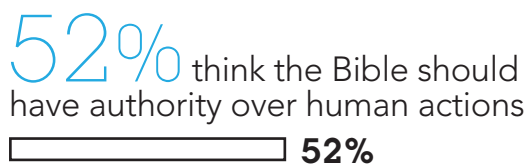
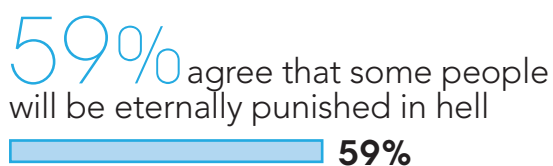
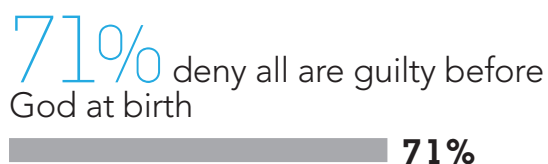


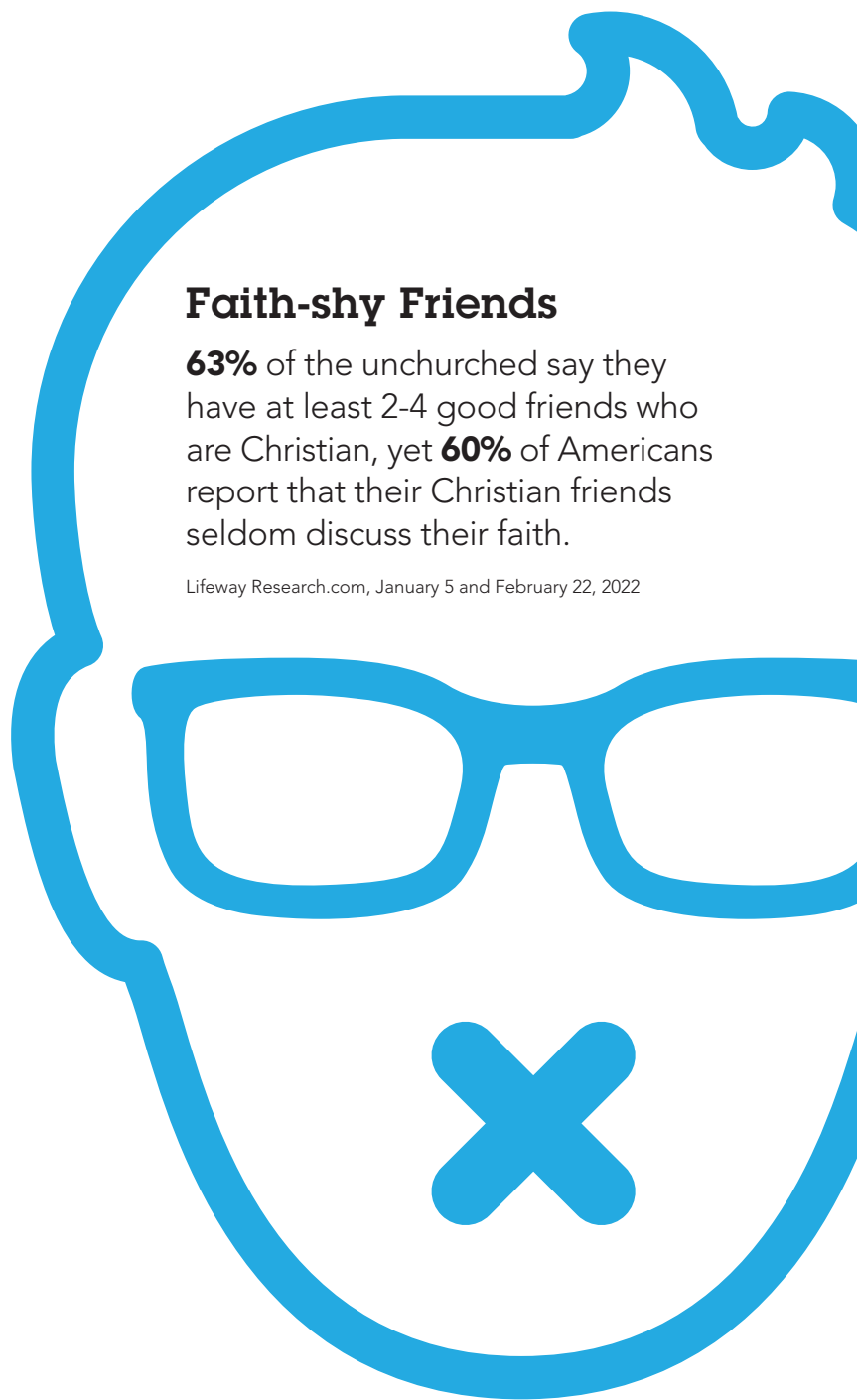
# Measured

## A Contradicting Worldview

Among U.S. adults:



Source: Lifeway Research.com, September 19, 2022



## Faith-shy Friends

63% of the unchurched say they have at least 2-4 good friends who are Christian, yet 60% of Americans report that their Christian friends seldom discuss their faith.

Lifeway Research.com, January 5 and February 22, 2022

## Effective Evangelism



58% of unbelieving youth do not find scripture quotation as a convincing form of evangelism, and 49% do not want to be prayed over during a conversation about faith.

According to 55% of non-Christian teens, using actions rather than words to explain faith is the most persuasive evangelism approach.

Source: Barna.com, November 10, 2021

## SBC Impact

In 2022, Southern Baptist Disaster Relief volunteers reported over

7,200 Bibles distributed  
19,600 gospel conversations  
5,900 professions of faith

This year, SBC chaplains recorded over

75,000 gospel presentations

## Church Influence

Christians are **split in half** between those who actively evangelize and those who do not. Those who attend church at least monthly are **20% more likely** to engage with their neighbors than irregular attenders.

Source: Lifeway Research.com, January 5 and July 1, 2022

## Eager to Tell

This past summer, **335** GenSend student missionaries had **4,037** gospel conversations in **20** cities across North America.

## Ready to Hear

**46%** of teens around the world believe that Jesus offers hope to people.

Globally, **6 in 10** teens (**59%**) are interested in learning more about Jesus in their lifetime.

Source: Barna.com, October 2022



## Heard

**“You and your church are not in your neighborhood by accident; God is already working there. We have to join Him in His work.”**

John Mark Clifton, senior director of replanting at NAMB

**“We are called to be the light of the world, but sometimes we hide our light.”**

Tim Dowdy, vice president of Evangelism

**“We cannot manipulate change. We need God to revive our hearts as we surrender to Him!”**

Michael Catt, retired pastor, Sherwood Church in Albany, Georgia