



LUTHERAN HOUR MINISTRIES

THAILAND

Thailand is located on a peninsula in the South China Sea, near Cambodia and Vietnam. People began settling along the area's hillsides in 2000 B.C. It is the only country in the region never colonized by a European power. Home to the smallest mammal in the world (bumblebee bat) and the largest fish (whale shark), Thailand also contains more birds than the entire continent of Europe.

Thailand has a free-enterprise economy. Most of its citizens work in agriculture, services and industry. Tourism brings in 6 million visitors per year, with Bangkok, the capital city, a prime destination.

Most of the nation's 68 million souls—94 percent—are Buddhist. Only 1 percent are Christian. Currently, the Thai government and people are open-minded and receptive to the Good News. Simply put, Thailand is a wide-open mission field.

Lutheran Hour Ministries' work is rapidly expanding from Bangkok into the central, southern and northeastern portions of Thailand. Outreach occurs through mass media, technology and interpersonal relationships.



Ministry Response

There is tremendous opportunity to share God's love and reach out with the Gospel in Thailand. Lutheran Hour Ministries (**LHM-Thailand**) responds to the spiritual hunger across the Asian country through a variety of strategies:

RADIO. Programming is one of LHM-Thailand's foremost ministries. God touches people's hearts with His love through three daily, 30-minute broadcasts: "Because You are Loved" uses Christian and secular music to draw young people aged 15 to 35, weaving Bible verses and life encouragement into the content. "Relieve Your Worries" (for women aged 25 to 45) and "Encouragement for You" (for men aged 25-60) provide information about life issues, biblical content, and music. In addition, "Home for Love"—a live, hour-long program focused on family issues—airs Saturdays on a commercial station in Bangkok.

LISTENER GATHERINGS. LHM-Thailand cooperates with local churches to organize events for those who listen to the radio broadcasts. Gatherings feature games, lunch and other activities. Gatherings also provide listeners the opportunity to meet radio hosts, local pastors and church members, and LHM-Thailand staff, who can answer questions about Jesus and provide further resources. After the event, staff follows up with attendees and connects them with local pastors.

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BIBLE CORRESPONDENCE COURSES. LHM–Thailand offers **Bible Correspondence Courses (BCCs)** to introduce the Gospel to people who don't know Jesus and reinforce a biblical understanding for people who do. When someone responds to an LHM outreach activity, LHM–Thailand will typically invite the respondent to begin a BCC as the next step of his or her spiritual journey. BCCs are available for both children and adults. One key avenue for promoting BCCs is LHM–Thailand's daily radio broadcasts.

EQUIPPING THE SAINTS. LHM–Thailand recruits volunteers and provides **Equipping the Saints** workshops that train them in effective witnessing. LHM partners with local pastors, who lead opening and closing worship. After attending these full-day, seven-module sessions, believers feel more confident sharing the Gospel with their neighbors and inviting them to local congregations.

AUTOMATED MESSAGING. While mass text messaging is often frowned upon in the United States, Thai culture welcomes it as a form of daily communication. Each week, LHM–Thailand sends text messages to encourage subscribers with biblical truths. It also plants Gospel seeds among not-yet-believers—an ice-breaker to pique their curiosity. Because 73 percent of Thai people across all ages and economic levels use cell phones, automated messaging provides a cost-effective way to reach a vast audience.

YOUTH MINISTRY. LHM–Thailand partners with public schools to conduct events featuring games, songs, puppet shows, and video presentations to teach students the true meaning of Christian holidays. LHM works with local churches to schedule, organize and conduct the events, as well as follow-up activities, with students and teachers.

Impact

A MOTHER'S HEART: How God Used a Lutheran Hour Ministries Radio Program to Strengthen a Thai Woman

Gaew Chaiyasit is a 41-year-old seamstress. She lives in Bangkok. A mother of four and grandmother of two, Chaiyasit spends much of her life caring for others. Oftentimes, her life leaves her feeling drained and discouraged.

One Saturday afternoon, Chaiyasit turned on her radio and heard "Home for Love," one of Lutheran Hour Ministries' radio broadcasts in Thailand. The information and content variety drew her in. Yet the program offered something even more precious: encouragement in her hour of need. Chaiyasit contacted our ministry center to receive the free Bible Correspondence Course she heard about on the air. The material ignited such happiness in her heart, Chaiyasit believes the Lord used it to provide His leading in her life. She prays regularly.

"My life is not chaos like before, because I know that God is here to take care of my life," Chaiyasit says. "I know God and trust in Him, so I'm happy now." Ministry staff introduced her to Nimitmai Church, a nearby congregation, where she could attend services and receive spiritual nourishment as she grew in her faith.

Today, Chaiyasit's faith is growing stronger. She continues her Bible Correspondence Courses. She craves to know the Lord better—and desires Him to bring her family members to faith in Jesus, too.

