

# JESUS NOW NOW JESUS

He Gets Us.®

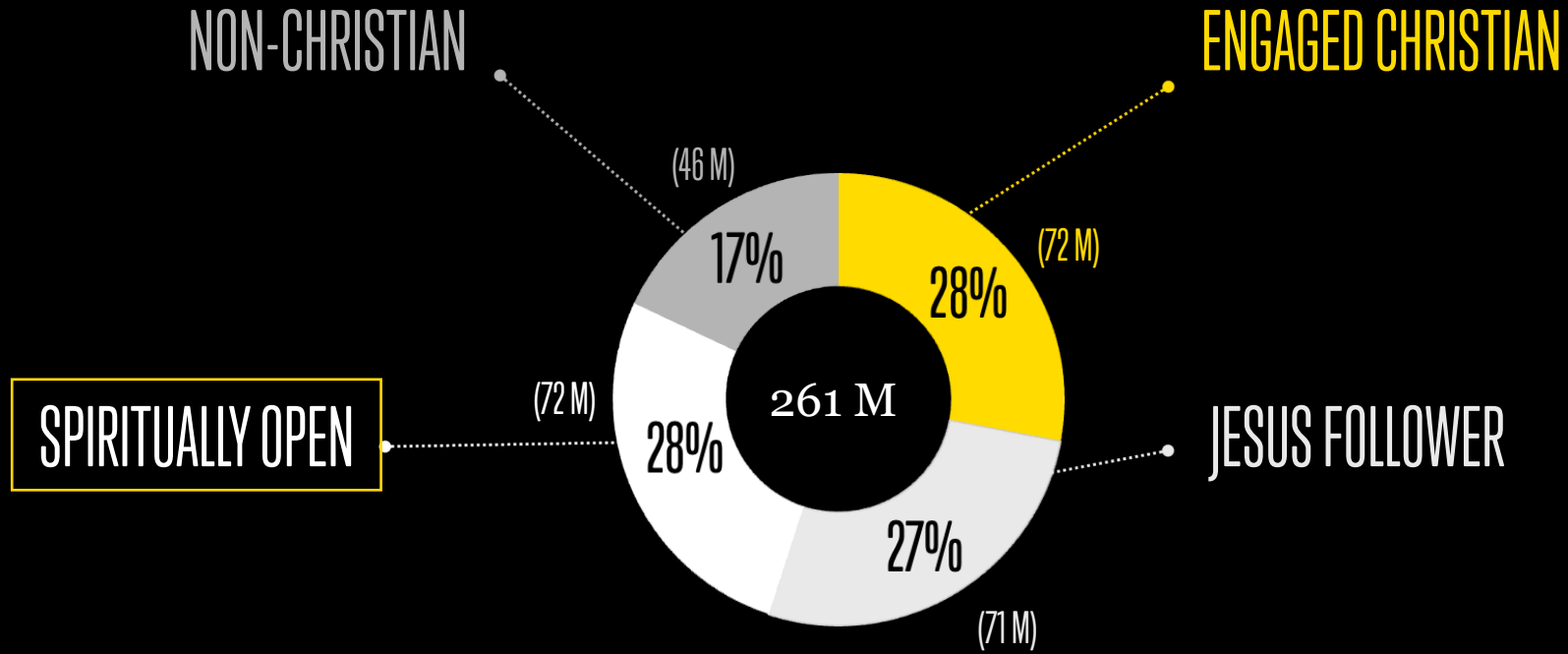


THE  
GETS  
ON

**“INCREASE SALES.”**

“HOW DID THE WORLD’S GREATEST LOVE STORY  
BECOME KNOWN AS A HATE GROUP?”

# JESUS CONTINUUM



3 A voice of one calling:

“In the wilderness prepare  
the way for the Lord;  
make straight in the desert  
a highway for our God.

4 Every valley shall be raised up,  
every mountain and hill made low;  
the rough ground shall become level,  
the rugged places a plain.

5 And the glory of the Lord will be  
revealed, and all people will see it  
together. For the mouth of the Lord  
has spoken.”

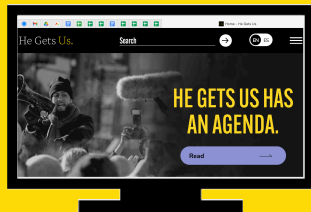
- Isaiah 40:3-5

# CLEAR THE PATH

# He Gets Us.



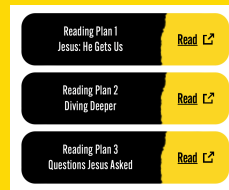
Advertising



Website



Social  
Media



YouVersion

Bible Reading  
Plans



Sports  
Partnerships

# MASSIVE AWARENESS GROWTH





CAMPAIGN TO DATE

# ACHIEVED HIGH LEVELS OF KEY METRICS

6.3

Billion Video Views

724

Million Digital Media Engagements

18.9

Million Website Users

10.2

Million Website Activities

# INCREASED ENGAGEMENT & COMMUNITY



380,053

Bible reading plan subscriptions with a 62% completion rate



146,486

Merch orders (hats, shirts, water bottles)



153,784

Social Media Followers (Facebook, Instagram, X)



61,091

Text Subscribers

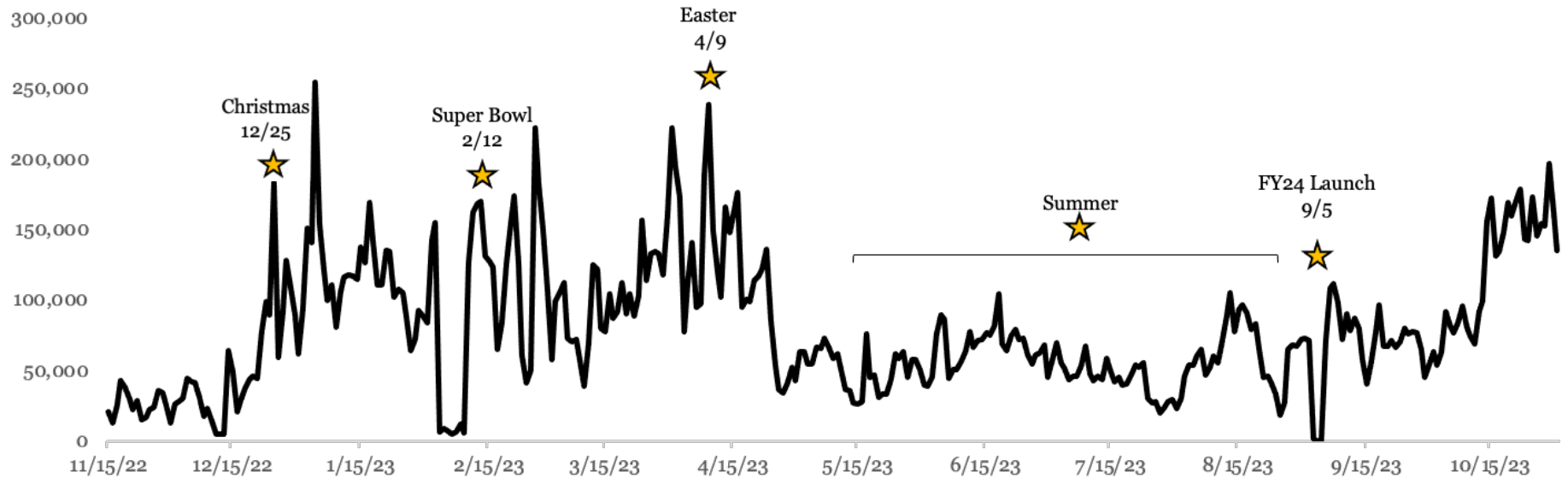
---

741,414

Total

NOVEMBER 2022 – OCTOBER 2023

# STEADY SIGNIFICANT INCREASE OF SEARCHES FOR JESUS



He Gets Us.

# MESSAGING ABOUT JESUS' HUMANITY

Caused People to Google Divinity-Related Questions

Is Jesus God?

Who is Jesus?

How do I accept Jesus?

Learn more about Jesus/God?

How to get closer to Jesus?

Chat about God/Jesus?

Start reading Bible / Reading about Jesus?

How to know/find/speak to God/Jesus?

# INCREASED THIRST FOR DEEPER GOSPEL CURIOSITY

“Is there proof that  
God/Jesus existed?”

1,391%



“How do we know that  
Jesus is God?”

1,200%



# IMPACT

"I'm not even religious, but I love your ads. You are doing god's work!"

"I'm an atheist, and I have a lot of questions... How can I donate to this?"

"I made a huge lapse in judgement that resulted in losing my job. I started battling thoughts of suicide and was spiraling. I needed to clear my head so I turned on the ball game, feeling gutted, wondering if I could be forgiven. Then, this was on the TV. I cannot thank you enough. You may have saved my life."

"Thank you for doing this!! Political division has infiltrated my faith. My disgust in all the lies had pulled me away from God, and therefore Jesus. Your ads have begun to open my heart again."

THE  
GETS  
ON

How do you feel after seeing  
the previous ads?

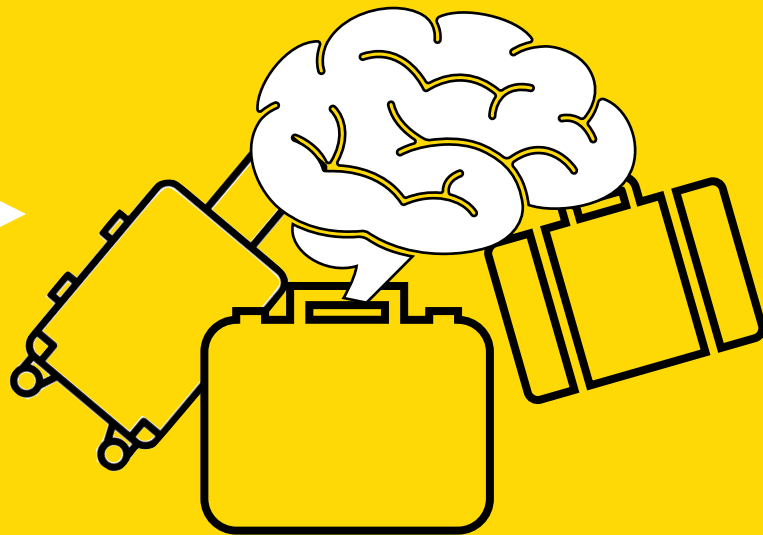






He Gets Us.

# "JESUS"



He Gets Us.

# "NICE ADS, BUT..."



[Redacted] 11w

The hypocrisy of evangelical Christians is without a doubt the biggest indicator of how rotten to the very core the various churches of faith have become. Jesus preached Love. That's it. And when I look at abortion rights, but no compassion for social programs to help the mother, greed and wealth of pastor like Jesus would have had nothing to do with modern Christians. It was Paul who introduced concepts that Jesus never spoke on.



[Redacted]

I am very confused by it. Traditional right-wing "Christians" or "Evangelicals" HATE immigrants of all kinds. I really don't know what audience you are trying to reach.



[Redacted]

If Jesus believed in loving others, why do so many Christians hate people who are different than them??



[Redacted] 12w

And yet very few Christians in the modern day practice this. It's like they jump right over the "unconditional love" and go right to "fire and brimstone." Please, fix your congregations and churches before you force your propaganda on everyone else



[Redacted]

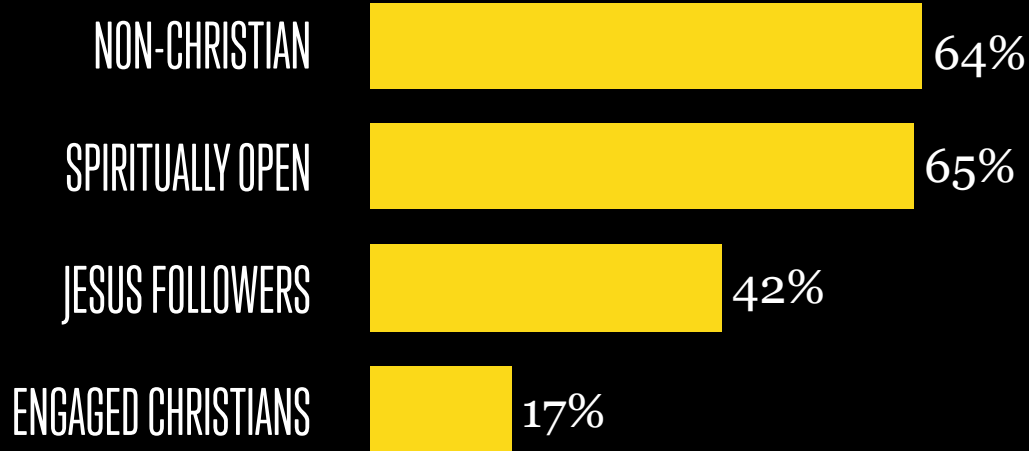
He would be disgusted with the politics and fake christians. Like where he tossed all the tables in the market, like that!



[Redacted]

So, why is it the most hate filled people on Twitter always state Christian somewhere in their profile?clean up your own house before you come on here telling everyone else how to behave.

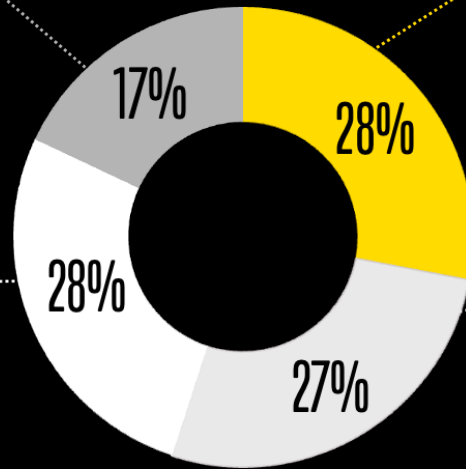
# CONCERN WITH CHRISTIAN FAILINGS



# JESUS CONTINUUM UPDATE

NON-CHRISTIAN

ENGAGED CHRISTIAN



## SPIRITUALLY OPEN

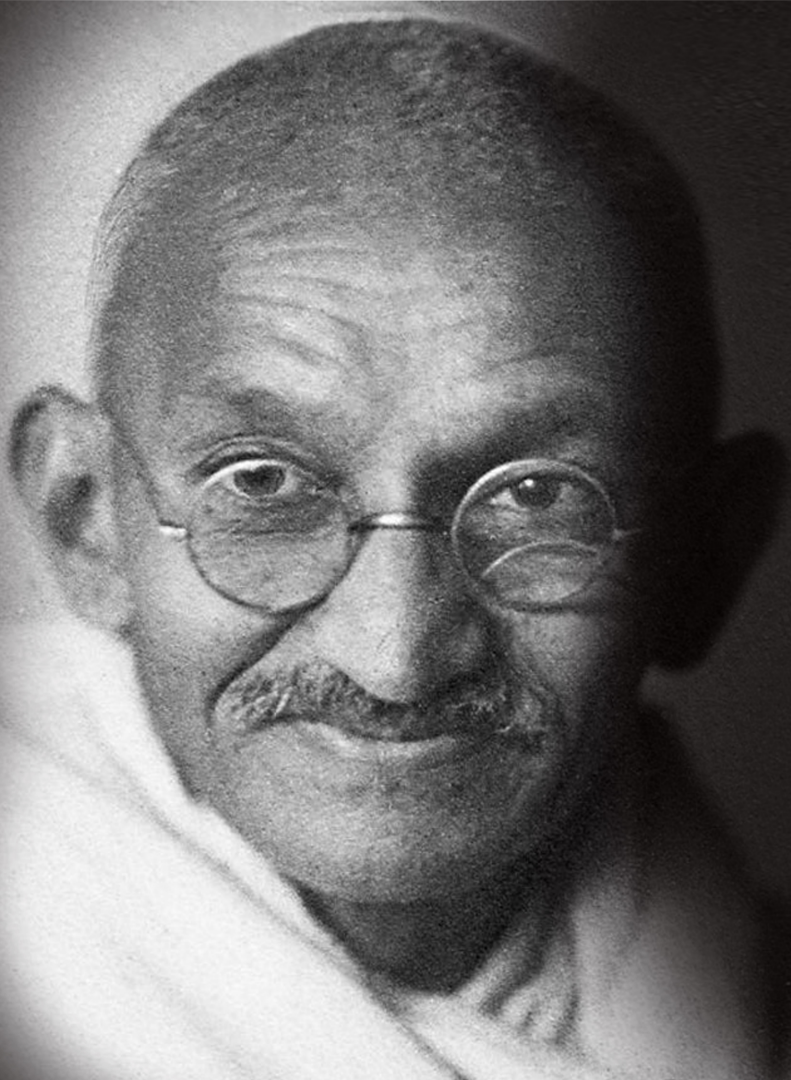
I do not need to go to worship service to believe or grow in faith

The critical culture of churches has hampered my faith

JESUS FOLLOWER

“THE MAJORITY OF AMERICANS HAVE SIGNALLED THAT THEY ARE WILLING TO CONSIDER EXPLORING SPIRITUALITY... THE CHALLENGE FACING THE CHURCH AND PARACHURCH MINISTRIES IS **WHETHER THEY ARE READY AND ABLE** TO MEET THE SPIRITUALLY OPEN - WHERE THEY ARE, AS THEY ARE. OUR DATA SHOWS THAT THE **CHURCH HAS REAL WORK TO DO** TO BRIDGE THE TRUST GAP FOR PEOPLE WHO ARE SPIRITUAL, BUT NOT RELIGIOUS.”

- DAVID KINNAMAN, BARNA



“

“I like your Christ, I do not like  
your Christians.  
Your Christians are so unlike  
your Christ.”

# THE BACKSTORY

We, the Body, are one of the major obstacles in the way.



THE  
GETS  
ON



# LOVE YOUR NEIGHBOR

He Gets Us.

How do we...

IDENTIFY

TALK TO

THINK ABOUT

ACT TOWARD

...our neighbor?

THE  
GETS  
ON

What are the top 1-3 essentials for the Church in America to address to reach those who are spiritually open, but not yet following Jesus?



What are the top 1-3 essentials for the Church in America to address to reach those who are spiritually open, but not yet following Jesus?

“Answering hard questions intelligently and with nuance, mixed with truth and grace. Hypocrisy that is so prevalent in the American church: meaning that the world sees an incongruence between what we profess to believe and how we live.”



What are the top 1-3 essentials for the Church in America to address to reach those who are spiritually open, but not yet following Jesus?

“Critical thinking around crucial questions the open are asking. Have we asked those questions of ourselves? Have we done some good wrestling?”



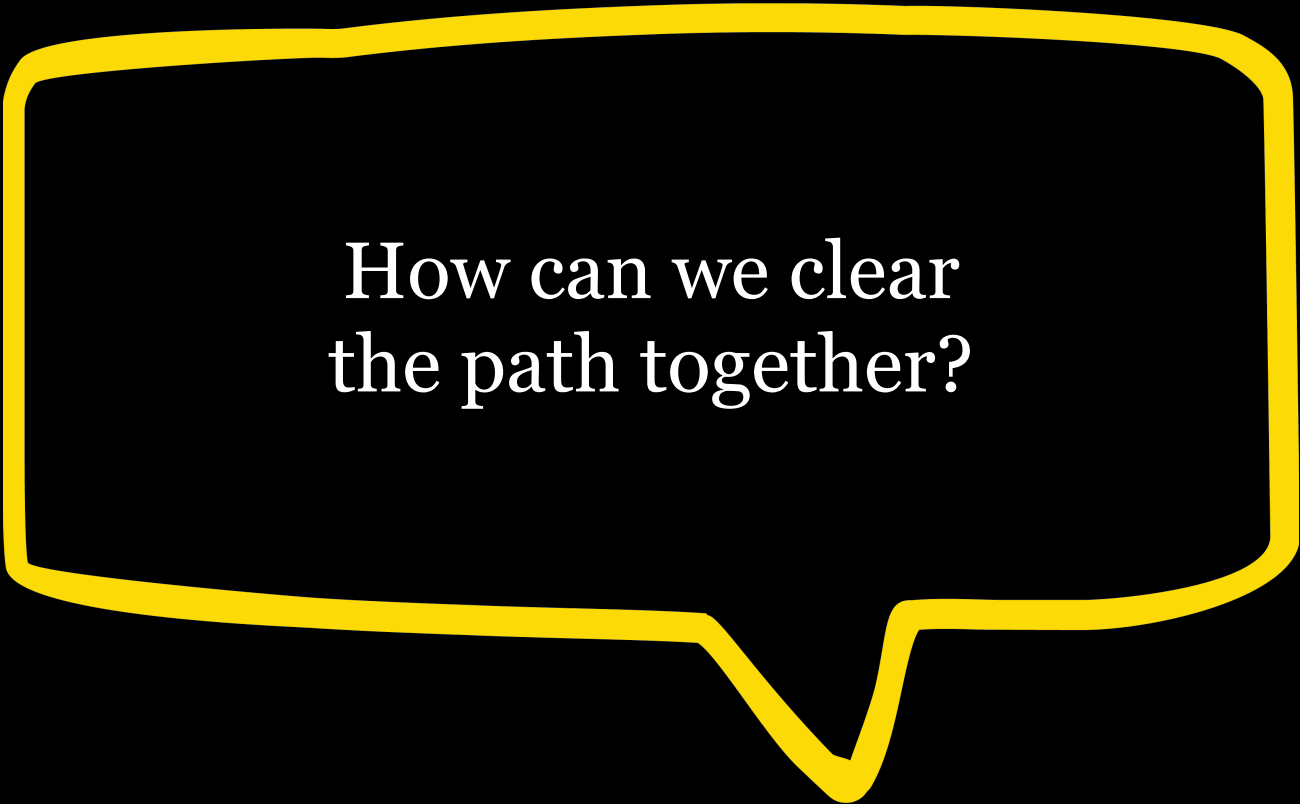
What are the top 1-3 essentials for the Church in America to address to reach those who are spiritually open, but not yet following Jesus?

“1) Authentic and unexpected compassion always speaks louder than preaching. 2) Need to be honest about the liabilities within the institutions of our American Church.”





“A new command I give you: Love one another.  
As I have loved you, so you must love one another.  
By this everyone will know that you are my  
disciples, **if you love one another.**”  
- Jesus



How can we clear  
the path together?