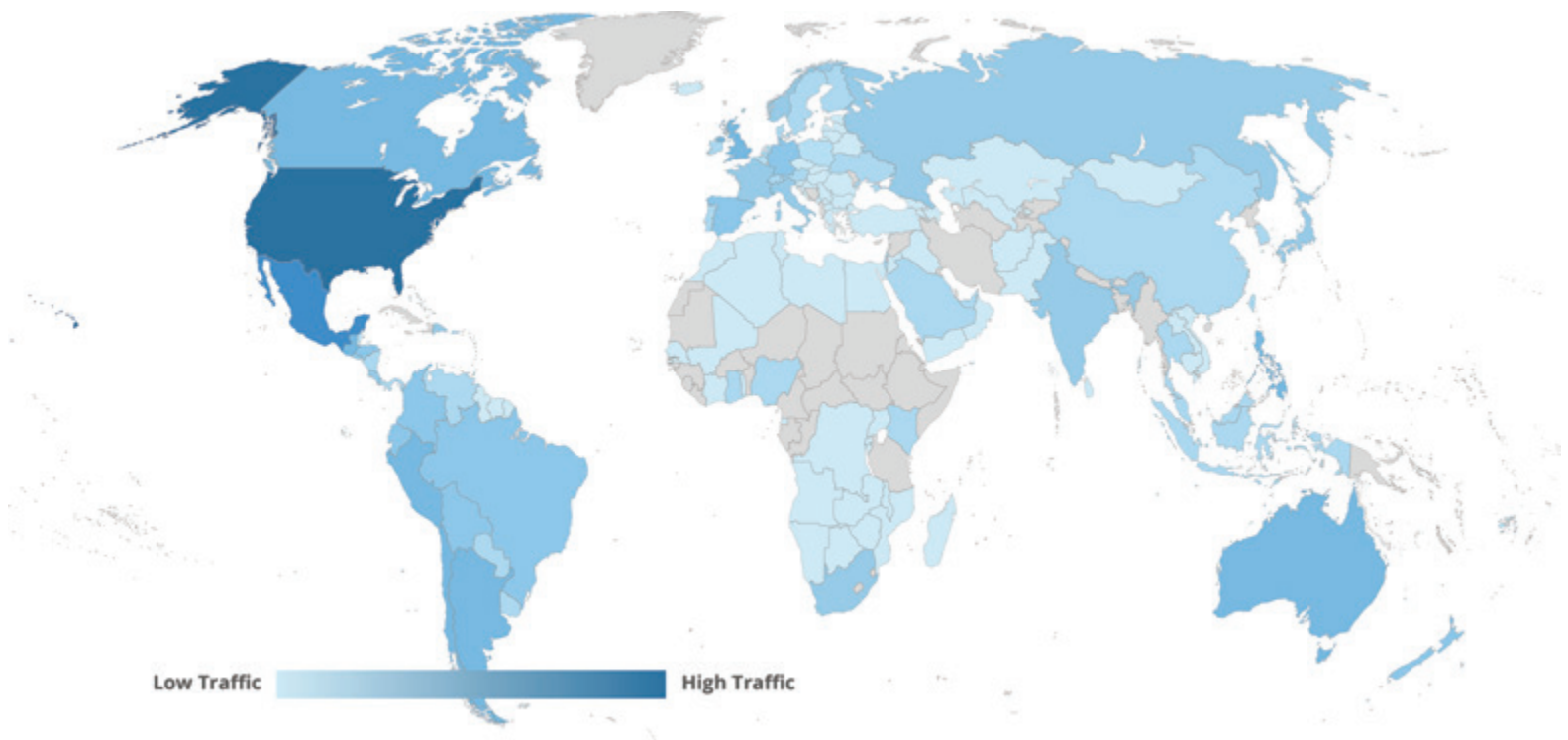
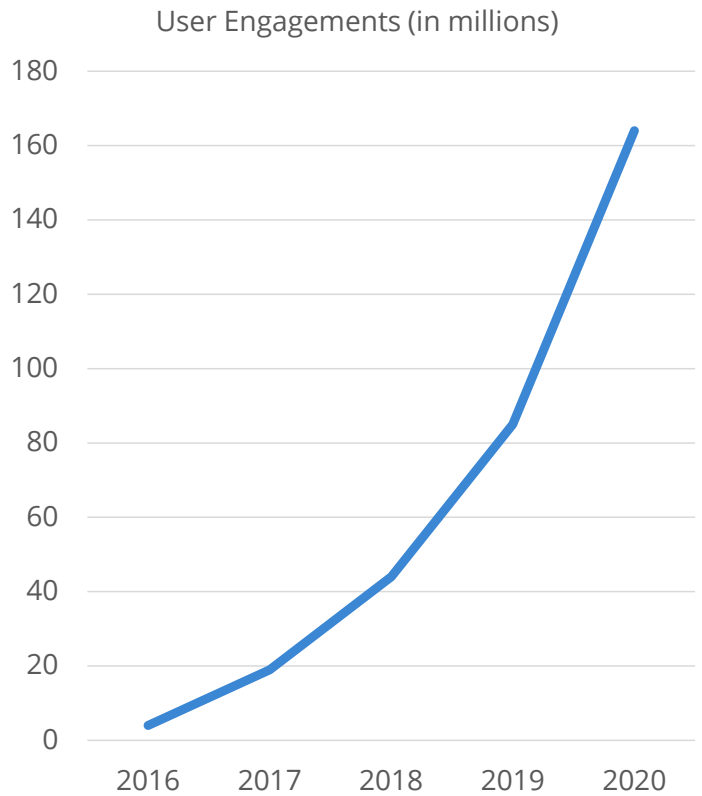
User Engagements (Touches)

All Platforms, All Languages

Year	Engagements	Growth
2016	4 million	
2017	19 million	+ 15 million 375%
2018	44 million	+ 25 million 132%
2019	85 million	+ 41 million 93%
2020	164 million	+ 79 million 93%

Cost per User Engagement

Year	Cost	Reduction
2016	\$0.36	
2017	\$0.15	58%
2018	\$0.10	33%
2019	\$0.07	30%
2020	\$0.04	43%





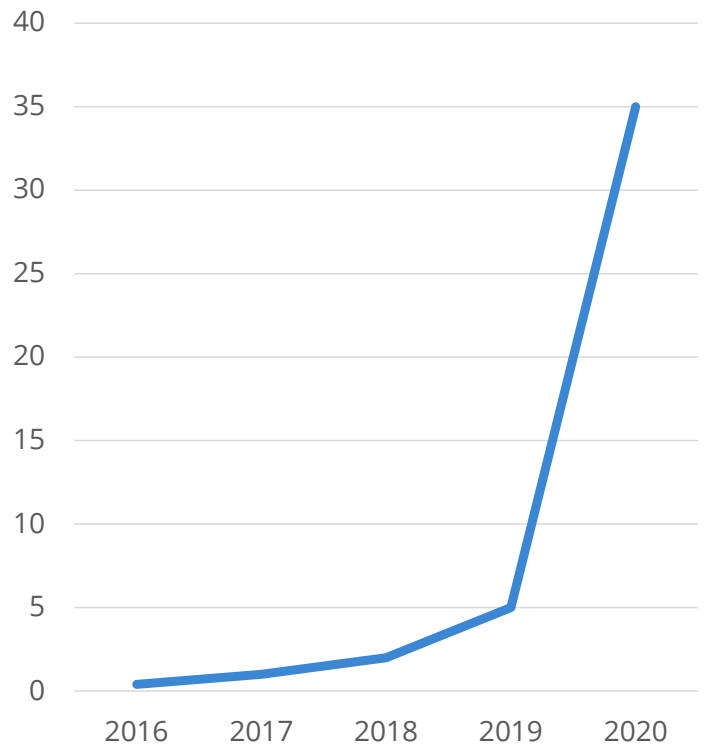
YouTube Views

Year	Views	Growth
2016	400,000	
2017	1 million	+ 600,000 150%
2018	2 million	+ 1 million 100%
2019	5 million	+ 3 million 150%
2020	35 million	+ 30 million 600%

YouTube Subscribers

Year	Subscribers	Growth
2016	4,000	
2017	11,000	+ 7,000 175%
2018	20,000	+ 9,000 82%
2019	53,000	+ 33,000 165%
2020	312,000	+ 259,000 489%

YouTube Views (in millions)



Facebook Followers

Year	Followers	Growth	
2016	75,000		
2017	101,000	+ 26,000	35%
2018	134,000	+ 33,000	33%
2019	153,000	+ 19,000	14%
2020	186,000	+ 33,000	22%

Facebook Come Follow Me Group Members

Year	Members	Growth	
2019	53,000		
2020	174,000	+ 121,000	228%

ScripturePlus Downloads

iOS, Android, Kindle

Year	Downloads	Growth	
2019	34,000		
2020	137,000	+ 103,000	303%

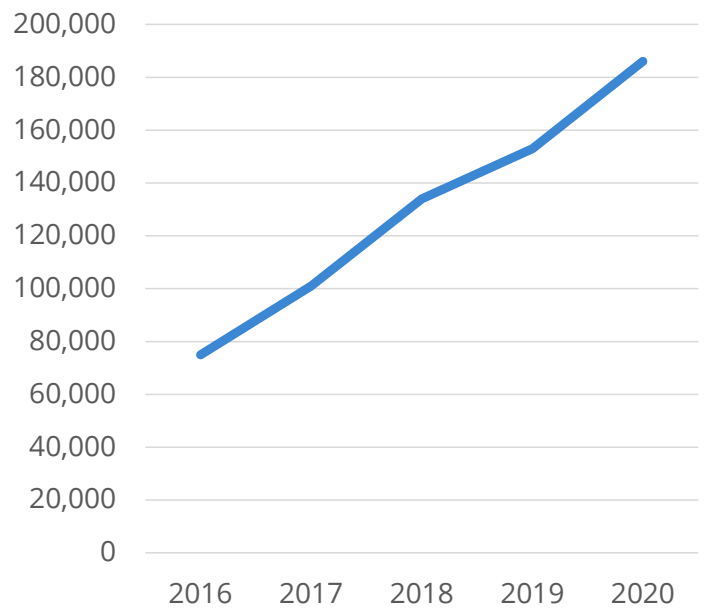
Website Pageviews

Year	Pageviews	Growth	
2016	700,000		
2017	3 million	+ 2 million	329%
2018	6 million	+ 3 million	200%
2019	9 million	+ 3 million	50%
2020	15 million	+ 6 million	66%

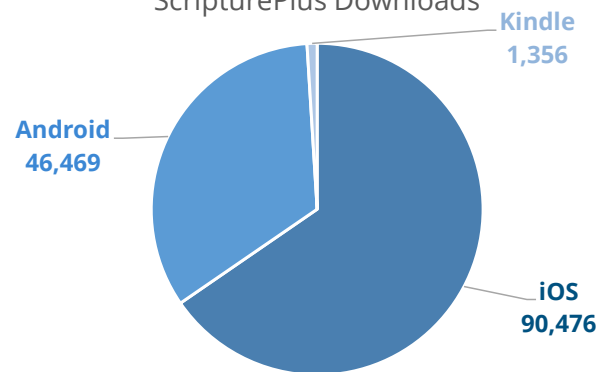
Digital Ads

Year	Impressions	Growth	
2019	14 million		
2020	35 million	+ 19 million	136%

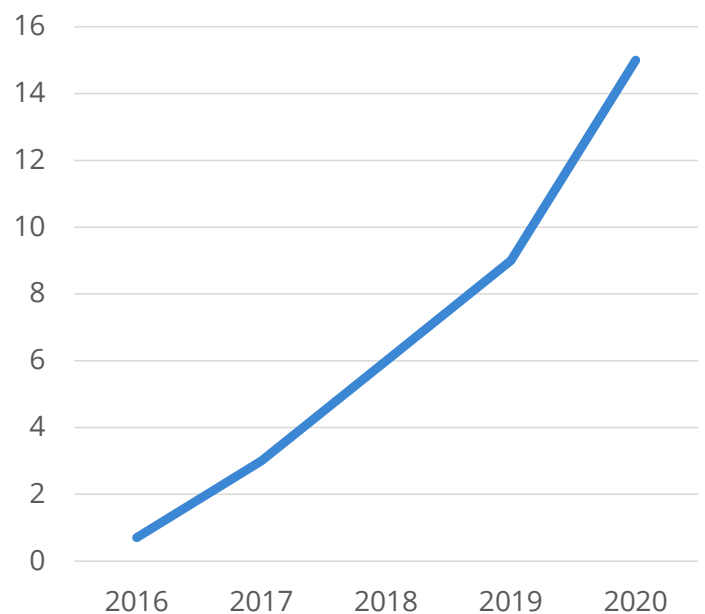
Facebook Followers



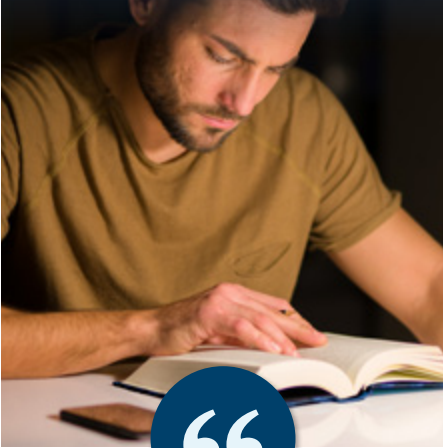
ScripturePlus Downloads



Website Pageviews (in millions)



Educate the Curious



As I met with the missionaries, BMC's KnowWhy videos helped me understand concepts from the Book of Mormon that were new to me.

Shaun N.
27 years old, Idaho

Strengthen the Struggling



BMC videos and study aids helped strengthen my faith in and love for the Book of Mormon during a period of doubt.

Avery J.,
22 years old, Texas

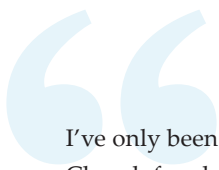
Reinforce the Strong



The BMC essays and videos I've shared with my adult children have helped strengthen them as they teach my grandchildren.

Maria G.
53 years old, Mexico

RESULTS



I've only been a member of the Church for about 13 months, but finding your website today really has helped my testimony that the Book of Mormon is truly the inspired Word of God.

David Blakley



We support Book of Mormon Central because the Book of Mormon is the tangible rock foundation of our intergenerational family's faith in Jesus Christ, the restoration of Christ's church, and living prophets!

John and Jane Covey Family



Thank you for allowing me to attend these classes. If they didn't have captions, I wouldn't understand. I have never learned so much about the Book of Mormon as this year listening to these programs.

Regina M. B. Figueiredo

My understanding of the scriptures has improved dramatically.

Annette Modina

Thank you so much for your great work defending the Keystone.

Michael Taylor

RESULTS

We are pleased to announce a wonderful new Book of Mormon resource that is available to all personnel. Evidence Central, which was recently launched by Book of Mormon Central and the Charis Legacy Foundation, is a new website full of compelling details on the Book of Mormon.

The Church of Jesus Christ of Latter-day Saints, Seminaries and Institutes of Religion

“The clarity of your teaching has uplifted and inspired us.”

Lucia Brooks

The Gardner Book of Mormon minutes and the Welch notes are so enlightening. I am amazed this is offered all for free. We have donated in the past and we will donate again! Your small staff is doing big things! Thank you!!

Rebecca Nabrotzky

I have a college-age daughter struggling with her testimony. Information in the KnoWhys has answered many questions she had regarding the Book of Mormon.

Anonymous

“Thanks to all at Book of Mormon Central for the helps in studying the Gospel in a higher and better way.”

Jeanne Myers

Thank you for your amazing work in bringing the Book of Mormon to light and helping us understand the beauties, wonders and mysteries contained therein. May God bless you in this sacred work.

Stan Kimball

Thank you for this wonderful program. I am having some awesome “ah – ha” moments at 87 years of age!

Jacqueline Gunderson

Book of Mormon Team,
thanks to all!
Great insights!

Mike & Penelope Hulten

WHO'S WHO

Board of Directors All Volunteer



John W. Welch

Chairman, Editor in Chief,
Author, On-screen Personality



Taylor Halverson

Author, On-screen Personality



Ruth Schmidt

Corporate Secretary



Bob Babcock

Legal Services



Scott Petersen

Author, Chief Financial Officer



Tyler Perry

Advisory Board Chair



Lynne Wilson

Author, Come Follow Me, On-
screen Personality



Harris Leck

Business Planning



Dan Galorath

Technology



Dave Jenkins

Governance, Evidence Central



Scott Gordon

Networking, FAIR



Advisory Board (All Volunteer)

Kirk Magleby	Executive Director
Howard Goodman	Chief Operations Officer
Dick Gordon	Fund Development
Judy Galorath	Seminary & Institute Liaison
Lynette Jenkins	Evidence Central
Stan Neeleman	General Counsel
Bryson Garbett	Book of Mormon Video Localization – Tzeltal Mayan
Jan Garbett	Book of Mormon Video Localization – Tzeltal Mayan

Full-Time Staff

Neal Rappleye	Operations, KnoWhys, Voice Talent
Jasmin Rappleye	Web, Publishing, Graphics, ScripturePlus, On-screen Personality
Jared Riddick	Research Library, Digital Archive, Email
Zander Sturgill	Videos, Social Media
Daniel Smith	Videos, ScripturePlus, Imagery, Voice Talent
Matt Cutler	Videos
Ryan Dahle	Evidence Central, Pearl of Great Price Central
Israel Gonzalez	Software Development, ScripturePlus
Patricio Soto	ScripturePlus iOS Development
Victor Llanten	ScripturePlus Android Development
Luis Diaz	Evidence Central Back-End Development
Ivan Parra	Evidence Central Front-End Development
Nathan Bryant	Donor Relations
Alejandro Martinez	Tech Support, Web, Publishing
Lilly Gutierrez	Spanish Translation Quality Control, Publishing
Jesus Inda	Spanish Translation
Benjamin Monroy	Spanish Videos, Social Media, On-screen Personality
Lucas Guerreiro	Portuguese Videos, Social Media, On-screen Personality

Part-Time Staff

Brant Gardner	Research, Writing
Heather Pack	Script Writing
Ben Griffin	Videos
Nick Galieti	Audio Engineering
Rebekah Ashby	Imagery
Fernando Vazquez	Graphics
Robert Starling	Creative
Noe Correa	Spanish Translation, On-screen Personality
Javier Tovar	Latin American Liaison
Cecy Gastelum	Spanish Come Follow Me Facebook Group, On-screen Personality
Benjamin Monroy, Sr.	Spanish Content Index
Melody Monroy	Spanish Videos, On-screen Personality
Cinthia Gamboa	Spanish Translation
Soraida Tabla	Spanish Voice Talent
Daniel Acosta	Spanish Videos, Graphics, Voice Talent

Service Missionaries

Elder Kirk	Videos
Sister Vincent	PhotoShop, Scanning
Elder Gabler	PhotoShop, Scanning
Elder Winegar	Scanning, ScripturePlus Quotes

Volunteers

KC Kern	IT Consultant
Tyler Griffin	On-screen Personality
Kiplin Griffin	Video Quality Control
John Hilton III	On-screen Personality
Jazmin Gracia	On-screen Personality
Jeff Bradshaw	Research, Writing
Wally Breitenstein	Research, Writing
Judy Breitenstein	Research, Writing
Chemain Evans	Editing
Carol Jones	Transcriptions
James Welch	Transcriptions
Brenden Fullmer	Videos
Spencer Kraus	HTML Formatting
Dale Bradford	Portuguese Coordinator
Bruno Barbosa	Portuguese Translation, Publishing
Marcelo Amarante	Portuguese Translation, Publishing
Dozens	KnWhy, Content Reviewers
Hundreds	ScripturePlus Mobile App, Evidence Central Testers



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