

IN FOCUS

BY LISA SAMS

888NeedHim: 2007... an UNREAL year

One-by-one, for more than 12 years, people have contacted Dallas-based NeedHim Ministries to learn of God's forgiveness and their eternal life. In November 2007, the ministry received its **one-millionth contact** from someone seeking to begin a personal relationship with Jesus.

Most of the contacts are through the ministry's **toll free number**, 888-NEEDHIM; however, in recent years the ministry has added the ability to respond to **emails** and **instant messaging** from around the world. In addition, during 2007, the ministry added the ability to communicate via **SMS phone text** technology.

"It's especially rewarding for me because I remember the very first phone call and to be here now for the one-millionth is amazing," said **Drew Dickens, Executive Director/President, NeedHim Ministries**, "but it's also easy to get lost in the magnitude and forget that the Bible teaches that all of the angels in heaven rejoice when just one person puts their trust in Jesus."

The 2007 ministry goal was to answer the question, "How do we reach an 'iPod generation' with God's message of hope? How do we stay true to Biblical wisdom and still relate to people wrapped up in an un-Godly

world?" NeedHim Ministries met the challenge with a series of **ten 60-second television commercials**, called UNREAL, based on the **Ten Commandments**.

"Some will call the TV spots edgy. Others will be startled at the graphics. But many will relate to the feelings and emotions the spots address. For those who know the distortion and despair of our culture today, the message of the UNREAL spots is hope. As the characters remind the viewer ... through Jesus, we are real again," commented **Ron Harris, President, National Religious Broadcasters**.

The UNREAL campaign **aired nationwide** in December on **MTV** through DISH Network and on the NRB Network broadcast on DIRECTV, reaching as many as 1.5 million viewers in the coveted 18-34 year-old market. The ministry **received more than 10,000 phone calls** and saw 500 indicate a decision for Christ. To date, the commercials have also been seen by thousands on **YouTube**.

NeedHim Ministries began in 1996 as a partnership with the Billy Graham Evangelistic Association, Campus Crusade for Christ, Moody Bible, Luis Palau Evangelistic Association, and several other

evangelical ministries. NeedHim Ministries was created to **provide an evangelism response strategy** to enable anyone to speak live with a trained volunteer about how to begin a personal relationship with Jesus Christ. More than 1200 radio and television stations, billboards, and newspapers across the United States promote the special call-in number (888NeedHIM) and website (needhim.org).

A gift for you. Enclosed you will find a DVD with the ten UNREAL spots. NeedHim Ministries invites you to utilize them in your ministries as you see fit. The only request they have is that you let them know when you plan to air them so that they can let their volunteers know to expect calls and email messages. If your need is for an audio version, please log on to needhimresources.org and download them from the Media section of the site.

For more information

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IMAGES

UNREAL woman - idolatry
UNREAL man - no other gods

