

< PREPARED EXCLUSIVELY FOR PULSE EVANGELISM >

You carry the message. *We build the engine.*

The Growth Partnership: a monthly flagship film, a distribution engine, the Pulse Network portal, AI installed across every department, and a master plan to reach more donors. The work, the price, and the agreement, in one document.

PREPARED BY GAVIN LEE AND ALEC LINCOLN, CO-FOUNDERS

VESSELS · VSSLS.CO · HELLO@VSSLS.CO

AUGUST 25, 2026 · CONFIDENTIAL

PULSE.VSSLS.CO

Before Vessels existed, *I was one of your interns.*

I sat in the building on 9th Street. I heard the prayers before the events and watched the team turn a lean budget into stadium nights and a movement of young evangelists. Pulse taught me what all in actually looks like.

Since then I co-founded Vessels with Alec Lincoln. We build growth systems: story driven film, distribution engines, software, and AI installs for organizations that need a bigger reach than their headcount allows. We have watched ministries pay five vendors to do what one partner should do, and we built Vessels to be that one partner.

So this is not a cold pitch. Before writing a word of this document we crawled and read all 42 core pages of pulse.org, built you a working members portal, and wrote a plan honest enough to put in front of your board. If the answer is no, you keep the audit findings and the fixes we make for free. If the answer is yes, we go to work on day one.

You were made to share. So were your stories.



Gavin Lee

CO-FOUNDER · STRATEGY, SOFTWARE,
AI

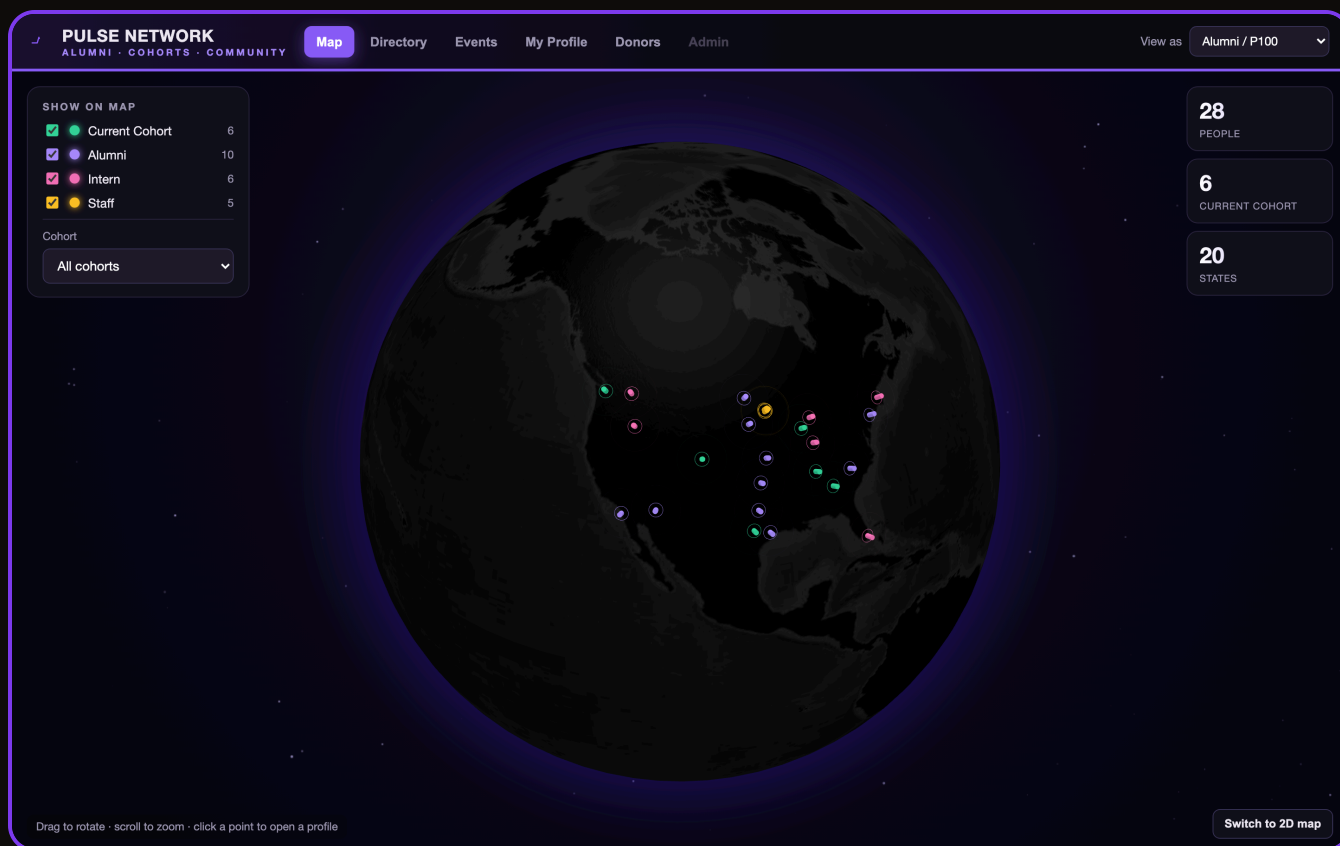


Alec Lincoln

CO-FOUNDER · FILM, STORY,
PRODUCTION

We already built the Pulse Network.

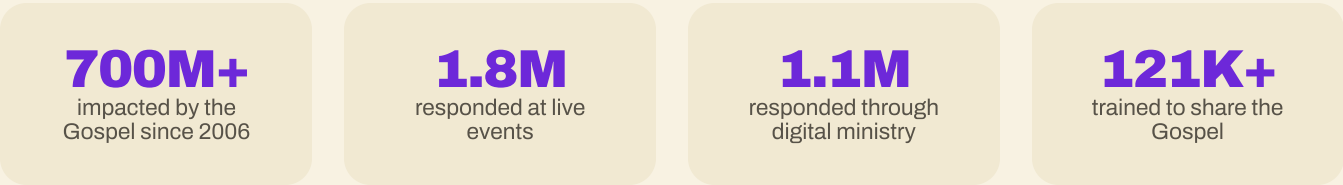
Not a mockup. A working portal for staff, Pulse 100 cohorts, alumni, interns, and donors, with a live map of where your people serve. We built it to prove we understand Pulse, before this proposal existed. It is embedded in the live version of this document at pulse.vssls.co.



The map and directory. Every cohort, alum, intern, and staff member pinned city by city, searchable, with each person controlling their own visibility.

Events, donors, consent. RSVP flows, a vetted donor view, and privacy enforced in the database itself, designed around your ECFA commitments.

What 42 pages of pulse.org told us.



FIGURES AS REPORTED ON PULSE.ORG, AUGUST 2026

The machine you run: Amplify (the largest free Christian music festival in the U.S., June 11 and 12, 2027 in Benton, Arkansas), Revival Nights, campus events, and fair season. City fundraisers in Minneapolis (October 22), Fargo, and Oklahoma City. Pulse 100, the internship, the residency, and the Training Center. Digital Shorts, the podcast, and the Make Jesus Known campaigns. Regional saturation in Minnesota and North Dakota.

Where reach is leaking (found by crawling every page at 3 screen sizes and reading the code):

The About page errors	pulse.org/about renders a visible error where the mission should load. Training has the same break. First fix on our list, free, before any contract.
Giving changes worlds	Donors leave pulse.org for a separate giving domain with a different look. Every switch costs trust and completion.
Search is leaking	More than 10 core pages, including Donate and Meet the Team, are missing their main heading structure. One day fixes, compounding returns.
Stories underused	Digital Shorts, testimony films, and podcast episodes live on separate pages. Cut and sequenced for social, they could work every day.
A lean team carries it	Events, cohorts, fundraisers, housing, and campaigns, run by a staff that has had to make cuts. Not a criticism. It is what happens when mission outruns headcount.

Five engines. One partner.

\$15,000 a month.

01 The Master Plan

A complete growth and donor reach roadmap

In the first 30 days we map every audience Pulse serves: seekers, evangelists, church leaders, and donors. Then one plan connects events, programs, digital, and giving, in 90 day sprints with board ready quarterly reviews. A living document we execute together.

02 The Story

One flagship film, every month, shot in person

Alec and our production team come to you. One film day per month at Pulse HQ or on the road with your events, produced to broadcast standard. Each film becomes a library: 15 to 30 vertical cuts built for donors who fund the mission and the generation it serves.

03 The Swarm

Distribution that works every single day

A film that sits on a page reaches no one. The Swarm pushes every cut across Pulse channels on a tested schedule, with hooks and formats tuned weekly by what actually moved. Your stories compound instead of expiring.

04 The Portal

The Pulse Network, finished and launched

We already built the demo on page 3. Under the partnership we finish it, launch it, and operate it: profiles, the live map, events with RSVP, donor views, and admin tools, on a consent first data model where every person controls their own visibility. Designed around your ECFA commitments from day one.

05 The AI Install

Working systems where the cuts hurt

Department by department, we audit how work happens and install AI agents where a role went unfilled: donor follow up, event operations, content repurposing, inboxes, and reporting. Your people stay the voice and the heart. The machines take the busywork. Event season gets surge support instead of burnout. Team training is included as agents land.

< NO MYSTERY MONTHS >

DAYS 1 TO 30

Broken pages fixed free · AI audit begins · Master Plan v1 to leadership · film day 1 at HQ · portal scoped with staff

DAYS 31 TO 60

Portal soft launch · first agents live in donor and event ops · film day 2 · first full Swarm month · sprint 1 review

DAYS 61 TO 90

Portal opens to alumni and donors · agents expanded · film day 3 · quarterly outcomes report to leadership

What this costs, *and what it replaces.*

Bought separately	Market rate
Monthly on site flagship film day, produced and edited	\$8,000 to \$12,000/mo
Daily distribution management across channels	\$3,500 to \$5,000/mo
Partner level growth strategy and planning	\$4,000 to \$8,000/mo
The Pulse Network portal, built and launched	\$25,000 to \$60,000 build
AI audit plus working agent implementation	\$10,000 to \$30,000 project
The Growth Partnership, all five engines	\$15,000/mo

TERMS

6 month initial term, then month to month with 30 days notice. Both founders on the account, weekly rhythm, honest monthly reporting. Expansion modules on the next page can be added any time.

THE 30 DAY WALK AWAY

If month one does not make this an obvious yes, you get month one back. In full, in writing, in Section 4 of the agreement.

Market ranges reflect what production studios, agencies, and consultancies bill for these lines separately. We hold this price because the five engines share one stack and one team. As a matter of policy we make no promises about donation revenue or audience outcomes; we optimize toward the outcomes in the Master Plan and report results honestly each month.

< WHEN YOU ARE READY FOR MORE >

Expansion modules. Add any, anytime.

Paid Media Engine

\$3,500/MO + AD SPEND

Donor and event campaigns on Meta, Google, and YouTube, with creative pulled from the film library and optimized weekly.

Social Command

\$3,500/MO

The full social calendar: daily publishing, community management, and replies, running on top of Swarm distribution.

The Pulse Shop

\$7,500 BUILD + \$1,500/MO

A merch storefront done right: store build, fulfillment wiring, and campaign drops timed to Amplify and event season.

Custom Software

SCOPED, FROM \$10,000

Dashboards and internal tools that connect the systems you already run, giving, CRM, events, and email, into one live picture.

Team AI Academy

\$7,500/QUARTER

Hands on AI training for your whole staff, role by role playbooks, and an organizational skill library your team runs daily.

Event Surge

\$5,000/EVENT + TRAVEL

Extra production and systems crew on the ground for Amplify, Revival Nights, and fair season, beyond the monthly film day.

OR RUN IT ALL

The Full Partnership

The Growth Partnership plus Paid Media, Social Command, and the Team AI Academy. Every channel, one team, one number.

\$25,000/mo

Judge us by what is already running.

The portal on page 3. Built before this proposal existed. Working globe, directory, cohorts, events, and consent model. We build first and pitch second.

Freedom Electrical. A complete growth system for a Kansas City service company: website platform, an AI voice agent answering every call, and a membership retention system with automated billing.

The Collegist. A full media platform taken from brand to launch: design system, CMS, 23 route site, and lead capture, live at thecollegist.com.

vssls.co itself. Our site, portal, and AI systems run on the same engines proposed here. The live version of this proposal was designed, written, and shipped by that stack in one night.

< ASKED AND ANSWERED >

Is this a faithful use of donor dollars?

One partnership replaces four or five vendors, and every month you get a report showing what was made, what it reached, and what it changed. If the numbers do not justify the spend, you will see that too.

What happens with our donor data?

It stays yours, always. Consent flags at the database layer, a signed data processing agreement, and donor records that never leave Pulse systems. Designed for your ECFA commitments before we ever pitched you.

What does AI mean for a ministry?

Tools, not voice. AI never writes your theology and never answers a seeker pretending to be a person. It carries the busywork: follow up drafts, event logistics, clip cutting, reporting. People stay the heart of Pulse.

What if it does not work?

A 30 day walk away on month one, honest monthly reporting, and a 30 day out after the initial term. Everything we make stays yours.

Everything in writing. *Nothing in fine print.*

Growth Partnership Agreement · Vessels x Pulse Outreach · Effective on first payment

1. Parties. This Agreement is entered into between TheLees Media LLC, a Wyoming limited liability company operating under the trade name Vessels (vssls.co) ("Vessels"), and Pulse Outreach, a Minnesota nonprofit corporation exempt under Section 501(c)(3) ("Pulse" or "Client"), represented by the authorized signatory below. This Agreement governs all services rendered under the Growth Partnership described in this document.

2. Services. Vessels will provide the five engine Growth Partnership: (a) the Master Plan, a growth and donor reach roadmap delivered within the first 30 days and maintained in 90 day sprint cycles with quarterly leadership reviews; (b) the Story, one flagship film day per month conducted in person at Client's headquarters or events, producing one flagship film and a cutdown library of 15 to 30 vertical clips per month; (c) the Swarm, ongoing distribution of produced content across Client's channels with weekly optimization and monthly performance reporting; (d) the Portal, completion, launch, and operation of the Pulse Network members portal on a consent based data model; and (e) the AI Install, an organization wide AI efficiency audit within the first 60 days followed by implementation of AI agents and systems in agreed departments, with event season surge support. Scope adjustments are made collaboratively in the quarterly reviews.

3. Investment and Payment Terms. Client agrees to a monthly partnership fee of \$15,000, billed automatically on the same calendar date each month via Stripe to the payment method authorized at checkout. The initial term is 6 months, after which the partnership continues month to month. After the initial term, Client may cancel with 30 days written notice to hello@vssls.co. Expansion modules listed in this document may be added at any time by written confirmation and are billed alongside the partnership fee.

4. 30 Day Walk Away Guarantee. If, within 30 calendar days of the first payment, Client concludes the partnership is not an obvious yes, Client may request in writing a full refund of the first monthly fee, and this Agreement terminates. Work product delivered through that date, including the Master Plan draft and any published content, remains with Client. This guarantee applies once and does not extend to subsequent months.

5. Nonprofit Status and No Outcome Guarantees. Vessels acknowledges Client is a 501(c)(3) religious nonprofit and an ECFA member. Vessels makes no guarantee of specific donation revenue, donor counts, attendance, or audience growth, and nothing in this Agreement or the accompanying proposal should be read as such a promise. Vessels will use commercially reasonable efforts to optimize toward the outcomes defined in the Master Plan and will report results honestly each month.

6. Donor Data, Privacy, and Consent. All donor, member, and constituent data is and remains the exclusive property of Client. The Portal operates on explicit consent flags controlled by each individual, enforced at the database layer. Vessels will execute a data processing addendum covering security obligations, breach notification, and return or deletion of data on termination. Vessels will never export, sell, market to, or reuse Client's donor or member data for any purpose outside this engagement. Donor giving capacity and history are visible only to Client staff roles designated by Client.

7. Content Ownership. Upon payment for the month in which it was produced, Client owns all films, cutdowns, copy, designs, and campaign assets created for Client under this Agreement, including all raw footage on request. Vessels retains ownership of its underlying platform configurations, automation frameworks, agent architectures, and reusable systems. Vessels may reference the existence of the engagement in its portfolio; any case study naming Client, or use of Client's marks beyond that reference, requires Client's prior written consent.

8. Third Party Platforms. Systems may be built on third party infrastructure including hosting, database, telephony, email, and AI platforms. Direct per usage costs (for example ad spend, SMS, and AI processing) are passed through at cost or billed to Client accounts directly, and Vessels will notify Client before any material change in platform costs. Client authorizes Vessels to configure such infrastructure on Client's behalf under credentials and accounts owned by Client wherever practical.

9. Client Responsibilities. Client will designate one primary point of contact, provide reasonable access to the people, systems, and brand assets needed to perform the services, schedule the monthly film day with at least two weeks notice, and review deliverables within five business days. Delays in Client review pause the affected deliverable but do not pause billing.

10. Term and Termination. This Agreement commences on the date of first payment and continues through the 6 month initial term, then month to month. After the initial term, either party may terminate with 30 days written notice. Either party may terminate immediately on material breach uncured within 15 days of written notice. On termination, Vessels will deliver a complete export of Client's content, data, and documentation within 14 business days, and will cooperate in good faith on transition.

11. Limitation of Liability. Vessels' total liability under this Agreement shall not exceed the fees paid in the 3 months

preceding the claim. Neither party is liable for indirect, incidental, or consequential damages, or lost revenue or donations. Nothing in this section limits liability for a party's gross negligence, willful misconduct, or breach of Section 6.

12. Mutual Indemnification. Each party will indemnify the other against third party claims arising from its own breach of this Agreement, gross negligence, or willful misconduct. Client is responsible for the theological and doctrinal content of messages it approves for publication; Vessels is responsible for the lawful operation of the systems it builds.

13. Governing Law and Disputes. This Agreement is governed by the laws of the State of Wyoming. The parties will first attempt good faith negotiation between principals. Unresolved disputes go to binding arbitration under the rules of the American Arbitration Association. The prevailing party is entitled to reasonable attorney's fees.

14. Entire Agreement. This document, together with Vessels' Terms of Service and Privacy Policy at vssls.co and the data processing addendum to be executed at kickoff, is the entire agreement between the parties and supersedes prior discussions. Amendments must be written and signed by both parties. If any provision is unenforceable, the remainder stands. Signatures delivered electronically, including through pulse.vssls.co, are valid and binding.

FOR PULSE OUTREACH

FOR THELEES MEDIA LLC D/B/A VESSELS

SIGNATURE · NAME · TITLE · DATE

GAVIN LEE, CO-FOUNDER · DATE

< YOUR MOVE >

Make Jesus Known.

Further than ever.

The plan is written. The portal is built. The team is two founders who already know your halls. Sign on the live version of this proposal, or reply and we will start with a call.

pulse.vssls.co

hello@vssls.co