

*"200 Years of the Gospel in Aotearoa"*

# *HopeProject* *nz*

**"...make the most  
of every opportunity."  
*Colossians 4:5***



[www.alltogether.co.nz](http://www.alltogether.co.nz)

REACHING EVERY HOME IN AOTEAROA NEW ZEALAND 2014

MARSHY CROSS  
CUM BAY, BAY OF PLEINIER



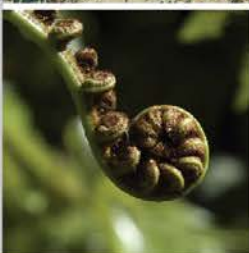
## THE HOPE PROJECT (NZ)

The purpose of this report is to provide partnering church leaders with information regarding Phase I deliverables, and plans for Phase II and III.

This report will assist church leadership boards in their planning for 2015 and 2016 so they capitalise on the unique opportunity we are presented with.

Personal testimonies included in this report will inspire us that all efforts to make Christ known are of value. We can praise God together for his goodness!





## TABLE OF CONTENTS

Pg 4	1.	<b>Financial report</b>
	i	Phase I financial report
	ii	Phase II plans
Pg 5	2.	<b>Media report</b>
Pg 6	3.	<b>Church member equipping report</b>
	4.	<b>Improvements for Phases II and III</b>
	i	Re delivery of some booklets
Pg 7	ii	Re web media
	iii.	Re bounce rate at HopeProject.co.nz
Pg 8	iv.	Intentional promotion of the 10DayChallenge.co.nz discipleship resource
Pg 9	v.	Re communications to churches
Pg 10	5.	<b>Encouragement for churches for 2015</b>
	i	More preparation of members for the conversational opportunities would benefit
	ii	Planning a discussion group to which interested people could be invited would benefit
Pg 11	6.	<b>Testimonies to encourage</b>
Pg 12	7.	<b>A simple 'to do list' for church leaders</b>
Pg 13		<b>Contact information</b>



## PHASE I REPORT AND PHASE II PLANS

### 1) Finances:

#### PHASE I FINANCIAL REPORT

Phase I raised its budget of \$1.3 on 1<sup>st</sup> October, 2014.

Phase I was run well under budget.

Remaining funds provide seed-money for Phase II and III.

#### PHASE II PLANS:

We need to raise \$800,000 for each of Phases II and III.

- Phase I cost approx \$0.90 per home.
- Phases II and III will each cost approx \$0.60 per home.

If 800 churches or individuals gave an *average* of \$1000 in both 2015 and 2016, this would enable the project to be completed, with the gospel having gone three times to every home through multiple media, in partnership with tens of thousands of church people being mobilised to engage that conversation.

REPOSE: We will ask all participating churches to make a donation (e.g. \$200 to \$2000) toward Phase II prior to the April 2015 project dates, and then toward Phase III prior to the Easter 2016 conclusion of the project.

- If many participate, as above, we are confident that the amounts invested at a local level are minimal in exchange for wide reaching local returns that are delivered. Furthermore, the online resources that are created for churches to use in their equipping, outreach and discipleship can be used for many years to come.



## 2) Media:

1. Phase I TV ads were viewed by 1.7m New Zealanders in the 18 to 54 year old age bracket (and many more beyond this). All measurables have confirmed the ads were a success in the way they communicated and extended an invitation to a conversation about hope.



2. Over 1.5m booklets were distributed. Feedback from all sources indicates that the booklets have succeeded as a communication tool. Both church and non-church people have read them, appreciated them, and kept them.

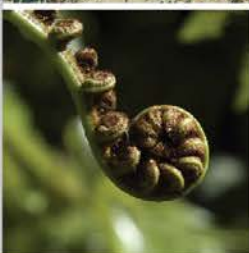


3. More than 12,000 unique users went to websites

- However, the bounce rate was high on one of our three websites, highlighting this as an area to improve upon (we will discuss this later).
- (A 'bounce rate' is the rate at which a viewer navigates away from a website after viewing just one page).







### 3) Equipping of church members to engage spiritual conversations

Equipping of members via encouragements and resources provided was a great success. Our survey revealed that 80% of partnering churches were equipping at or above a specified level, with pastors equipping more than 50,000 church members through this.

- However, we believe more local thought could be given to how to make the most of these opportunities. Equipping video #13 explains. For example:
  - (i) If people don't have booklets, ideally our members should be ready to immediately pass them one.
  - (ii) If people have them but haven't read them, ideally our members would be ready to recommend they do read it (because then they probably will).
  - (iii) If they have read the booklet ideally our members would be ready to ask 'What did you think?' Opportunities like these were missed by many in our partnering churches.
- RESPONSE: Existing resources are excellent. We will continue to encourage their use, while pointing out the above very simple conversational starters that can yield fruit.

### 4) Improvements for Phase II and III

#### i. Regarding the delivery of booklets

We rejoice that churches rallied together in a couple of cities and half a dozen towns to deliver booklets themselves. In addition, booklets were given in person by people from our partnering churches to someone at the doors of well over 50,000 'no circulars' houses! These are outstanding localised effort!



However, there were various reports of booklets not being received. This was investigated. While no 'foul play' was proven in any investigation by the delivery company, a number of things were learnt.

- RESPONSE: We offered spare booklets to all who wanted to deliver them themselves, just in case a street was missed.
- RESPONSE: Because of lessons learnt this non-delivery can now be prevented to a greater extent in the second phase.
- RESPONSE: To address non-deliveries that occur in the future we note that we would need specific addresses that didn't receive booklets within 5 days of the delivery date. Accordingly, we will give pastors necessary information just prior to the second media project launch.
- We note that the delivery company (nor any of us) can deliver to a letterbox with a 'no circulars' sign (or similar).

## ii. Web media will be faster and more engaging

### *(a) The Hope Project website was found to be lagging (slow).*

- (AllTogether.co.nz and 10DayChallenge.co.nz were fine)
- RESPONSE: The website is currently being completely rebuilt, with entirely new coding.

### *(b) Forum/social media engagement will now be expanded*

- One goal in Phase I was to enable interaction, but to avoid the public display of angry and hateful comments from antagonists. This was achieved. Our team also gained experience in replying to a wide variety of emails.
- Moving forward we want social media to be more prominent.
- NEW INITIATIVE: Via our marketing company we have engaged an additional company that specialises in social media, to advise and assist. The way that a person engages socially via HopeProject.co.nz is about to be intentionally revamped!



### iii. Addressing the high bounce rate at HopeProject.co.nz

- Positively, over 12,000 people came to the website. Disappointingly, 80% moved on quite quickly. This is to be expected for a website with 'religious' content. Many came, but left quickly because they saw Christian material.
- RESPONSE: We have adjusted budgets to put more focus on creating material for HopeProject.co.nz (in partnership with another organisation) that will give a wider audience content they feel they can engage with. A conversation can only continue if we can first get it to begin.

### iv. Intentional promotion of the 10 Day Challenge discipleship resource (10DayChallenge.co.nz)

Unfortunately this resource was launched only two weeks prior to the project. This resulted in it being only moderately used in the first phase – however there are two more phases to come!

- RESPONSE: We will give more effort to raising awareness of this free online discipleship resource.
- COMMENT: It was with intent that we responded to a recognised weakness in our nation's churches in the area of discipleship with the innovation of a fresh approach to discipling interested people – and also to equipping and mobilising the 'disciplers'.
  1. To be effective we must mobilise the members of our churches to disciple people relationally.
  2. To achieve this we need to give them a simple and truly accessible resource.
  3. We believe the 10 Day Challenge resource achieves this in a unique way, utilising modern media (via web and smartphones) in a way that only became recently possible.





## v. Re communications to churches

- Churches are busy. Communicating with them is difficult. Some feedback suggested our communications were too wordy. We are now working to make our communications with churches simpler
- We are now defining FOUR THINGS that we are asking all partnering churches to do:
  1. **To share the vision and mobilise prayer** — because Jesus said ‘*apart from me you can do nothing*’ (John 15:5).
  2. **To prepare the members to engage the conversation** — so churches get results from this.
  3. **To make a financial contribution to each phase of the project** — because if 800 churches or people gave an average of \$1000 to each phase, that is sufficient to enable these nation-wide efforts.
  4. **To plan and run a discussion group after each media effort to which members can invite friends and family** — so the power of invitation is released, and members are helped to engage the conversation.
    - As above [10DayChallenge.co.nz](http://10DayChallenge.co.nz) has been created for this purpose. It is a free, easy to use online resource suiting use by individuals, friends in a cafe, or a group in someone’s lounge.
    - Suggested alternates for a group gathering include: ‘Alpha’, ‘Christianity Explored’, ‘Journeys’, and ‘Long story short’.
  5. **Finally** — after each media effort we will ask the leader of each partnering church for up to 20 minutes to complete a **survey** — so we have good data from which to assess and improve our efforts.

All communications will reinforce these things.



## 5) Encouragement for churches for 2015

### 1. More preparation of members for the conversational opportunity would be of benefit

- Conversational opportunities are there for the taking and anyone can make something of these opportunities if shown how (see the ideas on page 6 of this report or the concise online equipping videos — which video #13 summarises).
- SUGGESTION: Churches could turn their focus toward preparing any time from the start of March 2015 onwards. Sermon outlines, small group studies and concise equipping videos continue to be available via the 'resources' page at [AllTogether.co.nz](http://AllTogether.co.nz).

### 2. Planning a discussion group to which interested people could be invited would be of benefit

To release the power of invitation members need something 'concrete' they can invite people to. Running a planned program would help them feel more involved.

- SUGGESTION: Churches could look at the [10DayChallenge.co.nz](http://10DayChallenge.co.nz) resource
  1. The training tutorial at [10DayChallenge.co.nz](http://10DayChallenge.co.nz) explains how to use the resource (click the link at the bottom right under the video at the homepage).
  2. Then to view the first tutorial (lesson) click the number '1' on the lefthand side.
  3. For awareness, we have plans to add an additional 50 discipleship 'lessons' to the 10 Day Challenge resource next year — and also a smartphone app for it.
  4. As alternatives for group use consider Alpha, Christianity Explored, Journeys or Long Story Short.



## 6) Testimonies to encourage:

### An email via [10DayChallenge](#):

*"Your booklet which I picked out of my letterbox this evening has had an amazing impact on me and I feel a real desire to go further! Looking forward to my new future. Thank you!" (23 October, 2014).*

### A phone call to encourage our team:

*A friend called who said her church had two people walk in during the week to ask about Christian faith after having read the booklet.*

### A pastor mobilised delivery to 'no circulars' homes

*One pastor passed on that he'd been negative to the project — but it all changed when he saw the booklet early in October. He immediately partnered, promoted it to his church, and offered to help deliver booklets to 'no circulars' homes. Nervously he approached the door of the first house, only to be met by a man who'd once visited their church. The man committed to come to church regularly.*

### An elderly lady committed to deliver to the doors of the two 'no circulars' homes on her street.

*She was very nervous about this. At the first door she said hi explained that she was there to give away a booklet about hope — to which the woman at the doors said "I've been waiting for something like this!" She was invited in, and over a cup of tea was asked for a full explanation of the Christian hope.*

### A phone call from a pastor:

*One pastor passed on during a conversation with our office that someone had come to faith that past Sunday who had visited their church because of the project.*

These are the kinds of stories we're hearing. People have been impacted, and most of those who have been impacted are unknown to us. They will be discovered in the coming months and few years as people and pastors relay more stories like these to us. What wonderful things the Lord is doing in this nation! We thank him for enabling us to be his vehicles.





## 7) Conclusion: A simple 'to do list' for church leaders:

### 1. Please do the survey we have emailed, and plan to contribute financially

- This project works best for all if we work together. (RE finances, for example a donation of \$200 to \$2000).

### 2. Please plan to prepare your members to engage the conversation in the March and April period through your pulpit and small group programs.

Sermon outlines, matching studies and video resources can be found via the 'resources' page at AllTogether.co.nz.

### 3. Please introduce your members to the 10 Day Challenge resource.

- The 3.5 minute long introductory tutorial is found via a link at the bottom right of the home page, or at [www.youtube.com/watch?v=LxORKJf1nQk](http://www.youtube.com/watch?v=LxORKJf1nQk). Show it in a service and encourage members to review the website so they can take a friend or family member through it.
- This discipleship tool is free and easily accessible to all. This can equip and resource our members to disciple people themselves!



### 4. Please consider planning a discussion group starting around the time of the project in May to which members could invite those they talk with

- This could be the 10 Day Challenge, Alpha, Journeys, Christianity Explored or Long Story Short).

Thank you for your active partnership to see a conversation initiated throughout our nation, and engaged!



## CONTACT INFORMATION

### WEB:

Church partnership & resourcing:

[www.AllTogether.co.nz](http://www.AllTogether.co.nz)

Hope Project 'conversational' site:

[www.HopeProject.co.nz](http://www.HopeProject.co.nz)

Hope Project 'gospel & discipleship' site:

[www.10DayChallenge.co.nz](http://www.10DayChallenge.co.nz)

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The Hope Project is an initiative of the Shining Lights Trust

