

HopeProject nz

2018 project report



REACHING EVERY HOME IN AOTEAROA NEW ZEALAND



shiningLIGHTS
TRUST
Helping the Church see afresh what it has!

JUNE 2018

This report seeks to summarise concisely the strategy, vision, ethos, media and results of the Hope Project 2018 — in as much as this can be reasonably measured.

Initial Opportunity

The Shining Lights Trust exists to identify gaps in the outreaching efforts of the NZ Church, so was to find ways to see them filled.

The Hope Project began as an initiative seeking to fill a broad public and profile gap identified in the outreach efforts of the Kiwi Church. While we enjoy the freedom of religion, that freedom had not been utilised very much through national media for quite some time. There also hadn't been an 'every home' type effort for about thirty years. There was growing public sentiment that the Church should remain silent in this space as a result also.

Re-Birthed Opportunity

With the completion of the initial three-phase media effort in 2014 to 2016, the team believed that they had completed their mandate, and that this was the end of the Hope Project.

However, at Easter 2017 the team noted that there was not a single mention of Jesus' name on public TV over the Easter weekend. In fact, there was not even a token movie on a theme like forgiveness or grace. This was then contrasted with weeks of free profile gifted to ANZAC, beginning on Easter Monday. There was talk back, paid advertising, marketing banter on the words of news reporters, weeks of war movies, and more. The team recognised that we were watching another dynamic in the 'rebranding' of New Zealand unfold, giving us the back-story we needed to

somehow define who we are, separate to our religion-of-origin. Marketing banter discussed Gallipoli (1915) at that time as the beginning of our nation as we know it today. This stood in stark contrast to the actual beginning of bicultural New Zealand 101 years earlier in the relationship of and invitation from Ngapuhi Rangitira Ruatara to the Rev Samuel Marsden in 1814. Our nation's formal and constitutional beginning-point then followed at the signing of Te Tiriti o Waitangi in 1840.

Long-story short, we felt the Lord had a bigger picture in view than we had first envisaged.

The result was the proposal which we took to the pastors' groups in 60 New Zealand cities and towns in 2017: Three media efforts to

- 1 put Christ back into Easter (the Hope Project — including a strategic booklet)
- 2 put Christ back into Christmas (TV and web only — hopefully starting Christmas 2019)
- 3 Plus an effort, in view of significant increasing social needs, to promote what Kiwi churches are doing for families — thus connecting people to programmes in local churches near them (TV and web only)

The Kiwi Church is a marketing dream — in that it does so much good and could be much more revered were it to better steward its PR. But it is also a marketing nightmare — in that any coordination of a public Christian voice is very difficult to bring about.



Giving the NZ Church a voice in the public square

Too big a vision?

Imagine a company with 3500 'shops' around the nation. Could you imagine them allowing their public profile to be defined by antagonistic secular media — without speaking up for themselves, except when criticised?

Companies like Coca-cola spend millions promoting their sugar-filled, diabetes-inducing, cancer-feeding drinks — which are not even good for us. People like the Coca-cola brand!

Imagine a Kiwi company making a cool \$80m of profit per year who then decides to gift \$30,000 to a charity. They then spend \$150,000 making a TV advertisement, and another \$500,000 or more having that advertisement played to

promote their company — all-the-while doing very little to actually help people. In contrast, churches are helping people left, right and centre — and yet are failing to use their own voices to control the profile of their own 'brand'.

An illustration from our finances:

We have 3500 or more churches in our nation. Let's say we have 2500 paid pastors amongst them receiving a salary of \$70,000 per year. That's \$175,000,000 that we donate to our churches annually for the privilege of having these pastors. If they work a 40 hour week, and spend 8 hours preparing a sermon, and the 4 hours delivering it on the Sunday morning through running a church service, that equates to \$52,500,000 per year that we pay to have pastors hopefully preaching well inside the 4 walls of our churches.

Is it really too much to ask that just \$1,000,000 per year might be spent to protect our freedom of speech in the public square as Christians, while controlling our own brand (PR), through 3 media efforts that encourage hope, while educating all regarding our nation's historic roots within the Christian faith, while also sharing the message of hope through Christ?

OCCASION AND GOALS

The Hope Project is purposed to

- 1 Put Christ back into Easter through national media
- 2 To educate all regarding the specifically Christian origins of our nation's most treasured values
- 3 To 'seed' the nation (communicate) with the Christian message of hope.

ETHOS FOR PUBLIC-SQUARE ENGAGEMENT

Our values for engagement are gentleness, respect, authenticity and clarity.

With a respectful approach it has now been established that Kiwis will engage with our media and will generally take no offence that we have used our freedom of speech — so long as the manner is respectful.

The word 'established' is used because Booklet 1 had 1000 or more complaints. This wasn't just atheists angry that we argued for God's existence. This was the first time the



Church had 'dared' to put something out through national media like this in over 30 years. By the time of Booklet 3 our respectful approach received only about 20 complaints, and at this present time Booklet 4 has received only about 12 complaints.

The freedoms of speech and religion are a case of 'use it or lose it'. By using these freedoms we protect them.

By being genuinely respectful in approach, the public view the 'Hope Project' as a trustworthy brand.

MEDIA FOR PUBLIC

MARKETING EFFECTIVENESS

The most effective marketing is a long term disciplined creative consistent presentation of a brand and its products. In the Hope Project, while the booklets have proven to be a strong asset for their own reasons — they are strengthened by their interconnection with other media. The layering and consistency of messaging — TV, digital and print, all contribute together to achieve marketing success.

Television

GOAL: The goal of a TV ad is to 'interrupt' — gaining the attention of someone who is otherwise distracted, watching as many as a dozen ads in an ad break.



ADS: The 2018 project had two ads

- 1 Dave Mann, highlighting the booklets — 15 seconds
- 2 Jade Hohaia, presenting a spoken word (poem) about Easter — 15 and 30 seconds

SPONTANEOUS APPLAUSE

A pastor played the new TV ad in the Sunday service, to show members what was soon to be on TV. Upon seeing the ad the congregation broke into spontaneous applause.

A COMMENT FROM A MEDIA-BUYER

A media-buyer who saw our proposed TV ad purchase questioned the rationale of purchasing so many 30 second ad slots when 15 second ads can achieve a broader reach. Upon seeing the 30 second ad they said "I see why... it's so compelling!"

FEEDBACK ON THE TV ADS WAS PLENTIFUL

The TV ad was stunning. Thank you.

I've been a Christian for some time now. To see the hope on TV made my day, to see what Easter really means to me. Thank you for sharing this!

Yay — I loved your Easter TV advert. Great quality production. Well done. So pleased.

It was absolutely fantastic to see the poem on Television. It's SO beautiful. Thank you so much! Wow. Keep up the great work!

CHANNELS: The TV Commercial flight aired from 17–31 March, 2018. across TVNZ-1, TVNZ-2, Duke, THREE, Bravo, Prime, Sky, Maori TV and Choice TV channels.

REACH: The flight achieved 244 TARPs, and reached 54% of our audience at an average frequency of 4.6 times.

PROGRAMME HIGHLIGHTS: Married At First Sight Australia / Shortland Street / Stan / 1 News / Home And Away

GENERAL NOTE: While TARPs is a measure of media value delivered, this method of measurement tends to favour campaigns with a predominance of 15 second slots. In the case of Hope Project's Easter campaign, while TARPS were decreased through the deliberate use of a longer (30 sec) broadcasts of the 'Easter Poem' creative, 'effectiveness' would undoubtedly have been amplified by this, given the nature of story conveyed.



Tenielle's story

"Thank you for the New Testament you sent after my request, as promised in the Hope Project booklet. My life has truly changed over the past month. Through a work situation I came into contact with a church minister. He later popped in and gave me a flyer promoting a speaker in a church. I wasn't too sure though, because I'd never been to a church.



Then Saturday night came around and I was at a 40th birthday drinking a beer and somehow I got this revelation that I was going to go to church. I don't know if it was a voice or an 'out of the blue thought', but I put down my beer and went home to bed so I could go to church the next day.

The speaker was inspirational but I still didn't understand why I was sitting in church and felt very out of place. When she was finished she asked if anyone in the room had severe hip pain. I couldn't believe it. She described my pain to a tee and everyone prayed for me and I have been pain free ever since. I had struggled with a sickness for 25 years, with chronic pain, fatigue and fibromyalgia. I have come off all my pain medication and have honestly never felt better. It is a true miracle.

Then, for more than two weeks I kept waking up at 4am or 5am and would read the Bible. Usually I'd be tired for a week if I had a bad night's sleep — but that's all changed. My life hasn't been brilliant and I have struggled with severe depression at times and have had lots of turmoil, so to feel peace for the first time in my 28 years of life is probably the most incredible part of all of this!

Thank you for the stories and encouragements. They mean a lot. Sending blessings your way."

— Tenielle, (Southland)

BOOKLETS

The pattern of all booklets is the same: Stories of God at work in our history, combined with stories of what God is doing in people's lives today, supported by some 'apologetic' reasoning or reflection, and concluding with a simple summary of the core Christian belief and invitation.

Because a significant percentage of our population struggle with basic literacy, the writing style is deliberately simple, with each booklet being a compilation of engaging stories and thoughts that are each just 150 to 300 words long.

A CHRISTIAN RESOURCE I FEEL CONFIDENT IN

I feel confident in handing this material out to friends and neighbours. It's quality — not cheesy, and because you're dealing with NZ history it can't be argued with. It's interesting and a resource we can be proud of as Christians. With this confidence I've visited homes to give them out, and also my friends and neighbours!

— Retiree in Bay of Plenty

Our first three booklets told a progressive story in two areas: Firstly, the arrival, impact and spread of the Christian message within early bicultural New Zealand. Secondly, an apologetic for the existence of a (i) God, (ii) who has revealed himself within history — as written about in the Bible, and (iii) ultimately through Jesus.

The new series of booklets (beginning Easter 2018) is telling the story behind 10 of our national values (2 per year), which have their origins specifically within our Christian past. To start this series, Booklet 4 (Easter 2018) focused on the abolition of slavery in ancient and modern times, and also the radical idea of education for all (including for the poor).

ENCOURAGED THAT SOCIETAL TRENDS ARE BEING ADDRESSED

I'm a practicing Roman Catholic in Auckland, and would like to thank you for your booklet I found in my mailbox today. I am an immigrant and I am concerned by what I have discovered in this society. It's so refreshing to see Christianity is alive and surviving here in a sadly very atheistic country. God bless you guys, and keep up the good work.



What does it mean to be a kiwi?

Values are a big part of who we are

New Zealanders have been denied significant access to the history that defines their values — and therefore much of who they are.

Most of our nation's most treasured values come specifically from our Christian heritage. And so, it is not without reason that we are trying to make this history known!

We believe this dynamic to be highly significant, in view of the wider conversation that is taking place about who we are as a nation. Our understanding of who we are defines the scope of the decisions we might make regarding our future.

We are aware of no other platform or effort that either can or is making these stories known at a comparative national level to the Hope Project.

Dave Mann

— Hope Project Coordinator, Director, Shining Lights trust

Numbers:

- 1.61 million booklets were delivered by a national delivery company
- 15% of kiwi homes have 'no circulars' stickers. 54% of surveyed partnering churches had people in them who took booklets to people at the doors of these homes at Easter 2018.
- The number of non-delivery reports (which we must receive within 3 days of the delivery dates) was low, with about 5 key areas in focus. All have been resolved. (Most often non-delivery cannot be fully proven. We then offer local churches extra booklets to deliver to areas they believe were missed).

Results:

The booklets continue to be the most impacting part of this project.

A GREATER OPPORTUNITY THAN THE KIWI CHURCH YET REALISES

RESEARCH: A test of door-to-door receptivity to booklets in an affluent suburb

While many have taken booklets to people at the doors of no-circulars homes throughout the year, our team member Norman Sutton decided to deliberately test the receptivity of doing this prior to Easter. In higher socio-economic areas it is usual that a lower number of people receive them. Norman found that — prior to Easter, nine out of ten in the affluent suburb of Bethlehem (Tauranga) received them, and nearly all others declined with a smile and a thank you. Some expressed surprise and gratitude that someone from the local churches had even though to come to offer something about hope at Easter.

The lessons to bring to our regional application:

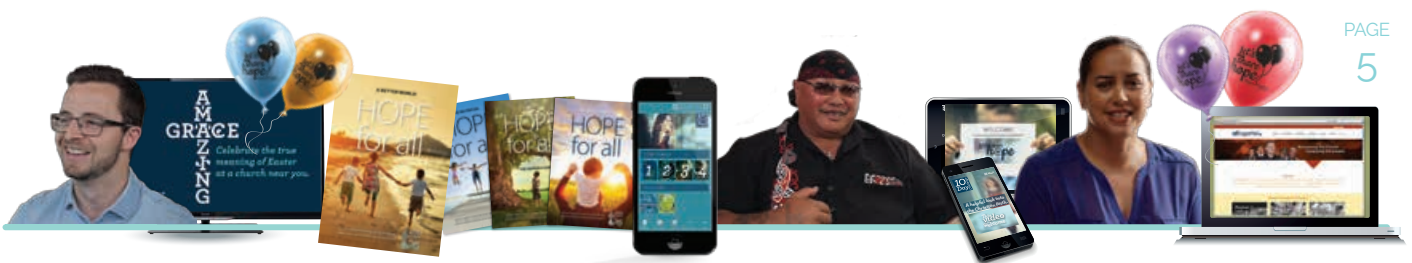
- Kiwis still see Easter as a time when Christians are allowed to have a voice.
- The door-to-door opportunity with no-circulars homes is greater in the weeks prior to Easter than after Easter

RESEARCH: Booklets to business owners and managers.

Similarly Norman experimented with taking the booklets to the managers of the businesses in the Bethlehem shopping area — and 9 out of 10 again took them also. "I'd ask to see the manager, and simply say 'here's something to encourage hope from our local churches this Easter'. Sometimes there were a few staff there, so he'd give them one each while saying 'We can't have any arguments here can we.'" It was such a positive experience that Norman connected with a few others who are confident in conversation, and together they went and did the entire central business area of our city also.

The lesson for our regional application:

- Prior to Easter, even business owners and managers happily receive a Christian booklet about faith, hope and our nation's history.



Is print 'advertising' like this a waste of money?

Quantifying the value of the booklets from a marketing perspective is difficult, because there are many factors involved.

Yet, consider why companies still have their circulars printed and delivered to your letter box.

One factor worth noting is that people engage with print-media differently to the 'quick-glance' given to digital media messages. The tactile (touchable) pocket-sized nature of this resource also makes it desirable to keep and to carry.

At the end of the day, we get more responses from the booklets than from any other media, and without them, (i) the Christian message would not be in most Kiwi homes at all in an average year, (ii) Christ not put back into Easter as broadly, and (iii) the stories that tell of the origins of our nation's most treasured values still largely unknown.

A SUPPORTER WHO HADN'T SEEN A BOOKLET:

I found some of the latest Hope Project booklets at Budget Advice today. I was encouraged! I read one through while waiting. It was easy to understand, and a good presentation. I have a 'no circulars' sticker on my letterbox, so it was nice to see them — Taranaki

I'VE STARTED ATTENDING A CHURCH

Thank you so much for the booklet 'Hope For All' that you put out over the Easter break. It has brought me much comfort and thoughts. I have recently started attending a local church and would love a hard copy of the New Testament. — Carol

BEING DRAWN BY GOD

Please send me some information. I am considering turning to God and faith — A lady in Auckland.

EASY OPPORTUNITIES TO CREATE

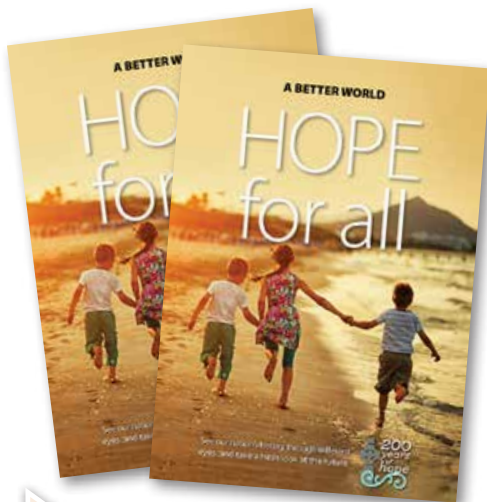
Wanting to share hope, a lady went to the library, wondering if they would like some booklets. They said they were happy for them to be placed on all the tables for people to read and take — so long as they included no fundraising. She then saw a Community House across the road to do the same, and they were happily received. In ways we don't expect, God leads his people to create the opportunities! — A story from Christchurch

What 230,000 spare booklets can get up to...

- A chaplain told me about how they take them into prisons.
- A campus ministry staff requested new supplies for their students to use in their university.
- Two of our Regional Reps decided to try to get them into op shops in their region, while gifting the shops a suitable stand for the booklets. The effort is ongoing — with hopes of expansion.
- A community Easter event gave the booklets to participants.
- Numerous people have taken them to their workplace, and put them on the table for discussion.
- A church said they were now including the booklets in food parcels.
- Doctors waiting rooms are using them.
- A Citizens Advice Bureau had them.
- A Café owner placed them on the counter for customers, and they were regularly taken.
- An Easter walk around central Churches in a city took them for the walk, to give to members of the public they walked past.
- Some teams doing Street Help (also known as Drug Arm) are using them, so they have something to give people they talk with who tell them they are in need of hope.
- Many churches include them in welcome packs for Sunday visitors.
- A number of work place and hospital chaplains also receive supplies, to have hope-filled materials available for interested people.

The value of the booklets is not only the public delivery, but in the confidence this quality resource gives to Christian believers who then use it.





GREAT RESOURCE ON NZ HISTORY FOR TOURISTS:

As a Christian working amongst tourists, I have found the stories in the booklets to be very useful. Thank you! Could I have more booklets please?

NO-ONE DECLINED A BOOKLET

Gisborne churches are considerably united at this time, and are quite highly engaged in a few areas within the community together. Members of one church taking booklets to friends and family reported that they were well received with no-one declining to accept them.

Another Gisborne church took booklets as far north as Tokomaru Bay. They offered them to schools — no doubt noting that they include Kiwi history — and a local story of a Maori preacher named Taumatākura, and all but two schools happily received them.

BRIDGES BUILT THROUGH SUCCESSIVE VISITS TO HOMES

A member of Tamarau Community Church reported that, through personally taking booklets to homes a few times in a row, they were now finding householders to be delighted by their visit. "Great, you're on the job again!" came the welcome. "Keep on going", was their encouragement to our team.

With embarrassment: First error in a booklet

As a result of an editing error by myself (Dave Mann) there were not 700,000 slaves in England set free in 1833. There were 700,000 slaves of England set free in the Colonies — with compensation given to their British owners for their 'loss of property.' The compensation amounted to an exorbitant £15b as measured in current dollar values. Interestingly, this 'fifteen thousand million pound' loan to buy-out the slave owners was only recently paid off in 2015!

Online

HopeProject.co.nz

The website is kept up to date, and was themed for Easter to readily connect with audiences, giving them options of Hope-themed media that are both 'general' or specifically 'Christian.'



Hope Project Social media

In November 2018 FaceBook algorithms changed significantly. Despite audiences built, the reach of a post without money added changed to zero. From that point onwards, FB changed the rules so the Hope Project NZs FaceBook friends would not even see a post unless money was paid ('boosting').

To achieve numbers we therefore had to change our approach. Rob Grindlay, our marketing director, put some time into investigating the new algorithms for organic reach for us, because marketing companies will not typically do this because 'organic' doesn't generate any income for them.

(A) 'Paid' Digital Media via FaceBook

Campaign was split into 3 x activations, with three video resources:

- (1) Booklet support (1 x video released along with framing copy via Facebook): Audience 'reach': 57,245 people
- (2) Easter Event (1 x video released along with framing copy via Facebook): Audience 'reach': 245,693 people
- (3) Post-Easter (1 x 'yesHeis' video released along with framing copy via Facebook): Audience 'reach': 94,111 people

These postings were timed to run concurrent with TV broadcast media, as a visibility extension... rather than to generate discussion and content involvement.

Definition: 'Reach' means: Number of people who viewed material at least once.

Summary: Total 'paid' campaign audience reached: 397,049 people

Response audience make-up: Gender: 60% Female / 40% Male > Age range: 18 to 65+ > predominate segment: 25 to 34 year-olds



(B) 'Organic' (non-paid) Digital Activity via FaceBook

Definition: 'Organic' (non-paid audience reach) relies on available audience engagement with content, their valuing of this and resulting willingness to share with others.

Postings:

- 1) Booklet support (1 x video + framing text featuring booklet-4)
Framing copy reached 2,496 people
Video reached 1,374 people, with 42 Reactions / Comments / Shares.
- 2) Jerram Watts' story (1 x video + 2 x 'still' images with framing texts)
Framing copy reached 2,496 people.
Video reached 2,127 people, with 49 reactions / comments / shares.
- 3) Peter Whaanga's story (1 x video + 2 x 'still' images with framing texts)
Framing copy reached 1,149 people
Video reached 95,020 people, with 4,885 reactions / comments / shares.
- 4) Easter Poem (1 x video + framing text featuring 'Easter Poem')
Reached 6,596 people, with 274 reactions / comments / shares.

Note: Video elements also present on website + YouTube.

SUMMARY: Total 'organic' audience reached with some element of content: 108,762 people

Summary of Digital Campaign

Total 'paid' campaign
audience reached: 397,049 people

Total 'organic' audience reached
with some element of content: 108,762 people

**Total digital audience reached
(Paid + Organic): 505,811 people**

PETER WHAANGA — WHERE HAVE I SEEN YOU BEFORE?

Peter Whaanga shared that, since the release of the video, he'd been inundated with requests to speak, and that sometimes strangers were even coming up to him on the street to say how impacted they were. When at the vet recently the receptionist kept on looking at him. Eventually she asked, "Where have I seen you before?" then suddenly realised, "Oh, I saw your testimony, it was really good!"

QUALITY OF RESOURCES WINS CHURCHES OVER TO JOIN WITH UNITED EFFORT

A pastor relayed his excitement about the quality of the equipping resources they had used to another. The result was that a church that had remained unengaged opened its eyes to consider what was happening, and why. They have now decided to partner with this project so as to receive the outreach-equipping encouragement and resources into the future.

BOOKLETS INTO OP SHOPS

One of our Hope Project Regional Reps decided to connect with a chain of Op Shops. Long-story-short, he is now gifting them stands that hold the booklets, so they can be on the counter to be offered to all customers. An individual's effort is catalysing a greater opportunity.

THANKS FOR THIS EDUCATION ABOUT OUR HISTORY AND IDENTITY AS A NATION

A pastor reported that the stories were helpful not only for the unchurched, but for the church members also, because they were learning new things from them about our national bicultural history and identity, and also where our societal values have come from.

10DayChallenge.co.nz and the 10 Day Challenge app

This gospel-discipleship website is purposed to make the relational discipling of new believers simple. It also works for individuals, who come to it via the weblink in a booklet.

For Easter 2018 we added the 10 Day Challenge smart-phone app (search 'Why Jesus?' at the App store).

During the campaign period of mid-March until early May, this gospel-discipleship website had 818 users, 785 of whom were new, with a bounce-rate of 58.14%

The new app was used by 243 different users, with 1148 separate user sessions.



In short, a small few hundred people engaged with the online discipleship resources. We thank God that a small few hundred did — while viewing this as an area to improve for Easter 2019.

In seeking a perspective on this we noted that the 10 Day Challenge promotion at the back of the booklet was weak.

Morag Paton of yesHEis.com, who specialises in online outreach, commented "Well done on the 800 new users, that's a good hit rate if you are relying solely on going from paper to online! It's not a natural jump for people."

At the same time we would like higher numbers than this. Things change fast in the digital world. With the continually changing digital-media environment in view, this is an area to improve upon again.

ONLINE DISCIPLESHIP TOOLS ENGAGING:

"I enjoyed the 10 Day Challenge. It has helped me immensely. I will continue to go over it all as there is a lot to digest. Thank you. Could I have a copy of the free Bible please?" — Katie

I'M NOT RELIGIOUS — BUT THAT WAS INTERESTING!

Over morning tea at work a lady confided that she'd thrown the first three booklets out because she's not 'religious', but had read right through the 4th and had found it interesting, and it was still kept on her table. The person relaying this story commented, "I wonder how many powerful kingdom seeds are rattling around in our nation because of The Hope Project? Thank you everybody for playing your part!" — Tony

AllTogether.co.nz

AllTogether.co.nz had 9,825 separate users, with 33,045 page views and an extremely low 5.53% bounce rate. The total number of church members **intentionally** equipped for conversational outreach by their pastors in February-March prior to Easter 2018 was approx 27,090.

For more statistics see page 15 of this report.



A TRUCK LOAD OF SAND

Our church is the only one in our community. As a community event on Easter Sunday we dumped a truckload of sand in the carpark and built a beach, recreating Jesus' post-resurrection BBQ on the beach with the cooked fish. But we used sausages! We added a boat, games and a resurrection tomb, and many children and their families from the community came to join the fun. We gave the booklets to those who came. So useful — thank you! — Fred, Tirau.



MEDIA FOR CHURCH AUDIENCES

We have always stated that helping church leaders to become more intentional in the way they equip their members through pulpit and small groups for a conversational approach to outreach was a primary goal. Our statistics again confirm the effectiveness of the strategies that have been employed.

NEW VISITORS AT CHURCH:

A pastors has emailed to say they'd had a man turn up to their church after reading one of the booklets. With his life challenges in view, reading the book encouraged him to come.

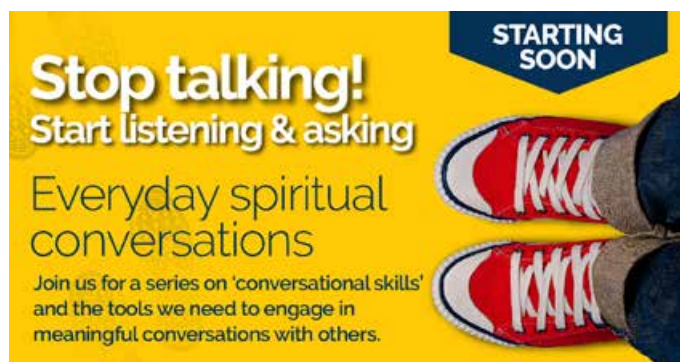


Our post-project survey of partnership pastors / churches revealed that 15% were able to identify a visitor they had at a weekend service because of the project.

Regarding resources made available — at no charge to churches:

Outreach-training focused Sermon and study resource for pastors to use.

We released two new outreach-equipping sermon series on the topics of 'teamwork and outreach' and 'conversational skills for outreach'. The point of these resources is to help 'evangelism training' be channeled through the pulpit and small group, rather than the Saturday seminar. Dave Mann,



project coordinator, considers these new series some of the best we've ever released, and there are plans to graphically design them soon, to help the unique quality of their content as an outreach-equipping resource to be identified. The hope is that this unique collection of outreach-equipping pulpit series might become utilised not only by Kiwi pastors, but also by many around the world.

Equipping videos

In the gap between the 2016 and 2018 efforts, Dave Mann had produced a further 'Because we care' equipping video series. These are professional (with budget) re-creations of the successful experimental video series created in 2013.

Content: These first 6 videos sought to impart basic conversational, gospel and discipleship skills. About 20,000 Kiwi believers saw the series either online or at their church prior to Easter 2018

Their reach has been significantly extended through their use by Rhema Media on Shine TV over the past year. Shine TV connects with an audience of 141,000 weekly.

It is our hope to create the next 10 videos in this series within the next year.

REACHING FAR AND WIDE

A Kiwi friend of ours was visiting from America where his family now live. He learnt about the Hope Project through our conversation — but then again when he joined us at a Sunday Church service, where the opportunity was promoted.

Upon visiting a relative who had become homeless he asked if they believed in God. It turned out that they'd decided to visit a church that very morning. The relative then showed our friend the Hope for all booklet he'd been given at church.

Then visiting his church-going mother in another province of NZ, he found that she too had copies of the booklet, and was passing them on to people who come through her work.

Traveling to another province he visited one of his previous pastors — again finding a church that was actively using the opportunity to mobilise outreach.

Then a friend from the US emailed him a testimonial video of a Kiwi who had come out of the gang scene — which turned out to be Peter Whaanga's story, which we had only just released (with 24,000 FB views within that first week, and nearing 100,000 views at the time of writing).



This project isn't affecting just one church or community. It's reaching across a nation!

Some 2018 equipping statistics: We have 15 'Hope Project Regional Reps' who give courtesy calls to the approximate 684 local pastors whose churches are partnered with these national gospel efforts. Their role is to promote free resources like the above, while encouraging intentionality in the equipping and mobilising of believers to everyday conversational outreach. Their 2018 phone surveys following the project confirmed that 43% of our partnering churches chose to be intentional in the way they equipped their members for conversational outreach in February and March, prior to the Easter 2018 national media effort. 54% of those who were intentional in this equipping used our materials (23% of the total). Of those who did use our materials, 85% used the 'Because we care' equipping videos, while only 15% used the new equipping 'sermon and study' resources. In view of these observations we hope to create more videos sometime in the next year — while we will intentionally give increased promotion to these valuable pulpit and small group resources.

A CATALYST FOR FRESH VISION IN CHURCHES

We would like to express our excitement about this project! We have prayer walks happening, prayer meetings happening, and this has launched our church off on a long term vision to share Jesus to our community and neighbours — A local church pastor

AN IMPACTING BOOKLET

"Could I have any old editions of the booklets. I am on a journey to becoming a Christian and need the support and encouragement. This project has given me hope for my life, and I want to change."

— Kirsty

Articles and blogs

Various articles written in support of the project and its values were used by various Christian publications, extending the 'voice of encouragement' that the project seeks to be in the area of Christian witness, presence and voice. As an example of a blog see:

<https://alltogether.co.nz/encouragement-blog/>

Radio spots

In 2018 Dave started a radio spot series called 'A minute in history', as another effort to educate Kiwis about the origins of our nation's most treasured values in both global and local history. The radio spots are intended for both church and non-church audiences, and can be heard at <https://hopeproject.co.nz/a-minute-in-history>.

Promotional media that informs and equips

As with our previous efforts, rather than focusing only on funds, our 'advertising' to church audiences is very deliberately purposed to increase the heart of the Kiwi Church for outreach, while encouraging through stories, and equipping through simple outreach teaching points.

Advertising on Rhema Media's three radio channels (Life FM, Rhema, Southern Star) took place in October and November 2017, and in February and March 2018.

Rhema Medias radio stations (Life FM, Rhema and Southern Star) connect with a total audience of 207,200 weekly.

An encouraging observation from our 2018 survey of partnering pastors

While only 43% of partnering pastors were intentional in bringing some conversational outreach training to their members in the February / March period prior to the national Easter opportunity, the feedback from the 'not-so-engaged' pastors remained consistently positive, and there were success in other areas. While equipping wasn't intentional, they still loved the booklets they received, members still used these in personal witness to friends and colleagues, 54% of all partnering churches had people taking booklets to people at the doors of 'no circulars' homes, pastors told us the outreaching-focus of their congregation was still encouraged by this, and they still want to receive our monthly church-leaders updates so they could remain connected to the national gospel efforts and free equipping resources we exist to innovate and provide. So, even where churches are not engaging as intentionally as we would hope, pastors confirm that there is still a positive effect upon the outreaching culture and activity of the congregation.



AN EASY RESOURCE TO GIVE AWAY

I'm a taxi driver, and often end up offering your booklets to passengers when we are talking. Most often they are taken, and most people have not seen them yet. I'm delighted with the opportunity this quality resource creates. Thank you — Taxi Driver, Wellington

FINANCES

Lowered budget — sustained results

Due to our three previous experiences in these national media projects, and with data showing us what was being most effective, we made significant cuts to the Hope Project 2018 budget. While this was costly on our team it provides Kiwi churches with an extremely high value project. Our cheapest previous national effort was \$730,000. In October 2017 we announced a budget of just \$600,000 budget for the Easter 2018 project. Future budgets will remain similar — depending on needed resource developments, and changing media expenses.

FOR PERSPECTIVE: YOU CAN'T DO IT FOR THAT!

One of our team members explained what we did to a man who is involved in marketing. Our team member then asked the man what he thought our budget might be. The man could not believe that we could accomplish all this for a mere \$600,000.

Lower number of donors

Financially, the Hope Project 2018 was God's miracle. Financial participation in the 2016 Hope Project effort included 280 churches and 400 individuals contributing. The Hope Project 2018 included only 140 churches and 321 individuals contributing. God graciously drew in a few generous individuals who made up for the lesser participation from around the nation.

Too big a vision?

*The Kiwi Church
needs to do more
in the public square
— not less!*

See page 2

God's miracle provision

On about 10th March we were still short of the \$600,000 budget by \$358,000. With a small few miracle-contributions, the budget was met by the end of March.

Final project income and expenditure

In total, in the period of 1 May, 2017 to 20 April, 2018, donations of \$597,675.42 for the Hope Project were received, while expenses were \$587,585.54.

This is a blessed project, and without comparison in the public square of our nation.

We thank God for his clear favour upon this project!

2019 Plans

As per the vision shared around NZ in 2017, in 2019 we will seek to run both the Hope Project Easter (TV, web, booklets) and Hope Project Christmas (TV and web only). The Hope Project Easter has a budget of \$600,000 and Christmas a budget of \$200,000.

However, there will only be one fundraising effort. This will be in the lead up to Easter 2019. The Christmas effort will only happen if there is sufficient support. No-one wants multiple fundraising efforts each year.

To note some strategy, a multi-faceted approach is needed to return nativity scenes to the public square nationally. Ideas for cities, local churches, Christian business people and individuals have been sent to pastor's groups in 70 cities and towns already in 2018. Working together all this is possible — and much more.



APPENDICES

RESOURCES

Outreach-equipping sermon outlines with matching studies —
alltogether.co.nz/sermons-studies

all together
.co.nz

Concise outreach-equipping videos (Because we care series) —
alltogether.co.nz/equipping-videos-members

BECAUSE
WE CARE

Concise outreach-equipping and also leadership videos for youth leaders —
Godtalk.nz

all together
GOD•talk

The 10 Day Challenge discipleship website and smartphone app — 10DayChallenge.co.nz or search 'Why Jesus?' at the App store.

10
Day
Challenge

The 'Faith Q&A' video series —
10daychallenge.co.nz/faithqa

Faith
Q+A

IDEA: A small group in a Motueka church recently raised 3 to 5 questions weekly from this series so members could discuss their best answer, after which they played the 3min video from the Faith Q&A series to compare the response.

Building an Outreaching Culture in your church (resource for church leadership teams) — alltogether.co.nz/atconsulting

all together
Consulting

Heritage Q&A video series —
alltogether.co.nz/heritage-qa

Heritage
Q+A

The 'A minute in history' radio series —
hopeproject.co.nz/a-minute-in-history

Stories of Hope — HopeProject.co.nz

'Unpacking Life' testimonial series —
hopeproject.co.nz/unpacking-life-video-stories

UNPACKING
LIFE
FOR ALL

Hope Project FaceBook on the theme of hope —
facebook.com/HopeProjectNZ

hope
HopeProject
nz

AllTogether FaceBook with outreach stories, ideas and resources — facebook.com/alltogethernz

All2
GETHER

To hear Kiwi practitioners in outreach from throughout our nation — EngageConference.nz

engage
CONFERENCE
2018
Reaching your world
one conversation at a time.

TEAM AND THANK YOUS

To all who pray, equip, give and share

The Christian Church in this nation will only have a voice in the public square at times like Christmas and Easter if we unite in our recognition that this is a need, and then choose to trust and empower someone to be that voice.

Thank you for partnering with the Shining Lights Trust's teams to enable this voice to exist through these media and equipping efforts. This only happens because of your partnership.

Thank you!
Dave Mann (Project Coordinator)

The Shining Lights Trust Board

| | |
|-----------------|----------------------|
| Alan Hood | Angela Pedersen |
| Darren Woodward | Dave Mann (Director) |
| Wes Brinkman | |

Hope team

Ange Heyward — administration during 2018 project
Heather Mann — administration and team support
Norman and Barbara Sutton — co-coordinator of Hope Project Regional reps
Sharyn Weeks — accounts
Susie Gernhoeffer — accounts
Tony Collis — presenter to city pastors' groups
Wendy Naisby — administration in lead up to 2018 project
Zara Smith — 2018 Godtalk intern



Hope Project Regional Reps

Bill Pascoe (Manawatu)
Chris Condon (Nelson / Marlborough)
David Burchett (Wellington)
David Salmon (Western Bay of Plenty)
Fred Barrett (Waikato)
Geoff Wiklund (Northland)
Graeme Stitt (Bay of Plenty)
Linden Willetts (Auckland)
Martin Stevenson (Waikato)
Michelle Englehardt (Auckland)
Mike Anderson (Auckland)
Norman Sutton (Bay of Plenty / team co-coordinator)
Shane Dyer (Coromandel)
Val and Kevin Phillips (Hamilton)
Wayne Ward (Central Otago)
...and others.

Hope Project wider team

- Graphic design — Beau Spicer (Spicer Design)
- Marketing strategy (Online — TV — booklet) — Rob Grindlay (Generate NZ Ltd)
- TV production — Rob and Matt Grindlay (Generate NZ Ltd)
- Unpacking Life series production — Alex Watts (Watts Lounge Studios)
- Because we care series production — Freddie Muller (Inspire Films)
- Media buying / print / distribution — Richard van Gaalen (Touch Advertising)
- Web (10 Day Challenge / All Together) — Brett Mallory (Second Mile Ltd)

Shining Lights Trust additional advisors team for difficult decisions

Alex Watts (Watts Lounge Studios), Colin Shaw (City by City), David Dishroon (Changepoint Church, Tauranga), Jay Matenga (Missions Interlink), Lew Meyer (OAC NZ), Lincoln Rout (All Links and ITeams NZ)

Booklet

Writing — Dave Mann, with below input

Design — Rob Grindlay (Generate Ltd) with help from Beau Spicer (Spicer Design)

Thanks for topical input and editing goes to:

Rt Rev Don Tamihere, Glyn Carpenter, Jerram Watts, Lew Meyer, Rev Matanuku Kaa (Priest in charge of St Mary's Church, which hosts the pictured Taumatakura Baptismal Font), Rev Pane Kawhia, Dr Paul Moon, Dr Peter Lineham, Peter Whaanga, Dr Roshan AllPress, Dr Stuart Lange, and an additional unlisted wide group of friends and team members who contributed to the process of fact and text checking, condensing and flow.



SUMMARY STATISTICS

ONLINE — PROMOTION

- Audience engaging with media via paid advertising: 397, 049
- Audience engaging with media via organic reach: 108, 762
- Total online campaign audience: 505, 811

ONLINE — WEBSITE USE

AllTogether.co.nz (church resourcing website – reflects church-audience interest and participation)

- Page visits Nov 2017 — May 2018: 33,045
- Individual users: 9,825
- Bounce rate: 5.53% (reflecting high level of engagement)
- Sermon/Study resource users: 897
- 'Because we care' equipping video page visitors: 1776

Number equipped through videos, and in total

- Total number of church members intentionally equipped by pastors in lead-up to Hope Project 2018: 29,412
- Online viewing of 'Because we care' videos (or their Godtalk edits for youth) in the lead up to Easter 2018: Average 1151 views of each video (788 on FB and 363 on youtube)
- Total combined 'Because we care' series audience in the lead up to Easter 2018 via church, small group and online combined: Approx 20,000.

10DayChallenge.co.nz (public gospel/discipleship website)

- During the campaign: 818 users, 785 of whom were new
- Bounce-rate of 58.14%

NEW 10 DAY CHALLENGE

SMARTPHONE APP

- 243 different users, with 1148 separate user sessions.

TELEVISION

TV advertising period: 2 weeks

- Channels: The TV Commercial flight aired from 17–31 March, 2018, across TVNZ-1, TVNZ-2, Duke, THREE, Bravo, Prime, Sky, Maori TV and Choice TV channels.

- Reach: The flight achieved 244 TARPs, and reached 54% of our audience (people aged 18 to 54) at an average frequency of 4.6 times. This equated to about 2 million views, the total is greater once those over age 54 are also considered.
- Complaints from public: About 12

BOOKLETS

- Letter boxes delivered to by national postal company: 1.61m
- Spare booklets printed: 230,000
- Spare copies of booklet #4 remaining (free, upon request): Approx 60,000
- Percentage of partnering churches who had someone giving booklets to people at the doors of no-circulars homes: 54%
- Number of 'no circulars' homes that may have received booklets: <50,000
- Non-delivery reports that warranted investigation and a response (primarily by our team): 5

TEAM

Number of partnering pastors who receive monthly church leaders updates (the only requirement of 'partnership' with us): Approx 749

- Number of people receiving monthly prayer updates: Approx 1787
- Number of Hope Project Regional Reps: 15

CHURCH ENGAGEMENT

- Number of partnering churches: Approximately 684

Financial participation:

- The previous 2016 Hope Project effort received donations from 280 churches and 400 individuals.
- The 2018 Hope Project effort received donations from 140 churches and 321 individuals. The remainder of the budget was covered through generous donors. We thank God for his favour.

Intentional outreaching-equipping statistics:

- 43% of partnering churches chose to be intentional in the way they equipped their members for conversational outreach in February and March, prior to the Easter 2018

- 54% of those who were intentional in this equipping used our materials (23% of the total).
- Of those who did use our materials, 85% used the 'Because we care' equipping videos, while only 15% used the new equipping 'sermon and study' resources.

HEART PARTNERSHIP:

Survey conversations revealed that even those who were not intentional in their equipping or engagement with this opportunity benefited and were encouraged by the project. These churches still used booklets sent, had members becoming more active as a result, had members taking booklets to 'no circulars' homes, and desired to continue to receive our monthly church leaders updates (which is the single requirement of partnership with us for a church) so as to be connected with these national gospel efforts, and accompanying outreach-equipping resources.

RESOURCING CHURCHES

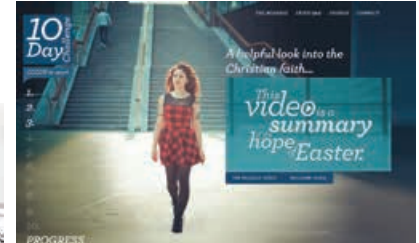
- New sermon + study series (4 weeks each) created for free church use: 2
- New smartphone app created for 10 Day Challenge: 1
- Because We Care' equipping videos played by churches and Shine TV: 6
- Shine TV weekly audience: 141,000 'Source: Nielsen CMI Q1 17 — Q4 17. All people 10+ (Watched in last 7 days)
- Number of initial 'A minute in history' radio spots created: 27
- Number of different ads for Rhema Media usage created to bring creativity to the radio-based promotion, encouragement and equipping of believers throughout New Zealand: 20
- Rhema Media's Life FM / Rhema / Southern Start weekly audience: 207,200 ('Source: GfK New Zealand Commercial Total NZ Survey 1 2018 Cumulative Reach, All 10+, Mon-Sun 12mn-12mn)

FINANCES

- Budget: \$600,000.00
- Income: \$597,675.42
- Expenses: \$587,585.54



Thank you for your support to the
Hope Project



Please continue to support these annual efforts so the Christian Church in Aotearoa-New Zealand can have a voice in the public square at Christmas, Easter, and to promote what churches are doing for families.

AllTogether.co.nz
AllTogether.co.nz/donate





shiningLIGHTS
TRUST

Helping the Church see afresh what it has!

Tel: +64 7 576 9083 | admin@shininglights.co.nz | www.shininglights.co.nz | PO Box 6078 Tauranga 3146