

CONVERSATIONS

ANNOUNCE ANSWER ADVANCE



IN 2014, **Need Him Global** had over *200 million* audience impressions – announcing the gospel across different types of media channels. Only through generous, strategic partnerships is the ministry able to achieve these astounding results. Since 1997, one of the most exceptional partners is **Hobby Lobby Stores, Inc.**

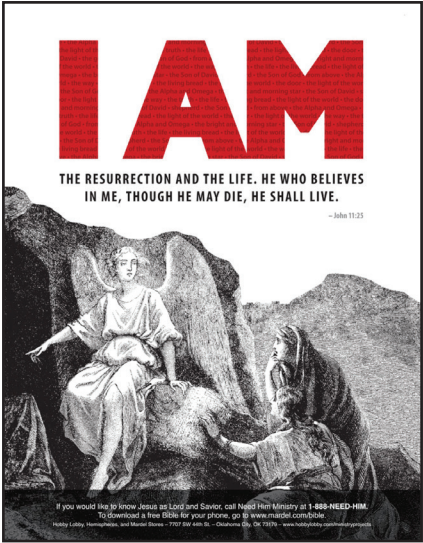
In 1970, entrepreneurs David and Barbara Green, along with their young family, began making miniature picture frames in their garage. A few years later, on August 3, 1972, the Green family opened the first **Hobby Lobby** store with a mere 300 square feet of retail space. Hobby Lobby has not stopped growing since. Today, **Hobby Lobby Stores, Inc.**, headquartered in Oklahoma City, OK, operates over *600 stores* across the nation

On Christmas Day 1995, David Green was reading the Christmas advertisements, including those for his own store, and he felt commissioned by God to do something different. **Hobby Lobby** was selling all kinds of crafts that customers used to celebrate Christmas, yet David Green was struck by the lack of any testimony in newspapers regarding the meaning of the holiday. He responded to that commission by creating a simple full page newspaper ad that began Easter Sunday 1997. **Need Him**

Global partnered with **Hobby Lobby** and Mr. Green from the very beginning allowing readers an opportunity to respond to this gospel message. Today, the ads run in *290 newspapers* with a reported readership of *44 million people*. The public's response to the ads has been overwhelmingly positive for **Hobby Lobby**.

But the partnership didn't stop there. Desiring to expand their outreach, **Hobby Lobby** and **Need Him Global** joined together to reach out through cutting edge advertisements on cable television stations such as MTV, Cartoon Network, Comedy Central and others. Family ownership allows the Green's to minister directly from **Hobby Lobby's** profits to support Christian ministries around the world. According to the Green's, *"Most of the giving is done as a family through the business. We don't have a separate family foundation. It's a business decision that we make as a family."*

The latest project from the Green Family is a massive undertaking. In 2017, the *Museum of the Bible* will open its 430,000-square-foot nonprofit museum in Washington, D.C., located just two blocks from the National Mall and three blocks from the Capitol. **Need Him Global** is blessed by their support and partnership and thank God for their faithfulness in sharing the good news.



"I NEED HELP"... This is how the conversation began. He was an 18 year-old young man **just trying to graduate** but he was unfortunately frozen with a fear of death. Through this conversation, Paul would discover that this **fear of death was well founded**.

This young man shared that two of his basketball teammates that had just died. The first from cardiac arrest and the other had committed suicide. He wanted to know what happens **"the second we die"** and if his two friends went to Heaven. Paul empathized regarding the death of his friends but let him know that unfortunately he couldn't answer for sure on what happened to them because he did not know them. But, he could guarantee what happened if they had a **relationship with Jesus**.

This young man continued to share this inescapable fear that he was having of death and wanting to be sure that he would be with Jesus when he died. Paul shared the good news that comes with knowing Je-

sus. The young man engaged and shared that his name is Zachary. After several discussions on how we can be saved, Zachary eventually **prayed the following**:

Lord, I come to You at this time and turn away from my sin. I know at times that I have tried to do things on my own and haven't turned to you. I ask You to forgive me of those times when I put myself before You. I know that the Bible calls this sin and lets us know that we have all sinned but at this time I want to turn away from that sin and ask You into my life as Lord and Savior. I know that You promised me in Romans 10:13 that "whoever calls on the name of the Lord will be saved". I am calling on You now and thanking You for coming into my life. Now I have the assurance that I will be with You in heaven. Amen.

After Zachary prayed, Paul let him know that he would keep the conversation open so he could contact him at any time. In the month that followed, Zachary contacted the ministry on many occasions with questions about his faith. At one point, Zachary grew frustrated that

he just **wasn't feeling confident in his walk**. Paul talked with him and shared what the bible said about practicing our faith but knew it was not registering. Then late one night it came to him. Paul remembered Zachary was a basketball player and wrote him the next morning asking how well he shot free throws. Zach admitted he struggled in that area and Paul shared that he had also struggled with free throws but it was only with **consistent practice** that it got better. He continued to explain that it was the same dynamic with their faith - practice will make it better. Zachary needed to spend time with God daily and make it an area of emphasis in his life. Imagine the joy when the next text Paul received from Zachary was, **"I get it"**.

They have continued talking via text for over 2 months as Paul has watched Zachary continue to grow in Christ. Last month, Paul got more good news via text from Zachary - **"Hey, last night I graduated!!!"**



- what brings you to chataboutjesus?
- I got an addiction that I hate having
- what is it?
- porn and it is messing me up
- you married?
- no, 18 and praying to God to help but it has not changed
- a porn addiction doesn't go away overnight just like it did not start overnight
- that's true
- I believe Jesus can restore you but it takes action on your part
- what do I have to do
- let's start with whether you are a believer....do you have a personal relationship with Jesus Christ
- yes, I came to Jesus last summer at camp. Everyone was enjoying worship differently than me and the pastor spoke of heaven. After service I talked with him and he lead me to Christ. I later got baptized
- that is awesome...so now you have realized porn is something you don't want and you want to kick the addiction
- yes
- how often do you watch it
- almost everyday
- do your parents know
- no
- what is stopping you from telling them
- im scared my dad will be mad
- sounds like the fear has you trapped...fear can be powerful when it grips us in sin
- never thought of it that way
- are you involved in a church
- yes
- are your friends at church aware of your problem
- no
- the bible says in James 5:16 – therefore confess your sins to one another and pray for one another, that you may be healed. The prayer of a righteous person has great working power. you start by telling someone that can walk with you
- alright, I am going to tell my dad. I can't thank you enough for talking and encouraging me without judging. thks



Every few months we slow down to share the latest news about **Need Him Global** through this newsletter. Each time we do so I am remind-

ed of just how awesome God is and how wide his net reaches. There is no limit to how far our Savior will go to save us. This comes to life through the different people and organizations that reach out to us for help. In fact, it seems like every week I receive a message from someone with an idea for sharing the Gospel of Jesus Christ and wanting to know if they can send those with questions to this ministry or leverage our technology. Occasionally there is more to it than that but most of these are done with the best of intentions and are driven by a desire to help others learn what it means to follow Jesus.

Many of these opportunities are on a smaller scale than the average media campaign. However, we understand that in God's perfect holy economy, sharing the Good News with just one person makes it worth it. The other end of that spectrum is when worldwide ministries seek to partner in order to reach thousands of souls living without Jesus as their Savior. Then there are those that seek to share in countries where it is not safe and even mentioning the organization's

name in conjunction with a specific campaign can put lives at risk. In the end, we always work to maintain a focus on partnerships that advance His kingdom and proclaim Jesus rather than what sounds bigger or cooler.

In the past few months, we have partnered with organizations that will be using our Echo response system to share the Gospel in Egypt, Iran and China. We have also discussed including a message or link to the chataboutjesus.com website with a book author, board game designer, English language training organization, online gaming community, toy retailer, and mobile phone app developer. These different projects each serve as a precious reminder that we all have the responsibility and ability to share the Gospel. Our prayer around each opportunity is simple...may God reveal how He wants this ministry, His ministry, to bring more lost people into a saving relationship with Jesus Christ. I hope you have the blessing of experiencing our loving Creator working through you the same way this summer.

Pete Miller, President & CEO



Pete Miller



Need Him Global is pleased to introduce Concord Trust Company, our new partner in the planned giving arena. Charitable planned gifts provide tax advantages as well as income streams during a donor's lifetime with the remainder



of the assets passing to Need Him Global and/or other charitable institutions to fulfill charitable intentions. These include charitable bequests under a Last Will and Testament, charitable remainder trusts, qualified charitable gifts annuities, charitable lead trusts and gifts of remainder interests.

Concord's expertise in encouraging, receiving and managing these type charitable gifts is built on 85 years of experience. Concord is available to answer any questions you may have relating to endowments and charitable trusts, in addition to helping guide you through the process of establishing a planned gift for the benefit of Need Him Global. For more information, please contact Paul Dunne at 214-484-1685 or paul@NeedHim.org or Colleen Sims at 214-978-3362 or colleen@NeedHim.org.



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NEED HIM GLOBAL.

2014 BY THE NUMBERS

211.1M TOTAL AUDIENCE IMPRESSIONS
FROM TELEVISION AND SATELLITE RADIO

LIVE
CONVER-
SATIONS


69,170
PHONE CALLS


21,449
TEXT MESSAGES


184,303
CHATS



274,922
TOTAL CONVERSATIONS
INITIATED WITHIN ECHO

WEB
VISITS


454,873
TOTAL

Need Him Global
118,139

Chat About Jesus
336,734

SOCIAL
MEDIA


64,062
TWITTER VISITS
ON NHG AND CAJ


97,887
FACEBOOK VISITS
ON NHG AND CAJ



161,949
TOTAL CONNECTIONS
THROUGH SOCIAL MEDIA

RESOURCES
AND
LEADERSHIP


395,476

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

1,287,220

TOTAL INSTANCES OF SOMEONE
REACHING OUT TO NHG IN 2014



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



97%

OF ALL GIFTS GO
DIRECTLY TO OUR
MISSION