



2021 Annual Report

Our website: realprayer.org

Between four languages, our homepages were sought out well over a half million times. Our evangelism booklet downloads or online booklet views were **over 125,000****. Most active regions were Spanish and Portuguese speaking countries in South America followed by English speaking in Africa.

**** In 2021 the cost per prayer booklet view averaged 11 cents.** Normally this statistic includes a person placing a search inquiry such as "*how to pray*," then advance beyond our home page to view the prayer booklet. Chapter 3 within this booklet includes an invitation on "*how to be born again*."

Spiritual Development

A local professional counselor donated her time to review the chapter on "*self-forgiveness*" along with an article on "*Raising Children*." Late in the year, extended versions of the original booklet were created along with a new six page booklet on "*The Holy Spirit*" that promotes seeking God's grace.

Organizational Development:

In 2020 and until mid-2021 ads were donated from within the personal ad account of a board member. In January an IRS EIN number was obtained and the initial corporation assets were donated from within the board members. A First Bank of Berne and a PayPal account were opened.

A fund raising website, realprayer.org/vw was then developed. An area marketing specialist provided impute on a gratis basis. A number of area churches were introduced to Real Prayer Inc.

Initial elections were held with Terrence Dietsch elected as President/Treasurer, Dennis Wagonrod as secretary, and Amy Prichard holding a position of board member. A local attorney reviewed the proposed by-laws on a gratis basis and the board adopted them. A public charity application was submitted to the IRS which was accepted in late September allowing donations to have *tax deductible status*.

Financial:

\$7010.31 was received in cash donations. Non-ad expenditures totaled **\$16.67** for the year.
\$6251.19 in corporation ad expense **\$7947.61** in board member ad donations. **Ads totaled: \$14,198.80**
\$ 759.12 cash assets at year end **\$82.16** other assets (donated paper and ink) at year end.

Ad expenditures averaged \$ 37. per day at the start of the year and ended at a \$ 44. daily average.

Our first church donation (for \$1000.) was received in December. Another denomination made an early January 2022 commitment. A third denomination has shown interest in a spring donation.

Evangelism Outreach:

A **single day experiment** of our ad budget being allowed to double:

June 28th	Single Day current funding level		
Clicks ▼	Conversions ▼	Cost / conv. ▼	Cost ▼
1.59K	452.00	\$0.09	\$40.51
Home Page Views	Download/Online Views	Per Booklet View	
Clicks ▼	Conversions ▼	Cost / conv. ▼	Cost ▼
2.45K	681.00	\$0.13	\$91.54
June 29th	Single Day expanded funding level		

Is this ministry appreciated? An e-mail translated from Portuguese:

Thank you so much for the booklet, many blessings to all of you, keep praying for the African people, especially in Mozambique.

Locally, "Revive Van Wert," (a multiple church effort) receive 90 of our booklets prior to an October event at the fairgrounds. Such booklets are also at local shelters and the correctional facility library.

On a personal note:

My prayer routine attempts to cover the hundreds of daily booklet views as individually as practical broken down by search inquiries. (See supplement.) A common prayer includes, "You know the capacity that each one has to receive your grace. I ask that your will be done." Feeling the presence of the Holy Spirit during such prayers is not uncommon.

Respectfully submitted,

Terry Dietsch

Supplement on Search Inquires: Who are those receiving the Real Prayer Booklet?

Supplement on Where Donations Go?: An ad expenditure is made at the point someone clicks on it to reach our home page. This report details our cost by each individual country.

Supplement on Search Inquires:

When are Evangelism Ad Dollars being spent?

Prayer booklets are delivered at the same moment people are hurting for them.

Spanish translated search inquiries

- how to pray to god
- the bible
- how to pray to god correctly
- how to pray
- how to learn to pray
- how to pray to god with faith
- how to learn to pray and talk to God
- how to talk to god
- prayer for the sick
- the bible to read
- how to learn to pray to god with faith
- how do you pray to god
- how to study the bible
- how to pray correctly
- pray to God
- Bible
- how to pray
- learn to pray to god

Portuguese translated search inquiries

- how to pray to god
- how to pray
- how to learn to pray
- morning prayer
- God
- how to talk to god
- how to pray in faith
- how to pray correctly
- prayers
- talk to god
- how to make a pact with god
- how to have a prayer life
- how should i pray
- how to pray to god correctly
- I want to learn to pray
- God speaks to me
- learning to pray
- God help me please
- jesus
- prayer
- I want to talk to god
- the power of prayer

Most inquiries are from Brazil

Africa based Search Inquires

- how to pray
- how to pray effectively
- how to pray to god
- how to pray in the spirit
- the power of prayer
- effective prayer
- god
- learn how to pray
- how to hear from the holy spirit
- seal of god book pdf
- how to meditate on the word of god
- learn how to pray effectively
- prayer
- how to effectively pray
- in step with god understanding his ways and plans for your life

Test marketing research inquires if funding is obtained for "The Holy Spirit" booklet:

- the holy spirit
- holy spirit
- 1 minute bible love notes
- holy bible
- bible study topics
- understanding the love of god
- about the holy spirit
- bible devotion for the day
- the bible study
- what is god love in the bible
- bible devotion
- bible devotion message tagalog
- gospel of grace
- grace
- holyspirit
- how to love god
- knowing god's love
- lessons about the holy spirit
- romans 8 1 the message



Visitor locations

Supplement on Where Donations Go?

Independent non-Google stats from the company who hosts our website.



2021 Total Visitors 590,000+

CONTINENTS (Figures do not include bots)

South America	415107
Africa	71188
North America	56484
Europe	36438
Asia	17649
Oceania	1594
Could not be identified	35

01/01/2021 - 12/31/2021

2021 Stats from Google

Number of Ads	Avg. cost per ad	Booklet views	Avg cost per booklet view	Booklet % to ad ratio	Annual Cost rounded off \$13,800. **
Clicks ▾	Avg. CPC ▾	Conversions ▾	Cost / conv. ▾	Conv. rate ▾	Cost ▾
556K	\$0.02	125K	\$0.11	22.49%	\$13.8K

← Google Ads | Reporting

2021 Stats detailed by top 100+ Countries ** Stats do not include \$265. results from a temporary acct.
 Unsaved

Custom
Jan 1 - Dec 31, 2021

Country/Territory (User location)	Clicks ▾ Number of Ads	Avg. CPC ▾ Avg. cost per ad	Conversions ▾ Booklet views	Cost / conv. ▾ Avg cost per booklet view	Conv. rate ▾ Booklet % to ad ratio	↓ Cost ▾ Annual Cost by country
Brazil	133,520	\$0.03	32,512.00	\$0.11	24.35%	\$3,609.60
Argentina	172,155	\$0.02	32,626.17	\$0.10	18.95%	\$3,326.34
Colombia	36,740	\$0.03	10,314.00	\$0.09	28.07%	\$968.32
Venezuela	31,241	\$0.02	8,142.00	\$0.09	26.06%	\$772.76
Ukraine	14,653	\$0.03	2,226.00	\$0.20	15.19%	\$439.81
Mexico	15,655	\$0.02	3,680.00	\$0.11	23.51%	\$386.63
Kenya	11,096	\$0.03	2,710.00	\$0.12	24.42%	\$325.97
Peru	11,768	\$0.02	2,962.00	\$0.10	25.17%	\$293.86
Ecuador	9,100	\$0.03	2,576.00	\$0.09	28.31%	\$233.65
Chile	10,746	\$0.02	2,469.00	\$0.09	22.98%	\$230.16
Russia	9,553	\$0.02	1,212.00	\$0.19	12.69%	\$228.74
South Africa	5,732	\$0.04	1,952.00	\$0.11	34.05%	\$218.08
Angola	9,853	\$0.02	2,220.00	\$0.10	22.53%	\$216.21

2021 Stats from Google

	Number of Ads	Avg. cost per ad	Booklet views	Avg cost per booklet view	Booklet % to ad ratio	Annual Cost by country
Nigeria	6,793	\$0.03	1,512.00	\$0.13	22.26%	\$199.74
Mozambique	6,728	\$0.02	1,496.00	\$0.10	22.24%	\$148.66
India	3,401	\$0.04	560.00	\$0.24	16.47%	\$133.05
Dominican Republic	5,484	\$0.02	1,073.00	\$0.12	19.57%	\$130.81
Philippines	3,330	\$0.04	840.00	\$0.15	25.23%	\$129.81
Jamaica	2,376	\$0.05	792.00	\$0.15	33.33%	\$114.88
Ghana	2,999	\$0.03	774.00	\$0.13	25.81%	\$100.69
Uganda	3,363	\$0.03	766.00	\$0.13	22.78%	\$99.49
Guatemala	3,821	\$0.02	818.00	\$0.11	21.41%	\$89.47
Honduras	3,311	\$0.02	793.00	\$0.10	23.95%	\$75.43
Zambia	2,390	\$0.03	491.00	\$0.15	20.54%	\$71.64
Trinidad and Tobago	1,325	\$0.05	458.00	\$0.14	34.57%	\$65.44
Puerto Rico	2,711	\$0.02	616.00	\$0.10	22.72%	\$61.49
Nicaragua	2,594	\$0.02	542.00	\$0.11	20.89%	\$60.42
Costa Rica	2,490	\$0.02	714.00	\$0.08	28.67%	\$60.17
Zimbabwe	2,040	\$0.03	511.00	\$0.12	25.05%	\$59.09
Malaysia	1,126	\$0.05	326.00	\$0.16	28.95%	\$51.95
Paraguay	2,145	\$0.02	498.83	\$0.10	23.26%	\$49.83
El Salvador	1,985	\$0.02	438.00	\$0.10	22.07%	\$45.33
Singapore	1,046	\$0.04	290.00	\$0.15	27.72%	\$44.10
Uruguay	1,755	\$0.03	480.00	\$0.09	27.35%	\$43.96
Portugal	1,454	\$0.03	399.00	\$0.10	27.44%	\$38.67
Botswana	977	\$0.04	296.00	\$0.12	30.30%	\$34.32
United States	467	\$0.06	185.00	\$0.15	39.61%	\$27.68
Spain	1,055	\$0.03	223.00	\$0.12	21.14%	\$26.60
Barbados	499	\$0.05	159.00	\$0.16	31.86%	\$25.28
Belarus	884	\$0.03	132.00	\$0.18	14.93%	\$23.55
Lesotho	543	\$0.04	168.00	\$0.14	30.94%	\$23.42
Kazakhstan	845	\$0.03	120.00	\$0.18	14.20%	\$21.46
Cameroon	670	\$0.03	189.00	\$0.11	28.21%	\$20.75
Bolivia	579	\$0.03	139.00	\$0.12	24.01%	\$16.97
United Kingdom	282	\$0.06	84.00	\$0.19	29.79%	\$15.91
Fiji	300	\$0.05	115.00	\$0.13	38.33%	\$15.33
Malawi	485	\$0.03	112.00	\$0.13	23.09%	\$14.92
Australia	279	\$0.05	102.00	\$0.13	36.56%	\$13.52

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	Number of Ads	Avg. cost per ad	Booklet views	Avg cost per booklet view	Booklet % to ad ratio	Annual Cost by country
Canada	251	\$0.05	80.00	\$0.17	31.87%	\$13.51
Guyana	279	\$0.05	88.00	\$0.15	31.54%	\$12.82
Cape Verde	645	\$0.02	97.00	\$0.13	15.04%	\$12.43
United Arab Emirates	304	\$0.04	61.00	\$0.19	20.07%	\$11.40
Saint Lucia	232	\$0.05	56.00	\$0.20	24.14%	\$10.93
Eswatini	324	\$0.03	81.00	\$0.12	25.00%	\$9.84
Uzbekistan	686	\$0.01	35.00	\$0.27	5.10%	\$9.38
Liberia	302	\$0.03	58.00	\$0.16	19.21%	\$9.08
Panama	291	\$0.03	76.00	\$0.11	26.12%	\$8.62
Indonesia	205	\$0.04	23.00	\$0.36	11.22%	\$8.33
Pakistan	223	\$0.04	20.00	\$0.39	8.97%	\$7.82
Hong Kong	183	\$0.04	38.00	\$0.20	20.77%	\$7.42
Saudi Arabia	200	\$0.04	50.00	\$0.15	25.00%	\$7.40
Guinea-Bissau	479	\$0.02	31.00	\$0.24	6.47%	\$7.39
Antigua and Barbuda	153	\$0.05	44.00	\$0.17	28.76%	\$7.38
Seychelles	160	\$0.04	44.00	\$0.16	27.50%	\$7.05
Saint Vincent and the Grenadines	143	\$0.05	35.00	\$0.20	24.48%	\$7.03
Mauritius	170	\$0.04	40.00	\$0.17	23.53%	\$6.66
Kyrgyzstan	334	\$0.02	29.00	\$0.22	8.68%	\$6.45
Sierra Leone	219	\$0.03	44.00	\$0.14	20.09%	\$6.26
Papua New Guinea	181	\$0.03	59.00	\$0.10	32.60%	\$6.18
Sri Lanka	133	\$0.04	31.00	\$0.18	23.31%	\$5.52
Bangladesh	205	\$0.03	19.00	\$0.28	9.27%	\$5.30
Rwanda	146	\$0.03	35.00	\$0.14	23.97%	\$4.93
Moldova	177	\$0.03	16.00	\$0.31	9.04%	\$4.89
Solomon Islands	102	\$0.05	35.00	\$0.14	34.31%	\$4.84
British Virgin Islands	99	\$0.05	44.00	\$0.11	44.44%	\$4.72
U.S. Virgin Islands	105	\$0.04	42.00	\$0.11	40.00%	\$4.70
Cayman Islands	108	\$0.04	21.00	\$0.22	19.44%	\$4.63
Dominica	91	\$0.05	33.00	\$0.14	36.26%	\$4.47
Bermuda	87	\$0.05	26.00	\$0.17	29.89%	\$4.35
Italy	92	\$0.05	15.00	\$0.28	16.30%	\$4.23
Malta	101	\$0.04	34.00	\$0.12	33.66%	\$4.22
Turkey	89	\$0.04	24.00	\$0.16	26.97%	\$3.85

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Sao Tome and Principe	221	\$0.02	35.00	\$0.11	15.84%	\$3.75
Guam	86	\$0.04	14.00	\$0.27	16.28%	\$3.73
Namibia	67	\$0.05	22.00	\$0.15	32.84%	\$3.34
Germany	74	\$0.04	12.00	\$0.27	16.22%	\$3.24
Turks and Caicos Islands	67	\$0.05	23.00	\$0.14	34.33%	\$3.20
Vanuatu	69	\$0.05	11.00	\$0.29	15.94%	\$3.16
Estonia	113	\$0.03	9.00	\$0.35	7.96%	\$3.13
Netherlands	56	\$0.05	12.00	\$0.25	21.43%	\$2.97
Ireland	59	\$0.05	11.00	\$0.25	18.64%	\$2.77
Azerbaijan	153	\$0.02	14.00	\$0.19	9.15%	\$2.73
Lithuania	91	\$0.03	14.00	\$0.19	15.38%	\$2.65
Nepal	81	\$0.03	8.00	\$0.31	9.88%	\$2.51
Thailand	59	\$0.04	10.00	\$0.25	16.95%	\$2.49
Romania	65	\$0.04	6.00	\$0.41	9.23%	\$2.47
Greece	66	\$0.04	12.00	\$0.20	18.18%	\$2.43
Georgia	111	\$0.02	9.00	\$0.26	8.11%	\$2.36
The Bahamas	70	\$0.03	30.00	\$0.08	42.86%	\$2.32
Taiwan	57	\$0.04	16.00	\$0.14	28.07%	\$2.21
Democratic Republic of the Congo	59	\$0.04	28.00	\$0.08	47.46%	\$2.15
Egypt	54	\$0.04	14.00	\$0.15	25.93%	\$2.14
Tanzania	58	\$0.04	5.00	\$0.42	8.62%	\$2.10
Qatar	51	\$0.04	10.00	\$0.19	19.61%	\$1.90
Ethiopia	51	\$0.04	6.00	\$0.31	11.76%	\$1.83
Grenada	54	\$0.03	23.00	\$0.08	42.59%	\$1.83
Suriname	40	\$0.04	7.00	\$0.26	17.50%	\$1.80
Croatia	42	\$0.04	13.00	\$0.14	30.95%	\$1.78
Saint Kitts and Nevis	47	\$0.04	8.00	\$0.22	17.02%	\$1.75
South Korea	40	\$0.04	7.00	\$0.25	17.50%	\$1.72
Cote d'Ivoire	48	\$0.04	13.00	\$0.13	27.08%	\$1.68
Haiti	62	\$0.03	4.00	\$0.40	6.45%	\$1.58
Myanmar (Burma)	49	\$0.03	4.00	\$0.40	8.16%	\$1.58
Brunei	35	\$0.04	4.00	\$0.38	11.43%	\$1.54
Tajikistan	137	\$0.01	2.00	\$0.75	1.46%	\$1.50