



GODclick
Tech
Stack



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Pure Church *GOER*



“You can’t, if you can’t feel it, if it never
Rises from the soul, and sways
The heart of every single hearer,
With deepest power, in simple ways.
You’ll sit forever, gluing things together,
Cooking up a stew from other’s scraps,
Blowing on a miserable fire,
Made from your heap of dying ash.
Let apes and children praise your art,
If their admiration’s to your taste,
But you’ll never speak from heart to heart,
Unless it rises up from your heart’s space.”

— Johann Wolfgang von Goethe, Faust, First Part

Edmundo-

I hope your son won his last match in regulation and can continue onto the regionals. How exciting - I confess a twinge of jealousy rose in me for those same great days I so enjoyed. Thank you for graciously granting me a *full* hearing today and the opportunity to send this follow up. You must have inspired

me because I did radio afterwards (As a call in guest on WDTK Conservative talk with Darrell Wood - subject: Prop 3.) I bragged about how our great church is taking a stand - I was on for a whole segment.

As you and I were hanging up the phone today, you may recall what I said: *I want to help*. I desire to be part of the solution, part of what *you're* doing. PUT ME IN COACH!

My old business card when I published CD ROM Bibles said “*Acting* on the Great Commission.” My late son's blog voiced a similar sentiment with his tagline: “The great aim of education is not knowledge but *action*.”

Unleash the Gospel states:

“Return to the roots of our identity as the Church of Jesus Christ, manifested to the world on the day of Pentecost.” Somehow I conveniently forgot I was baptized in The Holy Spirit *inside a Catholic Church* before becoming a Protestant. (A Protestant of the worst kind - the cliché mega-church variety - ultimately proving to be a house of cards.)

It was the spring of 1983 at Jesu Church in Milwaukee (*Have a great road trip to Milwaukee BTW*) on Marquette's Campus that Father Bob Purcell breathed on me and said “Receive the

Holy Spirit.” I’ve been a tongue talking “weirdo” ever since. When I finally came back to our church, I felt like the guy in “The Usual Suspects” when he dropped his coffee cup after putting it all together in his mind. I had believed Keyser Söze. Doh!

My Idea and our company is NOT “somewhat sloppy” as you had mentioned your last location based experience to be. (Hopefully your GR test will prove better for schools).

GODclick's value prop is SIMPLE, however => Collect all the *device IDs* for attending Catholics. (You’ll recall “ *#06# “ on your phone reveals your own device ID).

Edmundo - I have vetted Big Ad Tech for the Big 3 (Contracted 35 tech companies since 2009 through my company DetDig.com) and landed on two very competent location vendors: Vistar Media and Quorum.Inc. GODclick’s *idea*: Polygon every USA church and capture the device ID of every church goer. *Purpose*: So you can speak *directly* to your constituency. (Levels 1,2,3, and 4). Perhaps not to recruit Priests (yet we pray for Vocations every week?) but for Catholic School enrollment, pro-life issues, Emmaus groups - depending of course on your campaign objectives.

“Greg, please include rate so I can judge ROI on a test”.

Our rate card is published at a \$14.95 CPM. I suggest we test at a *Catholic Church Rate* of \$9.95. We deliver on all screens through Xandr - Microsoft owned.

That's it.

We have deck which may or may not get read - like the 63 page "Unleash The Gospel" (your point from your 2018 podcast)

I like where we were headed. "Let's test." When is a good time for you and on what initiative?

I do hope to meet you - heck - I hope to change our world working with you.

Most Sincerely,

Greg Swan

PS: Is this track I wrote about going to Heaven tweakable so as to become "Catholic" - or is it headed for the clipping room floor? I can take it - give it to me straight if you find the time. It was another protestant brainstorm from 1999 and has been published, it seems, everywhere.