

Proclaim the Word in China

Each \$2.24 you give shares the Gospel


Please renew your support of Back to God Ministries International to start the new year. Each \$2.24 you send will help reach one person in China with the Gospel and discipleship resources to grow in their faith.

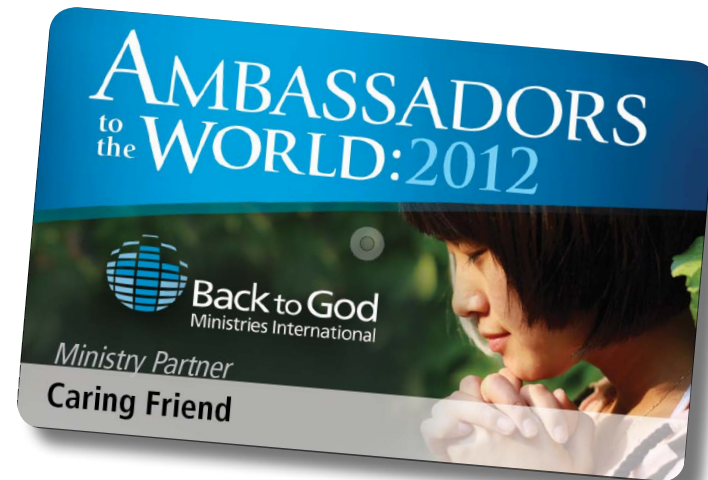
It's so easy to renew now:

 **Give by mail.** Simply fill out the enclosed response card and send it back with your check.

- Prayerfully decide your gift amount.
- Write out and sign your check.
- Return both the response form and your check in the reply envelope provided.

 **Give by telephone.** Call toll-free 1-800-879-6555 in the US 1-800-263-4251 in Canada.

 **Give online.** Just visit BackToGod.net to put your gift to work right away!



Together we can continue to grow the Church in China!

AMBASSADOR

We are therefore Christ's ambassadors . . .
2 Corinthians 5:20

Transformation in China

This year marks a tremendous shift in the way the Gospel of Jesus Christ is reaching China and the world.

The reason: Internet communications and the rise of the digital age.

Most Chinese citizens live in densely populated cities like Shanghai, home to nearly 16 million, and Beijing, the capital, with more than 11 million.

Back to God Ministries International Interim Director Rev. Jimmy Lin describes the transformation: "In the past, we were ministering to a community of faith through radio waves but now we're ministering to a community of faith that is connected digitally."

Radio is still important for those in remote villages. But Christians in cities aren't tuning in as much. They're looking online and finding God's Word at their fingertips. In a communist

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Introducing the Ambassador Society

Pray and pledge to give

At Back to God Ministries International, our on-going vision is to bring people to Christ and walk with new believers as they become mature disciples in the Christian faith. As a faithful partner in ministry, we invite you to join the *Ambassador Society*.

This is an opportunity for you to provide discipleship materials to those who can't afford or don't have access to the Word of God. For over 70 years, Back to God Ministries' media broadcasts, Internet connections and devotional materials have helped hundreds of thousands meet Jesus.

Each month, your gift will help distribute these biblical materials around the world for those in need, including those in prisons and in the

military. With the *Today* devotional alone, you'll help distribute thousands of copies to people who desire a closer walk with the Lord.

Your monthly gift means spiritual nourishment for a brother or sister in Christ. And you'll receive special updates on the lives that are transformed by your generosity. Thank you for helping to bring the Gospel of Jesus to the world.

Sign up using the reply form. Check the box to become a member of the *Ambassador Society* today.



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Back to God
Ministries International

Connecting to Christ

country that still imposes limits on church formation and distribution of Christian literature, Chinese citizens are turning to their computers and cell phones to meet Jesus and read the Word.

Last year, our Chinese media team launched two blogs to complement existing programs like *Truth Q&A* and *Life Lessons*. Blogging, or online journaling, is very popular in China. It's a safe place for new believers to express their interest in faith.

Discipleship is happening online because people are eager to open up and ask questions.

One blogger asked, "Is God really a prayer away?"

Internet and cell phone use provides anonymity and an interactive experience for urban residents who are hungry for spiritual nourishment. In fact, a new

mobile phone application is launching for Back to God Ministries' most influential devotional, *Chinese Today*. Cell phone users will receive the daily devotional on their mobile phones and have the chance to send it on to others.

Already reaching nearly 100,000 people every day with God's Word, the *Chinese Today* devotional has a big impact on the church. It's distributed on Sundays through local church bulletins as well as church websites, blogs and cellphones.

Modern China is a bustling, fast-paced environment and people are choosing to use their mobile phones to read God's Word whether they're at work, school or commuting by train.

Individuals are being transformed because they're choosing to connect to Christ.

... my word that goes out from my mouth: It will not return to me empty, but will accomplish what I desire and achieve the purpose for which I sent it (Isaiah 55:11).

God's Word produces fruit

Each week, Chinese listeners can hear a 15-minute web broadcast called *Listen to My Heart*. This program also offers a contact point for people to connect on Facebook. Here's how God's Word can work through social media . . .

Iris: There are many things I cannot figure out. People say that religion can lift our troubles. But I don't know. How do I start?

Listen to My Heart: We believe that Jesus can lift the trouble because the troubles of this world are from human sin. Jesus is Lord of our lives, but also is our Savior. *"Come to me, all you who are weary and burdened, and I will give you rest."* (Matt. 11:28) How to start? Pray to God with faith, read the Bible, worship at church with brothers and sisters in the Lord.

Iris: Thank you for your suggestion. I want to go to church. Can you teach me? ■

An eye on Web-based Ministry

Our web ministries offer discipleship, Bible study and real life application for Christians in China.

Good News: chinese-goodnews.org

An evangelistic message along with discipleship materials and correspondence to help new believers mature in the Lord.

Life Lessons: chinese-goodnews.org

An audio broadcast that offers hope to listeners through biblical counseling and prayer.

Kid's World: kidswelcome.org

Interactive Bible stories and songs that introduce children to God.

Listen to My Heart: listenheart.org

Weekly broadcast and web-based contact that supports Chinese immigrants with daily encouragement and advice for living out Christian faith.

Truth Q&A: truthqa.org

A 15-minute program and a website that welcomes questions about Christian faith. Online conversation offers the opportunity to hear the Truth about Jesus.

Reaching Millions — One person at a time

- **56%** of China's population use cell phones
- **457 million** users of the Internet as of 2010 in China
- **250** children/visitors a month to the Chinese Children's Ministry website
- **7,000** visits to Chinese Ministry blog in the first month of publication
- In the last 3 months, our Facebook pages have received **575** comments and **10,196** likes.
- More than **40%** of Internet users in China are over the age of **30**

Standing firm in Christ

by Rev. Jimmy Lin, Interim Director

If you haven't heard, we lost our Executive Director, Bob Heerspink, to cancer in October. I've been asked to take the role of Interim Director.



It's a very humbling experience to try to walk in Bob's footsteps. But because of the need, it's my great privilege to keep the ministry moving forward with Bob's vision and most importantly for God's Kingdom.

Our Chinese Ministry is in transformation because China is in transformation. Over the past 20 years, China has been opening up. It's been a slow trajectory towards freedom.

Every Sunday a Christian church in Beijing holds 3 services, with 6,000 people coming to worship God! Individuals are also pursuing Christ via the Internet and mobile phones.

The church in China is growing. But there's still opposition. We must seize every opportunity. We don't know when it will change and if websites will be blocked or churches restricted from meeting. So, there's always a sense of urgency.

I'm eager for 2012 and the work that God will continue in China and throughout the world. For we know that God's Word will not be hindered.

"Therefore my dear brothers and sisters, stand firm. Let nothing move you. Always give yourselves fully to the work of the Lord, because you know that your labor in the Lord is not in vain" (1 Cor. 15:58).

Thank you for your faithfulness!

Jimmy