



Energize, Equip, and Engage Laity for Outreach

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LHM has a long and respected track record for partnering with congregations to enact outreach activities that work in concert with their Gospel proclamation mission. This foundation serves as a catalyst as we equip and embolden laypeople to be missionaries in their communities.

Our strategy for supporting the outreach efforts of the laity focuses on three vital areas:

Provide **research** on how today's culture is evolving, and how Christians and congregations can respond to reach their communities with the Gospel.

Equip individuals and groups of all ages to reach out to others in their lives.

Develop **resources** lay members can use to address everyday situations or answer questions about Christianity and faith.

God has called all laypeople to be powerful witnesses for Christ to their families and communities. This charge has grounded the entire history of LHM and will continue to define our work with the church in the future.



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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 34 ministry centers on six continents, LHM reaches into more than 50 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;
- New believers are connected to a faithful Christian community where they can grow in their faith and witness;
- All Christians reach out in love to those who don't yet know the Savior.

In support of that vision, LHM has launched **SENT**, a five-year global initiative to proclaim the Gospel.

*Christ's Great Commission still stands.
God calls us to be on a constant mission for the Savior.*

[LHM.ORG/SENT](https://lhm.org/sent)



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