



Questions & Answers

What is "Find it Here"?

"Find it Here" is a major evangelistic campaign to deliver the Gospel to 1.5 million households across Kentucky in the weeks leading up to Easter Sunday 2010.

It is part of the GPS (God's Plan for Sharing) initiative of the North American Mission Board aimed at fulfilling the Great Commission in the United States and Canada by 2020. The Kentucky Baptist Convention is partnering with NAMB and Baptist associations to conduct the campaign in Kentucky. Similar campaigns will be taking place in other state conventions as well.

Why is it needed?

People need the Lord. While Kentucky is blessed with many growing and thriving Christians and churches, so many of our neighbors have yet to discover a vital relationship with Christ. Right now we are failing to keep up with population growth in reaching our state for Christ. "Find it Here" is designed to be a "discussion starter" among spiritually-seeking non-Christians to open the door for personal evangelism by caring Christians.

How will it work?

Through "Find it Here," Kentucky Baptists will seek to distribute a printed Gospel presentation to every Kentucky household possible between March 6 and March 21, 2010. The Gospel presentation will be made by hand-delivering a plastic bag containing a specially designed brochure. The brochure has a Gospel message that directs the reader to the FinditHere.com website and a mailback card for ordering a free book.

The website is designed specifically for unchurched people. Visitors to the site can see video testimonies, learn more about Jesus' love, find a Southern Baptist Church in their vicinity and download a free e-book.

Churches will be supported in the Gospel distribution through a national media campaign. NAMB and the KBC will be purchasing radio and TV time to reinforce the message of the brochure. The spots will

encourage individuals to visit the FinditHere.com website or to call a toll-free number to NAMB's Evangelism Response Center where they can receive spiritual counseling.

How is the "Find it Here" campaign structured?

"Find it Here" has three phases – 1) Prayerwalking and Preparation, 2) Gospel Distribution and Media Campaign, and 3) Follow-up.

- **Prayerwalking and Preparation** – In the Prayerwalking and Preparation phase, which runs through February of 2010, churches will work with their director of missions, association moderator or state convention representative to select a geographic area to cover. Churches are then strongly encouraged to prayerwalk their selected area and begin other preparation activities. Preparation activities may include taking steps to improve "first impressions" of church facilities, training members to be witnesses and starting new missions or ministries specifically designed to reach unchurched people. During this phase, churches will also order the number of bags and brochures they will need to cover their selected area and may choose to design and print a supplemental brochure about their church to include in the bag with the Gospel presentation. (The bags and brochures will be ordered through association offices in most cases. Churches will need to pick up their materials from the association office and insert the brochure into the bags for distribution.) A Church Preparation Guide, available for download at www.kybaptist.org/findithere has been prepared to help churches in this phase.
- **Gospel Distribution and Media Campaign** – The Gospel Distribution will be conducted March 6-21, 2010, when church volunteers will distribute the bags and brochures to every household possible within their assigned areas. At the same time, NAMB and KBC will be airing a 30-second TV spot and a 60-second radio spot supporting the Find it Here campaign. Associations and churches that would like to supplement the media campaign will be able to do so using the spots and other media campaign materials. The March 6-21 time frame was selected because it leads in to Easter Sunday, April 4, 2010. Research shows that unchurched and de-churched individuals are most likely to be willing to attend a church at Easter or Christmas.
- **Follow-up** – Follow-up is a crucial part of the "Find it Here" campaign. The mailback cards from the Gospel distribution will be returned to the KBC so that the order for the free book can be fulfilled. The data collected from the card will be returned to the church and association. Likewise, NAMB will forward the data collected from individuals who register on the website or call the toll-free number to the state convention for distribution to the churches for follow-up. In addition, churches will need to be prepared to follow up with individuals who visit as a result of the "Find it Here" campaign.

How can "Find it Here" help my church?

Although its primary purpose is to sow the seed of the gospel among the lost, "Find it Here" can also be a tremendous benefit to your church. First, the campaign is an easy way for all of your church's members to get involved in evangelism. Whether through praying at home, prayerwalking, sprucing up your church facilities, working to implement new ministries, or delivering bags door-to-door, there's an important job that fits within every member's abilities. "Find it Here" also gives your church a fresh reason to make personal contact with every family within your church field. As new people are reached and visit your church, your church will experience the joy and excitement of seeing people come to Christ. And as church members disciple these new Christians, they in turn will grow stronger in their own faith.

Is there a cost involved?

Yes, but you will decide how much this cost will be. The North American Mission Board and Kentucky Baptist Convention, through your gifts to support missions through the Cooperative Program and Annie Armstrong Easter Offering, are covering the bulk of the costs of implementing "Find it Here," including the media campaign, website and the free book sent to individuals who respond to the campaign. Churches are being asked to buy the plastic bag and Gospel presentation brochure for the number of homes they commit to reaching. The bag/brochure unit is estimated to cost approximately 10 cents each and will be ordered in bulk through your association. (If your association is not participating in "Find it Here," orders will be handled by the state convention office.)

Beyond the cost of the bags and brochures, any additional spending will be a decision of the individual church. For instance, your church may choose to add a brochure or flyer to the bag with the Gospel presentation to promote a new ministry or to invite the household to visit your church on Easter Sunday. You may also choose to purchase banners or yard signs. Artwork for billboards has also been created. Your church could also decide to supplement the "Find it Here" media campaign by buying additional air time or newspaper ad space.

What if our church's field of ministry overlaps with that of another church?

Cooperation is a hallmark of Kentucky Baptists and churches are encouraged to work together to ensure that every household is reached. Unfortunately right now, there are more lost people out there than present church facilities can handle so geographic area should not be an issue. Association directors of missions and moderators will work with pastors to determine the "Find it Here" area assigned to specific churches and make sure every home is covered by a church.

Can I see the TV spot now?

Yes. The TV spot has already been created and is available for you to view on the FinditHere.com website. This spot was used in five pilot projects in selected communities across the nation leading up to Easter 2009 as part of the North American Mission Board's preparations for next year's "Find it Here" media campaign.

What resources are being provided by the KBC?

The KBC is posting resources for churches at www.kybaptist.org/findithere. Available resources include a Church Preparation Guide, a prayerwalking training presentation and evangelism training tools. Materials will be added throughout the year as they become available. Additional resources are also available through the North American Mission Board's GPS site at www.gps2020.net.

How do I sign up?

There's no formal dotted line to sign. If your church would like to participate in "Find it Here," please let your director of missions or association moderator know. (If your association is not participating in "Find it Here," you can also notify the KBC Evangelism Growth Team office by sending an e-mail to evangelism@kybaptist.org or by calling 502-489-3576 or 866-489-3576.