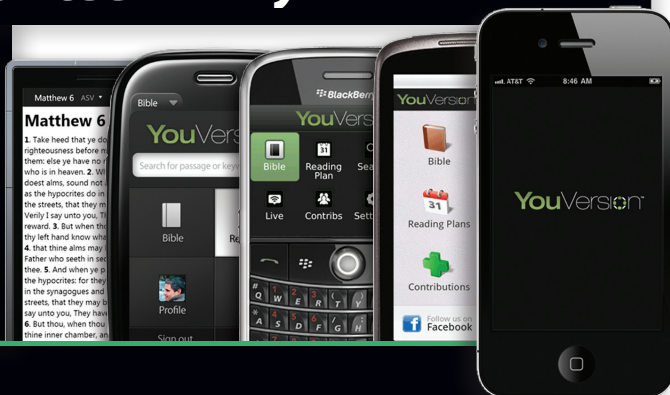


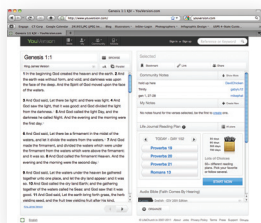
SPOTLIGHT: YouVersion's Volunteer Army

➔ With more than 22 million users on mobile platforms, and millions more on its website, all the numbers for YouVersion and its Bible App are impressive. But even more impressive is its success in creating a massive participatory system like Wikipedia or YouTube. Thousands simply add Bible notes. But about 1,100 volunteers sign up to help run YouVersion every six months. Between 300 and 500 are active now, some full time. Between them, they contribute about 1,000 hours a week, mostly on testing, translation, data management, and technical support. Project manager Scott Magdalein says fears about shoddy volunteer work are unfounded. "Quality is a result of passion, not skill," he says—noting that YouVersion vets volunteers through the same process it uses to vet staff.



MOBILIZING BIBLE USERS

YouVersion.com launches on the Web.



YouVersion launches the Bible App for iPhones. It gets 183,406 downloads in its first 20 days.

The Bible App launches on BlackBerry.

iPhone app crosses the 1 million user mark.

YouVersion Live aims at pastors who want to synchronize notes with the congregation (or poll them) while preaching.

The Bible App becomes available on Android.

YouVersion hits 6 million mobile devices, and adds about a million each month thereafter.

Users hit 2 billion minutes of Bible reading, which they double by the end of 2010.

At 7 billion minutes, YouVersion mobile users are adding about a billion every 35 days.



A blog comment offhandedly mentions that volunteers are building a Bible App for the Palm Pre, sparking widespread interest in volunteers.

YouVersion users total 1 billion minutes of reading across 3 million devices on all mobile platforms.

After losing a number of early volunteers to what Magdalein describes as "treating them like free labor," YouVersion reboots its volunteer program and redesigns it for "people who want to do something important." Magdalein says almost none are given rewards. "We thank them earnestly, make them a part of the vision, and give them the tools they need to participate in a meaningful way."



The Bible App cracks the iTunes top 10 apps for the second time—this time beating out perennial favorite Angry Birds. Installations climb to 13 million over all mobile devices.

Not every effort succeeds: a major push to have 1 billion cumulative Bible-reading minutes in January draws only 681 million.

More than 10,000 participate in a "virtual flash mob" for the King James Version 400th anniversary. With each volunteer choosing a chapter, they read the entire Bible aloud eight times in 400 seconds.

KEY

- LAUNCHES
- DOWNLOADS
- MINUTES
- VOLUNTEERS

