

01 Strategy

Freedom Road Ministries — Strategy

Why Sandi takes this client · the ministry's positioning · how the engagement is scoped · what success looks like.

The client thesis

FRM exists to **mobilize Gentile believers to support Jewish Aliyah** — the prophesied return of the Jewish people to the Land of Israel — through education, prayer, and practical action. Clark Ashley founded the ministry after a 47-year journey from college dreams to a vision in the Great Dismal Swamp to Aliyah conferences across the Southeast.

The website is the ministry's primary public surface. It exists to: 1. Educate Gentiles on what Aliyah is and why it matters scripturally 2. Connect potential supporters to ministry programs 3. Surface 64 Aliyah Scriptures, the Eight Things, and other study materials 4. Be a landing page for Clark's speaking and conference work

Why Sandi takes this engagement

Fit: - Aligns with her ministry-adjacent voice work - Clark is family/community-trusted - Vanilla HTML/CSS/JS matches Sandi's preferred non-WordPress stack - Project-based pricing means no retainer entanglement

Boundary (per client-engagement memory): - **Client owns voice.** Clark’s testimony stays in his words. - **Sandi owns design execution.** Brand colors (Israeli flag), typography (EB Garamond + Source Sans 3), layout consistency. - **Conservative numbers.** Don’t promise traffic · conversions · subscriber counts. - **Never oppositional.** No anti-replacement-theology framing that could read as combative; the work shows the posture.

Audience profile

Segment	Description
Primary	Christian believers (evangelical · Pentecostal · Messianic-leaning) who want to support Israel actively, not just theologically
Secondary	Pastors and ministry leaders looking for Aliyah-anchored teaching material
Tertiary	Jewish-curious Gentiles · genealogy-anchored Christians discovering Hebrew roots

Positioning



Syntax error in text
mermaid version 10.9.5

FRM lives in the upper-right: theologically specific (64 Aliyah Scriptures · Eight Things · Eastern Gate prophecy) AND activational (carry · contribute · proclaim · bless). Most comparable ministries lean information-heavy; FRM’s distinctive is the explicit obligations-of-Gentiles framing.

Engagement scope (current)

What Sandi is delivering: - 6 HTML pages built and ready to deploy - SEO meta + Open Graph + Twitter cards across all pages - sitemap.xml + robots.txt - Visual identity locked (Israeli flag palette + EB Garamond + Source Sans 3) - Resource library structure with linked PDFs/DOCX (when Clark provides them)

What Sandi is NOT delivering: - Original ministry content (Clark provides) - Hosting decision (Clark + Sandi together) - Domain registration (Clark) - Ongoing content updates after handoff (project-based, not retainer)

Success criteria

Metric	Target	When
Site live on freedomroadministries.org	Yes/no	End of engagement
All 6 pages render correctly across desktop · mobile · Safari · Chrome · Firefox	Yes	Pre-launch QA
64 Aliyah Scripture list correct (no chapter-typos)	64/64 verified	Pre-launch
Lighthouse score (Performance · Accessibility · SEO)	90+ each	Pre-launch
Clark approves visual + structural	Sign-off	Pre-launch

Anything beyond launch (traffic · subscribers · conversions) is Clark’s domain.

Cross-references

- [[02_action_plan]] — what ships when
- [[05_gap_analysis]] — the remaining ~20%
- [[../..../sandi-system-engine/_skills/freedom-road-deploy/SKILL.md|freedom-road-deploy]]
- [[../..../sandi-system-engine/_knowledge/FREEDOM_ROAD_CLIENT_BRIEF]]