

Mars • Hill Update

MINISTRY THROUGH MEDIA August 2011

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The Raise the Flag Campaign

Positioning The HOPE to Help Complete the Great Commission

It was 2010. . .one of those rare cool dry February nights in Houston that feels more like early spring than late winter. The lingering glow of the sunset was an appropriate punctuation to the end of a full day for the board of Mars Hill. Most of our time had been used to discuss the business of the ministry. Unbeknownst to those present - *except the Spirit of God* - the remaining deliberations would determine the course of Mars Hill for years to come.

Early in the development of the ministry strategy for The HOPE, the board agreed that it should not be the role of Mars Hill to determine the priority of translating The HOPE into one language over another. After all, there are nearly 7,000 living language groups in the world today, and they must all be reached with the Gospel in order to complete the Great Commission. Many of these groups are still considered unreached. Who is to say which one should be given priority?

It was decided that we would develop a process by which others could partner with Mars Hill to produce translations of The HOPE. This "Partnering Process" would then be promoted among the appropriate mission

communities worldwide. In other words we would simply "raise our flag up the pole," and whoever saluted, that is whom we would get behind.

Of course, this placed us in the role of responder rather than initiator, which is often challenging for a group of high achievers. On the other hand, this approach made room for God to be the

initiator and as a result, He has made Himself known in ways we could not have imagined. As a result of our partnering strategy, we now have 44 completed versions of The HOPE with another 30(+) translation projects in process. All but two of these projects have been initiated (and for the most part, funded) by our partners. The leverage has been amazing!

So on that February evening, after hours of discussion on the state of the ministry, and how to

continue ministry in one of the worst economic downturns in recent history, the remaining obligatory question that should be asked by any conscientious governing body was on the table, "Have we missed anything?" Which soon became, "Should we be doing anything differently?" . . . perhaps not the best question to ask at the end of a very long day.

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"I am not ready to make a decision to follow Christ. But I am interested in learning more. Please contact me discreetly by e-mail."

- Baredu, age 22, Muslim,
viewed The HOPE online.

The Raise the Flag Campaign will help us reach many more people like Baredu.

But, as we prayerfully pondered the question, the answer was clear . . . “No!” and “Yes!” No, we should not deviate from our main strategy based on partnering. And yes, we should do something new. We should work and trust God to empower us to do a better job of casting a more complete vision for the potential of The HOPE to even more people! We should “raise the flag” even higher!

We are now well into our “Raise the Flag” campaign, the goal being to take The HOPE to a whole new level of global impact. Within this undertaking there are 5 project areas.

1. CREATE VISUAL MEDIA TO PROMOTE THE HOPE

God gave the prophet, Habakkuk, a vision and told him to inscribe it on tablets, “. . .that the one who reads it may run” – Hab.2:2. The tablets on which we will inscribe vision for the potential of The HOPE are videos, brochures and websites.

We are now working to create a variety of new visual media to tell stories of the way God is mobilizing the Body of Christ around the world to help translate and utilize The HOPE to reach people with the Gospel. We want to convey the powerful picture of how people have effectively used The HOPE in personal evangelism, churches, missionary work overseas and many more situations than we could have imagined. We also want to tell some of the amazing stories of people who have been integral links in the translation, adaptation and dissemination of The HOPE. We believe that God will use this kind of media to encourage others -- who have yet to utilize this powerful ministry tool -- to join the ministry of The HOPE. We thank God that a generous grant has already been provided for the vision casting videos we are producing! We are still praying for the remainder of funding necessary for website development.

2. UPDATE PRODUCTION AND POST-PRODUCTION CAPACITY

For the past several years, our focus has been on building partnerships to translate The HOPE. In order to accommodate multiple projects simultaneously, most of the video and audio production for these translation projects has been outsourced. Having done less “in-house” production, we have lagged behind in keeping our own production and post-production equipment (cameras, editing hardware and software, etc.) up to date. Our Raise the Flag campaign will require production and post-production upgrades to increase our capabilities. This technology upgrade will serve the ministry of The HOPE for years to come. Approximately 65% of the cost of this project has already been provided!

The Goal - to take The HOPE to a whole new level of global impact

3. UPDATE & ADAPT THE HOPE FOR NEW OPPORTUNITIES

Since 2003, people have used the original 80-minute English version of The HOPE for translations and ministry worldwide. We believe that we could help facilitate even more ministry if we had 1) an abridged version of The HOPE with some updated scenes for use in a 60-minute Church service or classroom setting and 2) a version of The HOPE in which some of the current scenes are replaced with scenes that are more appropriate for indigenous tribal cultures. These efforts have yet to be funded.

4. BUILD UP THE INTERNET MINISTRY OF THE HOPE

The HOPE is currently available for viewing on various websites in about half a dozen languages. However, only one (English) presently comes

close to facilitating the kind of Internet ministry we envision for The HOPE. The Raise the Flag campaign includes a project to build up the worldwide Internet ministry of The HOPE starting with 8 major languages (English, Spanish, Chinese, Japanese, German, Arabic, French and Russian) on one site. For visitors who want to go deeper, there will be a 65-lesson HOPE Study Guide online in each language. The site will also allow visitors to connect with a localized e-counselor from one of our global ministry partnerships (to find help in coming to Christ or to learn what to do next in their new life in Christ). The site will also have a section to help others learn how to partner with us in translating and using The HOPE. This project is about 85% funded.

5. ESTABLISH 2 MINISTRY FUNDS

A) The first fund will be used, when necessary, to “prime the pump” for translation projects by providing matching grants to aid our partners in raising the funding for a project.

B) The second fund will be used to supplement Mars Hill staff if their personal fund raising drops below the level necessary to sustain their salary. Currently all full-time, non-administrative staff build a ministry team to pray for their work and help cover their salary. If their level of funding falls significantly, a staff member may need to stop his or her primary ministry work in order to rebuild their team. This fund will allow staff to continue in all of their ministry responsibilities without disruption.

ANTICIPATED RESULTS

Simply stated, the anticipated outcome of our Raise the Flag campaign is a significant increase in the worldwide ministry of The HOPE. We believe that within a three-year period, this effort could result in a 100% increase in a) the completion rate of translations and b) the dissemination and effective use of new and existing versions of The HOPE to share the Gospel worldwide!

Reaching International Students in the U.S.



Over 650,000 International Students are enrolled in US colleges and universities.

Campus ministries across America have found The HOPE to be an excellent tool to reach International students with the Gospel . . . and thus reach the world for Christ. Some International Student Ministries have written their own study guides for The HOPE. Others have created special packaging designed to appeal to this strategic community. Zeke Zyler of Bridges International says, *“The HOPE is awesome! It is the main media tool we use with International Students on over a hundred campuses.”*

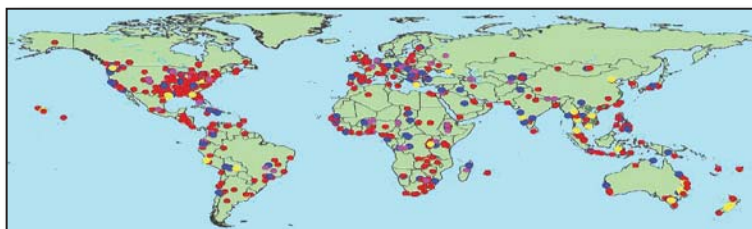
The HOPE Translation & Partnering Update

We now have 44 completed versions of The HOPE, with over 30 translation projects currently in process!

Our upcoming translation emphasis includes 11 of the major languages in India, the Gypsy languages of Europe, several Indian languages in Mexico and 10 Tibetan languages.

By partnering with other ministries we are able to continue producing multiple projects simultaneously. We praise God for more than 70 strategic partnerships worldwide who help produce and utilize The HOPE.

The HOPE ESL Software Curriculum is being used by Missionaries Worldwide



Places around the world where missionaries are using The HOPE ESL Software Curriculum to share the Gospel while teaching English.

English is the most popular second language on Earth. Missionaries worldwide have discovered that teaching English as a Second Language (ESL) is a wonderful way to share the Gospel.

Peter Cavanaugh was a missionary in Vietnam with Pioneers. He was a proponent of ESL and a fan of The HOPE. About four years ago, Pete and his wife left the mission field for health reasons. But Pete still had a passion to reach the world for Christ.

Soon after returning to Australia, Pete contacted Mars Hill. With some knowledge of software programming, Pete wanted to create an ESL software curriculum built entirely around The HOPE. We loved the idea! Pete’s Church in Australia helped with funding for the project and Pete went to work. The result has been incredibly well received. The HOPE ESL software curriculum



The HOPE ESL disc is sold only for the cost of duplication and copying is encouraged.



This group of students in a closed access country celebrate the completion of The HOPE ESL course. Some reportedly came to faith in Christ through the course.

has become a key tool for hundreds of missionaries worldwide. It contains dozens of interactive games and exercises, all built around God’s grand story of redemption. The HOPE ESL is an example of the power of partnering!

- To learn more visit www.thehopeesl.org.

Reaching the World Through Diverse Media Technologies

For more than 30 years, the mission of Mars Hill has been to use media to draw people to Jesus Christ. In the early days, our projects were produced and made available on 16 mm film. The HOPE was produced with digital technology and can be modified for any language group in the world. It is available through an incredible variety of media technology, most of which did not exist when Mars Hill was started.



ERF uses an Astra satellite (above) to broadcast The HOPE across Europe in 8 languages

This summer, our German ministry partners (ERF Television, *Evangelism-Rundfunk*) began an ongoing rotation of satellite broadcasts of 8 language versions of The HOPE - French, English, Russian, Arabic, Thai, Spanish, Mandarin and German. The schedule was set up so that each broadcast would be in tandem with an airing of the Jesus Film in the same language. The coverage area includes all of Europe and parts of North Africa. A similar plan is in place with Gospel for Asia to broadcast several versions of The HOPE in India.



The solar powered video projector from World Renew Outreach

Another ministry partner, World Renew Outreach, supplies missionaries with extremely compact solar powered video projection systems to show The HOPE in some of the world's most remote areas. Thousands of unreached people groups live in these places, without access to a Gospel presentation in their language.

Arabic Treasures Completed



The Arabic Treasures Micro SD Card holds 64 Gigabytes of data and fits on the tip of your index finger.

Imagine a single Micro SD chip with The HOPE in Arabic, 3 Arabic Bibles, Arabic Audio Scriptures, hundreds of books, over 200 hours of Inspirational, Evangelistic, and Discipleship video and over 1000 hours of teaching, worship and encouragement! That is Arabic Treasures and it was completed this summer!

Arabic Treasures is the second such project on which Mars Hill has partnered with the Digital Bible Society. The first, Chinese Treasures, has been used to evangelize and disciple millions of people in China. Additional projects with DBS are in the queue!



Arabic Treasures - Reaching the Arab World for Christ

Workers Wanted!

Mars Hill operates with a lean team, but to lay hold of the opportunities before us, we need to add three committed and capable harvest workers* . . .

- **Ministry Partnering Director** - oversees our ministry partnerships around the world
- **Director of Production** - oversees our production resources and activities
- **Assistant to the President** - provides administration and operational support



Jesus said, "The harvest is plentiful, but the workers are few. Therefore beseech the Lord of the harvest to send out workers into His harvest."
- Matthew 9:37-38

For more on these positions, visit the "Get Involved" section of our website, www.mars-hill.org. Please pray for these workers, and do not hesitate to refer anyone you think might be a fit.

* Note - All full-time, non-administrative staff build support teams who share in the ministry through prayer and giving.

. . . what sort of people ought you to be in holy conduct and godliness, looking for and hastening the coming of the day of God,

- 2Peter 3:11-12

Member of the
Evangelical
Council for
Financial
Accountability



Mars • Hill is a non-profit ministry dedicated to using media to draw people to Jesus Christ. For more than 30 years, award-winning Mars • Hill films and videos have been used around the world to introduce thousands of people to Jesus Christ.

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