

# Church Initiative launches “Intra-evangelism” strategy to reach lost churchgoers and notional Christians in the “7:21 Window.”

**WAKE FOREST, NC** -- Recent data from the Barna Research Group reveals that **50% of Protestant churchgoers in the United States are not born again.** In addition, Barna has discovered that **44% of Americans are “notional Christians.”** These 90 million people describe themselves as Christians but do not believe that their eternal hope is based on a personal relationship with Jesus and a belief in His death and resurrection.

In response to this crisis, Church Initiative has launched a bold **intra-evangelism strategy** called *Facing Forever* to reach lost churchgoers and notional Christians.

## Reaching the “7:21 Window”

These statistics are fully in line with biblical teaching. In **Matthew 7:21**, Jesus said, “Not everyone who says to me, ‘Lord, Lord,’ will enter the kingdom of heaven.” He also says that many will cry out, “Lord, Lord,” only to hear Him say, “I never knew you.” (Matt. 7:22-23).

The staggering numbers of lost churchgoers and notional Christians mean that a wide window for ministry is open; the “7:21 Window.” The pressing question, then, becomes, “How does the church reach the 7:21 Window?”

## The Intra-Evangelism Solution

Church Initiative, a church-equipping ministry, has **created an effective strategy for reaching the 7:21 Window.** The strategy is “Intra-evangelism.”

“Intra-evangelism,” says Church Initiative, “is a dynamic outreach to lost churchgoers and notional Christians.”

Intra-evangelism consists of two elements:

1. It is **“evangelism”** in that its goal is to reach the lost.
2. It is **“intra”** in that it targets lost churchgoers and notional Christians.

## Why Churches Need an Intra-Evangelism Strategy

First, the need for intra-evangelism is huge. Although some church leaders may believe their church is exempt from having significant numbers of lost churchgoers, the evidence strongly indicates otherwise.

Second, intra-evangelism will lead to a spiritual awakening within churches. As the percentage of Christians in a church increases, spiritual vitality will also increase as more people will use their gifts, talents, and resources for the Lord. As a church focuses on strengthening its own spiritual condition, it will become better equipped to reach the lost beyond its own walls.

## Facing Forever: The Intra-Evangelism Strategy

Church Initiative has developed a bold intra-evangelism strategy called *Facing Forever*. *Facing Forever* is a dynamic 13-week video series designed to reach lost churchgoers and notional Christians. Done in a television magazine format, *Facing Forever* features interviews with Christian experts and real life stories. Group members meet weekly to watch informative videos and discuss the content.

## What Church Leaders Are Saying About Facing Forever

**“Facing Forever needs to be used in every church across America,”** says Franklin Graham, president of Samaritan’s Purse.

**“I heartily recommend this video series as a valuable evangelistic resource for churches,”** states Luis Palau, founder of the Luis Palau Evangelistic Association.

**“I recommend Facing Forever as a wonderful tool that will impact lives for God’s kingdom,”** says Bill Bright. ■

## Discover the Intra-evangelism solution!

See next page for details...



Now your church can have an intra-evangelism strategy that works. *Facing Forever* is the perfect tool for bringing those in the “7:21 Window” into vibrant Christian living. The combination of videos and workbooks will stimulate meaningful discussion and lasting change.

### Facing Forever topics:

**Facing Your Forever Spiritual Checkup Heaven**  
**What About Hell?**  
**Finding Forever (part 1)**  
**Finding Forever (part 2)**  
**Many Paths To God?**  
**Peeking Behind the Curtain**  
**Road Map To Eternity**  
**Eternity Revealed**  
**Roadblocks To Eternity**  
**Living Forever Now**  
**The Journey Continues**

### Facing Forever experts:

**Kay Arthur**  
**Dr. Richard Bewes**  
**Dr. Bill Bright**  
**Dr. Larry Crabb**  
**Elisabeth Elliot**  
**Franklin Graham**  
**Dr. E.V. Hill**  
**Barbara Johnson**  
**Anne Graham Lotz**  
**Dr. Erwin W. Lutzer**  
**Dr. Luis Palau**  
**David Robinson**  
**Dr. Joseph Stowell**  
**Joni Eareckson Tada**  
**Dr. Ravi Zacharias**

For a more complete treatment of “intra-evangelism” see the article “Lost in Church” at <http://www.intra-evangelism.org>

# Your complete Intra-evangelism tool kit

## Video sessions

Thirteen fascinating video sessions, averaging 25 minutes in length, are included in your kit. The videos are produced in an interesting television magazine format, designed to keep your group involved and to stimulate lively conversation in the group discussion time which follows the viewing of each video.

## Workbook

The *Facing Forever* kit includes 5 participant workbooks with a Gospel presentation, a notetaking section, a daily personal Bible study, insights from prominent Christian leaders, a recommended reading list and other informative resources. Purchase additional workbooks for each *Facing Forever* group participant to equip them with essential Bible study and devotional tools.

## Leaders Guide

The *Facing Forever* Leaders Guide offers strategies for effective and creative ways of deploying the material within your church and in your community. An extensive publicity section is available within the Leaders Guide to publicize your *Facing Forever* program.

## Additional Ministry Tools

You may also purchase additional publicity materials to promote *Facing Forever* within your church and throughout your community:

## Publicity Brochures

Attractive, professionally designed four-color brochures. Shipped flat in packages of 100 with a space to insert information about your group.



You may return the materials within 30 days of receipt for a full refund of the purchase price (excluding shipping charges).

**Satisfaction Guaranteed**

## Publicity Posters

Colorful posters sized for display on bulletin boards. Shipped 50 posters per package, each poster contains a space for publicizing the specifics of your *Facing Forever* group.

**Additional workbooks \$12 each. Receive 4 FREE workbooks on your first order of 10 or more** (orders must be placed no later than 45 days from date of initial kit purchase).

**About Church Initiative** - Church Initiative is a church - equipping ministry based in Wake Forest, NC. Thousands of churches in all 50 states, throughout Canada and 20 other countries have been equipped with Church Initiative resources. In addition to *Facing Forever*, we publish *GriefShare*, a grief recovery support group resource; *DivorceCare*, a divorce recovery support group curriculum; and *Before You Divorce*, a marriage crisis counseling tool.

## Shipping Information - Int'l shipping charged at cost.

<i>Facing Forever</i> Kit (\$160) .....	\$7.50 (per kit)
<b>Purchase Price</b>	<b>Shipping</b>
\$0 - 599.99 .....	7.75%
\$600 and over .....	4.5%
Minimum shipping charge \$6.00	
Prices are subject to change	

QUAN	ITEM	PRICE
_____	<b>Facing Forever Kit</b>	
	\$160 per kit	\$ _____
_____	<b>Additional Workbooks</b>	
	\$12 each	\$ _____
_____	<b>Pkg(s) Publicity Brochures</b>	
	\$10 each	\$ _____
_____	<b>Pkg(s) Publicity Posters</b>	
	\$7 each	\$ _____
	<b>Shipping</b>	\$ _____
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	(North Carolina add 7.75%)	\$ _____
	<b>Total</b>	\$ _____

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