



Power to Change

March 19 to April 15, 2001

Who do you want to reach?

Introduction

Power to Change is an intensive four-week media campaign during which your community will be saturated with one message—in **Jesus, there is power to change**. In the first two weeks, more than 120 sixty-second spots will air, with Paul Henderson (a hockey legend), Catriona LeMay Doan (Olympic gold-medal speed skater), Marilyn (a single mother who found new hope), Billy Diamond (First Grand Chief of the Cree First Nation) and Mike “Pinball” Clemons (Toronto Argos’ coach) sharing about their new life in Christ.

“Power to change is going to revolutionize church life in Canada. When the outreach of media is tied into the integrity and everyday credibility of local church ministry, you’ve got a dynamite combination!”

Jim Cantelon, Pastor, Chairman of Power to Change—Vancouver

The Message

Powerful stories of faith and hope in Jesus Christ will be broadcast through prime-time television, newspaper and billboard ads. Supplemental radio and newspaper ads are possible through your local organizers. Viewers will be encouraged to dial a toll-free telephone number, or visit the Power to Change website to receive a free Power to Change packet, which further explains the salvation message.

Make a Difference

As a result of the mass media coverage, virtually everyone in your community—friends, neighbours and co-workers will be presented with the reality of Jesus’ power to change lives. Many will be talking and asking questions about what they have seen. What an opportunity to make an eternal difference in someone’s life...to help someone find the power to change through Jesus Christ.

Who do you want to reach?

Our church is actively involved in this exciting campaign!
See how you can be involved by turning over the page.

Our Church’s Involvement

The Power to Change media campaign is your opportunity to make a difference. Here’s how you can help thousands of people in our community discover the power to change through Jesus Christ.

Pray

Prayer is the beginning. Prayer unites Christians in focused intercession for the salvation of their community. People are needed to pray for Power to Change...before, during and after the campaign.

See www.share.powertochange.com for prayer times in your region.

Will you pray?

Prepare

How will you respond to a colleague who asks you what it means to be a Christian? What will you say to a neighbour who has been challenged by a television ad? Prior to the campaign, a training seminar will familiarize you with the Power to Change packet, and provide instruction and encouragement to help you in sharing your faith naturally and effectively. See www.share.powertochange.com for training times and locations in your region.

Will you attend?

Reach Out

Our own church has a network of neighbours. Each of us have a network — co-workers, friends, neighbours, relatives — and many of them have not yet discovered the life-changing message found in Jesus Christ. You could help them along in their spiritual journey by offering them the Power to Change packet.

Will you reach out?

Respond

Our church will have the privilege of following-up those who respond to the campaign. We need men and women who will demonstrate God’s love to them by sharing the gospel and discipling the new believers.

Will you respond?