The Needs and Opportunities of Global Gospel Outreach

How do you get the Gospel to people who aren’t being reached through traditional channels? The truth is that most Christian Gospel outreach takes place in areas where Jesus is already widely known—even where there are well-established church bodies. Meanwhile, 3 billion of the world’s more than 7 billion people are not acquainted with the Gospel of Jesus—including millions in more than 500 “unreached people groups” that have never even heard of Jesus.

Lutheran Hour Ministries has made it a priority to reach unreached people, most of whom live between West Africa and East Asia and between 10 degrees and 40 degrees north of the Equator (the so-called “10/40 Window”). LHM is at work in Northern Africa, the Middle East, and Central, East, and Southeast Asia to present the Good News of Jesus—and help change lives.

The number of young people on earth between the ages of 10 and 24 is the highest ever—about 1.8 billion. These young people make up the majority of the population in the world’s 48 least-developed countries. This creates new opportunities to present the Christian message in religious contexts as well as educational and social contexts.

More people around the world live in urban areas than in rural areas. Living in a city often isolates individuals and families—creating a unique kind of “unreached people group.” But it also creates opportunities for LHM to share kindness, compassion, and an uncluttered expression of the Gospel. LHM operates international ministry centers in some the world’s largest cities—São Paulo, Mumbai, Bangkok, Jakarta, St. Petersburg, Seoul, and Mexico City.
What Lutheran Hour Ministries’ International Outreach Looks Like

Unreached

- Broadcasts of locally-produced, Gospel-focused programming distributed through traditional radio and television or through the internet.
- Locally-administered humanitarian response to health crises and catastrophic events.
- Film shows and rallies designed to present the Gospel in both rural and urban areas.
- Arabic-language television programs and social media campaigns reach tens of millions of people in 20 countries across North Africa and the Middle East where the Gospel is otherwise unheard.

Youth

- LHM’s Project JOEL values-education program is presented in schools throughout Latin America.
- Digital/social media outreach to Spanish and Portuguese speakers through vivenciar.net, LHM’s regional Gospel ministry on the web and Facebook that invites response and conversation on topics of life and faith.
- Music, drama, and puppet ministries that attract children, youth, and adults and share the message of Jesus.
- Sports ministries that combine competition with Bible study, faith formation, devotion, and prayer, together with education about good sportsmanship.
- School outreach programs that acquaint students from non-Christian cultures with Christianity.

Urban

- Holistic ministry programs that address not just people’s spiritual, but also physical and economic needs, such as medical clinics, offering vision, general health, and HIV/AIDS testing and counseling.
- Community events that bring families together and generate interaction with LHM staff and volunteers.

LHM international ministry centers also offer Bible Correspondence Courses that allow for private, personal exploration of God’s Word, as well as Equipping the Saints workshops designed to train local volunteers to share the Good News.

Impact

490,000
People responded to LHM outreach activities around the world in the last year.

63,000
People enrolled in LHM’s Bible Correspondence Courses for the first time last year.

58,000
People referred to local churches by LHM ministry centers.

LHM.ORG/GLOBAL

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