





STRATEGIC EVANGELISM

As a young missionary in Africa, Ziden Nutt realized the good news about Jesus wasn't getting through to the crowds when he showed the films he brought from the United States, so he stopped showing them. One day a local believer challenged Ziden to make his own films. God used this suggestion to plant the seed which grew into the ministry of Good News Productions, International. Ziden produced the first film strip within the next few years. It featured Africans and reflected the local language and customs, and the people responded joyfully to this strategic evangelism.

Our GNPI team defines *strategic evangelism* as “using carefully designed processes to share the gospel with all people,” and this guides everything we do. The impact continues today in 191 countries.

Pastors in Uganda who've been praying for new opportunities to teach about Jesus are taking turns using 14 Solar Kits. Our staff at GNPI-Uganda works with the pastors to load the content they need on SD cards. The evangelists travel with the Solar Kits, using various modes of transportation, to the villages in order to project the videos on makeshift screens of white bed sheets strung between trees. In 2018, they reached out to more than 11,000 people who are living without electricity.

After watching the videos, villagers are eager to discuss practical issues with the pastors. The topics unlock interest and discovery as dialog continues about how Jesus wants his people to live. The villagers often invite the pastors to return, and additional prayer, media, and conversations point



them back to scripture. Some of the families are meeting and studying together in small gatherings as God steadily transforms them into godly leaders. They bring their families, and the pastors continue to encourage and train them. New church plants are growing, and 183 people have been baptized this year as a result of this effort. Pressing into cultural questions while seeking biblical solutions is the key.

The digital world allows people and organizations to discover, communicate, and connect with target audiences. With your help, GNPI teams learn about the needs of people and then

prayerfully create and distribute effective media with the intent of building relationships. Because it's relationship-based, strategic evangelism looks different depending on where it's used. We get to know a culture, develop a plan, execute it, and track its effectiveness. Your support allows us to prioritize follow-up with individuals who want to know more.

Strategic evangelism isn't just our initiative; it's God's story all over the world. Look inside to see how you are creatively sharing Jesus through your partnership with GNPI.





Financial Support and Stewardship

2018 Support

Churches: 46%
Individuals: 36%
Others¹: 18%

2018 Spending

Programs: 80%
Administration: 13%
Fundraising: 7%

Total Income²

2014: \$2,313,098.10
2015: \$2,154,541.95
2016: \$2,042,369.04
2017: \$2,558,156.98
2018: \$2,019,739.92

Annual Expenses

2014: \$2,078,109.89
2015: \$2,152,423.11
2016: \$2,380,518.48
2017: \$2,379,721.88
2018: \$2,272,473.74

¹ Companies, foundations, planned gifts, and nonprofits

² In addition to gifts from donors, total income numbers reflect investments, campaign fund distribution, and services. Full financial reports are available upon request.

GNPI IMPACT

GNPI-SE Asia uses a strategic approach with Buddhists who are seeking the one true God. These partners personally shared the gospel with 4,304 people and baptized 206 people this year. This team also trained 108 people from all over their country to teach others through nine month-long trainings.

GNPI-Kenya creates content aimed at influencing teens and developing Christian character in the next generation. They are reaching more than 2,500 households weekly through the broadcasting of their *Redefining the Church* series on three local stations.

GNPI-India strategically produces broadcasts for a Hindu culture of more than 40 million viewers on Christmas and Easter when families are asking questions about these holidays. The team has communicated with 1,200 families this year to offer additional Christian resources and to connect them with local believers.

GNPI-Manila, Philippines, offers practical principles from God's word through social media platforms. They launched *Asa Ka Pa! (Hope Matters, too!)*, a video devotional for Tagalog speakers, in July. It averages 450,000 weekly viewers.

GNPI-Eurasia carefully ministers to people who've been displaced across Europe following a government invasion. The team shares apologetic resources on three virtual Bible colleges, three Facebook pages, two websites, and a virtual

church. People from 75 countries of the world requested resources from their main content site this year!

GNPI-Piedras Negras, Mexico, is finalizing *The Global Gospel* in sign language. They discovered that resources to share the gospel with the 32 million hearing-impaired people in Latin America are scarce. Another strategic priority for this team is their radio outreach, which provides daily opportunities to encourage and interact with listeners who want to learn about Jesus.

GNPI-Thailand plants seeds of hope through meticulous research for productions and adapting their social media strategy. Viewership of three key productions, *Changed*, *Movement Everywhere*, and *Biblical Extension Courses* in Thai on YouTube has almost tripled this year since boosting the program posts through Facebook. They also began a new project about how to build a strong marriage.

GNPI-Uganda invited pastors to borrow Solar Kits to effectively distribute their videos, especially in rural areas. In the last eleven months, they offered Christian teaching to 11,706 people. One hundred eighty-three people gave their lives to Christ after watching a GNPI video on the Solar Kits.

Visit www.gnpi.org/about/locations for more information about each team, including our Nomad production teams.





IGNITING A MOVEMENT

Timothy P. of GNPI-SE Asia



Saya shares the gospel with people groups in two countries along the Thai border. He attended my one-day seminar a couple of years ago, and last month God brought us together again unexpectedly. He said,

“I open my mouth and speak for Christ. I have mainly used the GNPI charts and the book, *Who Is the True Buddha?* These resources are helpful when introducing people to Jesus.”

One new believer told Saya, “I learned that I was wrong, and I had been worshiping false gods. Now I know that Jesus Christ is the true God. I accepted him as my true God and Savior.”

Saya’s confidence has grown as he shares about Jesus with these simple and strategic tools. Since he started, he’s already led 110 people to accept Jesus as their Lord and Savior and be baptized.

I want to empower Saya to be even more effective, so I invited him to come to one of our trainings. We refer to this training as The Timothy Project, where we work to equip key leaders in each area of our country to be effective evangelists. In November 2017, our team began hosting rigorous, month-long

programs, where students gather from 7:00 am to 8:30 pm daily. They spend time praying for the gospel to bear fruit in their nation, memorizing scripture, and receiving practical training. Topics include personal evangelism, discipleship, and ways to share the gospel through social media.

So far we’ve held ten of these trainings. At the beginning of the year, we invited mission directors, local organizations, churches, and individuals. A total of 108 people attended in 2018, including preachers, evangelists, and local missionaries.

Our team prays that God will send the people he wants to use in SE Asia to these trainings. We ask for his protection, and that he will open the eyes of the people in SE Asia and ignite a movement among five neighboring countries where Buddhists live.

We are currently preparing for the eleventh training in March. It’s a privilege to tell people about Jesus, and God is using your partnership to change this nation! Your gifts allow our team to train leaders to share the good news effectively in this Buddhist region. Thank you for your prayers and support as we multiply disciples in SE Asia.

How Can You Strategically Share Jesus?



INTERCEDE

Every other week GNPI publishes a prayer update from our global network. You can bless the work of national church workers or missionaries by lifting up their needs. Visit www.gnpi.org/pray to sign up.



INQUIRE

Sign up to receive our email updates at www.gnpi.org/update. These updates are delivered on Tuesday twice a month and include stories of how GNPI is equipping the church to share the gospel and how that message is making a difference around the world.



INTRODUCE

If your church, small group, or friends have a heart for strategic evangelism, we'd love to present our worldwide ministry and methods of delivering the gospel with them. Email us at www.gnpi.org/contact to make arrangements for someone from GNPI to visit.



INVEST

We're praying that God will provide for the ministry in 2019. Visit www.gnpi.org/donate to support our regional centers, Project Nomad, Solar Kits, mobile apps, and other exciting projects. Any gift makes a difference as you take the opportunity to share the good news through strategic evangelism and provide effective resources to increase global disciple-making efforts!

You can provide effective resources to increase global disciple-making efforts with a \$100, \$500, or \$1,000 gift to a special project:

NEW ANGLE MEDIA

The last five of the 20 interactive children's stories from the Old Testament and New Testament are in production. Our coworkers are gathering feedback from local people in Indonesia about which terms best communicate within the culture. The need to finalize funding is \$66,175, and the plan is to launch the series this spring.

PROJECT NOMAD IN EURASIA

Training events are scheduled at two Christian universities in July 2019. Estimated expenses are \$5,750.

THE TIMOTHY PROJECT

Timothy P. of GNPI-SE Asia is preparing for the last few trainings in 2019 to reach the goal of 12 month-long trainings of leaders from seven states and seven regions of his country. The investment to complete these trainings is \$44,300.

ONETRIBE PEACE PROJECT

Our team in Uganda is working to finish the last set of episodes in Juba Arabic. For \$3,926, you can sponsor another language of this radio drama, such as Sudanese Arabic, to allow more people to learn about peace in their heart language.

Follow us @gnpiusa. If you see an inspiring GNPI story on social media, please share it with your online friends.



GNPI

GNPI shares the good news through strategic evangelism and provides effective resources to increase global disciple-making efforts.