

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!”*

Millionth Contact

In October 2007, NeedHim Ministries had the privilege of sharing Jesus with our one-millionth contact. Over the past eleven years, someone has dialed the NeedHim phone number, clicked the NeedHim chat link, or sent us an email more than one million times.

As NeedHim keeps current with modern technology, the way people contact us to learn about Christ is changing. Before 2007, 94% of our contacts were by phone,

and the rest through chat or email. This year, only 74% of our contacts were by phone, and 26% were through chat and/or email.

We **praise** God for the 1600+ people in 2007 who testified of their decision to receive Christ as their Savior through NeedHim’s outreach. It is a privilege to utilize ever-changing and farther-reaching technology to share the good news of salvation through Jesus. We thank God for all you do as we partner together to reach those who need Him!

UNREAL Commercials Nominated for National Awards

The National Religious Broadcasters Association (NRB) announced in September that *NeedHim Ministries* received three nominations for their 2008 Annual Media Awards. The National Religious Broadcasters Association is an international association of Christian communicators with more than 1400 member organizations representing millions of viewers, listeners, and readers. The awards will be presented March 8-11, 2008, during the annual NRB Convention and Expo at the Gaylord Opryland Resort & Convention Center, Nashville, TN.

Nominated for **Radio Program of the Year–Short Form**, and **Best Television Commercial**, the “UNREAL” campaign features ten spots each focused on one of the Ten Commandments. The radio commercials are voiced by men and women who tell of feeling “unreal” because of choices they have made in their lives, but realize that they can become “real” by

placing their faith in Jesus Christ. The television spots begin with Rotoscope animation of



characters that transition into real men and women during their testimonies of faith and forgiveness. According to the NRB, the commercials were determined to be “compelling, and entertaining while demonstrating an authentic Christian faith.” To view the commercials, go to: <http://www.needhimresources.net/m/unreal-tv.php>.

Also nominated for the **Impact Award**, the NRB referred to *NeedHim Ministries* a “ministry that uniquely impacts its market and beyond through its activities, programs, and events, extending far beyond the standard accomplishments of the Christian media industry.”

We are quite humbled to be nominated for so many awards but see this as an opportunity to show God’s blessing on His work at NeedHim. It’s been amazing to sense God’s leading in the creative process for these “UNREAL” evangelism spots. With all of the attention lately on the applicability of the Ten Commandments, we feel that the Lord truly led us to develop this campaign and are eager to see what He does with them.



HCJB Global

HCJB Global, whose vision is to see people everywhere transformed in Christ, is working with NeedHim to reach Latin America.

Through their generosity and heart

to reach the lost, they are providing unique opportunities to encourage people to call our Spanish phone line or chat with our Spanish volunteers online. By God's grace, they will be enabling us to air the NeedHim commercials on ALAS satellite network which feeds approximately 90 local radio affiliates in both Central and South America. They also use international shortwave transmissions. These transmissions are widely listened to in the rural areas of Latin America. We praise God for their years of expertise in ministry and pray for a great harvest of souls through this partnership.



Volunteer in the Presence of Jesus

Lynda Fleming

1977-2007

One of our faithful volunteers, Lynda Fleming, went home to the Lord on October 13th due to an accidental head injury. Lynda began inspiring us the moment she came to NeedHim three years ago. It was during a time in her life when she was between jobs, and rather than feeling sorry for herself, she wanted to reach out to lost people. Even after she found a new job, she continued to minister from home through email. During her ministry with NeedHim, she answered over 80 phone calls and responded to approximately 2,000 emails. One of her favorite scriptures was *Thanks be to the Lord, who daily carries our burdens for us. God is our salvation. Our God is the God of victories. The almighty Lord is our escape from death, Psalm 68: 19-20.* We thank God for the time Lynda served with us and the many lives that were touched by her care and compassion. We will miss her.



Evangelism Minute

A Masked Burglar



Have you ever seen a masked burglar (in a movie) creep through someone's house? The fact that you can't see his face produces fear, but somehow the fear dissipates the moment the mask is ripped from his head, and you see who he is. Why are we afraid to reach out to the lost? Isn't it because we fear rejection? What then is behind the mask? It's human pride. We don't want anyone to think badly of us. The Bible says, "Every one that is proud in heart is an abomination to the Lord." Seeing what's under the mask will help us to dissipate our fears. Repent of the sin of pride. Then go in humility and reach those who may be snatched into everlasting Hell. There goes another minute. Gone forever. Go share your faith while you still have time.

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Volunteer Testimony

God Stopped a Suicide

"I prayed the whole way home tonight that God would intervene and Brad would not jump off the dam. I could hear the rushing water and knew this was for real. I had called the police and it was really tricky to find him. It was a miracle. They did find him at a dam in Northern Minnesota and took him into custody, and will get him help. The dispatcher called me around 2 a.m. to let me know. I asked her if she was a Christian, and she said yes. She said it took several hours to finally locate him, but she kept trying different things. It amazes me that he was still there ... Praise God!!!"

Ann (August 2007)

"NeedHim has a mission to share the awesome news of Jesus, and that's the same mission we have here. We hear stories of "the right song at the right time", and I know for a fact it happens with the NeedHim messages".

The right message can relate to that lonely traveler, who is battling with a sickness, depression, loneliness, struggling with pain, addiction, or whatever it may be, God uses those NeedHim spots to touch the weary. God uses NeedHim Ministries."

Joey Krol

*Production Director/Afternoon Host
WIBI/WTSG Springfield/St. Louis*



\$1.00 x 20

2007 has been the most amazing year! We have had the blessing of seeing countless dreams that God put in our hearts become reality. Scribbles on a napkin became award-nominated television commercials ... a \$1,000 gift became a radio advertising campaign reaching hundreds of thousands of people with the Gospel ... simple beginning lines of computer code became a telephone text chat platform reaching around the world ... a computer router in a FedEx box became a call center in Lima, Peru ... and God revealed how one phone call in February 1996 could become one million contacts by October 2007. Even in the simple things, His greatness is revealed. Even in the simple gifts, God can multiply beyond your wildest dreams.

We completed our financial audit last month. Our auditor reported that an astounding 98.3% of our budget goes directly towards our mission of *intentionally presenting Christ*. Furthermore, because of the vast amount of donated advertising we receive each year, every dollar you give has the value of \$20. Not a bad return on an eternal investment.

Please **pray** how God might be leading you to give boldly to NeedHim by year's end. Let Him take your financial gift this Christmas and multiply it 20-fold; then praise God for the incredible harvest of souls!

God Withholding

Many people (not me) start gathering their year-end tax documents together this time of year. Plugging all the numbers into Quickbooks, we hold our breath hoping that the amount we withheld in taxes during the year will, at the very least, match the amount of taxes due. It's all about the *amount withheld*.

Have you ever considered what you withhold from God during the year? You know the time of payment is coming, but still we hold back from God. Remember the response of the rich young ruler when Jesus asked him in Luke 18 to withhold nothing and give everything to the poor? The man stood silent and sad.

There is an ancient story about knights being baptized before battle. They would be fully immersed holding only their swords out of the water. What sword are you holding out of the water? "You can have everything, God ... everything but _____." God intended for us to be with Him for all of eternity. The only thing standing in the way is our sin. What if God had said ... "no ... I'm withholding my Son from you"?

What have you felt God calling you towards, but you hold back? It may be a mission trip to a foreign land, a Bible study class you feel Him calling you to lead, or it may be sharing Christ with someone at work. As we end 2007, set a goal now to withhold nothing from God. What you are holding back from Him may be keeping Him from releasing into you.

Pray for NeedHim that we continue to be bold, faithful, intentional, and fully surrendered to never missing an opportunity to present Christ ... never holding back to be available to respond to those seeking Christ.

Google Audio

By Drew Dickens

We know about Google, the most visited website and search engine in the world, but did you know that Google has a laboratory where they are researching mapping, video, word processing, and even ways to hail a cab over the internet? Well, they are also testing an innovative way for companies to buy radio advertising that's perfect for NeedHim.

In a few simple key strokes, we can communicate with hundreds of secular radio stations all over the country and negotiate to buy last minute advertising time for pennies on the dollar.



My background for nearly 20 years was with large radio companies like Westinghouse and CBS. This opportunity still amazes me! It normally costs an advertiser approximately \$20 to reach 1,000 listeners but we are able to negotiate last minute radio advertising campaigns for only \$1 per 1,000 listeners.

For example, we spent \$1,000 on Dallas radio and purchased an advertising schedule that reached nearly one million people with the Gospel; this would have normally cost us nearly \$20,000! The very first hour of the campaign, John called from Crowley, Texas after hearing our commercial on a secular Country radio stations and put his trust in Christ!

Please **pray** for this amazing opportunity. Imagine your gift of \$1,000 being used to intentionally present the Gospel to millions of people through secular radio stations! Imagine the harvest!

Volunteer Spotlight

Cynthia Reyes



Cynthia Reyes has been volunteering at the NeedHim Call Center sponsored by ParkwayHills Baptist Church since it opened in 2005. This call center is located on the grounds of the church and is open on Sundays from 12 noon to 4:00 p.m. covering a time when calls were going unanswered. Members of ParkwayHills Baptist Church and a few other churches answer calls

there once a month for 2 hours, so that individually it only is a small sacrifice of Sunday lunch and nap time (!). Cynthia has been blessed to lead many people to the Lord while volunteering during the past few years. Here are just a few of her experiences: she has "chatted" on-line with Michael in the Philippines, and Victor in Nairobi, Kenya, both ending in professions of faith. Victor was a 22 year-old student in his 3rd year at University. She talked on the phone with Christina, age 9, and Jose, age 50, who both decided to accept Jesus as Lord and Savior. Christina was being taken to church by a lady who also gave her the NeedHim phone number. And then, there was Tony, a 29 year-old plumber who had read the Left Behind series and who decided to give his heart to Jesus. Thank you, Cynthia, for being so faithful and sharing the gift of God's love with so many people!

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2008 Tender Hearts Luncheon

ministering to the mind, body, and spirit for heart-healthy women

Simple Hospitality with Jane Jarrell

Friday, January 25, 2008

Garden Court, Hotel Intercontinental, Dallas, TX

10:30 am - 1:30 pm

Share with God's people who are in need.

Practice hospitality. Romans 12:13 (NIV)

Do you feel the pressure of being practically perfect in every way? As women, we want – and need – to wear many hats: dedicated wife, doting mother, excellent employee, and consummate hostess. God's word clearly says that we are to “practice hospitality,” but perhaps you are on a budget of time, dollars, or talents.

Jane Jarrell joins us as our keynote speaker for the 2008 Tender Hearts benefiting 888NEEDHIM. Enthusiastic, equipped, and motivated to make a difference are just a few adjectives that describe Jane. She speaks to women about utilizing our God-given strengths to recognize the opportunities we have to make a difference in someone else's life. At the luncheon, she will share with us the difference between entertaining and hospitality and share with us a toolbox



of resources – practical ideas, real-life stories, humorous tips, and creative solutions that can make our efforts at practicing Godly hospitality more effective.

The attendees will be entertained by a silent auction, raffle, pampering room, and a cash-and-carry boutique featuring “Mystery Bags” with surprise items valued at \$5-25. Drew Dickens, CEO of NeedHim Ministries, will share a brief presentation of the ministry and a few of the award-nominated “UNREAL” television commercials. In keeping with the “heart healthy” theme, luncheon-goers will also hear a personal testimony from a woman who volunteers for the ministry and is a heart-surgery survivor. Truly, the 2008 Tender Hearts Luncheon will minister to the mind, body, and spirit for heart-healthy women.

For reservations: 972-739-2150, ext. 207.

Presented by:

