Mexico sits between the United States and Guatemala, where it borders the Caribbean Sea and the Gulf of Mexico. Its ancient inhabitants were Mayans, Aztecs, and other nomadic groups. In the early 16th century, Spain conquered the land, which it colonized until Mexico gained independence in 1821. It is located along the Ring of Fire, a belt in which 90% of the world’s earthquakes shake and 75% of the world’s volcanoes erupt.

A popular tourist destination, Mexico is widely known for picturesque beaches, bullfighting, and its native beverage tequila. The world’s largest producer of silver, it also produces an abundance of corn, rice, and beans. In 1994, its economy turned toward manufactured goods. However, nearly half the people remain impoverished. Drug production and transit are a significant problem.

Most of Mexico’s 126 million people live in urban areas such as its capital, Mexico City. While most Mexicans trace their ethnic roots to the indigenous people groups, the majority are mestizo, a blend of Spanish and indigenous backgrounds. In 2012, Lutheran Hour Ministries moved its ministry location from Tijuana to Mexico City, which enabled us to reach more people from an urban, youth-heavy environment.

Lutheran Hour Ministries conducts outreach in Mexico through mass media, technology, and interpersonal channels.

Ministry Response

There is tremendous opportunity to share God’s love and reach out with the Gospel in Mexico. Lutheran Hour Ministries (LHM–Mexico) responds to the spiritual hunger across this country through a variety of strategies:

**HOLISTIC OUTREACH.** Staff and volunteers coordinate special events to provide eye, dental, and other preventive medical care. In addition, we work with local churches to host BREAD, a program that combines the Word of God with meals for those with limited resources. The congregations foster these relationships to help guide the individuals into church.
LIVE EVENTS. Theatrical performances attract children and their parents. Starting with a health-related theme, we transition to an evangelistic message. We also coordinate with local churches to host acoustic concerts for the surrounding community.

YOUTH MINISTRY. As adolescents struggle with conflicting moral and social choices, our Project JOEL program tackles tough topics—from relationships to gangs to drugs—in an honest, relevant manner, rooted in God’s love for them. We work with local schools to incorporate Project JOEL events.

DIGITAL OUTREACH. Young adults gravitate to the internet seeking help, including millions who are curious—or have doubts—about Christianity. The Vivenciar.net website serves as our hub for digital outreach in Mexico and throughout Latin America. Through Vivenciar, we establish online relationships with individuals and provide biblically-based answers for their lives. Eventually, as God opens their hearts, we share the Gospel with them and guide them into church. Radio ads are a key mechanism for driving visitors to Vivenciar.

BIBLE CORRESPONDENCE COURSES. LHM–Mexico offers Bible Correspondence Courses (BCCs) to introduce the Gospel to people who don’t know Jesus, and to reinforce a biblical understanding for people who do. When someone responds to an outreach activity, LHM—Mexico will typically invite the respondent to begin a BCC as the next step in his or her spiritual journey.

EQUIPPING THE SAINTS. LHM–Mexico provides Equipping the Saints (ETS) workshops that train volunteers to reach out to people with the Word of God in effective ways. We partner with local congregations to offer sessions on evangelism and stewardship. After attending the sessions, believers feel more confident sharing the Gospel with their neighbors and inviting them to local congregations.