

Real Prayer Inc Annual Report - 2025

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Real Prayer Inc is a non-denominational public charity that provides booklets in English, Portuguese, and Spanish in over 70 countries. Our “[Real Prayer](#)” booklet can aid in developing a Christian heart. The “[Grace](#)” booklet helps in a prayer life to recognize God’s calling. Our recently completed booklet named “**The Love** that is born of God’s grace.” focuses is our own self-centeredness. By the use of a biblical and prayerful perspective, this very personal topic is addressed in a non-offensive manner.

Donated time and web hosting services continue to minimize cost to the point that 100% of financial expenditures have been used toward international online marketing to encourage these booklets to be read. For a guest to go beyond our homepage to view a booklet, the cost averaged **12 cents**. Each booklet includes a prayer of surrendering one’s heart to our Heavenly Father. In addition the ministry gives out booklets locally such as to our jail library.

Board members are Terry Dietsch: president/treasurer, Amy Prichard: vice president, and Denny Wagonrod: secretary.

2025 World Ministry

Ad Campaign by Topic	Booklet Promoted	Guests going beyond the homepage to view a booklet	Cost	Avg. cost per Viewer
How to Pray	Real Prayer	36304	\$ 4,517	12 cents
Sin or Forgiving Others	Real Prayer	14295	\$ 1560	11 cents
Hope (secular words)	Real Prayer	5295	\$ 725	14 cents
Parenting	Real Prayer /Child	15180	\$ 1699	11 cents
Self-centeredness	The Love	18125	\$1894	10 cents
Grace, the Holy Spirit, & Discipleship	Grace	16676	\$ 1861	11 cents
Totals of Primary campaigns		105875	\$12256	12 cents

Our budget is derived from both church donations and Real Prayer Inc board members.

2025 Financial Report:

\$ 13,617.18	Jan. 01, 2025 assets	\$ 13,316.26	Ads purchased from Google
\$ 15,614.09	donations	\$ 0	Other
\$ 383.33	Dividend/interest income		
\$ 29,614.60	assets prior to expenses	\$ 16,298.34	2025 Year End assets

Countries of our most active stewardship are broken down by either our “Prayer,” “Love,” or “Grace” booklets.

Respectfully submitted,

Terry Dietsch

Board President

Where Real Prayer Inc. is most active



Add filter

<input type="checkbox"/> Targeted location	Campaign	Homepage views	Viewed Booklet	Homepage to booklet views	⇓ Average cost to view a booklet
Totals within ad campaigns		564964	120545		
<input type="checkbox"/> Argentina	1-Spanish- Prayer- Argentina	63,084	15,480.26	24.54%	\$0.12
	Google Search	62,299	15,330.25	24.61%	\$0.12
	Google Display Network	785	150.01	19.11%	\$0.10
<input type="checkbox"/> Argentina	3 - Spanish- Grace- Argentina	34,312	8,267.08	24.09%	\$0.10
	Google Search	33,977	8,230.08	24.22%	\$0.10
	Google Display Network	335	37.00	11.04%	\$0.14
<input type="checkbox"/> Venezuela	1 - Spanish - Parenting & Prayer	26,923	5,554.32	20.63%	\$0.10
	Google Search	412	133.50	32.40%	\$0.14
	Google Display Network	26,511	5,420.82	20.45%	\$0.10
<input type="checkbox"/> Argentina	1 - Spanish parenting & prayer	18,898	4,687.34	24.80%	\$0.12
	Google Search	16,525	4,247.50	25.70%	\$0.12
	Google Display Network	2,373	439.84	18.54%	\$0.11
<input type="checkbox"/> Venezuela	2-Spanish- love- non- arg	36,600	4,570.75	12.49%	\$0.09
	Google Search	17	6.00	35.29%	\$0.08
	Google Display Network	36,583	4,564.75	12.48%	\$0.09
<input type="checkbox"/> Brazil	1 - Portuguese on Prayer	11,906	3,539.50	29.73%	\$0.16
	Google Search	7,943	2,815.50	35.45%	\$0.16
	Google Display Network	3,963	724.00	18.27%	\$0.13

Location	"Prayer" Booklet is the "1" series "Love" Booklet, the "2" series "Grace" Booklet, the "3" series	Homepage views	Viewed Booklet	Homepage to booklet views	⇓ Average cost to view a booklet
<input type="checkbox"/> Angola	1 - Portuguese on Prayer	15,584	3,102.58	19.91%	\$0.14
Google Search		724	229.09	31.64%	\$0.16
Google Display Network		14,860	2,873.49	19.34%	\$0.13
<input type="checkbox"/> Argentina	1 - Spanish - Parenting & Prayer	12,662	2,759.85	21.80%	\$0.12
Google Search		8,976	2,159.92	24.06%	\$0.13
Google Display Network		3,686	599.93	16.28%	\$0.12
<input type="checkbox"/> Argentina	2-Spanish on Love-non Arg.	14,439	2,322.51	16.08%	\$0.10
Google Search		5,372	836.47	15.57%	\$0.10
Google Display Network		9,067	1,486.04	16.39%	\$0.09
<input type="checkbox"/> Bolivia	1 - Spanish parenting & prayer	11,924	1,969.93	16.52%	\$0.11
Google Search		119	48.00	40.34%	\$0.13
Google Display Network		11,805	1,921.93	16.28%	\$0.11
<input type="checkbox"/> Venezuela	1 - Spanish -hope keywords	8,388	1,945.54	23.19%	\$0.12
Google Search		212	80.00	37.74%	\$0.15
Google Display Network		8,176	1,865.54	22.82%	\$0.12
<input type="checkbox"/> Colombia	1 - Spanish parenting & prayer	6,284	1,883.00	29.96%	\$0.11
Google Search		2,983	1,254.00	42.04%	\$0.12
Google Display Network		3,301	629.00	19.05%	\$0.11
<input type="checkbox"/> Colombia	1 - Spanish - Parenting & Prayer	9,553	1,861.25	19.48%	\$0.11
Google Search		474	173.00	36.50%	\$0.12
Google Display Network		9,079	1,688.25	18.60%	\$0.11

Location	"Prayer" Booklet is the "1" series "Love" Booklet, the "2" series "Grace" Booklet, the "3" series	Homepage views	Viewed Booklet	Homepage to booklet views	Average cost to view a booklet
<input type="checkbox"/> Philippines	2 - English on love	7,427	1,857.00	25.00%	\$0.10
Google Search		8	1.00	12.50%	\$0.41
Google Display Network		7,419	1,856.00	25.02%	\$0.10
<input type="checkbox"/> Angola	3 - Portuguese - Grace	17,491	1,616.70	9.24%	\$0.12
Google Search		149	43.00	28.86%	\$0.12
Google Display Network		17,342	1,573.70	9.07%	\$0.12
<input type="checkbox"/> Brazil	3 - Portuguese - Grace	4,328	1,428.50	33.01%	\$0.12
Google Search		3,382	1,296.50	38.34%	\$0.12
Google Display Network		946	132.00	13.95%	\$0.14
<input type="checkbox"/> Venezuela	1-Prayer-Spanish - non-Arg.	3,532	1,197.94	33.92%	\$0.12
Google Search		2,626	982.00	37.40%	\$0.13
Google Display Network		906	215.94	23.83%	\$0.11
<input type="checkbox"/> Angola	2-Portuguese- Love	8,190	1,147.72	14.01%	\$0.11
Google Search		29	7.00	24.14%	\$0.13
Search partners		4	1.00	25.00%	\$0.08
Google Display Network		8,157	1,139.72	13.97%	\$0.11
<input type="checkbox"/> Mexico	1 - Spanish parenting & prayer	4,353	1,104.00	25.36%	\$0.12
Google Search		569	241.00	42.36%	\$0.14
Google Display Network		3,784	863.00	22.81%	\$0.11
<input type="checkbox"/> Ecuador	1 - Spanish parenting & prayer	3,488	989.00	28.35%	\$0.10
Google Search		859	438.00	50.99%	\$0.11
Google Display Network		2,629	551.00	20.96%	\$0.10
<input type="checkbox"/> Argentina	1 - Spanish -hope keywords	4,616	982.61	21.29%	\$0.16

Location	"Prayer" Booklet is the "1" series "Love" Booklet, the "2" series "Grace" Booklet, the "3" series	Homepage views	Viewed Booklet	Homepage to booklet views	↕ Average cost to view a booklet
<input type="checkbox"/> Colombia	1-Prayer-Spanish - non-Arg.	2,775	958.00	34.52%	\$0.12
Google Search		2,428	884.00	36.41%	\$0.12
Google Display Network		347	74.00	21.33%	\$0.12
<input type="checkbox"/> Peru	1 - Spanish parenting & prayer	3,492	903.00	25.86%	\$0.11
Google Search		806	321.00	39.83%	\$0.13
Google Display Network		2,686	582.00	21.67%	\$0.11
<input type="checkbox"/> Venezuela	3- Spanish- Grace- non-Arg.	2,739	865.67	31.61%	\$0.12
Google Search		2,333	797.00	34.16%	\$0.12
Google Display Network		406	68.67	16.91%	\$0.09
<input type="checkbox"/> Nigeria	2 - English on love	5,813	818.00	14.07%	\$0.12
Google Search		9	3.00	33.33%	\$0.07
Google Display Network		5,804	815.00	14.04%	\$0.12
<input type="checkbox"/> Kenya	2 - English on love	4,734	764.00	16.14%	\$0.11
Google Search		8	0.00	0.00%	\$0.00
Google Display Network		4,726	764.00	16.17%	\$0.11
<input type="checkbox"/> Uganda	2 - English on love	4,698	737.50	15.70%	\$0.11
Google Search		2	0.00	0.00%	\$0.00
Google Display Network		4,696	737.50	15.70%	\$0.11
<input type="checkbox"/> Guatemala	1 - Spanish parenting & prayer	2,729	704.00	25.80%	\$0.09
Google Search		41	22.00	53.66%	\$0.11
Google Display Network		2,688	682.00	25.37%	\$0.09
<input type="checkbox"/> Dominican Republic	1 - Spanish - Parenting & Prayer	4,623	695.00	15.03%	\$0.12

	Location	"Prayer" Booklet is the "1" series "Love" Booklet, the "2" series "Grace" Booklet, the "3" series	Homepage views	Viewed Booklet	Homepage to booklet views	Average cost to view a booklet
<input type="checkbox"/>	Dominican Republic	1 - Spanish parenting & prayer	3,042	693.00	22.78%	\$0.10
	Google Search		128	51.00	39.84%	\$0.13
	Google Display Network		2,914	642.00	22.03%	\$0.10
<input type="checkbox"/>	Colombia	3- Spanish- Grace- non-Arg.	2,300	677.00	29.43%	\$0.13
	Google Search		2,174	664.00	30.54%	\$0.13
	Google Display Network		126	13.00	10.32%	\$0.14
<input type="checkbox"/>	Colombia	1 - Spanish -hope keywords	3,044	665.66	21.87%	\$0.14
	Google Search		317	122.00	38.49%	\$0.14
	Google Display Network		2,727	543.66	19.94%	\$0.14
<input type="checkbox"/>	Mozambique	1 - Portuguese on Prayer	3,460	649.50	18.77%	\$0.13
	Google Search		369	125.00	33.88%	\$0.15
	Google Display Network		3,091	524.50	16.97%	\$0.13
<input type="checkbox"/>	Ecuador	1 - Spanish - Parenting & Prayer	2,809	570.44	20.31%	\$0.11
	Google Search		195	75.00	38.46%	\$0.13
	Google Display Network		2,614	495.44	18.95%	\$0.10
<input type="checkbox"/>	Mexico	1 - Spanish - Parenting & Prayer	2,732	569.67	20.85%	\$0.12
	Google Search		211	85.00	40.28%	\$0.13
	Google Display Network		2,521	484.67	19.23%	\$0.12
<input type="checkbox"/>	India	3 -English- Grace	3,251	569.42	17.52%	\$0.13
	Google Search		103	32.00	31.07%	\$0.17
	Google Display Network		3,148	537.42	17.07%	\$0.13
<input type="checkbox"/>	Colombia	2-Spanish- love- non-arg	3,267	515.09	15.77%	\$0.09
	Google Search		14	1.00	7.14%	\$0.38