

CONVERSATIONS

ANNOUNCE ANSWER ADVANCE

ANNOUNCE

AS **NEED HIM GLOBAL** takes the next steps to stir conversation in areas of culture that few are willing to engage, it is with great excitement that we announce a partnership with **Ditore Mayo Entertainment**.

With a strong desire to bring beauty and authenticity to every idea they create, Ditore Mayo Entertainment is a visual storytelling company that uses art & entertainment to craft compelling narratives for brands, organizations and people.

DME tells stories for Under Armour, American Bible Society, CBS Sports, Red Bull and I Am Second; in collaboration with personalities across culture including, Tiger Woods, Pharrell Williams and The Robertsons.

According to Scott Mayo, *“our team is passionate about this partnership with **NHG** and connecting the gospel to mainstream culture through ideas and distribution channels that compel people to lean in.”*

This year’s partnership continues the theme of honest conversation with a number of new and distinctly fresh spots - each designed to tell the audience that they are understood and appreciated.

Scott continues, *“Need Him Global inspires us with eagerness to stir conversation in areas of culture that very few are willing to engage. We are excited as we find their work on MTV sandwiched between an episode of Teen Mom and a Jay Z music video. That’s amazing. Some may say it’s risky, but we understand that the heart of the organization is compelled by love.”*

In addition, **Need Him Global** and **Ditore Mayo Entertainment** will continue their partnership on the powerful Chat About Jesus initiative. To see examples of these cutting edge spots, please go to the Need Him channel on Youtube.



chat
about
jesus.com

I’m not really sure where to start, but I’m thinking maybe you could help?

I hope so.

I think I’m searching. Not really sure. He’s been on my mind quite a bit lately and it’s eating at me. I don’t know where to start or what to do.

That’s ok. I’m glad you’ve been thinking about this, and that you are here to look more closely.

I don’t understand how to ask for forgiveness or be a godly person. There are a lot of things that I do that would get me kicked out at the Holy Gates, if you know what I mean.

One of the amazing things about how the love of God works is that He understands that we are all fallen, broken, sinful and lost. God shows us His love and grace and offers us forgiveness while we don’t even deserve it.

Is it a one shot thing? You ask for forgiveness and from that point on you have to walk the perfect line?

Being forgiven and entering into a real relationship with God happens all at once and then we have the privilege of growing closer to Him.

If I ask for forgiveness from Him, how do I know that I am forgiven?

You can know that you are saved because Jesus says that if we have believed in Him and in His Father in heaven, that we can be saved.

This may be a silly question, but how does one go about praying?

It’s not silly at all. If you believe that you are a sinner separated from God and that you cannot earn your own forgiveness – but need Jesus, you can pray confessing this and placing your faith in Him.

I am a sinner and I know that I need Him. I have everything I think I need and I think I’m happy, but deep down I’m not. I just don’t know how to get to Him or find Him in my heart.

If you believe these things that we have been talking about, let me type here an example of what you could pray to place your faith and trust in Him.

Okay

Jesus, I understand that I have rebelled against you and I have done wrong- that I have sinned. And I confess that I am a sinner in need of a Savior. I know that I cannot save myself and I know and believe that you are God’s son sent to die for my sin. I know that you rose from the dead and will give me new life in you and with you forever. I receive your payment of death for me and trust you with my life.

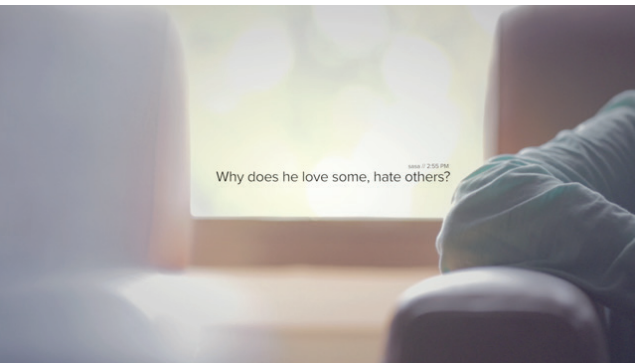
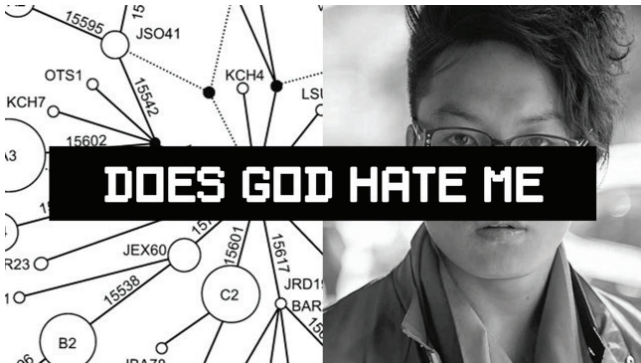
I feel 25 lbs lighter. I want to do this. I hope I can do it correctly.

You can do it because He is with you and in you. I want you to know that the Bible promises once you please your faith in Jesus, that nothing in all creation can ever separate you from His love.

That might have been my biggest fear all along. Gaining it and then losing it. Now I can be more confident in Him and myself. Thank you so much for your time. It really means the world to me.

It is my pleasure. Thank you for letting me be part of your journey toward the Lord.

Chat taken from chataboutjesus.com



ANSWER

JOSIAH’S MESSAGE WAS SIMPLE...he was giving up on God. At **Need Him Global**, we talk with people from all walks of life. Sometimes those conversations are really difficult and it feels like the message is falling on deaf ears. Cotey started this hard discussion but would be surprised as it progressed to the point of true friendship and ended with a clear choice about Jesus.

Cotey is part of the Resident Leadership Program and has always been active in answering text messages. One day last September, he received a message from a young man named Josiah. Josiah’s message was simple... he was giving up on God. As they talked via text, Cotey learned that Josiah was 20 years old, he also was a father of a one-year old girl and...**he was fighting brain cancer**. Josiah did not feel like God was listening to his prayers and he was frustrated and losing hope. Cotey shared how God hears all prayers and how our relationship with Jesus can influence how we pray. They discussed the Gospel and the need for forgiveness. They texted one another multiple times each week throughout the fall and got to know one another. They shared stories about their first car, first date and first job but Cotey always brought it back to Josiah giving up his heart to Jesus.

Josiah eventually moved to Pennsylvania for experimental treatment for his brain cancer and unfortunately, that did not go well. In

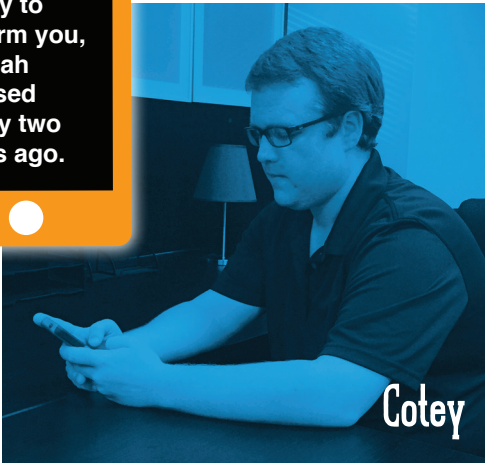
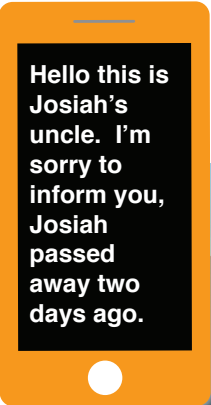


fact, his doctors offered to walk him through **assisted suicide options**. He talked that over with Cotey and came to learn through their conversations how much God values life. There was clearly a friendship and a bond between these two young men. Josiah admitted that all he really wanted was to see his daughter grow up - but that would likely not happen. Cotey sent him a text on Christmas Eve and waited for Josiah’s reply. The reply never came. After a few weeks, in early January, Cotey received a text asking if he was the young man sharing Jesus with Josiah. He replied yes and received the following message from Josiah’s family: They told him that Josiah wanted them to thank Cotey for all he had done and to let

him know that he saved Josiah’s life because **he did give his heart to Jesus** before he passed away.

In some ways there will never be another conversation like this one. In other ways, someone through

Need Him Global does this every day by answering a stranger and meeting them where they are with the only true message of hope.



ADVANCE

THE STORY OF JOSIAH AND COTHEY gives all of us a poignant reminder that there is no substitute for someone that really cares. As a ministry, we are always working to evolve so we can better meet lost people where they are. All this so we can encourage them to trust us enough to reach out and hear the only message of eternal hope grounded in truth and love.

We never stop looking for patient, loving and loyal volunteers that expand our capacity to talk with more people. Historically a few bible colleges encourage students to try evangelism through Need Him Global for a semester. We welcome those partnerships. As a team, we are determined to find new ways to partner with others and increase the quantity and quality of conversations. We think we have found a true foundational cornerstone for how that will be done going forward through the Resident Leadership Program.

Before we added text messaging, the conversation between Josiah and Cotey may have been very brief and concluded an hour after it began. However, something truly special happens when you combine the easy ability of text messaging to carry on a conversation over time with the Resident Leadership Program that provides a regular and recurring opportunity for committed future church leaders to develop these types of conversations and ultimately relationships.

We hope to expand the Resident Leadership Program to seminaries around the country and eventually the world. As Dr. Mark Bailey of Dallas Theological Seminary recently said...*"for those that are part of the resident program it's all made even more real by engaging people and helping them realize that grace is real... God is working... and the Gospel transforms lives."* We are humbled and honored by those that have partnered with us in various ways to add this program to all we do to serve the kingdom. We look forward to the day when even more residents can invest into a life the way Cotey did with Josiah.

Pete

Pete Miller, President & CEO



Pete Miller

GROWTH

SUPPORTERS OF **NEED HIM GLOBAL** met for a time of prayer, teaching and an opportunity to "Celebrate God" in Laguna Beach California. Featuring nationally known speakers such as Alistair Begg and Jamie George along with Christian musicians, Phil Keaggy and Nichole Nordeman, friends of NHG came together to strategize about future growth of the ministry as well as to dedicate to prayer the crucial work being done throughout the United States and around the world. Partners of the ministry – Dr. Mark Bailey of Dallas Theological Seminary, Andre Dantzler of SociallyU and Nick Hall of PULSE also addressed the attendees and shared the life changing work of **NEED HIM GLOBAL**. If you would like information on how to host an event to introduce others to the ministry, please contact Julie Schaeffer at **Need Him Global**.



Phil Keaggy



Nick Hall



Alistair Begg



Jamie George



Dr. Mark Bailey



Nichole Nordeman & Band

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For questions and comments,
please contact

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NEEDHIM 2014 **211.1M** TOTAL AUDIENCE IMPRESSIONS
FROM TELEVISION AND SATELLITE RADIO

LIVE CONVERSATIONS



SOCIAL MEDIA



WEB VISITS

454,873 TOTAL

ChatAboutJesus **336,734**

NeedHim **118,139**

RESOURCES AND DISCIPLESHIP



395,476

SUBSCRIBERS TO NHG READING PLANS
(FINDING GOD & 30 WAYS/30 DAYS)



REACHING OUT TO NEEDHIM

1,287,220
TOTAL INSTANCES OF SOMEONE
REACHING OUT TO NHG IN 2014

THIS EQUATES TO
SOMEONE TOUCHING
NEEDHIM IN SOME WAY
EVERY 25 SECONDS

