



## 2004 MINISTRY YEAR IN REVIEW

2004 was a significant year of ministry for the *Mission America Coalition (MAC)*. Throughout the year, God used the *Coalition* to initiate collaborative evangelism endeavors in America and around the world. We praise and give God thanks for the privilege and blessing of serving together, compelled by our commitment to the Lord and our passion for evangelism as reflected in the *MAC Mission Statement*:

*"The Whole Church taking the Whole Gospel to the Whole Nation – and to the World."*

### **LOVING OUR COMMUNITIES TO CHRIST**

The 2004 *Annual Meeting* of the *Mission America Coalition* in San Diego, CA was one of the most strategic meetings ever held by the *Coalition*. Even before the gathering, it was apparent this meeting would be like no other held by *MAC*. A survey of *MAC* partners preceding the meeting set the stage as 98% of respondents confirmed that denominational, national ministry and city reaching leaders need to collaborate and 79% validated that *MAC* is uniquely positioned to call God's people together to reach the nation with the Gospel. In addition to the survey, *MAC* partners were asked to come prepared to discuss "*Loving Our Communities to Christ*" (*LC2C*), a document originally prepared by the *MAC Strategic Task Force*. *LC2C* was to serve as a starting point for the *Coalition* to consider calling the church together to construct customized, locally initiated and owned strategies to reach communities with the love and grace of Jesus Christ.

In meetings before the larger partner gathering, the *MAC Facilitation Committee*, *Lighthouse Facilitation Council* and *Denominational Leaders* all affirmed their desire to be involved in *LC2C* and gave their strong endorsement to a collaborative evangelism approach to reach our nation city by city.

When the larger group convened later in the week, Dr. Steve Douglass (*Campus Crusade for Christ*) and Mr. Jim Overholt (*MAC's Executive Director*), facilitated a discussion on whether the simple *LC2C* framework was the vehicle God might use to unite His Body for evangelism. After much dialogue and prayer, in an extraordinary demonstration of unity, *MAC* partners unanimously determined to work together through *LC2C* and to call all Christians (national, regional, local church, parachurch and lay leaders) together to represent the incarnational presence of Christ in their church and society. Through the *LC2C* framework, *MAC* partners and other leaders are now prayerfully considering how God might have them dedicate their "time, talent and treasure" to advance the cause of collaborative evangelism so that the hearts and lives of Americans might be changed through a personal relationship with Jesus Christ.

Cities who want to be a part of *LC2C* must commit to a three-year process of bringing Christians together to pray, plan and work toward sharing the Gospel in word and deed in their community. During the meeting and immediately thereafter, *MAC* was approached by leaders in 15 communities enthusiastic about being considered as a model location for implementing *LC2C*. Each of these communities is currently undergoing an evaluation and application process.

*MAC* partners also reaffirmed their belief that God has blessed the *Coalition* "for such a time as this." Leaders emphasized that because *MAC* was uniquely conceived by a desire to reach America with the love and grace of Jesus, it holds an unparalleled position of influence as the nation's largest coalition of Christian leaders with a singular focus on evangelism. One *Annual Meeting* participant responded by saying that he was glad he came because "I feel energized and excited about the ministry God has called us to – together through the Mission America Coalition." Another noted that "This was exactly what we needed – gaining an overview of the American culture and then working together on a framework for community evangelism." While still a third underscored the feeling of all participants by stating "God truly met us here."

**Other meetings** held prior to the *MAC Annual Meeting* include:

- **Shaping Eternity Forum (SEF):** Forty missions leaders, focused on the world's unreached people groups, formed a *North American Unreached Peoples Network*. The *Forum* provided a place for connection, communication and collaboration between agencies seeking to reach the unreached.
- **MAC City Impact Roundtable (CIR):** Forty-five veteran and strategic city reachers came together for networking and encouragement and to seek the mind of Christ for an understanding of city reaching's present and future.
- **MAC Denominational Executives and Denominational Evangelism Leaders:** Leaders emphasized equipping pastors and churches with tools and resources for collaborative evangelism.
- **MAC Church Planting Executive Network:** More than a dozen church leaders participated in the first-ever meeting of this network focusing on the importance of church planting to evangelism.
- **Women's Collaborative Leadership Coalition:** Nineteen women leaders met with a goal of bringing women together to "reach Christian women everywhere to mobilize them to do God's business wherever He has placed them."

### **National Outreach Convention**

Following the *MAC Annual Meeting*, the *Coalition* served as a co-sponsor of the *2nd Annual National Outreach Convention*. Nearly 1,500 ministry leaders, speakers and resource providers participated in the over 80 workshops on various aspects of outreach and evangelism. *MAC* leaders directed workshops in the *Collaborative Outreach Learning Track*.

### **THE PASSION OF THE CHRIST**

*MAC* worked alongside the producers of the film *The Passion of the Christ* to ensure that the church was equipped to take advantage of the ministry and evangelism opportunities generated by the film. Dr. Cornell Haan (*MAC National Facilitator of Spiritual Unity*) served as point person for *MAC*. Dr. Larry Lewis (*MAC National Facilitator of Denominational Ministries*) secured the endorsement of 36 denominational executives for *The Passion* and a commitment to involve their churches in supporting the film as an evangelistic outreach. Rev. Glenn Barth, Rev. Jarvis Ward and Rev. Phil Miglioratti (*MAC National Facilitators of City/Community Ministries*) facilitated *Passion Summits* in some 100 cities to expose pastors and Christian leaders to film-related evangelism resources and initiatives. Through these and other efforts, churches involved in the outreach reported a combined 60,000 people made decisions for Christ.

### **SPIRITUAL UNITY – EVANGELISM - REVIVAL**

- Through a collaborative relationship developed by the *MAC City/Community Ministry Team*, the *International Bible Society* and church movements in Jackson, MS, Houston, TX and Colorado Springs, CO **distributed Scriptures to every household in these areas, saturating the cities with God's Word.**
- During 2004, the *MAC CIR* **brought together leaders from dozens of cities across North America for prayer, encouragement and strategizing.** Regional *CIRs* took place in: Austin, TX; El Paso, TX; St. Louis, MO; Ventura, CA; Cedar Rapids, IA; Indianapolis, IN and; Chicago, IL.
- The *MAC Strategic Planning Task Force* led by Dr. Lewis and Dr. Jeff Farmer (Open Bible Church) worked to increase awareness and involvement in the *40 Days of Purpose – Purpose Driven Life* effort. **Forty-seven denominational executives endorsed *The Purpose Driven Life* and promoted it in their churches.** To date, over 17,000 churches have participated.
- **National Ministry Networks were defined and categorized during 2004.** Categories included those based on leadership level, affinity group focus and ministry function.
- Rev. Dallas Anderson (*MAC National Facilitator of Evangelism*) represented *MAC* at the **2004 Evangelism Roundtable, a collaborative forum that brought together theologians and practitioners** to address issues related to the proclamation of the gospel.
- To help address the need for information on spiritual unity, evangelism and revival resources and initiatives, **MAC began two free, monthly newsletters:** *MAC EConnections* aimed at pastors and church and lay leaders and; *MAC Update* – intended for members of the *Coalition*.
- **MAC Global Ministries' Shaping Eternity (SE) Initiative, in partnership with the Caleb Project, added several partners and distilled key resources.** Rev. John Quam (*MAC National Facilitator of Global Ministries*) says the resources will help local churches connect with the vision of reaching the most unreached peoples of the world and help them see that "ordinary" people can make an extraordinary impact.

### **LOOKING FORWARD**

Enthusiasm and support for *LC2C* and for equipping Christians in the prayer, care, share lifestyle continues to grow. Plans are underway to provide greater assistance and resources for evangelism to the Body of Christ through email, online and in special leadership gathering as together we seek to mobilize the church to pray for, care for and share Jesus Christ with every person in America.

Prayer and financial support are critical as the *Coalition* moves forward. Donations to *MAC* are tax deductible. *MAC* is a charter member in good standing with the *Evangelical Council for Financial Accountability*. To subscribe to the monthly *MAC EConnections* email update on *MAC* activities, please send an email to [info@missionamerica.org](mailto:info@missionamerica.org) with "Subscribe *EConnections*" in the subject header.



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