

**A month of mission,
a lifetime of evangelism,
a passion for life.**

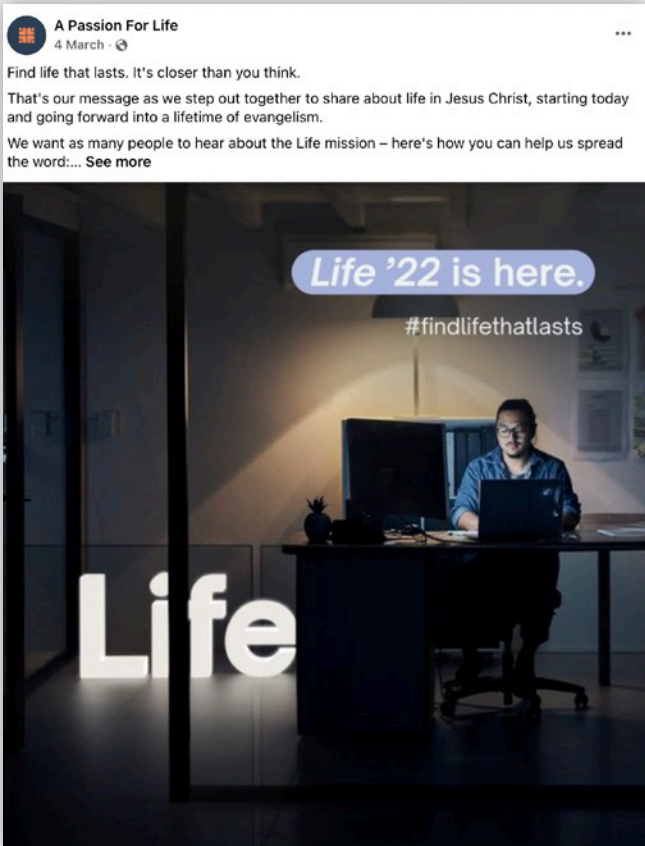
Summary Report September 2022

A month of mission...

Following an 8-year dormancy after successful nationwide missions in 2010 and 2014, *A Passion for Life* regrouped to co-ordinate and resource a new nationwide “month of mission” across the United Kingdom in the lead up to Easter 2022.

...a lifetime of evangelism.

The vision for *A Passion for Life* was also expanded not only to include co-ordinating focused times of mission, but also the resourcing of congregations for “a lifetime of evangelism”.



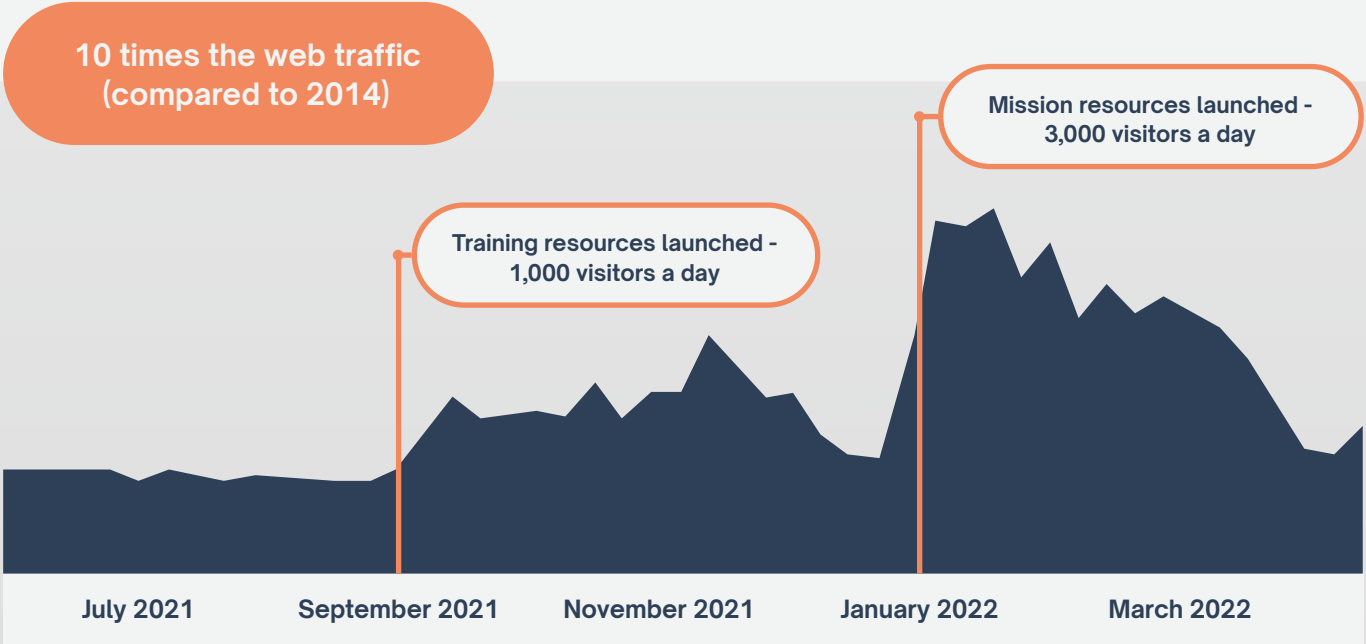
Reigniting *A Passion for Life*

After a long period of inactivity, it was clear that *A Passion for Life*’s brand identity, positioning, website and communications strategy needed revitalising in order to captivate churches with its vision and encourage them in gospel mission.

We partnered with specialist design and communications agency Something More Creative to help us revitalise and relaunch *A Passion for Life*. Together, we used the new brand, website and digital channels to launch an awareness campaign which, by God’s grace, helped gather and unite over 800 churches with a common vision: to step out for a month of mission and into a lifetime of evangelism.



More than 800 churches involved



Equipping in evangelism

The stand-out resource on offer through the new website was the personal evangelism training videos, which have received 30,000 views and 11,500 downloads to date, and which 75% of participating churches identified as the resource that helped them most.

These consist of a “pick and mix” menu of 21 training sessions, designed to help church leaders equip their own congregations to make Jesus known.

The overarching theme of the series is to “journey with people towards life in Christ”, and the sessions aim to build Biblical conviction and effective practice in many different areas of our witnessing.

30,000
views

11,500
downloads

“They have helped me so much in how to talk about Jesus and what he has done for us and why we need him. They also gave brilliant ideas and ways to talk to people. I will continue to use what I have learnt.”

Church member, Baldock

“The video resources were excellent for our home groups. They were really well made. It was especially helpful to hear from a wide range of people, and to have evangelism explained in a clear, accessible way.”

Women’s worker, London

“People were clearly moved, encouraged and challenged by the training videos.”

Pastor, Truro



Life ‘22

Alongside the *A Passion for Life* brand, the evangelistic *Life* brand provided churches across the UK with thought-provoking messages and powerful visuals to invite their communities to “find life that lasts” in Jesus.

Life was purposefully designed to draw people into a place of contemplation and reflection – encouraging them to stop and think about their lives – and revealing that the lasting life of Jesus is closer than they might think.

Across the mission publicity, this lasting ‘life’ was presented in a number of different contexts as a solid word that is bright, vibrant and within reach, demonstrating that wherever we are and whatever we’re going through, the lasting life of Jesus is near.

The *Life* brand was also applied to evangelistic resources including a booklet

by Rico Tice, tracts based on John 1:1-4 and a give-away version of John’s Gospel. These resources direct people to a website, findlifethatlasts.com, which points people back to churches in their communities.

10% of participating churches said that the *Life* brand helped them most in their missions. A smaller segment of churches chose to run with their own mission branding.

“The publicity was very user-friendly, professionally presented, and there was a fantastic variety to draw on, depending on your context or event.”

Outreach worker, Norwich

“Superb quality visuals, with great straplines, gave people confidence to invite.”

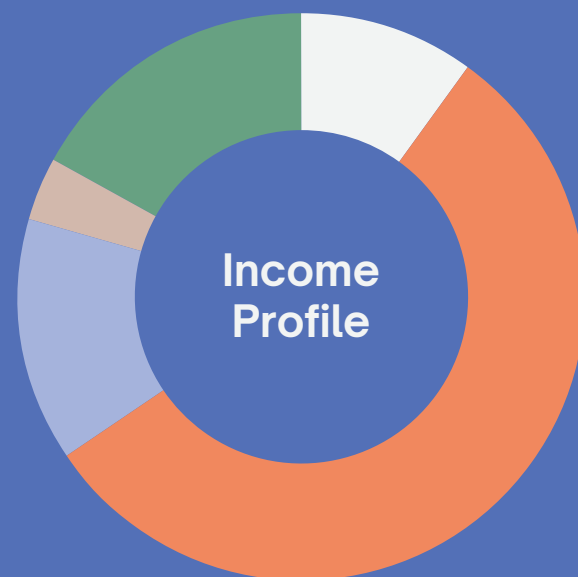
Rector, Glasgow



Finances (over a 21 month period)

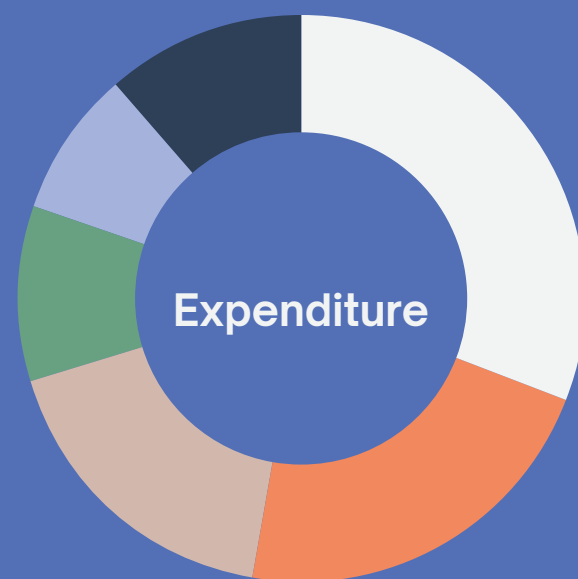
Resources and communications were delivered by a core delivery team supported by specialist contractors, overseen by a management group themselves supported by a widely representative steering group.

This structure was a real support in providing good governance and delivering quality resources that appealed to a broad range of contexts, whilst remaining Biblically faithful and Christ exalting.



Starting balance
£21,000
Individuals (22)
£119,300
Churches (37)
£29,600

Gospel partnerships (6)
£7,900
Trusts (4)
£36,050



People
£67,000
Communications and creative support
£47,000
Video and training resource production
£38,000

Brand development (A Passion for Life, and Life '22)
£21,600
Website development
£18,000
Other resource delivery and operational spend
£24,000

The impact

By the Lord's grace, *A Passion for Life* seems to have had a significant impact: **Nearly 90% of participating churches indicated that *A Passion for Life* had a positive impact on the evangelistic culture of their churches**, and that they would like to continue building on it.

While only a handful of churches reported people coming to faith during the mission, many spoke of a greater connection with the people in their communities, of new people now connected to church, reading the Bible one to one with a Christian or attending evangelistic courses.

Perhaps most encouragingly, they also reported a growing confidence in their people to make Jesus known.

Detailed report available at request

"Congregation members are more fired up for evangelism and keen to run more events. There's a handful of people who are interested in finding out about Jesus for themselves and are reading a gospel with a friend or in a group."

Women's worker, Cardiff

"There's strengthened contact with many unsaved folks, some are attending groups and the church has more confidence."

Church member, Abingdon-on-Thames

Looking Ahead

Many involved are keen to maintain the momentum and not let *A Passion for Life* fall into dormancy again.

Having consulted with participating church leaders, we are hoping to keep investing in the evangelistic culture of local churches by keeping the training resources and mission ideas available, by sharing encouragements and stories, and by building a team to deliver God willing a bigger and better mission next time around.

Building this small team early enough will also help with the proactive communications churches have been asking for to help them train and prepare for the next nationwide mission.

“We have had maybe 20 visitors from the local community come along to church services, and we have 4 complete newcomers currently in a Christianity Explored group. It’s also been encouraging to see fruit in the sense of church family members growing in confidence to share the gospel and to go out visiting and door knocking in the local community. It has helped ‘re-set’ our vision to be looking outwards and be missional as a church family.”

Ben, Assistant Minister in Newcastle-upon-Tyne

Roadmap towards a nationwide mission in 2026*



“This might already be happening, but to have A Passion for Life as something which is an ongoing effort to encourage us in our evangelism, rather than or in addition to the big focus every few years.”

Christopher, Pastor in Lymington & Pennington

“Keep going, consolidate rather than continually innovating.”

Thomas, Pastor in East Kilbride

A Passion for Life needs financial partners to continue to build momentum - please get in touch if you feel led to partner with us.

