Engage Communities in the Digital Mission Field

Facebook. Youtube. Instagram. Twitter. Taken together, the billions of users on these sites would comprise the largest nation on earth. In spite of being so “connected,” a recent study from the University of Michigan shows that people are lonelier than ever. Lutheran Hour Ministries is determined to reach out to these people.

Lutheran Hour Ministries conducted research to develop and test ways to engage non-Christians in digital conversations about life, faith, and Jesus. Building on this research, LHM launched THRED, a network of online content that ignites open and honest conversations between Christians and non-Christians in digital spaces.

Through **THRED**, LHM has sparked thousands of digital conversations that matter and has equipped thousands of Christians to do the same in their own digital spaces.

LHM creates follow-up tools that allow individuals and congregations to stimulate their own digital conversations with the unreached. This facilitates more opportunities for digital connections to become face-to-face relationships in Christian communities.

- **1. INITIAL CONTACT**
  Programs and initiatives that allow for a first contact

- **2. RELATIONSHIP BUILDING**
  Platforms that provide discussion and learning opportunities.

- **3. PERSONAL CONNECTION**
  Connecting individuals to Christian communities where their relationships with Christ and the church will deepen.
Christ’s Great Commission still stands.
God calls us to be on a constant mission for the Savior.

LUTHERAN HOUR MINISTRIES is a trusted resource in global media that equips and engages a vibrant volunteer base to passionately proclaim the Gospel to more than 125 million people worldwide each week. Through its North American headquarters and ministry centers on six continents, LHM reaches into more than 60 countries, often bringing Christ to places where no other Christian evangelistic organizations are present.

But with billions of people still unreached with the Gospel message around the world, our work is not done.

**Therefore, we will not rest until...**

- Every person has the opportunity to hear the Gospel in an understandable way.

- Those seeking are connected to a healthy Christian community where they can grow in their faith.

- Every Christian is equipped to share the Gospel in word and deed.

- Engaged Christians advance this common mission as a global community.

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