

The Last Link

A Newsletter provided by **NEEDHIM** National Media Outreach, Inc.

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NEEDHIM, Inc.

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*"Intentionally presenting
the Gospel of
Jesus Christ to all people,
using all forms of media,
and providing an
opportunity to respond!"*



NeedHim Vision

By Drew Dickens

I love listening to other people explain what we do at NeedHim. I often pick up new and creative ideas from listening to others describe the vision of NeedHim. Let me share with you the vision that God has laid on our heart.

Our vision is for 888-NEEDHIM.com to be the primary evangelical response campaign on both Christian and secular media. Through secular media campaigns on television, radio, print, email, public relations, internet searches, and tracts, people will have an opportunity to respond to the saving knowledge of a personal relationship with Jesus Christ. People will be able to respond by calling one of our volunteers, chatting through instant messenger, sending an email, or even a text message through their cell phone.

On the telephone, we average nearly 100,000 phone calls per year from people around the nation interested in beginning a personal relationship with Jesus Christ.

Our vision is to expand this capability to begin taking calls in different languages from all over the world.

Our vision on television is to use Cox Cable and Premiere Radio Networks. They have been pre-approved as our evangelism commercial series and have prepared a direct response advertising campaign delivering 4 million Gospel impressions every week.

Using email, we are preparing an evangelism email campaign where people forward our E-Gospel message and television commercial to their friends who are then encouraged to read it and pass it along with the potential of reaching millions of people around the globe.

On the internet, Google AdWords reach people when they are actively looking for information about a product or service online, and send targeted visitors directly to what we are offering. Our vision is to sponsor words like "God, Jesus, and Heaven" to ensure that people searching for these things on the internet would be directed to www.needhim.org.

NeedHim offers users an opportunity to respond to one of our volunteers using Text and Instant Messaging. We receive about 50,000 chat requests each year from around the world. Our vision is to expand this platform to include different languages and the ability to "push" email and website information to the users.

NeedHim has come a long way since 10 years ago when we were struggling to record just a few commercials to air on 5 radio stations.

NeedHim 10th Anniversary Reception

On February 18, 2006, from 5 – 6 p.m., we will be hosting our 10th Anniversary Reception at the Gaylord Texan in Grapevine. This event will be in conjunction with the National Religious Broadcasters Convention (NRB) which was instrumental in the inception of NeedHim in 1996. The reception will be an opportunity to celebrate what God has done, giving Him all the glory for nearly 800,000 phone calls that have been received during this 10 year period. We will hear from Christian broadcasters, volunteers, several special guests and a prayer to launch us into the next ten years. You are an important part of this vital ministry and we hope you will make plans now to attend this special occasion.



Significant Milestones in 2005

May the favor of the Lord our God rest upon us; and establish the work of our hands for us. – Psalm 90:17

- ◆ 4,310 people made a decision to surrender their life to Christ
- ◆ 51,100 people called 888-NEEDHIM
- ◆ 8,600 people sent us emails seeking Christ from all over the world
- ◆ We received 13,600 instant messages from around the globe
- ◆ 3 secular advertising campaigns reaching 3 million people
- ◆ Recorded 34 new radio commercials
- ◆ 390 radio stations play NeedHim commercials every day
- ◆ 5,100,000 hits to the website
- ◆ 1,340 ministry websites now link to www.needhim.org
- ◆ 44,854 websites now mention 888-NEEDHIM
- ◆ Voted “*Best Radio Teaching Program*” by the National Religious Broadcasters
- ◆ Received Peoples Choice Award from the National Religious Broadcasters for “*Television Evangelism Ministry*”

Evangelism Minute



The Apostle Paul said, “For me to live means opportunities for Christ.” Is there a zeal to share our faith burning in our bones? It’s *more* than spending time in worship or prayer. Jesus said to “Go and *preach*.” Prayer and worship are the basics of the Christian faith, but if we are not obediently *sharing* that faith, we are not fulfilling The Great Commission. Obedience is *better* than sacrifice. Without evangelistic zeal, we are like survivors of the Titanic, singing songs in the lifeboat while people are drowning. Singing songs is fine ...

but not while people are drowning. Let’s put service with worship. Let’s put legs to our prayers, and today seek to save those who will perish without the Savior. ... There goes another minute. Gone *forever*. Go share your faith while you still have time.

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Volunteer Testimony

In response to the question of why volunteers seem to always find the right words to say to each caller...

“We aren’t the only ones on the line.”

– Elizabeth Morgan, volunteer since 2000

Tenth Anniversary NeedHim Banquet with Wayne Pederson

It was 1995 during a Mission America conference at a downtown hotel in Chicago. Ron Hutchcraft and Wayne Pederson stepped out into the hallway during a break from their meetings and began discussing something God had put on both of their hearts: how to use the power of mass media to more intentionally present the Gospel. Ron was the President of Ron Hutchcraft Ministries – an internationally recognized evangelism ministry, and Wayne was Executive Director of Skylight Radio Networks – one of the largest Christian radio networks in the country. God had placed them both in strategic positions to impact the nation for Christ. From that divine hallway meeting 10 years ago, 888-NEEDHIM was born.

Wayne left Skylight Radio to become the President of the National Religious Broadcasters Association and then President of Mission America. He is now the Station Manager of Moody’s flagship radio station in Chicago, WMBI. Wayne will be our keynote speaker at our 2006 Annual Banquet on April 29th which will be held once again at the Intercontinental Hotel, Malachite Showroom, Dallas, Texas.

This event to financially benefit NeedHim is an exciting time to hear how God is at work in NeedHim and how you can partner with us in fulfilling the Mission. Come join us in celebrating Ten Years of ministry!



Radio Station Testimonies

It has been a clever and thought provoking way to share the Gospel with our listeners. – Greg Crabtree, WLTK

The spots are well produced and reflect the mission of our stations. – Steve Tuzeneu, WNEB-WVNE

Concise, on-target, in-spo spots that work well with any format...a great way to share the gospel in 60 seconds! – Russ Whitesell, WNLR

I find the messages direct, timely, relating well to our culture today. – Scott Saunders, WRFD

Year End Financials

Praise God! We ended the 2005 calendar year ahead of our General Operating income budget. We thank God for His perfect provision through the gifts and prayers of so many people. And as we look back over the past ten years, it's always been about His perfect provision and timing. We have never had a surplus of money, but neither have we been without. Over the last 10 years God has provided His resources to cover the cost of phone bills and general operating expenses of over \$3.5 million, yet as we go to press we only have \$497.74 in the checking account and a 2006 annualized budget of \$395,000. That is faith, and we praise Him for the chance to live it out every day. Again we thank God for your prayers, friendship, encouragement, and His provision.

December Call Campaigns

December was an exciting month for NeedHim with several year-end call campaigns in progress. *Media Source* purchased secular TV airtime for two weeks on *Cox Cable*. The 30-second commercials generated over 80 first-time callers, and NeedHim volunteers shared the gospel with 10 callers, two of whom received Christ as their personal Savior while on the phone. Additionally, 12 other callers listened to a four-minute gospel recording during times when NeedHim volunteers were not available.



Both *Hobby Lobby* and *Moody Broadcasting* provided wide-scale Christmas promotion for the NeedHim phone number this year. These campaigns increased call volume by 36% for a whole week. NeedHim volunteers shared the gospel with over 40 callers, and half of them received God's gift of salvation while on the phone. Plus, nearly 200 callers listened to the gospel recording at times when volunteers were not available.

Lastly, *Luis Palau* began national TV evangelism broadcasts with a DVD offer. Of the thousands of people who called for the DVD, over 500 requested spiritual counseling too. NeedHim volunteers shared the gospel with more than 50 callers, and 20 of them came to faith in Christ while on the phone. Another 180 callers listened to the gospel recording, many of whom called back later when volunteers were available.

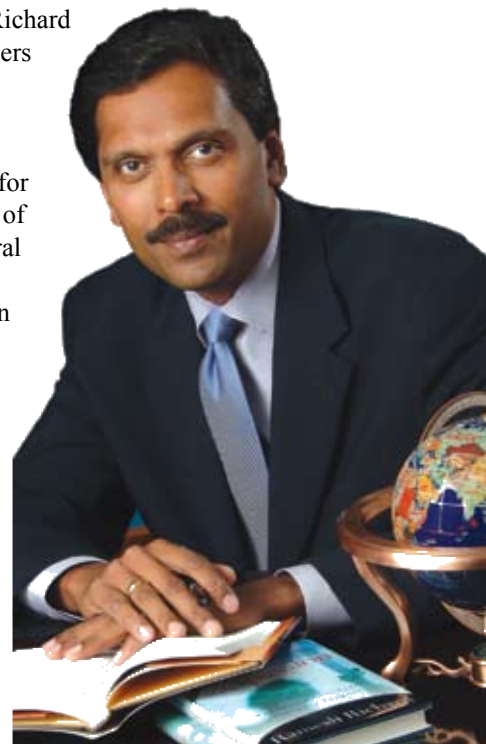
NeedHim continues to rejoice in opportunities for sharing the gospel with new audiences. Please pray for increased funding to reach even more people with the good news of Jesus Christ.

Electronic Evangelism

What can Email and Instant Messaging do? NeedHim volunteers established contact with some 9000 individuals in the last six months utilizing Chat and Email Response. *Campus Crusade* continues to manage NeedHim's email platform, and their websites are providing hundreds of English-speaking contacts worldwide each month. Additionally, NeedHim's instant messaging system will soon receive a complete programming overhaul to assure even greater opportunities for sharing the gospel around the world.

Once again *RREACH* with Ramesh Richard has invited NeedHim's email volunteers to participate in their global New Year's evangelism broadcast. Within just the first week, some 2500 website respondents registered for further information via email. Many of these international contacts are cultural leaders in their home countries, and their non-Christian backgrounds often require additional interaction and sensitivity. Ramesh conducted a special in-person training just for this evangelism opportunity, and *Espre Solutions* provided video streaming for many NeedHim volunteers to view the training remotely.

NeedHim is very grateful for the ministry partners and technical services God has provided for ongoing state-of-the-art, worldwide electronic evangelism.



Caller Testimonies

The day after Christmas Darlene was reading the newspaper from her home in South Carolina and saw a full page newspaper ad from Hobby Lobby. It was simple and said only "It's a Boy!" That simple message caused her to shift her focus from her seasonal depression to the hope found in the Christ child. She called 888-NEEDHIM that day and surrendered her depression, her joy, her life to Jesus Christ.

Amanda is 15 and received a Christmas card from a friend at school that included the 888-NEEDHIM number on the back. Her family stopped going to church several years before but she remembered the stories about the hope we have in the birth of Christ, and the forgiveness we have in His death. She prayed to accept Christ as her Lord. Her mother could be heard in the background promise they would be going back to church.

Truck drivers rarely are able to schedule their own trips which meant Jerry was driving pulling a load from New York to Miami the day after Christmas. He passed a series of billboards in South Carolina that told of the hope, love, and forgiveness found through a relationship with Christ. The last billboard gave the NEEDHIM number and he called in tears to confess his sin and surrender his life to the Lord Jesus Christ.

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*“Intentionally presenting
the Gospel of
Jesus Christ to all people,
using all forms of media,
and providing an
opportunity to respond!”*



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888-NEEDHIM
10th Anniversary Reception

Join us for our 10th Anniversary Reception at the
National Religious Broadcasters Convention
Gaylord Texan Hotel, Grapevine Texas
Saturday, February 18, 2006
5:00 - 6:00 PM, in Grapevine Rooms 5 & 6

“And they that turn many to righteousness (will shine)
as the stars for ever and ever.”
Daniel 12:3