

He Gets Us™



CATALYZING A REDEMPTIVE
JESUS MOVEMENT:
PAIRING THE AIR & GROUND GAMES

Jason Vanderground, HAVEN | a creative cub
Nancy Smith, Gloop

THE AIR GAME

MOVING CULTURE. *MOVING MISSION.*



How did the world's greatest love story become known as a hate group?



CAMPAIGN OBJECTIVES

1

Raise the respect and relevance of Jesus

2

Call up Christians to best reflect Jesus' love in their interactions with others

TWO BRIDGES LEADING TOWARDS JESUS

He Gets Us™

ADS, MEDIA, PUBLIC WEBSITE



Partners

BIBLE-CENTERED CHURCHES, JESUS FOLLOWERS

FULLY HUMAN
JESUS

FULLY GOD
CHRIST

FAITH
JOURNEY



On Ramp: HeGetsUs.com

Journey Partners: HeGetsUsPartners.com



2023 PROJECTIONS

3

BILLION

Video Views

765

MILLION

**Digital Media
Engagements**

36.5

MILLION

Website Users

1.37

BILLION

Website Activities

SPORTS PARTNERSHIPS

Impactful Sponsorships of Professional Teams



Engagement has included:

- TV-visible signage
- Themed nights in venue
- Broadcast features
- On site activation and giveaways
- Hospitality suites
- Player meet and greets





695!! Albert Pujols hits pinch-hit go-ahead home run for his 695th dinger of his career!



MLB

4.02M subscribers

Subscribe

6.6K



Share

Save





Jesus left it all on the field. HeGetsUs.com



HeGetsUs.com

Jesus left it all on the field.

43 CLIFF HARRIS 1970-1979

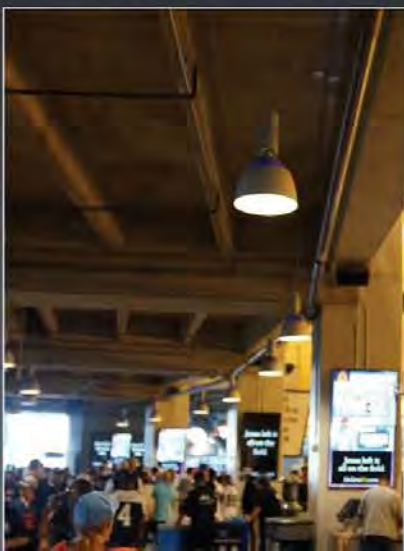
OR RA



He gets us.
All of us.

Jesus

HeGetsUs.com



Jesus left it
all on the
field.

HeGetsUs.com



11



HeGetsUs.com

A Place For the Spiritually Open



Mobile-first Experience

Relaunched mobile-first experience in mid-September as a content hub

Media Site

Modeled after media site vs a corporate landing page

More Stories

Added even more relatable stories for how Jesus handled common experiences

Encourages Learning

Goal is to get those who are spiritually open to want to learn more about Jesus

LAUNCHED MERCH. FORGIVENESS NEEDED.



Online Store

T-shirts, hats and bumper stickers at unheard of prices



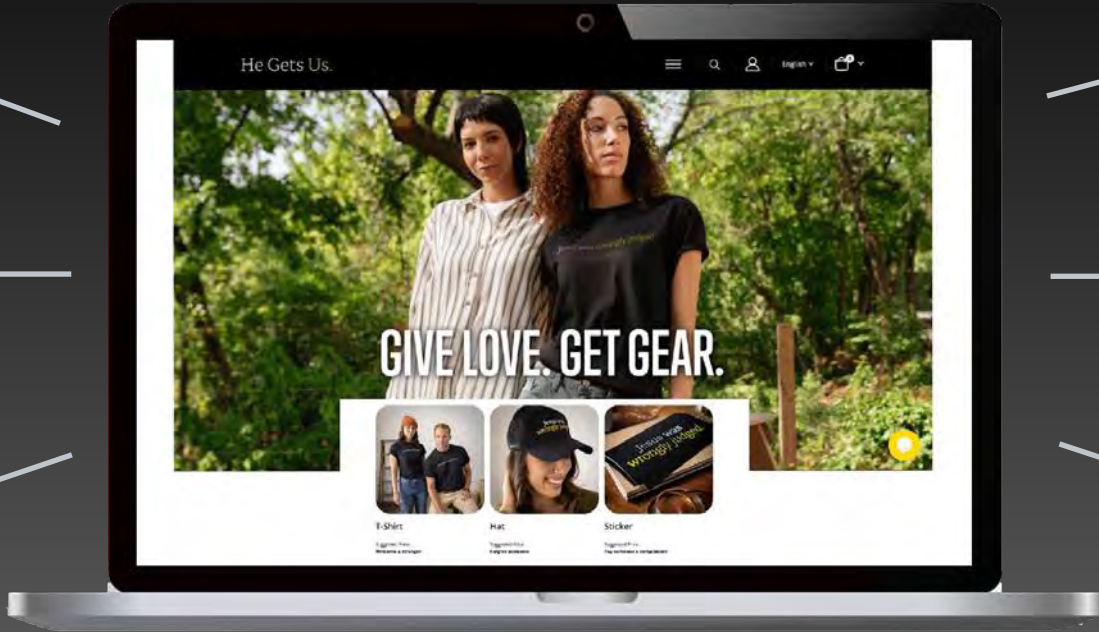
Costs

Forgive someone, welcome a stranger or love your enemy



Share

Full cost includes:
Story shares on
Instagram or Twitter



Encourages Involvement

Sparks beginning of HGU movement



More Messaging

Items feature messages like
Jesus Was Wrongly
Judged, Jesus Was a
Refugee



Perfect Testing Opportunity

Testing program to determine
demand for 2023

WHAT'S NEXT?

OUR SUPER MOMENT

Super Bowl LVI, 2.12.23 • Glendale, Arizona



Theme
Third Way

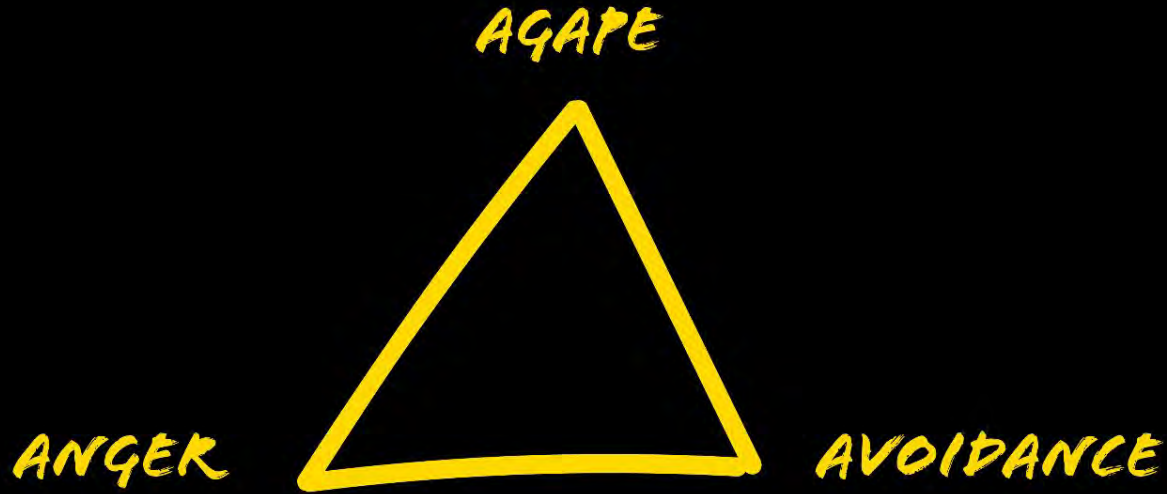


Jesus will be part of the largest cultural moment of the year



Move from Raise + Respect,
Adding Call Up to Reflect + Respond

"THE THIRD WAY" OBJECTIVE



We will equip, challenge, and encourage Jesus followers to demonstrate Jesus' confounding love



YOUR TURN

SHARE

How likely would you be to
promote or share this ad?

Go to **Slido.com**

Enter code: **HGUJesusNowSummit**



SHARE

What would need to be true,
if anything, for this ad to
serve your ministry well?

Go to **Slido.com**

Enter code: **HGUJesusNowSummit**





YOUR TURN

THE GROUND GAME

**THIS WILL BE A SUSTAINED
NATIONAL CONVERSATION.**

Friends, family, neighbors,
co-workers are going to see
the ads everywhere.





ARE WE READY?

TWO BRIDGES LEADING TOWARDS JESUS

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YouVersion

CHRISTIANITY TODAY

OneHope™
God's Word. Every Child.



LUIS PALAU ASSOCIATION

CHURCHLEADERS



EST. 1980
WHEATON COLLEGE
BILLY GRAHAM
CENTER

FAITH
JOURNEY

FULLY HUMAN
JESUS

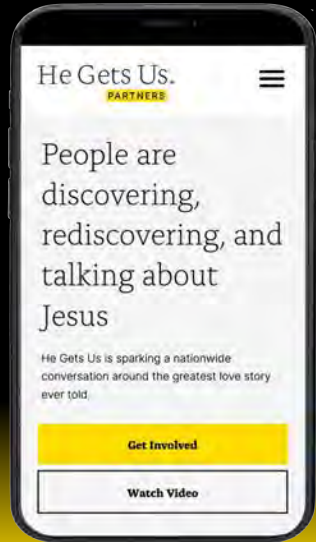
FULLY GOD
CHRIST

On Ramp: HeGetsUs.com

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HeGetsUsPartners.com

A Place For the Christian Ecosystem



For Christian Leaders

Ministry leaders—from Churches and Denominations to Parachurch and Media—can learn more about the campaign.

See the Ads

Understand the ad themes and approach.

Get Involved

A variety of ways connect to the campaign.

Resources

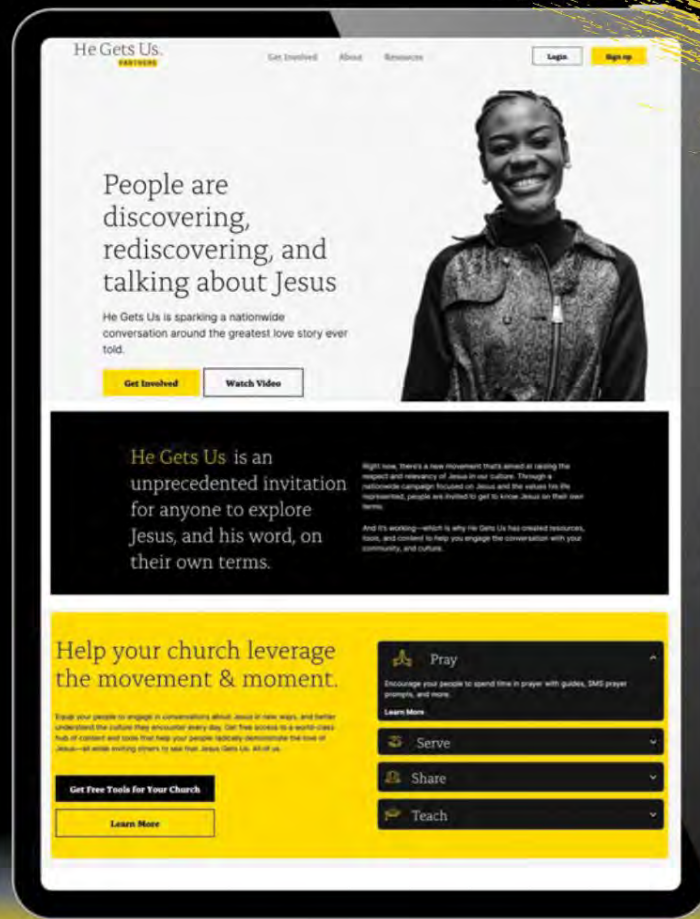
Free resources to help Church leaders get their communities join the movement.

THE HE GETS US HUB

Onboarding Churches to be “He Gets Us Ready”

Church resources include:

- Sermon series
- Bible studies
- Small group guides
- Shareable social assets
- Downloadable Ads
- Webinars
- Articles & Resources (Relevant, CT, Alpha, WCBGC, etc.)
- Texting



THE RESULTS SO FAR

14,400

Churches

166

Churches
average/day

21,000

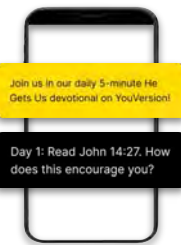
Churches connected to HGU by 1/31/23

SUPER BOWL | THE GROUND GAME

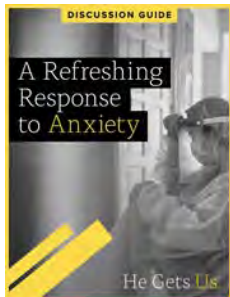
Equipping Christians to Be Ready to Engage

FANS

Equipping Pack



Text Updates



Discussion Guide



Invite cards & stickers



Book

CHURCH LEADERS



Sermon Outlines



Group Guides

PAIRING

THE AIR + GROUND GAMES

CATALYZING A MOVEMENT FOR JESUS

WHAT DO WE SEE?



REFLECT

What are the current barriers to effectively connect the air game to the ground game?

1 Overall

2 For your own ministry?

CATALYZING A MOVEMENT FOR JESUS

WHAT DO WE SEE?



SHARE

Share your thoughts with one another

CATALYZING A MOVEMENT FOR JESUS

WHAT DO WE SEE?




REPRESENT

Pick one
spokesperson



Share three highlights
from your circle discussion



CATALYZING A MOVEMENT FOR JESUS

WHAT COULD WE DO?

As a group chose **1** challenge/barrier

CATALYZING A MOVEMENT FOR JESUS

WHAT COULD WE DO?



REFLECT

In what ways could He Gets Us address this challenge?

In what ways could you step in to address this challenge?

What would you need?

CATALYZING A MOVEMENT FOR JESUS

WHAT COULD WE DO?

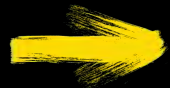


SHARE

Share your thoughts with one another

CATALYZING A MOVEMENT FOR JESUS

WHAT COULD WE DO?



REPRESENT

Spokesperson:

Share highlights (surprises, excitement, renewed commitment) from your circle discussion



WRAP UP

➔ The He Gets Us Team will be praying for you

➔ Follow up with new friends
and connections you've made today

➔ Want to pursue ideas with our team?
Email **Nancy Smith** at nsmith@gloo.us.



A black and white photograph of a woman in a workshop, smiling and holding a marker. She is standing in front of a glass surface where the words 'THANK YOU' are written. The background shows industrial equipment like a forklift and shelves.

THANK YOU

 **HAVEN**[™]
a creative hub

He Gets Us™