



## THE FIRST 180 DAYS

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**1** million people reached

**50,000**  
online interactions 

**41,000**  
video views 

**3** videos  
**40** blogs  
**12** Bible studies produced

## OUR AUDIENCE

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**80%**  
of those reached ages 20-34

**22,000**  
subscribe to the Haystack

## FOCUSING ON MEMBER CARE

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Sharing theology, edifying the Church, and celebrating Christ and Adventist Culture

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Aimed at Adventist Millennials

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*"I feel like my voice is heard."*

Adam Fenner, PhD and Keith Bowman