



To intentionally present the Gospel of Jesus Christ to all people using all forms of media and provide an opportunity to respond.

This mission is accomplished through three foundational pillars:



### **ANNOUNCE**

Breaking through crowded media using strategically targeted messaging to capture attention and generate response in order to share the ultimate message of hope in Jesus.



### **ANSWER**

Utilizing the most relevant response technologies to meet the lost where they are and lovingly engage people without judgment in order to earn the right to share Jesus.



### **ADVANCE**

Developing people, processes, technologies and partnerships to advance His kingdom. We intentionally share those resources with others that focus on proclaiming Jesus.

Our vision is to see a world engaged in conversation about Jesus.

**279.9 M** TOTAL AUDIENCE IMPRESSIONS  
FROM TELEVISION AND PRINT MEDIA

LIVE  
CONVER-  
SATIONS

**60,170**  
PHONE CALLS

**17,553**  
TEXT MESSAGES

**116,152**  
CHATS



**194,584**  
TOTAL CONVERSATIONS  
INITIATED WITHIN ECHO

WEB  
VISITS

Need Him Global  
**97,085**

Chat About Jesus  
**243,160**

**350,245**  
TOTAL

SOCIAL  
MEDIA

**78,488**  
TWITTER VISITS

**168,195**  
FACEBOOK VISITS

**106,868**  
READING PLANS

**353,551**  
TOTAL CONNECTIONS  
THROUGH SOCIAL MEDIA

# 801,295

TOTAL INSTANCES OF SOMEONE  
REACHING OUT TO NHG IN 2015



THIS EQUATES TO  
SOMEONE TOUCHING  
NHG IN SOME WAY  
**EVERY 40 SECONDS**



**97%** OF ALL GIFTS GO  
DIRECTLY TO OUR  
MISSION