



COALITION BROADENS EVANGELISTIC IMPACT IN 2003

Articulating the mission and clarifying the vision of the Mission America Coalition (MAC) was a major emphasis during 2003. As Coalition partners renewed their vision for *Uniting Christians for Evangelism and Revival*, the influence of the Coalition on evangelism efforts in America grew. We praise the Lord for the many open doors for collaborative ministry in 2003. The following is a brief outline of MAC ministry accomplishments:

Unity – Evangelism – Revival

- **Turn on the Light, America!** was launched in April to help bring unity and focus to evangelistic events and a grassroots evangelism movement among the Coalition and the broader body of Christ. Currently, **100,000 Christians receive monthly email updates** on evangelism ideas, resources and initiatives through the Coalition.
- A **new MAC website (www.missionamerica.org)** was developed with the long-term goal of becoming a virtual communications hub to share evangelism resources, ideas and events.
- **Thousands of churches and dozens of city movements** participated in marking the second anniversary of 9/11/01 through **Honor Our Heroes services** on Memorial Day, July 4, 9/11/03 and Veteran's Day. Over **65 denominations and 10 resource providers** worked together to help churches reach many with the good news of Jesus Christ. The outreach initiative gave churches an opportunity to invite the community to honor those who serve as firefighters, emergency workers, law enforcement officials, soldiers, mentors and teachers.
- A **strategic alliance with the National Association of Evangelicals** was developed wherein the Coalition now serves the NAE in the area of evangelism.
- **In August, the Coalition brought together dozens of Christian entertainment professionals** in Hollywood with the mission of networking, equipping and encouraging them to positively impact culture with the Gospel through film and television.

- Nearly **1,000 people attended the October MAC Annual Meeting** in New York City. “The Gospel In The City – A National Leadership Forum” (NLF), was the largest Coalition annual meeting to date. Through shared experiences, interactive discussion, powerful speakers and on-site visits, the forum assisted leaders in discovering new resources and ministry models for sharing Christ in word and deed in city/urban areas. A **66-hour Prayer Watch** provided intercessory prayer coverage for NLF speakers and participants.
- During the NLF, denominational **leaders unanimously endorsed The Purpose Driven “40 Days of Purpose”** effort as their 2004 primary collaborative evangelism initiative.
- **Mrs. Vonette Bright** (Campus Crusade for Christ – Women Today International) was **named new Honorary Co-Chair of MAC**, assuming the role held by her husband Dr. Bill Bright before his death.
- **In December, MAC hosted a meeting of leaders for a special screening of the Mel Gibson movie “The Passion Of The Christ.”** The meeting offered many leaders their first opportunity to view the film, hear from producer Mel Gibson and pray and strategize about appropriate follow-up to enhance the film’s use for outreach.

City and Community Ministries

- A **new web site (www.cityreaching.com)** was developed to share city reaching resources and information. The site has become the number one web site on major search engines when the words “City Reaching” are entered.
- Regular communication has been established with **some 2,200 transformational leaders in over 750 cities**. In the past year, the list grew by over 1,000 leaders and 300 cities.
- **Ten Regional City Impact Roundtables engaged more than 600 leaders**, providing a creative forum in which leadership teams were formed and existing leadership teams were strengthened to serve city movements. By offering regional events, organizers experienced a six-fold increase in the number of leaders attending over previous years.
- The **Christian Emergency Network (www.christianemergencynetwork.com)** birthed through work in 2001, equipped city leaders to respond in times of emergency. **One thousand radio, television and ministry partners** are a part of CEN and are prepared to respond in an emergency.

Global Ministries

- In January, Rev. John Quam was brought on as **National Facilitator of Global Ministries** to help Coalition partners work toward collaborative efforts to reach the more than 6,000 unreached people groups across the globe.
- The **Global Ministries Task Force**, representing key U.S. ministries involved in missions, was formed. This group meets by phone monthly.
- A **Shaping Eternity Initiative**, based on the Shaping Eternity video produced by Caleb Project and key mission organizations, was developed. The initiative is focused on bringing Unreached Peoples awareness and engagement to churches in America. The initiative has also produced a **website (www.shapingeternity.com) and a consulting package** that helps churches move into an Acts 1:8 model for outreach.

Lighthouses

- Coalition partners caught the vision of Lighthouses and determined next steps to **adopting the prayer, care, share lifestyle in every area of life**.
- A **Learning to Love to Pray Seminar** was developed to incorporate Lighthouse pray-care-share training into a more expansive prayer

seminar. The seminar builds on the foundation presented in the new *Love to Pray, A 40-Day Devotional for Deepening Your Prayer Life* book intended to help Lighthouse Keepers grow strong in prayer and reach out effectively.

- **Lighthouse Starter Kits were sent out to 300-plus new Lighthouses** and a number of new Lighthouse Churches. A new Lighthouse Resource Guide was developed and distributed.
- The **Lighthouse ministry was shared in Norway** with 15 different groups of pastors, prayer leaders and church members. Church leaders there responded favorably and are eager to introduce the Lighthouse concept to their whole nation.
- **Lighthouse presentations** were given to the **Advent Christian Church Annual Conference in Portsmouth, NH; a Church Leaders' Conference in St. Charles, IL; the Evangelical Lutheran Church of America's Tri-Synodical Prayer Conference in Mansfield, OH and leaders of 72 United Methodist Churches in Kentucky.** Leaders in these denominations are intentionally emphasizing deeper and stronger prayer-evangelism ministries in their churches.

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