



Membership Update



January 2009

Mission America Coalition Update

News and Trends

Christian Marketplace Influencers
Executive Marketplace Intelligence for Ministry Decision Makers!

Afterlife Among unchurched adults, 82% of adults aged 20-29 believe a person's spirit exists in an afterlife following death vs. 69% of adults 30 and older. (LifeWay Research Insights 10/31/08)

China The number of Christian bookstores in China is growing rapidly. Just five years ago there were only 20 Christian bookstores in mainland China vs. more than 280 today. Christian bookstores that sell books published by state-owned firms are legal, but publishing is restricted. Currently, Amity Press prints two to three million Bibles per year in Chinese for sale within the country. Distribution is through more than 50,000 state-registered churches and thousands of meeting points. Chinese Bibles do not have an ISBN, which allows for lower pricing, but the lack of an ISBN means they cannot be sold in a bookstore. About 1,000 Christian titles have been published in simplified Chinese with about 400 currently available. (Cook Partners 11/20/08)

Unchurched Teens In the typical church, 3 out of every 5 teens will be unchurched in the next 10 to 12 years. (Enrichment Journal 10/08)

Reincarnated Nearly 25% of Americans believe they were once another person. (Harris Interactive 12/10/08)

Churches Grow in Hard Times During each recession cycle between 1968 and 2004, the rate of growth in evangelical churches jumped by 50%. By comparison, mainline Protestant churches continued their decline during recessions, though a bit more slowly. (*Praying for Recession: The Business Cycle and Protestant Religiosity in the United States*, David Beckwith)

God & Morality 57% of Americans agree "it is necessary to believe in God in order to be moral." This compares with 99% in Egypt, 84% in Turkey, 82% in Nigeria, 66% in India, 30% of adults in Canada, 22% in Britain, 17% in France and 10% in Sweden. (Pew Forum 12/11/08)

Americans Pray 90% of Americans have a spiritual interlude with God

Dear MAC Partner,

A blessed new year!

As we begin a new year of ministry, we are excited and grateful for the various ministries that the Lord has entrusted to the Mission America Coalition over the past years. As you know, our major assignments have been collaborative evangelism efforts including national evangelism initiatives, a variety of ministry networks and city/community outreaches. We rejoice and give Him thanks for the tens of thousands of men, women, young people and children who have come to personal faith in Christ through these collaborative outreaches!



One of those significant outreaches has been the [Loving Our Communities to Christ](#) initiative. We have received some wonderful reports of what God has been doing in our nine pilot cities across the nation. Several of those reports are shared in this issue of the MAC Update. As you read them, you will be blessed.

Please be praying for those particular LC2C cities. Also, please be praying for several additional cities/communities that are currently being added. Pray specifically for a great spiritual harvest and for authentic spiritual transformation.

With thanks and prayers - in Christ,

Paul Cedar
Chairman

Mission America Coalition News

Loving Our Communities to Christ Grows

The MAC initiative promoting a prayer-care-share lifestyle and collaboration in evangelism is growing.



To be a part of Loving Our Communities to Christ, cities commit to a three-year process of bringing

every day, and half pray several times a day, according to a Brandeis University study. 80% begin their prayers with a familiar greeting, like "Dear Lord" or "Hello Jesus." 75% pray for themselves, families and friends; 25% pray for themselves alone. (Washington Times 12/5/08)

Americans Believe 80% of adult Americans believe in God - unchanged since '05. Large majorities of the public believe in miracles (75%), heaven (73%), angels (71%), that Jesus is God or the Son of God (71%), the resurrection of Jesus (70%), the survival of the soul after death (68%), hell (62%), the Virgin birth (Jesus born of Mary) (61%) and the devil (59%). Slightly more believe in Darwin's theory of evolution (47%) than in creationism (40%). 44% believe in ghosts, UFOs (36%), witches (31%) astrology (31%), and reincarnation (24%). (Harris Interactive 12/10/08)

Blacks Most Religious Of all the major racial and ethnic groups in America, blacks are the most likely to report a religious affiliation. Even among black adults who are unaffiliated (12%), 70% say religion is somewhat or very important in their lives. Only 1% of blacks identify as atheist or agnostic. (Pew Forum on Religion & Public Life 11/08)

Religiosity Less than a quarter of Americans describe themselves as "very religious." However, 68% describe themselves as either very (23%) or somewhat (45%) religious. 27% of adult Americans claim they attend church once a week or more, compared with 36% who attend less than once a year or never (18% each). (Harris Interactive 12/10/08)

Passion Power The IRS reports there are over 1.2 million U.S. charities, and an estimated 300,000 charities are subsets of church ministries. If a movie screen scrolled down a list of these organizations' names every 5 seconds, it would take 69 days to finish the display. Each of these charities was started by a passionate individual or group of visionaries. ("Five Ways of Unleashing Passionaries in Your Church," by Barbara Metzler, SermonCentral.com)

Christian Words Removed The latest edition of the *Oxford Junior Dictionary* has dropped many words associated with Christianity that were in earlier versions, words like "bishop," "chapel," "disciple," "minister," "sin" and "devil." Vineeta Gupta, head of Children's Dictionaries at Oxford University Press, told the Daily Telegraph the changes were made to reflect a "multicultural" society. "People don't go to church as often as before. Our understanding of religion is within multiculturalism," he said. (The Christian Post 12/11/08)

Under Attack 59% of Americans agree "the people who run the TV networks and the major movie studios do not share the religious and moral values of

Christians together to pray, plan and work toward sharing the Gospel in word and deed in their communities. Seven new cities joined in the last months. Participating cities now include:

- Cedar Rapids, Iowa
- Charleston, W.Va.
- Charlotte, N.C.
- Coachella Valley, Calif.
- Corvallis, Ore.
- El Paso/Juarez/Las Cruces
- Fox Valley, Ill.
- Fresno, Calif.
- Grays Harbor, Wash.
- Newton, Kan.
- Phoenix, Ariz.
- San Bernardino - Inland Empire, Calif.
- Santa Rosa, Calif.
- Thomasville, Ga.
- Treasure Valley (Ore./Idaho)
- Tuscaloosa, Ala.

[More info.](#)

Corvallis - Prayer, Care, Share in Action

When a local woman in the Corvallis area lost both arms in a farm accident, the Church in Corvallis was ready to help. MAC partner Love In the Name of Christ (Love INC) included Shelley Durrant in its prayer letter. She was flown to Portland - 80 miles away - for medical care. One of the Love INC volunteers had moved to Portland and began visiting with the family, helping them through the initial shock of their situation. She also coordinated meals for two months through her church in Portland while the family lived at the hospital. The family was struck by the love shown to them by the Church. "They wrote and phoned us after a few days wondering who we were etc - why would this woman they had never met, care enough about them to start spending time with them," said Wilma Van Schelven, executive director of Love INC in the region. "Shelley's brother called me and said that he had often heard people talk about being Christians but had never seen it 'lived' in such concrete ways. He was blown away by it."

Shelley needed a manageable place to stay, such as an RV, when she returned home. A couple from a local Presbyterian church called Love INC. "They said they had an RV they were considering donating but they didn't want it to be a burden for us," Van Schelven said. She told them about Shelley's need, and the couple gave the RV gladly. Owners of a nearby RV shop who attend a Foursquare church donated labor for the repairs that were needed. The Body of Christ in Corvallis and Portland showed prayer-care-share in action,

most Americans." 61% believe religious values in this country are "under attack." Conducted by the Marttila Communications Group, the study also found 48% of Americans believe there is an organized campaign by Hollywood and the national media to weaken the influence of religious values in this country. (Christian Post 11/19/08)

Generous Americans According to Giving USA, American individuals, corporations and foundations together donated the astonishing amount of \$100 billion in '90. Generosity has spiraled upward each year to \$303 billion in '07. ("Five Ways of Unleashing Passionaries in Your Church," by Barbara Metzler, SermonCentral.com)

Giving Reduced More than 150 million Americans have been affected by the economic turbulence and are now passing on their financial pain to churches and other non-profit organizations by cutting back substantially on their giving during Q4 of '08, finds a Barna Group study. 68% of families have been noticeably affected by America's financial setbacks. 22% have been impacted in a "major way." (Barna Update 12/1/08)

Individual Giving among Hispanics is informal and often not counted by traditional measures. This has led to a misconception that Latinos do not give as much as their general counterparts. In fact, Latino giving often occurs in church settings and in the form of remittances to the population's home countries. (Media Post's Engage Hispanics 10/23/08)

Highly Religious People in 140 countries are more likely than less religious to donate to charity, volunteer their time to an organization or to help a stranger. Gallup reports the "religion effects" we see in these responses are consistent not only across the major global regions, but also across the world's largest faith traditions: Christianity, Islam, Hinduism, Buddhism and Judaism. (Gallup 10/8/08)

Religious Teens 57% of young people (12-25) see themselves as spiritual, finds a 17-country survey by Search Institute's Center for Spiritual Development in Childhood and Adolescence. About 1 in 3 youths consider themselves "very" or "pretty" spiritual, but this varied vastly across countries. The high was in the U.S. and Thailand, where 52% and 51% described themselves as "very" or "pretty" spiritual. In contrast, Australia had the low of 23%. 47% of Australian youth indicated they are not spiritual vs. 12% of Thais and 20% of those in Canada, India, Ukraine and the U.S. (Media Post 11/17/08)

Generational Differences Why are so many nonprofits seeing their volunteer rates and fundraising decrease? Generational shifts in values and attitudes toward the role of nonprofits give us a clue. Traditionalists grew up

demonstrating to one woman and her family - and to a whole community - God's love and care for them. [More info.](#)

Tuscaloosa – Healing Between Races

God is at work in LC2C partner city Tuscaloosa, Ala., healing relationships between races. As part of the Hope Initiative – churches in the city each adopting one of the seven worst neighborhoods - five African-American churches invited three white churches to join them in a Thanksgiving worship service. "It was anointed," writes Pastor John Kearns of the United Methodist Church Tuscaloosa. "One black church hosted [the service]; a choir from another black church led worship; a white pastor prayed; a black pastor preached; a white pastor gave the invitation; and a white man from the richest neighborhood in Tuscaloosa came down the aisle of a church in the poorest neighborhood in town to accept Jesus as his Savior!" The eight churches will gather again in January for a service of prayer and praise. The Mayor, who launched the Hope Initiative with local pastors, set January 11 as a day of prayer for the city, specifically for the Hope Initiative. LC2C city leaders hope to have 80% of the churches participating in January. [More info.](#)

Phoenix - Ethnic Ministries Summit Planned

MAC Loving Our Communities to Christ partner city Phoenix, Ariz., will host the ninth annual Ethnic Ministries Summit March 19-21. Phoenix is one of the fastest growing immigrant metropolitan gateway cities in the United States. Between 2000 and 2006, the foreign-born population in Arizona grew from 656,000 to 929,000. Learn how to effectively engage in multi-ethnic relationships, interact with like-minded ministry networks, and experience God's heart and passion for the nations at the Ethnic Ministries Summit. The gathering will include speakers Lisa Chinn, Dr. Tom Steffen, Rev. Noel Castellanos, Rev. Huron Claus, and Messianic Rabbi Jonathan Bernis. The Ethnic America Network is a coalition of ministries encouraging local churches to share Christ's love with the growing ethnic diversity in our nation's communities. [More info.](#)

Fox Valley – Christmas Fest Blesses Needy Neighbors

Love Fox Valley, the LC2C partner in Aurora/Tri-Cities/Elgin/Valley North, Illinois, held its second Christmas Fest this December, giving presents to families who couldn't afford them. Love Fox Valley volunteers collected names and gift requests at Aurora Housing Authority complexes, and other locations, and then found ways to fill those requests. About 400 people - 95 families - were

in the wake of the Great Depression, leaving them with a sense of duty to give back to society and make a lasting contribution. Boomers came of age during the political upheaval of the '60s and '70s and believe in the power of advocacy to impact social change. Xers witnessed the decrease in government funding for social needs during the '80s and emerged as independent-minded social entrepreneurs. Millennials are used to team-based learning and volunteer requirements at school and are advocates of grassroots activism to solve problems. The shortage of volunteer leaders is not due to lack of interest but to fundamental differences in the way each generation sees the role of nonprofits in society. Nonprofits will need to recognize and capitalize on the unique skills and motivations of each generation. The future of the nonprofit world depends on it. (Interchange Group 11/08)

People & Transitions:

- Dr. Henry Brandt, 92, considered the father of modern-day biblical counseling, died 12/7/08.
- Dr. R. Lamar Vest has been named the next President of the American Bible Society.
- Charles Colson, founder of Prison Fellowship, received the Presidential Citizens Medal from President Bush.

Witchcraft "73% of U.S. teens have engaged in at least one experiment with witchcraft and psychic activities, including 69% of most born-again teens. (enrichmentjournal.ag.org)

Teen Ethics In the past year, 30% of U.S. high school students have stolen from a store, and 64% have cheated on a test, according to a Josephson Institute study. Educators reacting to the findings questioned any suggestion that today's young people are less honest than previous generations, but several agreed intensified pressures are prompting many students to cut corners. 36% used the Internet to plagiarize an assignment. 42% sometimes lie to save money. Yet 93% are satisfied with their personal ethics and character, and 77% say "when it comes to doing what is right, I am better than most people I know." (AP 11/30/08)

Religion @ Work More employers are weaving religion and spirituality into company cultures. In '01, 36% of HR professionals reported an increase in the religious diversity of their employees during the previous 5 years, claims a Society for Human Resource Management study. A '08 follow-up study finds 64% say their companies have some degree of religious or spiritual diversity. (LifeWay Research Insights 12/15/08)

Women Worry Leading causes of worry and stress among Christian women: 57% money concerns, 48% health issues, 34% not enough time,

helped. "Because of the Love Fox Valley Eastwood Christmas Festival, kids and families know that people care - not only because of the gifts that are provided, but also through the friendships that are built. This is a time where people from different neighborhoods, various cultural settings and different churches, come together and celebrate the hope that Christmas brings," says Pastor Randy Schoof of Warehouse Church, one of the ten participating ministries.

One family asked for a kitchen table, and someone at a church donated an extra one; one family asked for a bed for their child, and through pooling donations, the churches purchased one. The gift-giving event opened with a worship service put on by five churches for the hundreds who came. Some came forward to commit their lives to Christ afterward. Then, families filtered into the gymnasium to receive large plastic bags full of wrapped gifts. Even with the faltering national economy, the Love Fox Valley program took in more donations and helped more families this Christmas than the previous year. [More info.](#)

Newton, Kansas

Churches in Newton, Kan., collaborated on Judgement House, a city-wide evangelistic effort in October. Judgement House is a dramatic walk-through presentation about the truth of people's choices and their consequences both in this life and the next. More than 2,600 people went through the production with 111 committing their lives to Christ, 134 rededicating their lives, and others asking for prayer, according to participating ministry Grace Community Church's website. [More info.](#)

Thomasville – New LC2C City Pursues Prayer-Care-Share Lifestyle

One of the new cities to join Loving Our Communities to Christ, Thomasville, Ga., has several prayer-care-share activities in place. One new outreach is Word Doers, which hosted a community Thanksgiving meal for 800 people. The emphasis of the meal was spending time with the poor and homeless - to hear their stories rather than just giving food. Several people made commitments to Christ at the meal, and more received prayer for specific needs. Another outreach, Angel Food, filled more than \$11,000 in food orders in November for needy families. The Thomasville Family and Marriage Net, Inc., has an initiative with pastors to sign a Memo of Understanding, committing not to perform marriages without adequate preliminary counseling for couples. Thirty-five area pastors have signed the agreement so far. The LC2C

31% job/career worries, 27% parenting/relationship with kids, 27% relationship with family/friends, 19% marriage/relationship w/spouse, 17% care for aging parents, 13% over-commitment/involvement in activities, 6% moving/relocating and 11% nothing. (Your Church, Nov/Dec 2008)

Want to be Rich 22% of Americans with family incomes of less than \$20,000 a year say it's "very important" for them to be wealthy. That's more than double the percentage of adults who earn \$100,000 or more a year. 43% of adults say being wealthy is "somewhat important", while 33% say it's "not too important" and 10% say it's "not at all important." Four times more people say "doing volunteer work or donating to charity" is a very important priority than say the same about being wealthy (52% vs. 13%). And about five times more Americans (67%) say it's very important to have enough free time. (Pew Research Center 4/30/08)

Caretakers Approximately 14% of American children under 18 have special health care needs. 36 out of every 1,000 Americans 65 and older live in a nursing home, while 277 per 10,000 require home health care. People who are unmarried and living with a partner (18%) are acting as primary caregivers for elderly parents or special-needs children far more than either married (11%) or single (9%) people. Females (14%) are caregivers for elderly parents or special-needs children more often than males (9%). Those age 65 and older (6%) care for an elderly parent or special-needs child vs. 14% of 35 to 49s, 12% ages 25 to 34s, 12% of 50 to 64s and 10% of 18 to 24s. (Baptist Press 12/15/08)

Intact Families Children have fewer problems at school and home when they live with their biological parents and frequently attend religious services, finds a Family Research Council study. Children in this group are five times less likely to repeat a grade, less likely to have behavior problems at home and school, and are more likely to be cooperative and understanding of others' feelings. Parents of these children report less stress, healthier parent-child relationships and fewer concerns about their kids' achievement. (CitizenLink 12/16/08)

Homeless Women with children made up 66% of the homeless families in a recent Assoc. of Gospel Rescue Missions (AGRM) survey, up from 55% in '07 and the highest figure ever recorded. Others coming to rescue missions were couples (15%), intact families (14%), and single men with children (5%). There has been an unprecedented demand from families where neither parent has a noted need for drug or alcohol recovery services. They are displaced because of loss of job or home and just need help getting back on their feet. Food banks and

partner facilitating collaboration in the city is Community Transformation, Inc. (CTI). CTI has been providing rotating chaplains to local hospitals informally, and is working on putting an official agreement in place. [More info.](#)

Cityreaching Conference Call

Thursday, Jan. 15, 8 a.m. Pacific Time

On the third Thursday of each month, Mission America Coalition's City and Communities Ministries hosts a conference call with a seasoned city-reacher. Watch the cityreaching.com website for more information about this month's topic and guest. Contact info@cityreaching.com to receive the phone number and access code to join the call. Information on upcoming calls and transcripts of previous calls are available. [More Info.](#)

Evangelism News

Internet Crusade Reaps 390,000

Campus Crusade for Christ's Global Media Outreach (GMO)



shared the gospel in November with over 1.9 million people - 390,000 of whom expressed their desire to follow Jesus Christ. The ministry has been working to utilize internet-based outreach and communication technologies in text, video, and audio on multiple platforms. It developed a unique response system to equip thousands of people as "online missionaries" to personally share their faith one-on-one responding to some of the seekers who come across one of GMO's websites. Worldwide, more than 1,800 GMO volunteers have joined the effort with the help of more than two dozen evangelistic websites and eight discipleship websites, including WhoisJesus-Really.com, GodLovestheWorld.com, 4StepstoGod.com, and GrowinginChrist.com. [More info.](#)

Help Save a Military Marriage



The Association of Marriage and Family Ministries (AMFM) is launching Save a Military Marriage - Military Couples 911 to partner with military chaplains and have the movie "Fireproof" shown on every military base and installation worldwide. [More info.](#)

shelters are also seeing higher demand for their services. A National Law Center on Homelessness and Poverty estimates 3.5 million Americans (1%) are likely to experience homelessness in a given year. (Christian Post 11/28/08)

Volunteers The Points of Light Foundation reports 61 million U.S. volunteer, excluding church and mission activities. This workforce is the equivalent of over 9 million full-time employees worth \$225 billion. ("Five Ways of Unleashing Passionaries in Your Church," by Barbara Metzler, sermonCentral.com)

Mess & Behavior Graffiti on the walls, trash in the street, and bicycles chained to a fence all resulted in a decline in how people behaved in a series of experiments. Actions ranging from littering to trespassing and minor stealing all increased when people saw evidence of others ignoring the rules of good behavior, report Dutch researchers. Normally most people try to act appropriately to the circumstances. Things like littering an area or applying graffiti change the circumstances by indicating others are not behaving correctly; this weakens the incentive for people to do the right thing. (USA Today 11/21/08)

E-Mail Life 50% of employed email users in the U.S. check their work-related email on weekends. 22% check their work email "often" during weekend hours vs. 16% who did so in '02. 46% check email when taking a sick day; 25% do so "often." 34% occasionally check their email while on vacation; 11% do so "often." The more money an employee earns, the more closely he or she monitors work email. Blackberry and PDA owners' numbers are much higher. (Pew Internet 9/24/08)

Likeminded Preferred A new Pew survey finds 40% of white evangelicals, 42% of Hispanic Catholics and 38% of those who attend religious services at least weekly prefer to live in communities filled mainly with people who share their religion. (Pew Forum Weekly 12/4/08)

U. S. Book Sales According to Book Industry Study Group forecasts, sales in the U.S. book market will increase at an annual rate of 3.6% in the 2007-2012 period as sales of traditional print products slow and sales of digital products accelerate. Book market sales in 2007 were \$39.94 billion. (Frankfort Bookfair 11/08)

Wireless Devices will be the primary means of connecting to the Internet for most people worldwide in 2020, claims a new Pew Internet report. There will be about four billion cell phones worldwide by the end of 2008 with up to 15% Internet-enabled. And, the ascendance of the mobile phone will be aided by a set of universal standards allowing cell users to maintain consistent service across different parts

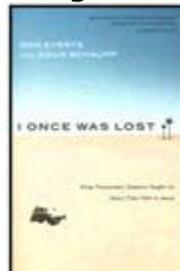
Christian Director Brings Biblical Elements to Movie Remake

Though it is a Hollywood film and a remake of a 1951 sci-fi classic, Scott Derrickson's "The Day the Earth Stood Still," starring Keanu Reeves and Jennifer Connelly, is laced with biblical themes and allusions, including references to the story of Noah, a child knelt before the cross, and a Christ figure, who is presented in the movie as an alien visitor named Klaatu. With Christian undertones, the movie has reaped notable success, debuting December 11 as the top movie and raking in over \$31 million. Christian director Scott Derrickson has also been influencing the future of the film industry, having taught young Christian filmmakers for some time at Biola University, his alma mater, and Azusa Pacific University. [More info.](#)

Helping an Urban Generation Live for Jesus

Dr. René Rochester presents a vision for how communities can plant redemptive and sustainable urban ministries in her new book *Models, Mentors and Messages: Blueprints of Urban Ministry*. The book teaches new ways to draw on Jesus' teachings to help an urban, hip-hop generation live for Jesus and for one another. [More info.](#)

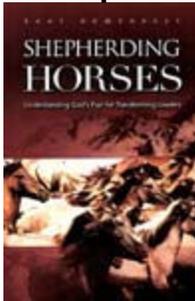
New Book Offers Insight for Postmodern Evangelism



After years of ministering on college campuses, Don Everts and Doug Schaupp began to see people coming to Christ in completely unfamiliar ways. In their book, *I Once Was Lost: What Postmodern Skeptics Taught Us About Their Path to Jesus*, they write about "five thresholds" along the journey

for these students and offer suggestions of how to help non-Christian friends cross each one on their way to Christ. Read a review of the book in Engage magazine, by the Center for Parent/Youth Understanding. [More info.](#)

Shepherding Horses Addresses Pastors, Marketplace Leaders



Marketplace leader Kent Humphreys has published a new book, *Shepherding Horses: Understanding God's Plan for Transforming Leaders*. This 50-page guide is for pastors and the strong and driven business leaders (horses) that they shepherd. Humphreys lays out a

of the globe. Web experts agree future mobile phones will function more as computers than phones. (Online Media Daily 12/15/08)

Tippling 46% of Americans consider 15% a standard tip for a waiter for standard service. 21% say the standard level is 20%, with 2% saying more than 20%. For 22% of Americans, 10% is a standard tip; 8% give less than that. (Rasmussen Report 11/20/08)

Short Movers Between '06 and '07, 37.5 million people living in the U.S. moved to different location. 67% stayed in the same county, 20% changed counties but stayed in the same state and 13% moved to a different state. (Leadership Network Advance 10/28/08)

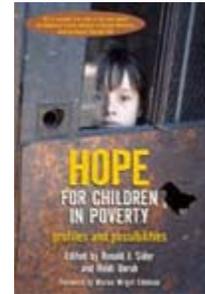
Fast Facts:

- More than 75% of Americans still believe the Bible is literally the Word of God or inspired by the Word of God.
- Annual Bible sales this year are estimated to be between \$525 million and \$600 million.
- Americans buy more than 25 million Bibles each year.
- 66% of born-again teens say they make decisions based on the "whatever works" (relativistic morality) approach.
- Only 2% of teens—about 6% of born-again teens—have a biblical worldview.
- 51% of U.S. adults are "searching for meaning and purpose." (Barna Group 10/27/08)
- The typical Mosaic - 25 years old and younger - spends 8 1/2 hours each day using various media, an hour more than just 5 years ago.
- 89% of employed Americans own a cell phone.
- 45% of employed workers report at least some amount of at-home work.
- Currently, more than 500,000 children are living in foster care in the U.S.
- Among U.S. foster care children are approximately 127,000 legal orphans waiting for adoptive families.
- According to Impressions magazine, a graphic T-shirt will be read as many as 3,000 times in its existence.
- At Wal-Mart, Americans spend \$36,000,000 every hour of every day.
- 11% of U.S. Internet users have downloaded or listened to religious music online; 7% of U.S. Internet users have made or responded to online prayer requests; 7% of U.S. Internet users have made donations to religious organizations or charities.
- 32% of small church pastors are bi-vocational and do not have enough hours in the day to do what they are called to do.

plan of action for bridging the gap between these very two different but equally important kinds of people in this "animal kingdom" of God. Read Phil Miglioratti's interview with Humphreys. [More info.](#)

Blog Launched for Hope for Children in Poverty

Following the book *Hope for Children in Poverty*, compiled by the editors of Sojourner's magazine, a new blog aims to inspire readers to make an informed response to the challenge of child poverty. The Hope for Children in Poverty blog site offers a forum for sharing stories, research, and resources for action, with an emphasis on child poverty in the U.S. The desire is to highlight the role of the church, though the dialogue is inclusive of all who seek a better future for children in poverty and their families. [More info.](#)



Outreach to Cheerleaders Launched

The Fellowship of Christian Athletes (FCA) has launched a cheerleading ministry, making nine sports ministries that utilize athletics to impact the world for Jesus Christ. [More info.](#)

Gideons Celebrate 100 years

Gideons International is celebrating its 100th anniversary distributing Bibles. Nearly 76.9 million Gideon Scriptures were given out in nearly 85 languages in 187 countries last year. Close to 1.5 billion Scriptures have been distributed since 1908, when the Gideons first began to place Bibles in hotel rooms. Since then, the nondenominational evangelical group run by businessmen has spread its tremendous reach, also giving out Scriptures at hospitals, schools, prisons, and in the military. [More info.](#)



The Gideons International

Gallup Identifies Most Admired Men

For the first time in more than 50 years, a U.S. President-elect topped the Gallup Poll's list of most admired men living in the world today. Incoming President Barack Obama is the man Americans admired the most in the world, hands down, according to the new USA Today/ Gallup Poll survey. Nearly one out of three (32 percent) Americans named Obama as their top pick, way ahead of distant No. 2 selection President George W. Bush, who had only five percent. Former Republican presidential nominee John McCain

- 59% of the people in U.S. evangelical churches are married, 13% are divorced or separated, 5% are living with a partner, 9% are widowed and 4% never married.
- The Agricultural Department reports some 691,000 U.S. children went hungry in '07 (up more than 50% from '06).
- Nearly 1 in 8 Americans struggled to feed themselves adequately in '07.
- Just 53% of American adults say they are currently employed with full- or part-time work.
- According to the Federal Reserve Board, Americans owe nearly \$1 trillion in credit-card debt.
- It is estimated that 1.3 million people in the world live on less than \$1.25 per day as of 2005.
- 95% of Americans have been married by age 55.
- 82% of marriages reach their 5th anniversary, 65% their 10th and 52% their 15th.

Information compiled and edited by Gary Foster, President of Gary D Foster Consulting, a firm that assists Christian ministries and product companies in solving management, marketing, donor/customer service and product development problems. Contact Gary at: 419.238.4082, GFosterCns@rmi.net or go to www.GaryDFoster.com.

held the No. 3 spot with three percent, and Pope Benedict XVI, the Rev. Billy Graham, and former President Bill Clinton tied for the fourth slot with two percent, according to the annual list of Most Admired Man. [More info.](#)

77 Days of Prayer for the President



The Presidential Prayer Team is offering a daily prayer e-mail series featuring specific prayers for President Bush and President-Elect Obama in the White House transition. The Presidential Prayer Team also coordinates online prayer rallies, prayer alerts, prayer devotional e-mails and magazines - as well as prayer-focused books and other resources. The website offers the option to adopt a military troop in prayer as well. The Presidential Prayer Team is a non-partisan, non-profit organization headquartered in Scottsdale, Ariz., that launched in September 2001. [More info.](#)

Mystery Shoppers Offer Mystery Worshiper Services

Guest Check, Inc., announced in December the availability of its new service, Church Check, which provides an unbiased and anonymous review of a Sunday morning experience through the eyes of a professional inspector posing as a church newcomer. Guest Check, which specializes in the inspection of hotels, spas, restaurants, and golf courses, claims, "Church leaders will learn new insights into the first time guest experience, and be able to improve their processes with the information received." [More info.](#)

Global Day of Prayer Leadership Huddle

January 23-24, Austin, Texas

Leaders from communities across the USA and Canada will come together to envision, train, pray, and plan for local gatherings of the Global Day of Prayer (GDOP) at the Prayer Leadership Huddle in Austin, Tex., Jan. 23-24. The preliminary GDOP meeting is for citywide and local church prayer leaders, city-reachers, pastors, and business leaders working toward a vision of united prayer, service, and evangelization transforming their communities by the power of the gospel. Among those expected to participate are Dave Butts, Bob Bakke, Steve Hawthorne, Vicky Porterfield, Dawie Spanenberg, Steve Weber, Dale and Liz Schlafer, and Stephanie Tucker. [More info.](#)

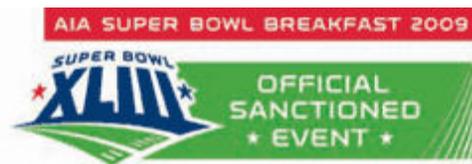
Urban Forum to Meet

Jan. 27-30, Cleveland

The Christian Community Development Association is holding Urban Forum 2009 with the theme "The City of God: Economics, Politics, And The People of God." This bi-annual gathering brings together urban ministry practitioners, thinkers and theologians from various denominations to learn, network and advance the building of faith communities in under-resourced neighborhoods. [More info.](#)

Super Bowl Breakfast Simulcast

Saturday, January 31



Athletes in Action is hosting a Super Bowl Breakfast Simulcast bringing high-profile athletes and coaches—such as Tony Dungy, Anthony Munoz and Mike Singletary—right to local churches through satellite to proclaim how a relationship with Jesus Christ changed their lives. With a satellite connection from Church Communication Network, churches can present the entire breakfast, broadcasting live from Tampa Bay, Fla., as an outreach event to the sports fans in the community. [More info.](#)

Collaborative Evangelism Calendar**Let Justice Roll**

Cincinnati Jan. 11-12. [More info.](#)

Global Day of Prayer Leadership Huddle

Jan. 23-24, Austin, Tex. [More info.](#)

CCDA Urban Forum

Jan. 27-30, Cleveland, Ohio. [More info.](#)

Super Bowl Breakfast Simulcast

Jan. 31. [More info.](#)

Live Above Webcast

Feb. 7, [More info.](#)

Children's Pastors' Conference

Feb. 4-7, San Diego, Calif. [More info.](#)

Grays Harbor Pastors Prayer Summit

Feb. 9-11, Grays Harbor, Wash. [More info.](#)

Lewis County Pastors Prayer Summit

Feb. 9-12, Lewis County, Wash. [More info.](#)

Wisconsin Women in Ministry Prayer SummitFeb. 26-Mar. 1, 2009. [More info.](#)**National Youth Ministry Conference**Feb. 27-Mar. 2, Columbus, Ohio. [More info.](#)**CCDA Institute - Bay Area**Mar. 6-7, Walnut Creek, Calif. [More info.](#)**Branson Pastors Prayer Summit**Mar. 9-11. [More info.](#)**Ethnic Ministries Summit**Mar. 19-21, Phoenix, Ariz. [More info.](#)**CCDA Institute - San Antonio**Mar. 27-28. [More info.](#)**CCDA Institute - Riverside, Calif.**April, 3-4. [More info.](#)**CCDA Institute - Seattle**April 16-17. [More info.](#)**Wisconsin Pastors Prayer Summit**April 20-23. [More info.](#)**CCDA Institute - Philadelphia**April 24-25. [More info.](#)**National Pastors Prayer Summit**April 27-30. [More info.](#)**Transform World**April 21-24, Houston, Tex. [More info.](#)**Stockton Pastors Prayer Summit**May 11-13. [More info.](#)**[View MAC Update E-newsletter Archive](#)**

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