More than half of all Christians have not shared their faith with even one person in the last year. Lutheran Hour Ministries is changing this dire statistic.

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.
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.

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