

HopeProject nz

project report



REACHING EVERY HOME IN AOTEAROA NEW ZEALAND 2014– 2016



shiningLIGHTS
TRUST
Helping the Church see afresh what it has!

JUNE 2016

At a time when a spirit of discouragement was upon many New Zealand churches with regard to their outreach — the Shining Lights Trust proposed a pioneer national-scale media project called the Hope Project. This project purposed to both communicate the Christian message and open innumerable opportunities for church people to engage in spiritual conversations.

This report celebrates the conclusion of the project — five years after the efforts to enable it were begun.

The opportunity

The gospel had not been connected with every home for 30 years — and never through multiple media platforms in a comparatively co-ordinated way. Yet there were no laws in New Zealand to prohibit doing this.¹

Footnotes link you to feedback and testimonies that relate to the content.

An occasion²

2014 was the bicentenary of the gospel's first preaching in New Zealand. It provided an opportunity to tell stories that most New Zealanders had never heard — stories about positive early relationships between Maori and the missionaries.³ These first meetings were followed by significant positive results as Maori embraced the Christian faith as their own through the mid-1800s.^{4, 5, 6}

The Hope Project became the stand-out attempt in that year to help this powerful and endearing story become known amongst the secular public.

The result was a national multimedia gospel project with two goals.

1. OUT OF HUNDREDS SPOKEN TO, NOT ONE SAID THEY WERE CHRISTIANS TOO: A lady from Auckland wrote: "Last Saturday our little team went out for an adventure on the beach, to see where people were at spiritually. We took a little survey connected to the community services our church offers. Out of literally hundreds of people we talked to on Mairangi Bay, Murrays Bay and Browns Bay beach, NOT ONE said, "we are Christians too!" How sad! THE HOPE PROJECT is surely at the heart of God in this spiritually dry place. Thanks you guys for spurring us on because it's often hard-going!"

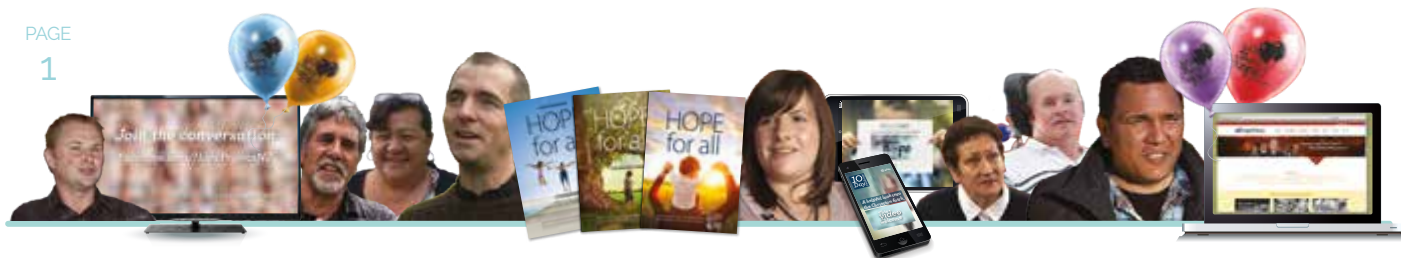
2. BOOKLETS A FEATURE AT CHRISTMAS EVENTS: In 2014 many Christmas and bicentenary events around the country included the giving away of the Hope For All booklets — some giving away 20 and some as many as 5000. In a few places churches combined to create floats for street parades with the bicentenary as a theme, booklets being given out and the Hope Project as a visual 'brand'.

3. IT DEEPENED OUR MEMBERS' UNDERSTANDING OF OUR CHRISTIAN CONTEXT WITHIN NZ: A Presbyterian Pastor said that for a lot of their older Pakeha people it was really helpful, deepening their understanding of their Christian context within New Zealand. He felt it would likewise positively help perceptions in the secular world towards the Church.

4. IT ENCOURAGED ME TO GO BACK TO CHURCH: A Pastor of a Methodist-Presbyterian Union Parish used the booklets in various ways, including at community events and their op-shop. They also used the training videos. They found that Maori people especially responded favourably to the booklets. Their eyes lit up when they read some of the content. One guy said "I haven't been to church in a long time but my wife goes. This has encouraged me to go back."

5. DID TE WHITI KNOW ABOUT JESUS? One Maori wrote to express his joy and surprise at discovering that Jesus was the influencing factor in the pacifism of Te Whiti and Tohu at Parihaka. It is incomprehensible to us that these things are not known or being told. What a privilege to be able to help many begin a journey of discovery into our nation's Christian past.

6. DID THAT REALLY HAPPEN IN OUR HISTORY? Emails came in from people intrigued by our nation's Christian history — wanting to know more. One came in from a Maori who was upset at the content, because he'd never heard these things in tertiary studies or on the Marae, and thus thought the stories were not true. We were able to engage a conversation — because the history had all been both historian and Iwi/descendant checked. Many Maori perspectives have become more positive towards Christianity because of the stories we shared throughout the project.





Ethos of communication to the public

Western culture had become predominantly 'multi-religious'. Most New Zealanders believed all religions were essentially the same. As a result, telling people what to believe was not well received. Discussion of Christian beliefs in the public square was also considered somewhat taboo.

As a result the values of gentleness, respect and authenticity were adopted, while not swaying from the goal of communicating the whole gospel.

The Hope Project therefore adopted a conversational approach — with a gentle and respectful tone (1 Peter 3:15).⁷ Instead of stating 'Christianity is true' the project stated that 'Christians believe Christianity is true' — because even non-Christians agree with this.⁹ The project then went on to explain why Christians believe this. This respectful approach avoided early offence and gained respect, causing many to more freely engage with the materials.¹⁰

The project also proposed to initiate a conversation about hope — without compulsion for audiences to have to talk about Christianity. Authenticity in this gained the project

The vision statement

To initiate a conversation about the reasons for the hope we have in Christ (1 Peter 3:15)⁷ with every home in New Zealand through media, while preparing followers of Jesus to engage that conversation.

These two goals were like 'the two hands that clap'. Media initiated and fed conversations — while people engaged them (because it always has, and always will take people to reach people).

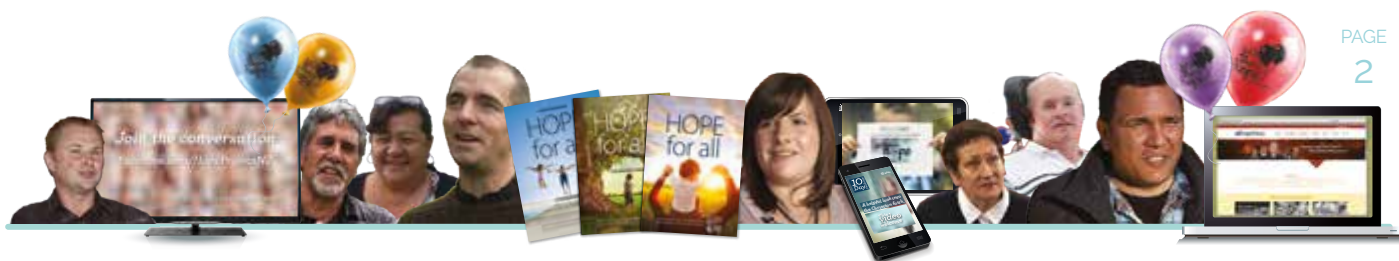
Because of these goals, partnership with churches was core business. Churches were not needed merely to invite a few people to an event — but instead to equip members to engage spiritual conversations. This made 'church partnership' far more involved than for an event.⁸

7. 'But in your hearts revere Christ as Lord. Always be prepared to give an answer to everyone who asks you to give the reason for the hope that you have. But do this with gentleness and respect.' (NIV)

8. WE ARE RELATING TO THE UNCHURCHED WITH INCREASING CONFIDENCE: A Baptist Pastor commented that she felt the equipping and outreach materials had given people a great way of relating to people. It was producing confidence. She can see that people are slowly taking the teaching on board.

9. ATHEISTS OFFENDED THAT WE DARED TO EXIST: Some atheists emailed during the project to express their disgust that we would believe anything different to themselves. They seemed to believe they owned the public square, and were often caught off guard when we responded gently to engage an intelligent conversation. Nearly all conversations became polite as a result. In most conversations those emailing us chose not to engage with the logical or scientific questions given to them regarding their own beliefs (while we answered all questions given to us). Their belief in naturalism was clearly a 'religious dogma', and not up for questioning. There resulted very little measurable fruit from many hundreds of conversations — though respectful conversation is a good start.

10. MY NEIGHBOURS READ IT, ENJOYED IT, AND ARE COMING FOR COFFEE: A letter from one lady (a retired missionary) told us how she had asked her neighbours about the Hope For All booklet, and two said they read it and liked it. It provided an opportunity to arrange a gathering over coffee at her house to which she was inviting all her neighbours.



a trusted reputation. For example, in the online media some people chose to engage only with media related to what New Zealanders believe about hope (from street interviews). Through finding there was no trickery, trust was gained, engagements were more free — and the majority of feedback from all audiences was consistently positive.¹¹

Because most people do not believe in a single, good, knowable creator God, the project deliberately discussed reasons for believing in God's existence, then the reliability of his revelation (as a knowable and good God) through history as recorded in the Bible — and only then went into more detail about Jesus.¹²

Ethos of communication to churches

'Evangelism' was widely recognised by both local and national church leaders as being in the 'too hard basket'. Traditional approaches that seemed to focus on 'telling' people the gospel were viewed with scepticism. Even the word 'evangelism' was viewed with scepticism. The Hope Project's equipping arm (AllTogether.co.nz) therefore sought to explain the merits of the conversational approach — which suits a multi-religious society like this perfectly.¹³

A conversational approach

How do you tell the truth to a person who doesn't believe truth exists? It is logically impossible. However, there is something you can do. You can talk with them about it! This is the approach the AllTogether.co.nz equipping took. And church members warmed to it.^{14, 15}

But how could you communicate this positive and empowering message with church people when no one wanted to attend an evangelism seminar? Logically the pulpit is for talking about things that relate to everyone — and the mission of the Church relates to everyone, and is legitimately core business! The AllTogether.co.nz

11. VIDEOS GAVE ME HOPE: Someone contacted one of our team members to say they had gone to hopeproject.co.nz from a place of fear and phobia and after viewing a number of stories from the 'Unpacking Life' series, had come away more hope-filled. The quality of these videos was applauded by them, and a number of others — including someone in the media industry who labeled them a powerful tool.

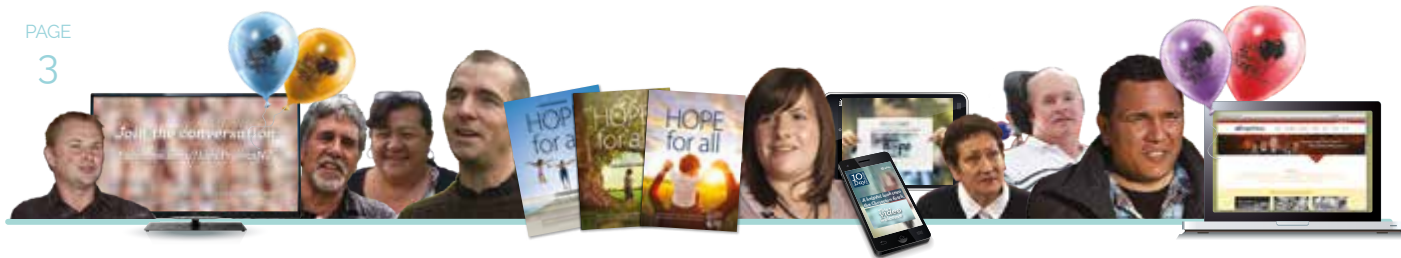
12. NEW PEOPLE AT CHURCH: A Brethren leader found the personal connections and teaching on starting conversations to be a big positive for their church. They also had a couple of enquirers come to their Sunday Services in response to the TV ads and booklet.

13. I WAS SCEPTICAL — BUT THEN I SAW THE VIDEOS: A Baptist Pastor shared how he had been sceptical of this effort until he saw the equipping videos just before the first media project went to air. He rallied his congregation, and they volunteered to personally deliver booklets to 'no circulars' homes in part of their city. Arriving at his first door he was nervous — but was greeted by a young man he had once met, and 'who desperately wanted to come to church. He was really grateful for the booklet, and took an extra one to give to his friend.'



14. AN 80 YEAR OLD MAN DISCOVERED THAT HE COULD SPEAK TO PEOPLE: A Presbyterian Pastor who actively promoted the project among his elderly congregations, and who also actively encourages giving to overseas missions and prayer for outreach, commented that a number of people who thought they couldn't have conversations found that they could. One was an 80-year old gentleman. More people are hearing of Christ as a result.

15. MAN WITH MARKETING BACKGROUND CONFIRMS TV ADS MAKING A DIFFERENCE: A man with a marketing background who had been involved in door-to-door visitation for a number of years emailed us to tell us what he was experiencing. He said "I would say that your advertising has done its job!" When he turned up with Hope Project booklets to ask people if they had received it was clear to him that the advertising had 'warmed up the population to receive the booklets.' It made getting a connection with the person easier — so booklets were received, and conversations started.



'mobilisation strategy' therefore challenged the seminar-based model of equipping, instead proposing that pastors lead the way in their pulpits, reinforced through their church's small groups. Equipping sermon outlines, with studies, were provided. It proved highly effective.^{16, 17}

Equipping has also turned into training videos — aiming to each be just 5 minutes long. This also proved to be highly effective, with videos being shown in many churches' services, in church small groups (using the discussion guides there also), and also by many individuals.¹⁸

Media for the public

Secular media professionals were engaged to shape the public media effort. Nothing could be more dynamic than a team of mostly non-Christians considering how they might present the Christian message to people like themselves in a winsome way!^{19, 20}

Reporting on the public media efforts:

1. TV & Digital

There were three TV advertising phases in 2014, 2015 and 2016 respectively. Each phase supported a national booklet delivery.

Presenter: The media team chose Dave Mann as the face of the project for continuity and as an authentic connection to project activity.



16. EVERYDAY CONVERSATIONS ABOUT FAITH ENABLED: An Anglican Vicar relayed the story of an older lady who walked home after hearing her sermon on conversations. She stopped to chat with a woman who was gardening. The fact that they used the same kneeler had opened the conversation naturally. When asked why she was so dressed up the member explained she'd been to church, extended an invitation — and the lady gardening came. Another lady who was staying in a motel due to the earthquake talked with a man in similar circumstances who was feeling stressed. During the conversation she invited him to church also, and he has since reconnected with his faith.

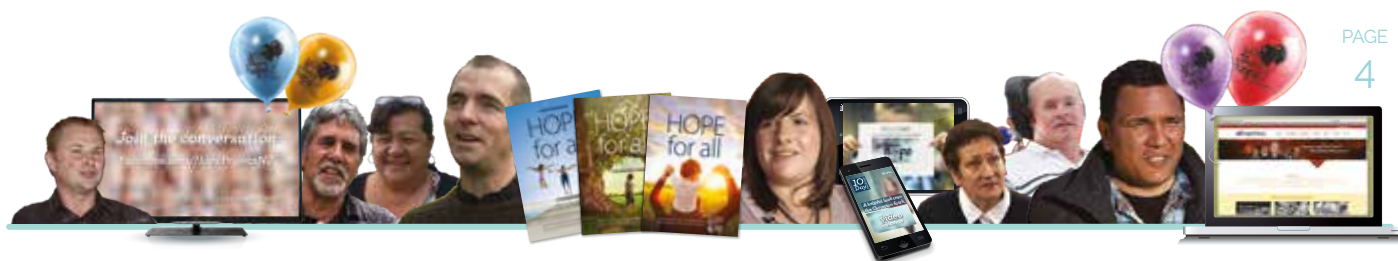
17. CHURCH MEMBER CHANGED: A church member was personally impacted by the project — and people noticed something was different about him. He took spare booklets to give out at work.

18. LONG-TIME CHRISTIANS FINDING CONFIDENCE IN WITNESSING FOR FIRST TIME: An Assemblies of God Pastor illustrated a story of a woman in their church who was very excited after having tried to share her faith for many years. With the equipping resources provided she found it freeing that she could now just bring up her faith in ordinary conversation, without having to 'clinch the deal' every time. She could take conversations only as far as they naturally go — knowing she is a link in the chain, and that relaxed conversations can be ongoing with the people she sees regularly.

19. NON-CHURCH LADY LEADS THE WAY IN INITIATING CONVERSATION: One guy told us he was surprised when his non-Christian workmate pulled a booklet out of her pocket and asked "Did you get one of these? What did you think?" — the exact starting questions that Christians were encouraged to ask others. She was intrigued by the booklet and wanted to discuss it more. He discovered a little more of how spiritually interested some non-Church people are!

20. MANY NON-CHURCH PEOPLE EMAIL FEEDBACK: During the project thousands of emails came in from people intrigued by our nation's Christian history — wanting to know more; from people who were touched by the booklet who wanted to thank us; and from people who didn't get a booklet yet wanted a copy to read.

Left: One of the TV ads, with Dave Mann as the 'conversation facilitator' at the request of the marketing company.



Note: A paid actor may have undermined credibility and may have opened opportunity for negative press in social and public media.²¹

Tone-and-manner: All communications were deliberately relaxed and gentle, inviting people to a conversation without the tone of a 'salesman'. This gained attention by being unlike 'hard-sell' messages commonly experienced in ad-breaks.

Primary network channels: Ads were on TV1, TV2, TV3, Prime, Maori TV and Sky — plus there was layered TV activity via Rhema Media (a Christian media network). Adverts were purposed to (1) spark interest while giving credential to the booklets that were being distributed, (2) promote the websites and social media and (3) extend invitations to visit local churches.²²

Ad-flights: There were a variety of separate advertising messages broadcasted in separate 'flightings'. Broadly the 'flights' were:

1. Hope Project I booklet and web (October 2014)
 - > Geared to introduce the 'project' and to test public receptivity and feedback (both positive and negative) via the website. These adverts also promoted the first booklet.
2. Hope Project II booklet and web (May 2015) + Hope Project Facebook (June 2015)
 - > These adverts served to re-introduce the 'project' (as not being a one-off event). Based on learnings from Phase I, they opened 'social media' channels (Facebook) for broader public engagement, enabling us to then learn even more about public interrelations within this medium. These adverts also promoted the second booklet.
3. Hope Project III booklet and web (March 2016) + Invitation to church at Easter (March 2016)
 - > These adverts extended public understanding for the 'project' and locked into the 'Easter' event, as a

21. TV ADS APPEALING TO AUDIENCES: A pastor wrote to us saying 'I gave a booklet to my agnostic parents today. They said that they had seen the ad on TV featuring "quite a pleasant fellow" who had a non-judgmental and gentle approach.'

22. TV ADS VERY NOTICABLE: Someone emailed to say how notably visible the TV ads were to them, appearing at prime times, and endearing much positivity. They said that they felt the style and feel was also different to other ads in a way that made them stand out.

clearly understood Christian celebration. The ads re-presented websites (Hope Project + 10 Day Challenge), while promoting the third booklet. Significant effort was (successfully) expended, setting up online and 'social' content for long-term leverage without the need for ongoing high-level funding.

TV Media outtake: Approximately 2 million New Zealanders would have seen ads in each of the three phases of the project — equating to 6 million ad presentations. (Note: Based on statistics that 1.7 million New Zealanders aged 18 to 54 see the ads an average of 3.6 times, with a median viewing of 5.4 times. Additionally people aged 55 to 80 years of age would have also viewed commercials, therefore a recurring audience of 2 million per session is seen as a reasonable summation).

TV Media concluding comment: The TV presence undoubtedly surprised many. Typically, Christian promotions are not found in this environment and our presence broke new ground — certainly on the scale we achieved. Our TV ads essentially entered the market as a 'brand' communication, giving credibility to all that it showcased — booklet / websites / Facebook. But it would also have had influence on the breadth of conversations between church and unchurched people alike.

Digital online media: Note that 'flighting' for Phases I and II were also supported with layers of 'digital online' media. This entailed pre-roll videos / banners and Google AdWord activity. On each occasion this resulted in nearly 2,500 clicks delivered to websites and strong video engagements. Phase 3 digital activity revolved around boosting 'social' content within Facebook to grow engaged audiences.



2. Booklets

There were three booklets because the breadth of content necessitated more than one booklet. This was also pursued because the intent throughout was to initiate and feed an ongoing conversation.²³

The content explained the reasons for faith through the stories of real-life New Zealanders — past and present. This was balanced by pages explaining different evidences for faith, with interesting quotations included.

The content was strategically considered. Each phase had its own booklet, each covering a different topic:

Booklet 1. Why Christians believe there is a single creator God,

Booklet 2. Why we believe that God can be known as revealed in history and as recorded in the Bible. Then on the basis of these foundations...

Booklet 3. Why Christians believe Jesus to be who he claimed to be.

This range of content was considered necessary because about 80% of NZers do *not* believe in the existence of a single knowable creator God (and the Bible is widely assumed to have been proven unreliable).

All booklets ended with the gospel message, an optional salvation prayer, and suggestions for further investigation and learning.²⁴

Translations were undertaken wherever interest could be found, along with a suitable distribution network. Booklet two was translated into Korean and Chinese, and booklet three translated into Chinese and Te Reo Maori.

Some booklet statistics

There were three nationwide deliveries to 1,35m residential properties by a national postal company.

In some cities and towns the churches combined to deliver the booklets themselves — including the province of Marlborough, cities like Rotorua, and towns like Te Kuiti.²⁵

23. BOOKLETS PROMPTING PEOPLE TO LOOK FURTHER INTO CHRISTIANITY:

A pastor emailed to say that a guy he was getting to know in his community said "A while ago I got a booklet about the church in my letterbox and it had a link to some stories that I checked out." He went on to talk to me about one of the stories. This led on to me saying 'That's the Hope For All booklets'. We chatted more about some of the questions he's had about faith and the Bible and we finished with me being able to direct him to the 10 Day Challenge website. He's going to check it out and when we next meet we will talk about how he found it and if it has raised any more questions for him.'

24. CAME TO FAITH AFTER READING BOOKLET IN FRIEND'S TRUCK:

After reading a booklet in a friend's truck a man decided to give his life to Jesus. Some of his first decisions as a Christian included attempting to come off drugs, and giving some stolen things back. It was only later that he met a Christian — who arranged to keep meeting with him to explain Jesus' teachings — and who passed on this story to us (Thank you!).

25. MANY INDIVIDUALS REQUEST ADDITIONAL BOOKLETS TO GIVE AWAY:

Countless church people have contacted us requesting spare booklets. We have fulfilled every request. All booklets were given without charge. Some who are in retirement villages or private apartment buildings that circulars cannot get to had the insight to request them to give out personally.

26. LADY HAD NEVER HEARD THE GOSPEL:

A lady who was giving out booklets over Christmas talked with another, and was amazed to discover that she had never heard of the Gospel. This lady was absolutely delighted to take a copy of the first two booklets home so she could read them. How many more people like this might there still be in our nation?



Above: Naomi and Sharyn with some of the many tens of thousands of booklets couriered out to churches and people requesting them





Many churches and individuals then sought to take booklets to homes with 'no circulars' stickers. In our end-of-project survey an astounding 64% of partnering churches said they had members who had done this.²⁶ We very conservatively estimate that about 50,000 'no circulars' homes received each of the three booklets.

Approximately 160,000 spare copies of each booklet were sent out to people requesting them — this included both church and non-church people, for church and personal use.

Booklets used outside and beyond the project

Part of the vision behind the booklet production was to create a timeless resource that could be used for years to come. Beyond delivery to homes, booklets were requested for giving to people at outreach programmes, Christmas parades, through prison ministries, hospital chaplaincy, mainly music groups, church op-shops, private businesses and for personal use to give to family, friends, neighbours, guests, children, grandchildren and more.^{27, 28, 29, 30, 31, 32}

The project therefore demonstrated that the apparent absence of witnessing actions in many places in previous years had not always been entirely due to a lack of heart, but instead due to a lack of confidence in more traditional outreach methods and materials.

Once new materials were provided, and an approach to witnessing was shown that made sense to the average church person, a flurry of activity resulted. Armed with new resources and some conversational tips, individuals throughout the nation created their own opportunities to share faith. (many stories on following pages)

27. BOOKLET A DISCUSSION POINT WITH MY CLIENT: A New Life Pastor who had utilised the opportunity, commented how the booklet provided an easy discussion point with her Christians Against Poverty (CAP) clients. They had a lot of feedback from the community about the booklets. Their community is mostly Maori. It created an opportunity to talk with them about Jesus.

28. BOOKLET BEING PASSED ON: An elder of one of our partnered churches had personally taken booklets into the prison that he worked at. He said that he saw them being moved amongst prisoners' properties and had a huge number of conversations because of them. Separate to this we received a letter from an inmate at the same prison who had said he had picked up a booklet, read it and wanted to change his life. He said he wanted to do it for himself and to show his kids that he is a changed man. He asked for help to find discipleship resources that could help him learn and grow.

29. YOUTH WORKER SEES THE YOUNG COME TO FAITH: A youth worker ran a holiday program that used the Hope Project materials. He saw three young people become Christians through this. He was pleased to report that their church also held a Christmas display in their city centre, talking with many people while handing out 'Hope for all' booklets.

30. BOOKLETS ON CAFE COUNTER FOR TAKING: "We stopped at a popular café in Matamata a couple of days ago and found it to be owned by a vibrant Christian lady. She displays booklets on her counter."

31. BOOKLETS AS OPSHOP GIVEAWAYS NEED REGULAR REPLENISHING: We've been encouraged to hear of many shops making the booklets available — and of the effect of this. For example, one op-shop staff wrote the following: "I have been using the booklets in our church op-shop ever since the Hope Project started. They sit on the counter by the till and also on our 'free' table — and they quite often need to be replenished. They have a timeless message both in terms of the Gospel itself and the stories from our history — so I can see that we can keep making them available to people like this, so long as we have a supply of them!"

32. BOOKLETS CATALYST FOR CONVERSATIONS — WITH RESULTS: After the second booklet came out a Mainly Music group gave a copy of the first two booklets to every family present. They then intentionally engaged the mums in discussion about them — and two Bible studies resulted from these conversations with parents, grandparents and carers in attendance. Two of these mums have since become Christians and are growing in their faith. Having run the group for ten years, this was the first time they had had so much interest — and they believe this was because the booklets were so relevant. At the time of writing this report they were doing the same thing with the third booklet.



Booklet stories continued

BOOKLET JUST WHAT WAS NEEDED AT THE TIME

A lady who had been in hospital emailed to say, "I really enjoyed the booklet 'Hope for All'. I picked it up in the Waikato Hospital chapel and it was what I needed to read and learn right now. Thank you. I would really like I do the 10 day challenge and will try to do it at home."

BOOKLETS KEPT IN HOUSES

When visiting his neighbour a church man found the previous Hope Project booklet on his office desk — still there 9 months after it was delivered. Like many, the project had intrigued him, and his spiritual hunger caused them to value the booklet.

I FOUND THE BOOKLETS AT EVERY HOME

A man in the medical field who visits clients in their homes reported that in the week of the delivery he found the booklets on the dining room tables of every home he visited. They were an easy conversational point.

THERE IT WAS ON THE ARM OF HER LOUNGE CHAIR

A professional who visits 'needy' clients in their homes rejoiced that she had seen the booklet on the arm of one of her client's lounge chairs — clearly separated from the junk mail and being read.

BOOKLETS VALUED BY THE UN-CHURCHED

A Church of Christ Pastor told us about a young Indian girl who carries the booklet in her bag so she can re-read and refer to it at any time. The neighbour of one of our team members said she had kept the booklet for future reference.

I DISCOVERED THAT THIS GUY I MET HAD PRAYED THE PRAYER

A guy emailed us to say he'd connected with someone who said he'd read the booklet and also prayed the prayer at the end of it. The Christian arranged to meet the new Christian again soon afterwards so they could discuss more of what it means to follow Christ.

BOOKLET IMPACTS RETIREE

A 66 year old gentleman contacted us to say, "I'm very moved upon reading for the first time your 'Jesus Connection Hope for All' booklet. I am looking for new spiritual involvements. Do you have someone I could meet to explore avenues?" We had the privilege of then connecting him to a suitable person in that city.

LADY INSPIRED TO INVESTIGATE CHRISTIANITY PROPERLY

A lady contacted us to say "Thank you ever so much. The booklet I got in the mail, teamed with some extra reading I have done, has really inspired me to learn more. I have enrolled to do a Bible study. Thank you so much for the inspiration. It has guided me to learn more and follow my heart."

MAORI TRANSLATIONS SPARKED INTEREST

A lady was giving away booklets - both in English and Te Reo Maori. She commented, "...the Maori booklets proved especially useful. I took them up to... the Maori and Pacifica Head of Department (H.O.D.) at the tertiary institution, and the H.O.D. wanted to know if she could get some more."

I GAVE AWAY 106 BOOKLETS ALREADY

One pastor sent a text message to let us know she'd been able to give away 106 booklets personally in the delivery week, through talking with lots of people. An outstanding personal effort (and what hope that spells for churches when leaders become engaged like that!)

THE UNCHURCHED TAKING UP THE 10 DAY CHALLENGE

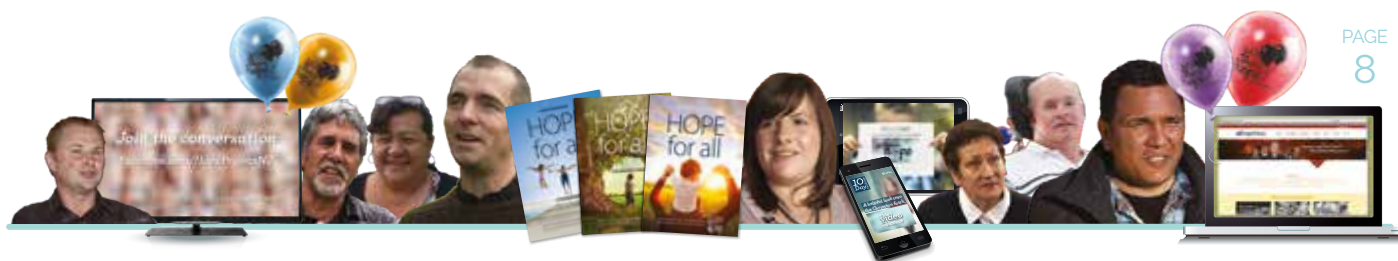
A Salvation Army Officer told us about a couple of members who spoke to their neighbours about the booklet and then took them through the 10 Day Challenge — with discussions ongoing.

THREE NEW FAMILIES CAME TO CHURCH

The Minister of a Methodist-Presbyterian Cooperating Parish who had gone door-to-door with booklets to 300 houses, said that awareness of the gospel in New Zealand had increased due to the campaign. Immediately after the booklet delivery three families came to church who had never been before. He believed this was due to the impact of the project.

GROUNDSWELL OF CONVERSATIONS — LOOKING FORWARD TO MORE

A Baptist Pastor commented that there seemed to be a movement of people having conversations. He quoted Wayne Cordeiro's phrase, 'Count the conversations, not the conversions', and is looking forward to updates on what is coming next.



BOOKLETS DISAPPEARING LIKE HOTCAKES FROM HOSPITAL CHAPEL:

"I am so excited about the Hope Project", wrote a chaplain. She had shared web-links with friends involved in prison ministry so they could access materials also, and told us how "the booklets are disappearing like hotcakes from our hospital chapel."

ENGLISH, KOREAN AND CHINESE BOOKLETS GIVEN OUT IN

SHOPPING CENTRES: During Easter time a visionary group of Koreans in Auckland packed 1500 booklets in sealed bags with a print-out and two Easter eggs. Teams then went out to different shopping centres in the Auckland area to give them away (including the Korean and Chinese translations we put together to give to those speaking these languages). Within an hour and a half the teams had already returned — with all packs having been easily given away. They had a great time — and have more ideas up their sleeves for the future.

TOURISTS DISCOVER BOOKLETS AT A BED-AND-BREAKFAST:

A lady who provides bed-and-breakfast accommodation in their home had a booklet lying around. A dutch gentleman and his wife who stayed with them were very interested in the booklets. They especially loved the stories from our history — and requested copies of the other 2 booklets in the series. She has since posted these to them."

36. 10 DAY CHALLENGE COMPLETED WITH GREAT DECISION MADE:

A lady contacted us to let us know that a young couple she was doing the 10 Day Challenge with had now completed the challenge, and the young woman had chosen to become a committed follower of Jesus! The host had baked a birthday cake in anticipation of the young lady's decision, and the young lady then took some of the cake home to share the news with some of her wider family."

3. Web Presence

The websites

Because presented content needed to match audiences, and given the diverse nature of audiences being targeted, we created three separate but inter-linked websites:

1. HopeProject.co.nz

(along with related Facebook and YouTube pages)



Description: A website that overviewed the 'Hope Project' as a public initiative, along with content collections on the subject of 'hope'. Content included both broad spectrum and Christian, placed side-by-side for audiences to browse and engage according to their free choice.

2. 10DayChallenge.co.nz

³⁶ (along with a related YouTube channel)



Description: A website geared to help those who are interested in investigating

the Christian faith. Designed for easy access and bite-sized engagement with content that builds one step on another.

3. AllTogether.co.nz

(along with related Facebook and YouTube pages)

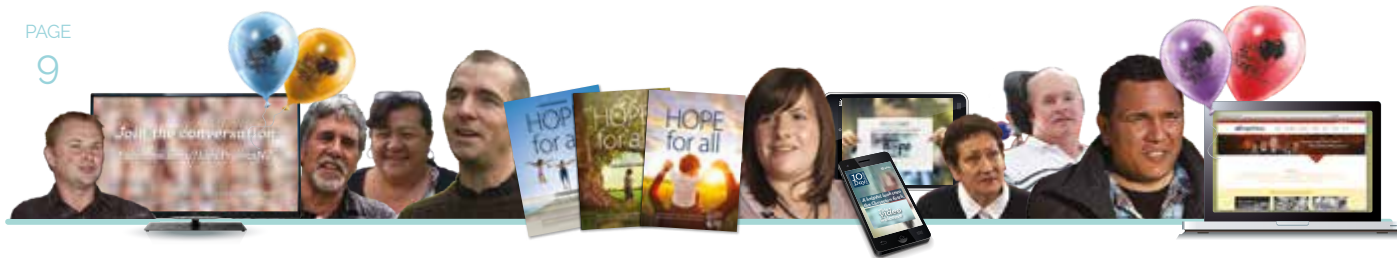


Description: A website geared for church leader and member-equipping and resourcing, plus information, updates and fundraising.

A wide range of support materials were created for dispersal via all three websites. Most of this content remains as an ongoing asset for use by New Zealand churches. (Some of these are listed later in this report).

Top-line website activities:

1. HopeProject.co.nz (October 2014 through to the end of May 2016) > 32,251 sessions at an average duration of 1 minute 53 seconds.
2. 10DayChallenge.co.nz (October 2014 through to the end of May 2016) > 13,974 sessions at an average duration of 4 minutes 42 seconds.



3. AllTogether.co.nz (July 2014 through to the end of May 2016) > 25,680 sessions at an average duration of 4 minutes 35 seconds.
4. 'Social' engagement via Facebook matured over the phase-2 and phase-3 periods. While priority was given at the outset to grow audience engagements ('likes' through very 'light' content), February-March 2016 saw a change of content emphasis that sifted and evolved the engaged audience in favor of people who valued more 'weighty' postings. Ongoing social media efforts follow a 'content' based strategy — serving a stable mixed-audience in excess of 10,000 people. Our priority is toward 'organic' audience 'likes' rather than 'paid likes'.

Further to this, in the 'social' space, our message/creative rotations are constantly exploring audience engagement and reach — with reach variations fluctuating anywhere from around 2000 up to over 63,000.

Member mobilisation

Because the primary goal was to enable spiritual conversations to take place, partnership with churches had to be both motivational and practical enough to inspire equipping and action.

Motivating and preparing members to engage in meaningful spiritual conversations takes a lot more than teaching them how to extend an invitation to an event (even through this is a good thing also). As a result we estimate that the media part of the project comprised maybe 10% of this effort — while endearing the partnership of churches took 90%.

Partnership for individuals:

Church people were asked (1) to pray; (2) to give, and (3) to prepare so they are ready to engage with conversational opportunities.³⁷

People could subscribe to receive monthly prayer updates

Partnership for pastors and their churches:

Church partnership had the same three requests, but with the addition of a fourth; to run a discussion group of some kind after the media projects to which members could invite

interested friends they had enjoyed conversations with (E.g. Alpha, Christianity Explored, Long Story Short or 10 Day Challenge). The primary focus of church partnership was the equipping (request #3).

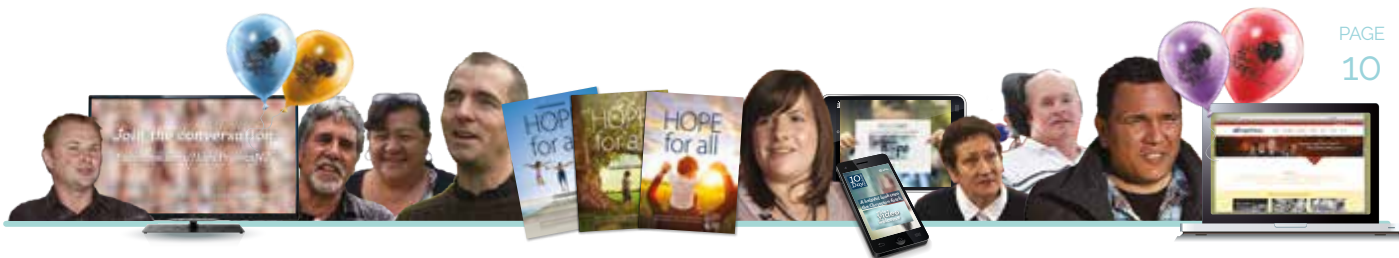
Pastors could subscribe to receive monthly pastor's updates.

A list of some of the efforts to communicate with churches and individuals

- Promotional videos were provided (4 different videos were created).
- Communications with churches included mailouts to all NZ churches, resources posted to partnering pastors, phone calls attempted to all partnering pastors on three occasions, and monthly emails sent with information, ideas and resources attached.
- Four national tours saw the team visiting the largest 70 cities and towns to share the vision, resources and equipping in person.
 - Two of these were to present to ministers' groups,
 - Two of these were to present to combined church gatherings.
- An equipping strategy that made sense to many pastors was presented — including a wide range of free online supporting resources (like 18 sermon outlines, matching small group studies, and concise equipping videos, amongst others).
- A book was written ('The Elephant in the Room' by Dave Mann) and gifted in person to 1000 pastors in 2015 to explain the thinking behind the member-mobilisation strategy.
- Regional outreach-training conferences were held in 4 locations in 2013, and offered to all provinces in 2014, with eight provinces accepting this offer.

37. ENCOURAGEMENTS TO INVITE PEOPLE TO CHURCH BRING

RESULTS: A lady who received the monthly prayer update was encouraged through it to invite someone to church at Easter — just like the TV ads were doing. She extended an invitation to her nine year old neighbour — who not only came to the service, but is now keen to go every week.



Some statistics on church-partnership

- 330 partnered churches for Phase I
- 420 partnered churches for Phase II
- 650 partnered churches for Phase III

The churches involved were from all Christian denominations in New Zealand, spread from Kaitia to Invercargill.

A 'find a church' map was included at the 10DayChallenge.co.nz website — showing partnering churches.³⁸

Some statistics on equipping from partnering churches

A survey of Phase I partnering churches revealed that 80% equipped their members twice or more via the main service or small group. This resulted in more than 30,000 members being equipped for the first phase alone (October 2014).

The end-of-project survey (which went to 650 partnering churches), revealed that most partnering churches equipped their members through their services for at least one of the Phases (with 48% of partnering churches preparing their members for Phase II, and 46% of partnering churches preparing their members for Phase III). By the conclusion more than 50,000 church members had been equipped by their pastors.

In terms of which resources they used:

- 40% used sermon outlines with studies
- 61% used equipping videos
- 31% said they had members who attended one of the equipping conferences.

In terms of discipleship, 59% introduced their members to the 10DayChallenge.co.nz online discipleship website/tool. 32% also confirmed that this had been used by church members.

Some strategic achievements

'Evangelism training' in many local churches was moved from the seminar room to the pulpit.

38. I'M LOOKING FORWARD TO MY NEW FUTURE: Via email a man contacted us in thanks. He told how he had picked the booklet out of his mail box that evening and it had had an amazing impact on him. He desired to go further and was looking forward to his new future. We referred him to the 10 Day Challenge to learn more, also giving a direct link to the 'find a church near you' webpage, while offering to personally help him find a church also.

It went from being taught by a visitor, to being taught by the pastor and other key church leaders.

Equipping given was also often later revised by the members through the use of studies (which matched the sermon outlines) used in their church small groups. This enabled reinforcing, reminding and personalising of lessons.

We consider the changes in thinking represented in these applications to be the greatest achievement of the project. Their catalytic potential is incalculable. To see these patterns becoming the ongoing annual habits of pastors throughout our nation remains the primary focus of the team beyond the Hope Project.

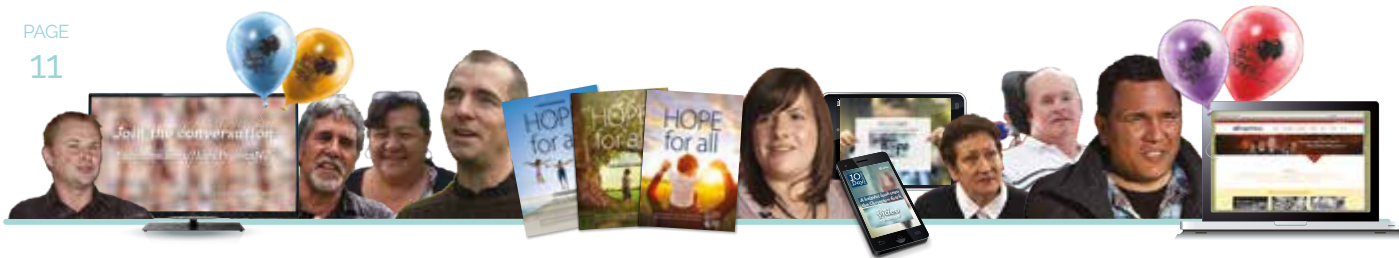
Strategic note:

The change in thinking involved in these actions was the most significant 'win.'

Other partnership statistics

- About 1600 different individual donors
- 1240 people who subscribed for the monthly prayer updates
- 1320 who 'liked' the All Together NZ Facebook page³⁹

39. SOCIAL MEDIA TELLS ABOUT JESUS: Online it was great to see people sharing posts with others through social media at Easter — like a lady who shared a post about Jesus, or an Asian man who shared the Jesus movie with the comment, "I know some of my friends might be offended — but this part of who I am."



Resources (that remain for churches to use)

Because we care — a video series providing concise outreach equipping videos for members



Reaching people you don't know — a video series providing concise outreach equipping for 'evangelists'



Unpacking Life — a video series of powerful testimonials ⁴⁰

40. VIDEOS HELPED NEW CHRISTIAN: "I am a new Christian and frankly, these Unpacking Life videos have really helped me. I notice a common theme. Most of these people experienced a breaking point and at that moment, God showed up."

Faith Q&A — a video series providing concise answers by New Zealanders to common questions about Christian faith



Heritage Q&A — a video series providing concise answers to common questions about the Christian faith among Maori in the early 1800s ⁴¹

41. FOR MAORI, CONNECTING WITH THE PAST HELPS WITH THE FUTURE: A Wesleyan Pastor with a moderate percentage of Maori in the congregation commented how Maori appreciated the material. Helping them connect with the past in a way that encouraged them to go forwards.

AllTogether.co.nz sermon outlines (with studies) for pastors ⁴²

42. IT LED TO AN ALPHA COURSE: An Anglican Vicar who used the training resource, including doing a preaching series prior to Phase I, commented that it led to greater enthusiasm, including some leading an Alpha course.

'The New Zealand story — then and now' — a series of 5 self-print booklets for church use

Hope for all — a series of 3 booklets for public use (distributed to homes throughout New Zealand)



'The Elephant in the Room' — a book for churches explaining the long-term mobilisation strategy, gifted in person to 1000 pastors throughout the nation in 2015.



All Together Consulting — a web-based resource for pastors providing strategy, resource and motivational support to aid successful application of the 'mobilisation strategy' (AllTogether.co.nz/ATConsulting)



10DayChallenge.co.nz — a pioneer 'evangelism and discipleship' digital resource

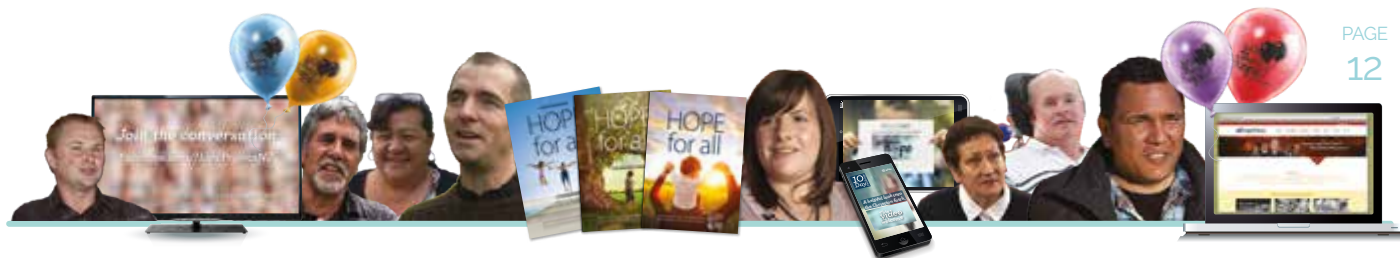


Cornerstone series — additional discipleship video-teachings for new and young believers, found at 10DayChallenge.co.nz

'Chronicles of Paki' — an illustrated NZ history series published by Big Book Publishing which the Shining Lights Trust helped to promote for church and school use due to its strategically significant content.



(The 'Te Rongopai' DVD by Dr Stuart Lange was similarly promoted by us to pastors throughout the nation, along with some of the most popular books on our nation's early gospel history).



Finances

	Phase I	Phase II	Phase III	Other	Totals
Expenses	\$925,000	\$797,000	\$626,000		\$2,398,500
Donations	\$1,297,000	\$422,000	\$641,000	\$66,000	\$2,399,500

Note: Phase I ran significantly under budget due to rigorous disciplines and no salaries at that point in time. Future budgets were put together differently due to lessons learnt. Yet a look at Phase II donations reflects how God's hand was in even this.

Reflection: Why was momentum low in Phase II?

Phase II (centred around May 2015) was too close to Phase I (centred around October 2014) for most churches to be ready for it. Many churches were still thinking "How did Phase I really go?" and "How would we even assess an effort like this?" — and Phase II was already upon them.

The testimony

Through many of the months in 2015 we did not know how we would financially survive. In the entire Phase II period (November 2014 to September 2015) we received 'just' \$233,000 in donations from NZ people and churches, yet when this was added to the Phase I surplus, plus interest on investment, plus a significant overseas donation... we were left with \$6,000 in the hand on 1st October, with all invoices paid (and we owed a team member \$6000).

God's involvement in providing was abundantly clear!

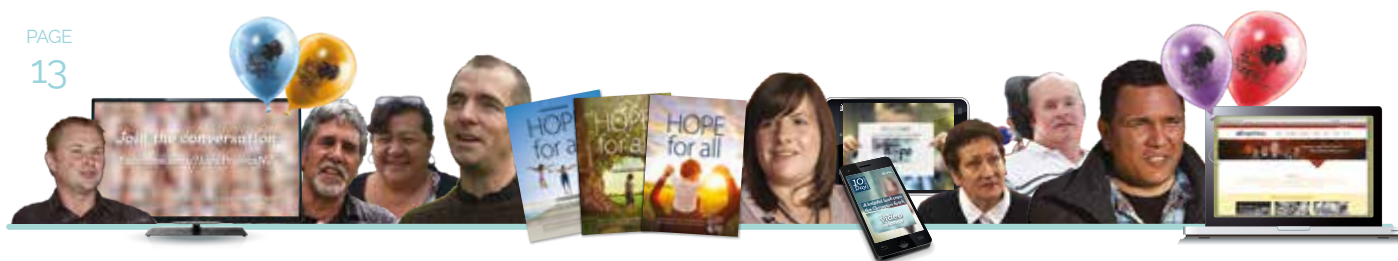
Reflection: Why the shortfall near the project conclusion on 20th April, 2016?

We do not know why we had insufficient funds for invoices due on 20th April, 2016. It was the first time we could not pay an invoice. Yet two days prior when Sharyn (accounts) passed Dave (project coordinator) an update on how much was needed, with a short prayer said there was no more than 30 seconds before the phone rang. A gentleman offered an interest-free loan of any amount. It was the only time anyone called us in the entire project with an offer like this. We saw God's hand in this.

The board and team responded with the same adaptive ability that this project needed many times. The end-dates for the project were brought forward from 31 December 2016 to 31 May 2016. Some media was cancelled, and other media development, web management, social media and other work was simply classified as being 'outside of the Hope Project period (to be worked out later)'. People generously donated to the needed funds, and it was fully concluded with a generous donation of \$30,000 just before the month ended. This left the Shining Lights Trust with no remaining liabilities from the Hope Project, and therefore able to begin the next season of ministry with a clean slate. While God's purposes are not always understood, God's hand was clearly seen many times through instances like these.

Financial notes:

- Our trust accounts have been audited annually, without a hitch.
- The proportion of total budgets that went on salaries was 7.2%. At the time of completion this included a 20 hour per week admin staff, a two-morning per week accounts staff, and payment of a half-salary for 1.5 full time leadership positions.
- 85.13% of donations came from New Zealand churches and people. 14.87% came from overseas.
- About 20% came from Charitable Trusts, while 80% came from churches and individuals, comprising a total of over 1600 donors, approximately 1200 of whom were individual donors.
- The project concluded financially on 31st May 2016 with all invoices paid, enabling the Shining Lights Trust and its Hope Project/'All Together' team to focus on the opportunities in front of them, which continue to be in aid of helping church members become mobilised to conversational outreach.



Landmark outcome #1

A change in evangelistic temperature

An overall positivity in New Zealand churches developed toward evangelism, along with a general attitude of hope for the future of outreach in our nation.⁴³

When asked in our end-of-project survey whether they considered themselves more evangelistic as a result of the project, the average church gave an answer of 6.5 out of 10 (where 0 meant no change and 10 meant a significant change) — meaning there has been a noticeable increase in their evangelistic focuses. Stories we hear support the view that the effects of the effort were much broader than what was at first apparent.⁴⁴

To give some examples:

- The fact that the Christian message was communicated broadly through secular media brought increased confidence to Christians throughout the nation, demonstrating that it is possible to discuss our faith in the public square without a considerable backlash.⁴⁵
- The explaining of the conversational approach gave many pastors and their members new hope for their own future involvement in personal witnessing through conversations. It showed many how easy it can be to engage in a spiritual conversation at this time, because most New Zealanders still consider themselves spiritual people. This has made the future of outreach look much brighter to many Christians. These messages reached the ears of many more pastors (and their members) than just those who remembered to go to our website to enter their details and formally 'partner'.⁴⁶
- Many ministers' groups became united in this project, resulting in their unity being focused around their common mission. A better purpose for church unity cannot be found — and we believe the longer-term prospects of New Zealanders will be greatly improved if this focus continues.^{47, 48, 49}

43. POSITIVE CHANGE IN ATTITUDES TOWARD EVANGELISM: An Assemblies of God Pastor who has used all the video training resources with the church, commented on how it was influencing his congregation. While some still clung to 'past' methods, a broader positive change in attitude toward evangelism was noticeable.

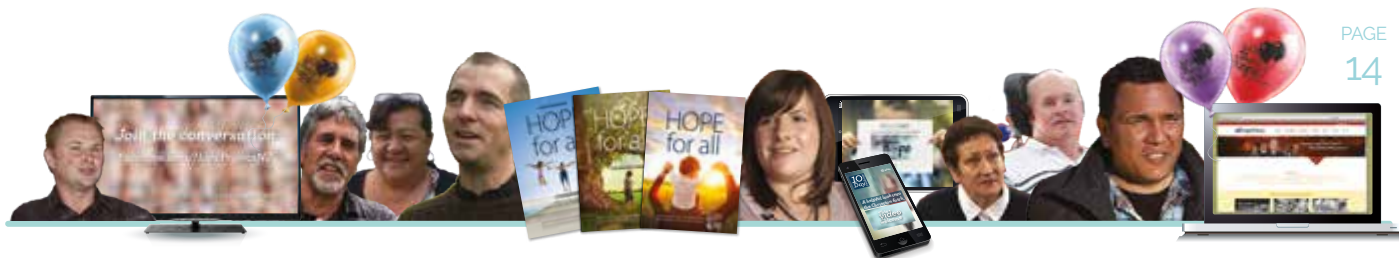
44. IT IS INFLUENCING OUR PLANNING: A Brethren church leader says he really resonated with the vision of the project. They have been using resources in both their services and small groups as a result and it is feeding their faith and direction.

45. THE CAMPAIGN FAR EXCEEDED EXPECTATIONS: A Salvation Army Officer commented that the campaign was tremendous. The booklet was still being used in food parcels. People engaged really well with the materials. Older people at church found it a lovely tool for sharing faith — finding a confidence they had not even had in their youth. It far exceeded expectations.

46. VIDEOGRAPHER WHO VISITS MANY CHURCHES SEES A CHANGE A videographer whose work takes him into many churches said, "Having visited a number of different churches over a period of years, I've observed an increasing number of them moving towards intentional discipleship coupled with a renewed focus on church-wide evangelism. These trends cross denominational and geographical boundaries, and seem to indicate a shift taking place in our nation's churches. It does seem to coincide with the nationwide efforts of the Hope Project in this area. Well done team!"

47. THE GOSPEL WAS IN THE FREEZER — BUT NOW IT'S THAWING OUT: A long-time pastor and ministers' group facilitator told of how the Project had impacted him, including the impact of the 'Elephant in the room' book which was gifted to pastors. He said it was as if his church work and other work were compartmentalised in his mind. But then — at some point his perspective was changed and they merged into one, and everything became ministry. Speaking of his new conversational interactions with non-Church people he said, "In the last 12-18 months I have been able to share the Gospel, my testimony or various parts of it, teach from scripture or just have that conversation and pray with so many different people. I'm actually enjoying it!" When asked if he thought the gospel temperature had changed in our nation he said he could only speak for himself, "The Gospel was in the freezer and now it's on the kitchen table thawing out. Thanks. I think you started something here!"

48. WE'VE GONE FROM IGNORANCE TO AWARENESS: One ministers' association convener wrote of his appreciation of the project, and explained the effect of it in the churches in his area by saying "... evangelism has gone from the too hard basket and ignorance to awareness of the need to evangelise." He saw a positive change — but there was no question that a lot more is needed!



- Hundreds of pastors who previously provided no evangelism training at all for their members (or who might have had an occasional evangelism seminar only), chose to preach their 'evangelism' training. As a result, a vision for outreach was communicated and imparted to many tens of thousands of Christians, inspiring hope and positivity for the future.⁵⁰
- The quality of the media and materials for the secular-public gave Christians no reason to feel embarrassed — instead inspiring confidence to show the materials to others. For many, the Hope Project's booklets stood in contrast to previous stereotypes of evangelistic literature. The fact that 64 of partnering churches had members who took booklets to people at the doors of 'no circulars' homes is very encouraging. A number of pastors have begun to do door-to-door visitation also.^{50, 51}
- We are aware that some attempts at unity between various para-church and inter-church outreach organisations, with evangelism as the focus, had fallen largely flat in previous years. By the conclusion of this effort, unity between more than 15 outreaching organisations in establishing a national evangelism-training conference not very difficult. Even the word 'evangelism' began to gain new and positive connotations in many churches.⁵² The first 'Engage Conference' as a national and collaborative effort was held a few months after the project on 2-3 September 2016. The previous similar national equipping conference was held in the year 2000.

49. AT LEAST WE'RE TRYING NOW!: "As churches we are at least talking about it in an inquiring, open and honest way," said one ministers' group facilitator regarding the effects of the project. "It used to just be weak excuses and justifications, but now we have at least got past the embarrassment and are excited about trying some new approaches!"

50. WE HAD NO MAORI — BUT NOW WE DO: A church who live in an area with many Maori told us how they had no Maori in their congregation for many years — but then it changed, and now they have a few. Asked why, they could think of only two things. Firstly the Hope Project booklets, which told stories from our nation's early gospel history, and secondly that they had gifted the illustrated children's story series (that told these same stories) to the school across the road, and maybe it was being used.

51. CHRISTIANS NOT EMBARRASSED TO GIVE AWAY GOSPEL BOOKLETS: "They are such readable, intelligent, faith-building booklets for all ages and people of all types!" emailed Barry, delighted at having something that Christians didn't need to feel embarrassed to give away.

52. I USE THE WORD 'EVANGELISM' NOW: The pastor of a larger church commented on how attitudes toward evangelism were changing, saying, "I'm actually using the word evangelism these days. I've historically not really liked the word — though naturally I like sharing the Gospel, just not the word. But I'm using it now, so something has even changed in me!"

53. TOURISTS HEAR OF CHRIST: We have heard reports of Hope Project booklets being placed in a few churches frequented by tourists running out fast. Some tourist guides who show people through churches expressed interest in having these booklets to give away because of the relevance of their historical content. We are investigating ways to provide an ongoing supply of booklets for churches frequented by tourists.

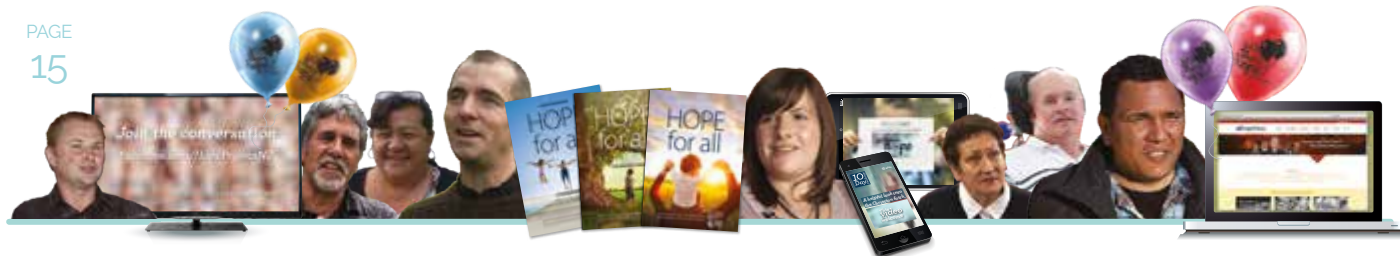
being based in a programme(s) of some kind) it is easily transferrable to any church and culture.

At the time of the conclusion of the project the Shining Lights Trust released all intellectual property rights and branding from the mobilisation strategy and resources, so they could be adapted for international use.

⁵³ It is our hope that various applications of the innovations connected to this project will find overseas replication, though with appropriate indigenous adaption to each country.

Landmark outcome #2 International opportunities

The equipping strategy has been noticed by the 'Global Outreach Day' initiators due to its inherent logic and simplicity. Because it is based in principles that are applied through every-day leadership habits (rather than



And finally, thank you!

Our sincere thanks goes to all who have prayed for and given to this effort — often giving sacrificially, and always from a heart of love for those who do not know Christ.

Our sincere thanks also goes to all denominational heads, ministers' group conveners, pastors, church leaders and Christians who supported this effort.

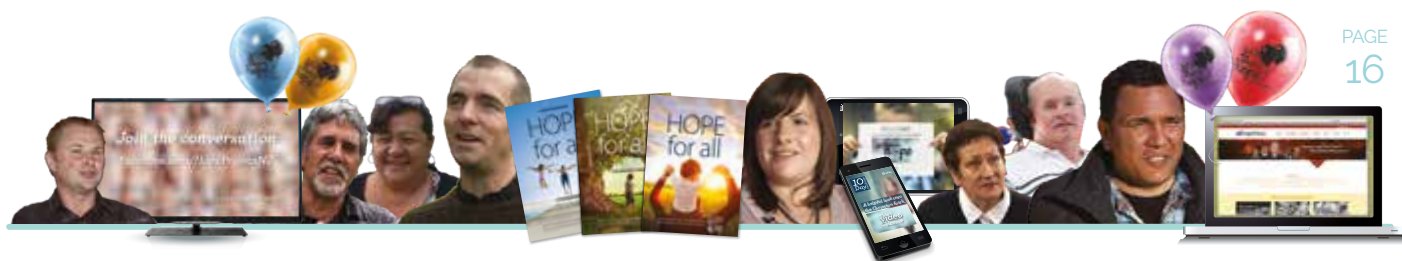
Not to be missed are our thanks to our board, advisors board, team members and extended team, including subcontractors. (Some are listed on the next page).

However, both first and last our thanks go to God. He enabled a door to open that seemed to be locked, and enabled a conversation to open amongst Christians and churches that could lead to more fruit than we can yet imagine if this conversation can continue.

It is possible for the gospel to make a 'comeback' in New Zealand!



Hope Project team (and friends) at an end-of-project celebration.



Our board

Alan Hood (Pastor, City Church Tauranga), Darren Woodward (Director, Think Marketing), Wesley Brinkman (Director, Brinkman Consulting), Dave Mann (Director, Shining Lights Trust), David Lee (previous board member, retired pastor)

Our advisors board

Anne Bowie (Director, Evangelism Explosion), Bruce Patrick (Pastor and previous national Baptist President), Dave Cole (YWAM / Impact World Tour Asia-Pacific), Glyn Carpenter (Director, New Zealand Christian Network), Rt Rev Kitohi Pikaahu (Maori Bishop for Tai Tokerau), Lew Meyer (Director, OAC NZ), Lincoln Rout (Director, International Teams), Richard Waugh (Superintendent, Wesleyan Methodists), Tavale Matai'a (Pastor, Word of Life Church), Tony Collis (Pastor, Church planter, Evangelist)

Our team

Beau Spicer, Dave Mann, Heather Mann, Jillian Connole, Naomi Cowland, Sharyn Weeks, Sue Hotta, Susie Gernhoefer, Tony Collis

Previous team members: Gordon Miller, Kim Brown (presenter), Renee Joubert, Warren Curtis-Smith (presenter), Wayne Mitchell, and many who helped in other ways

Helped with hundreds of phone calls: Bronwyn Barlass, David Auty, Grant Smith, Margie Lambourn

Helped with Korean, Chinese and Maori translations: Won-Kon Bong, Association of Auckland Korean Churches, Patrick Chan, Tan Wee Ling, Ps Kok Soon Lee, James Muir (Asian Outreach), Rev Sonny Te Waaka Melbourne, Rt Rev George Connor, Graham Batson and Tony Ahie at Maori Postal. Also Joanne Randisich (checked macrons on all booklets)

Our wider team (Including media companies) Alex Watts (Watts Lounge Studios), Beau Spicer (Spicer Design), Chris Booth (Christopher Mark Productions), Darren Woodward (Think Marketing and Ihost), Freddy Muller (Inspire Films), John Fabrin and Mike Brewer and team (Rhema Media),

Paul Griffin (One Person Crew), Richard van Gaalen (Touch Advertising), Rob Harley (Melting Pot TV), Rob Grindlay and team (Generate New Zealand Limited and Generate Insights Ltd (including various camera, social media and web personnel and sub-contractors), Sigrun Grice (GLS Promotus)

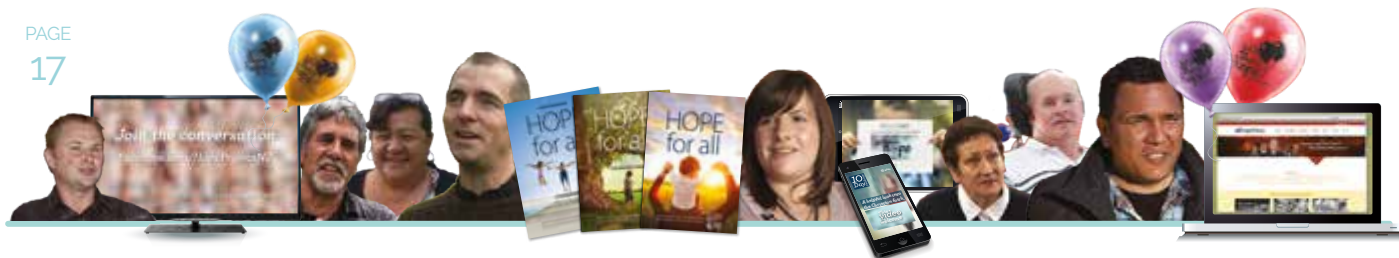
Presenters / story-tellers in the '10 Day Challenge', 'Unpacking Life', 'Faith Q&A', 'Heritage Q&A' and 'Hope Heroes' video series:

Alistair Reese, Amy Walford, Aaron Thomas, Alan Hood, Billy and Kerri Graham, Dave Mann, David Moko, David Louwrens, Elena Hood, Eric George, Glenn Peoples, Glyn Carpenter, Hans van Lune, Jade Hohaia, Jamie Allen, Kim Brown, Kerensa O'Brian, Rt Rev Kitohi Pikaahu, Lance Rickard, Leonie Raven, Mark Allan, Marty Rochfort, Maryanne Shearman (who filmed Petrina's story), Maureen Ashton, Mike and Penni Norman, Nancy Wu, Pane Kawhia, Peter Lineham, Peter Whaanga, Petrina Sullivan, Rebecca Culver, Rebekah Early, Rob Meeuwssen, Sanjai Kandregula, Shadrach Rolleston, Stef and Helena van der Spuy, Timothy Lee, plus many more through street interviews.

All who contacted us to give feedback, and to share stories

No doubt additional stories will continue to come in for years.⁵⁴

54. TOO MANY STORIES TO TELL: When asking a Baptist Pastor how the project had gone for them, he sidestepped the request for stories because he was busy, and there were too many of them. Their church had delivered booklets to 'no circulares' homes in half of their sizable city. Members had left notes with some — going back to visit later, engaging conversations. 30 to 40 people were involved in this part of the effort. People who had never knocked on a door before were doing it. The previous week he'd been asked by a non-Church person to sit down for a conversation, and was asked a whole lot of questions about faith. He said it had been really good for their church and there was not enough time to tell of all the good stories.



The Hope Project New Zealand STATISTICAL OVERVIEW

The Hope Project gospel media project had three media phases centred around October 2014, May 2015 and March 2016.

TV AND DIGITAL

- 2 million saw each phase of the TV ads which were placed on TV 1, TV 2, TV 3, Prime, Maori TV, Sky and Shine TV. This equated to 6 million ad presentations.
- Digital online media included pre-roll videos, banners and Google AdWord activity, generating nearly 2,500 clicks delivered to websites and strong video engagements.
- A noticeable brand-awareness was gained, while promoting booklets, websites, Facebook and extending invitations to visit a church near them.

BOOKLETS

- 1.35 million homes received booklets three times, delivered by a national postal company.
- About 20 cities and towns opted to deliver booklets themselves at one point in the project.
- 64% of partnering churches had members who delivered to 'no circulars' homes.
- More than 50,000 booklets were delivered to 'no circulars' homes in each of the three phases.
- More than 160,000 spare copies of each booklet were requested and dispatched to both church and non-church people.

WEB PRESENCE

- Three websites were created, with content suiting three different audiences.

- HopeProject.co.nz had 32,251 sessions at an average duration of 1 minute 42 seconds.

- 10DayChallenge.co.nz had 13,984 sessions at an average duration of 4 minutes 42 seconds.

- AllTogether.co.nz had 25,680 sessions at an average duration of 4 minutes 35 seconds.

- Social engagement via Facebook matured, with a concluding audience of over 10,000 likes, with individual post reaches varying from 2000 up to over 63,000.

- Social media successfully transitioned from 'paid likes' to 'organic' audience 'likes.'

CHURCH PARTNERSHIP

- 330 partnered churches for Phase I
- 420 partnered churches for Phase II
- 650 partnered churches for Phase III
- There were over 1600 donors
- 1240 people subscribed for monthly prayer updates
- 1320 'liked' the All Together NZ Facebook page

About 80% of partnering pastors equipped their members through the pulpit and small group

- 40% used provided sermon outlines with studies
- 61% used equipping videos
- 31% said they had members who attended one of the regional equipping conference
- 59% introduced their members to the 10DayChallenge.co.nz online discipleship website/tool

- 32% could confirm that church members had used the 10DayChallenge.co.nz tool.

FINANCES

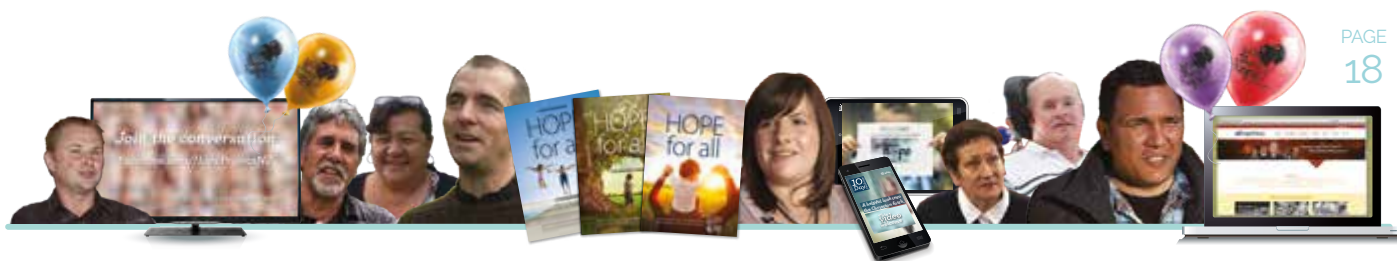
- Total income/donations were \$2,399,500
- Total expenses were \$2,398,500
- Interestingly, the estimated budget shared with pastors in 2012 was \$2.4m
- The portion of total budgets that went on salaries was 72%
- 85.13% of donations came from New Zealand churches and people. 14.87% came from overseas.
- About 20% came from Charitable Trusts, while 80% from churches and individuals, comprising over 1600 donors, approximately 1200 of whom were individual donors.
- The project concluded financially on 31st May 2016, with miraculous provision closing the accounts with no liabilities, and the team able to focus on what comes next with a 'clean slate.'

SIGNIFICANT OUTCOME

We believe the 'gospel temperature' of the New Zealand Church changed during this period.

FUTURE VISION

The church has been called 'the sleeping giant'. To awaken it we must mobilise the members. Because it is now demonstrated that this kind of change is possible right throughout the nation, future vision will focus on how to see the same 'temperature increase' happen in the coming 5 years in the area of 'mobilisation'. The methodology will focus again on broad partnership, innovation, fresh vision and practical support-resourcing.





shiningLIGHTS
TRUST

Helping the Church see afresh what it has!

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