

# CONNECT

... so we, though many, are one body in Christ,  
and individually members one of another.

Romans 12:5 ESV



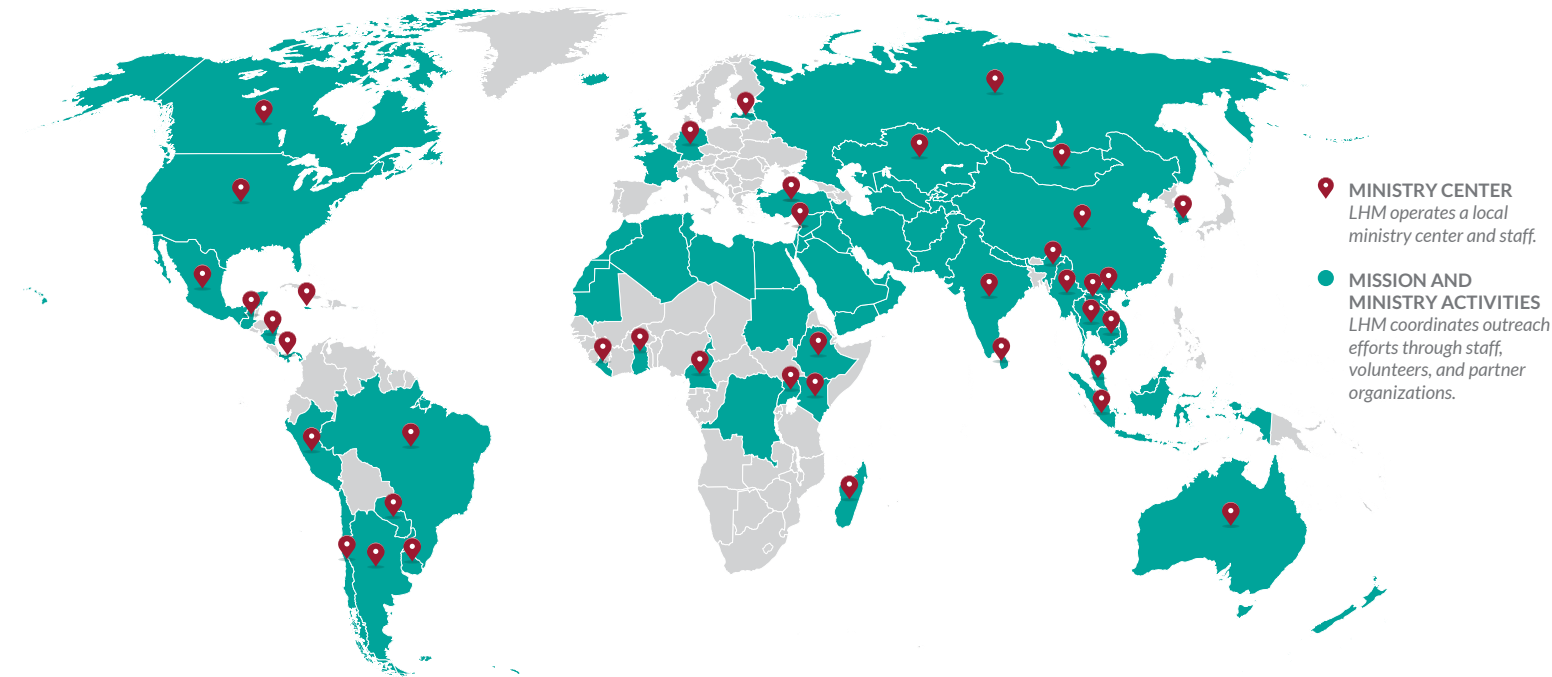
# OUR WORLD NEEDS THE GOSPEL

We live in a time of great opportunities:

- *More than three billion people have yet to hear the saving message of Christ.*
- *Technology allows us to engage with each other more efficiently and effectively than any other time in history, especially as people crave a relationship with God and each other.*
- *We can use our gifts to make a real difference right where we are, among real people we know and see every day. Our faith, put into action on a local level, can make an immediate and personal impact in our neighborhood and beyond.*

How do we connect and share the hope of the Gospel with so many who have never heard the Name of Jesus? LHM believes we are called, equipped, and SENT to CONNECT people to the Gospel yesterday, today, and into the future.

CONNECT is an initiative to ignite a movement throughout the Christian church that empowers Christians to use their unique gifts for sharing the Gospel in word and deed. It supports LHM's vision for the future and Christ's call to reach the world with the hope of the Gospel.



“God has called each and every one of us to share the Gospel message in our lives, work, and families. What a special calling for all of us to CONNECT and welcome others into the Lord’s family as we grow together as the Body of Christ!”

—KURT BUCHHOLZ, CEO, LUTHERAN HOUR MINISTRIES

# IMPACTING PEOPLE GLOBALLY

Billions of people have never heard the Good News of Jesus Christ. God has called LHM to proclaim the risen Savior around the world to reach these people.

For decades, LHM has shared Christ's love with the world through a proven approach of identifying and equipping local laypeople to build their presence and impact using specific strategies and tactics contextual to the culture and language in which they serve.

Since staff members grew up speaking the same language as the people they are trying to reach, they can create programming and resources that ensure maximum impact and accuracy of the Gospel message.

Using tactics such as radio and television broadcasts, print media, digital platforms, Christian films, plays, concerts, holistic outreach, Bible Correspondence Courses,

youth programs, and much more, local staff address particular issues that people are facing. This allows LHM staff to establish ongoing personal relationships so that recipients can learn more about God's Word and eventually be referred to a Christian community.

Further building on this successful model, LHM will develop a multidivisional global mission rooted in localized regional



leadership over the next few years. Ultimately, these plans will allow LHM to not only increase our focus on North America as a mission field, but share the hope and comfort of the Gospel with millions more around the world.

## Your Support CONNECTS LHM to People Like ...



**Nina**, a teen mother who joined the Divine Sewing School program hosted by **LHM—Cameroon**. She learned about the holistic program while she was enrolled in the ministry's **Bible Correspondence Courses**. She has been abandoned by men in the past, causing Nina to lose confidence and hope. After recently completing the sewing school program, Nina shared that she thanks God for restoring her dignity and confidence. She said her dream of financial autonomy has come true and she is so thankful for the LHM staff providing her with the skills necessary to earn money to provide for her family while also hearing the Gospel and learning more about Jesus.



**Brigita**, a kindergarten teacher in Latvia who enjoys answering children's questions. Yet unanswered questions tugged at her own heart. One day, while with a Christian friend, their conversation turned to religion. Brigita shared her lingering questions. Since Brigita didn't feel comfortable visiting a church, her friend recommended signing up for the Bible Correspondence Courses (BCC) offered through **LHM—Latvia**. This would allow her to explore Christianity at her own pace. The teacher became like a student. Brigita enrolled in the BCC program, and the Lord worked in her heart and brought her to faith in Jesus. Brigita found a local congregation, which she continues to attend today.

## Generous Support of CONNECT Has Allowed LHM to ...

Identify and train intern teams to start ministry in Peru, Nepal, the Democratic Republic of Congo, and Kyrgyzstan. In the coming years, additional teams will be identified and trained to expand into new areas around the world.

Produce satellite television programming in partnership with SAT-7 and PAK7 that shines the light of Christ into dozens of countries throughout the Middle East, North Africa, and Central Asia.

## IMPACTING PEOPLE THROUGH DIGITAL ENGAGEMENT

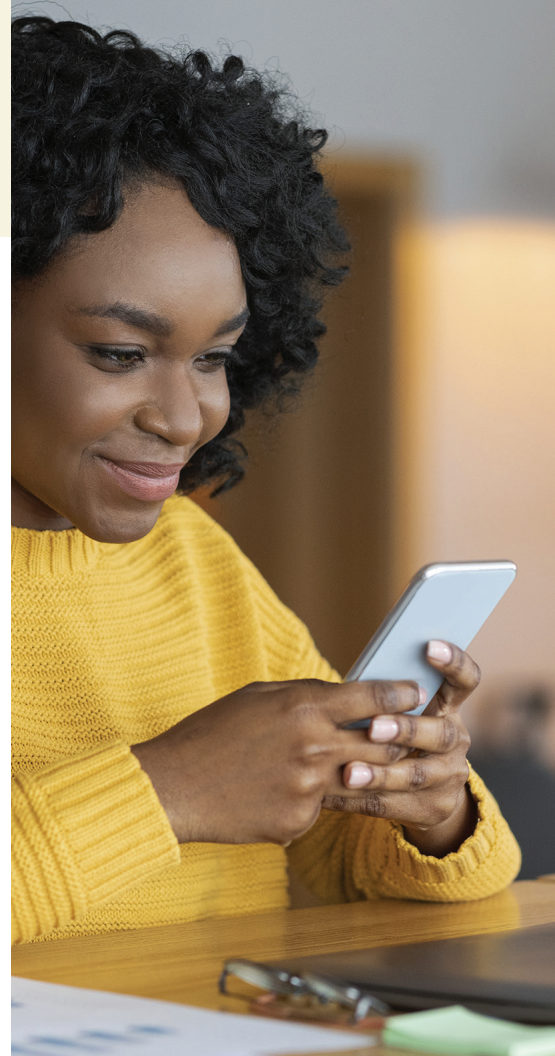
The world today is increasingly shaped and connected by the internet. As people become more present online, God's people are finding ways to share the Gospel in this space.

LHM is once again a pioneering force for good in this realm as we proclaim the Name of Jesus to people around the world. As the digital mission field continues to grow, emerging technologies offer unique opportunities to communicate with audiences in a broad variety of ways, with content that is specific to the individual platforms on which people are engaging.

The digital mission field is new and exciting—but also challenging. So was radio. So was television. LHM has been at the forefront of

using innovative technologies like these to share the Good News throughout its more than 105-year history, and we are eager to engage in this place at this time because never before has the opportunity existed to reach the entire world with the Gospel.

LHM maximizes its online presence today to share the Good News through a variety of platforms and rapidly increase the capacity for the priesthood of all believers to connect more souls to the saving message of Christ.



## Your Support CONNECTS LHM to People Like ...



**Rosa**, a woman suffering from terminal cancer. She came across **Vivenciar.net**, an LHM platform offering relevant content for Portuguese- and Spanish-speaking individuals, and contacted one of its volunteers. After several conversations, the volunteer referred Rosa to a local pastor. He called her right away and patiently and lovingly talked with Rosa about the life, suffering, death, and resurrection of Jesus and what that means for each of us, including her. Through the power of the Holy Spirit, at the end of the call and after praying, Rosa confessed Jesus as her Lord and Savior. She was assured of her salvation and is at peace with herself and with God.



**James**, a long-time listener of **The Lutheran Hour®** who works on T38 jets at an Air Force base in Texas. He says that some of his earliest memories as a child are at his grandparents' house in Chicago while his grandma listened to the broadcast. Now, when he goes out on Saturday mornings to do inspections, he puts in his earbuds and spends time with the Lord by listening to the radio program. He said at times, he stops what he is doing so he can pay attention to what Rev. Zeigler, or the guest speaker, is saying while lying under a jet.

## Generous Support of CONNECT Has Allowed LHM to ...

Create topical platforms in the United States, Latin America, Europe, Central Asia, and the Middle East offering relevant content that people seek online. Individuals can have questions answered by ministry volunteers and build a trusting relationship that introduces them to the Gospel.

Launch a new radio program for parents and their young children called the **Gospel Adventures™ Show** that focuses on a Gospel theme and Bible verse and uses stories, songs, games, and activities to share the love of Jesus.

Offer **The Lutheran Hour** on a variety of new media platforms that reach audiences beyond traditional radio stations.

## IMPACTING PEOPLE RIGHT WHERE THEY ARE

What if every Christian saw his or her neighbor as a gift from God with gifts to share? How would that change how we view, interact with, and serve our neighbors?

During a time when people are searching for hope, community is more important than ever. LHM is answering the question, “How can I bring hope to my neighborhood?” We can use our individual gifts to make a real difference right where we are, among the neighbors we know and those we have not yet met but see every day.

If history is an indicator, God could use our good deeds to gain a hearing for the Gospel and, according to His will, draw our non-Christian neighbors to the

faith. Gathering at the local level and building genuine relationships with people close to us have been in LHM’s DNA since our inception. This 21st century approach brings people together while sharing the Gospel both in word and deed.

Understanding our giftedness and using those gifts to bless others can build strong connections with those around us. It is exciting to think about the impact of millions of Christians loving their neighbors. Together, we can make it a reality.



## Your Support CONNECTS LHM to People Like ...



**A community program group** at The Restoration House in Knoxville, Tennessee. “Our goal is to help restore single mothers and their children back to God’s good intent for their lives,” says Carrie Pickell, volunteer engagement coordinator. “We believe that God intended for us to live in community.” When they learned about **The Hopeful Neighborhood Project® (HNP)**

from LHM, they knew it would be beneficial. They started with HNP’s interactive lab, where they discovered their gifts, imagined the possibilities, and pursued the common good. Using this three-step process, they planned an event to bring women and children in the community together. “Our perspective shifted after the workshop,” says Carrie. “We realized that we have a lot more to offer to our community than we realized.”

**Congregation members** at Mount Calvary Lutheran Church in Indianola, Iowa. Five couples and their children read *The Spiritually Vibrant Home*, a book based on *Households of Faith* research done in partnership with Barna Group. Taking one chapter at a time, couples took turns hosting at their homes. Together they shared a meal, discussed the book, had a Bible study, prayed, and enjoyed fellowship with one another. “Reading this book helped reinforce the need for more spiritual relationships, faith sharing, and caring for those around us in our everyday lives,” says Caroline Koenig.



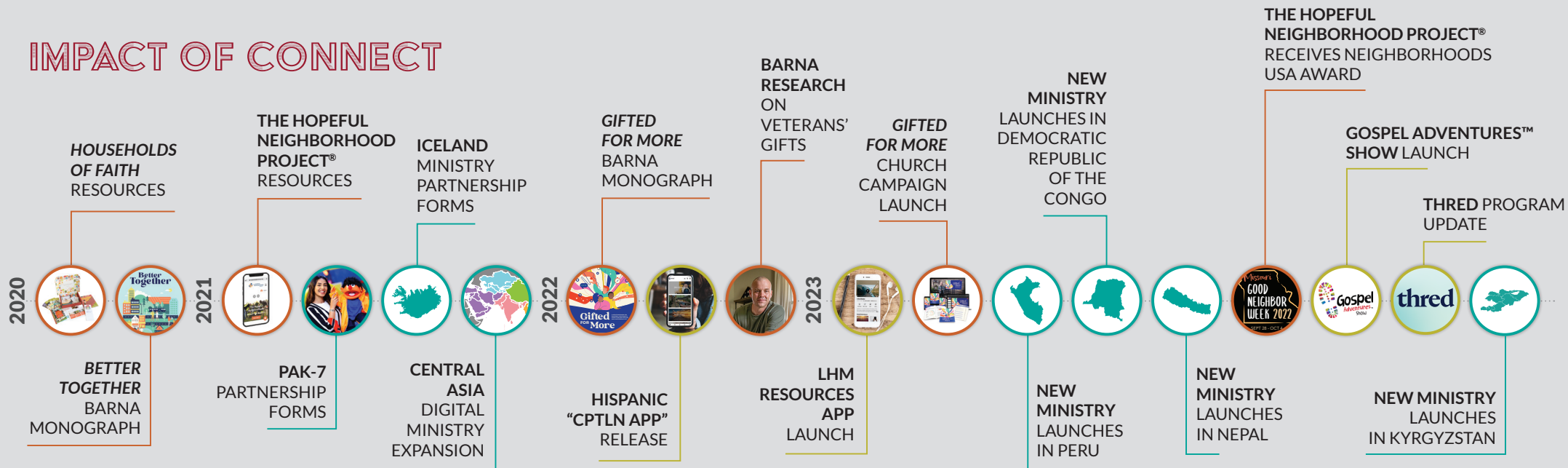
## Generous Support of CONNECT Has Allowed LHM to ...

Develop a multitude of resources in partnership with Barna Group to help Christians strengthen their households, serve their community, and develop their God-given talents.

Establish The Hopeful Neighborhood Project (HNP) as a collaborative network committed to improving neighborhood well-being. One of HNP’s partner programs was named as Best Neighborhood Program at the Neighborhoods USA conference.

Provide resources like **Project Connect** booklets, online video Bible studies, and **LHM Learn** online courses to connect with people at any stage of their individual faith journeys.

# IMPACT OF CONNECT



Times LHM Reaches People with the Gospel Globally Every Week  
 FY21: 150 million • FY22: 163 million

**FY23: 195 MILLION**

Responses to LHM Outreach Efforts  
 FY21: 1,235,670 • FY22: 1,286,127

**FY23: 1,661,840**

Referrals to Churches and Christian Communities  
 FY21: 45,499 • FY22: 118,261

**FY23: 254,595**

Times Individuals Were Equipped to Share Their Faith More Effectively  
 FY21: 119,640 • FY22: 182,175

**FY23: 358,452**

We are nearly two-thirds of the way to reaching the goal necessary to support the ministry work of CONNECT. You can help us get to the finish line through your involvement in the following ways.

## LHM Resources

LHM has developed a wide variety of helpful resources designed to equip and encourage you in your faith journey. Available for individual, congregational, and community use, you can use and share these resources to help bring the Gospel message to life!

## CONNECT Captain

Are you interested in getting members of your congregation involved in this mission? Become a CONNECT Captain!

## Make a Gift

**Annual Giving:** Support current operating needs to share the Gospel around the world.

**Leadership Giving:** Join a group of special donors who commit to making significant gifts.

**Bequest/Estate Giving:** With the help of an advisor, you can include language in your will or trust specifying a gift be made to LHM in support of CONNECT.

**Endowment:** Establish or add to an endowment that will share the Gospel with future generations — a legacy of your faith. Your gift will continue to provide support year after year, even after the Lord brings you to your home in heaven. LHM receives the proceeds of the funds to use for ministry while the initial investment into the fund is protected for perpetuity.

Learn more about these options at [CONNECTLHM.ORG!](https://CONNECTLHM.ORG)

## Our Mission

*Bringing Christ to the Nations® –  
and the Nations to the Church*

## Our Vision

**Every person** has the opportunity to hear the Gospel in an understandable way.

**Those seeking** are connected to a healthy Christian community where they can grow in their faith.

**Every Christian** is equipped to share the Gospel in word and deed.

**Engaged Christians** advance this common mission as a global community.

## Our Values

**Driven ...** we believe that perseverance and unyielding determination are crucial to LHM's global Gospel urgency and impact.




**Empowerment ...** we believe that people are empowered for service and leadership when they intentionally live their daily lives before God as vital members of the Body of Christ.

**Innovation ...** we believe that accomplishing our mission and vision requires creative, scalable solutions utilizing research and technology.

**Stewardship ...** we believe that the bold management of resources, balancing efficiency with efficacy, provides the surest path to long-term sustainability and growth.

**Partnership ...** we believe that strategically aligning with like-minded individuals and organizations provides the opportunity for synergy, shared learning, and exponential impact.



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