

Heartland & Beyond

About 80,000 people live within a 15-mile radius of our church (the greater Heart of the Lakes area or “Heartland”). This area of our state is somewhat wealthier, whiter, younger, and more conservative than the rest of the state. About 17% attend church on any given weekend (1 in 6), with about half them attending an evangelical church. How do we reach them for Christ?

Three Core Values and Three Core Challenges:

1. **Value:** _____ **(Certainty)** – **Challenge:** _____ **(Truth)**
 - a. *“After his suffering, [Jesus] showed himself to [the apostles] and gave many convincing proofs that he was alive. He appeared to them over a period of forty days and spoke about the kingdom of God.” Acts 1:3.* Although the Bible presents Jesus’ resurrection as a factual certainty, many today scoff at such claims.
 - b. Postmodernism arose in the late 1900s as a prominent worldview. Postmodernists believe whatever group you are in determines what is true for that group. And they use their truth claims as a power play to influence and control people.
 - c. It is very difficult to get a Ph.D. in geology today if you don’t believe in evolution dogma and an old age for the earth. Factual evidence contradicting this worldview will be dismissed, and those promoting this evidence will be marginalized.
 - d. Christians must choose their battles carefully. Senator Chuck Grassley was not only following American law in defending Supreme Court Justice Kavanaugh, he was also impacted by II Corinthians 13:1, *“Every matter must be established by the testimony of two or three witnesses.”* (Also I Timothy 5:19, Deuteronomy 17:6;19:15, John 8:17, Matthew 18:16, Hebrews 10:28)
 - e. The Bible presents the core truth of the Gospel as fact (Titus 1:1-2). It is founded on 500 witnesses who saw the risen Lord (I Corinthians 15:6).

2. **Value:** _____ **(Urgency)** – **Challenge:** _____ **(Communication)**
 - a. *“You will receive power when the Holy Spirit comes on you; and you will be my witnesses in Jerusalem, and in all Judea and Samaria, and to the ends of the earth.” Acts 1:8.* Millennials (born 1981-1996) love their phones, are highly relational, constantly on the go, and facing greater anxiety and stress than ever before. How do we communicate with them effectively?
 - i. Be Attentive – listen first; understand how they feel.
 - ii. Be Concise – they are already experiencing information overload.
 - iii. Be Inspiring – speak to their hopes and dreams.
 - iv. Be Real – they cherish authenticity and transparency.
 - v. Be Clear – cut through the fog and speak directly.

- b. “Heartland Evangelical Free Church” is being proposed as our new name for two key reasons: 1) to identify our mission field, the greater Heart of the Lakes area surrounding Annandale; and 2) to communicate with a simple and memorable name that lends itself to good visual graphics.

3. Value: _____(Prophecy) – Challenge _____(Grace)

- a. God delights in making a promise and then keeping it. *“Men of Galilee, why do you stand here looking into the sky? This same Jesus, who has been taken from you into heaven, will come back in the same way you have seen him go into heaven.” Acts 1:11.*
- b. Jesus is *“full of grace and truth” (John 1:14)*. As contention and hatred grip our land, God has called us to respond to any hostility directed at us with grace, like Jesus did on the cross. In I Corinthians 13, Paul reminds us that love is pre-eminent. Truth must always be balanced with grace!

Our Response (any commitment you make is between you and God)

___ **Be a Lawful Giver (10%)**

- *“Bring the whole tithe into the storehouse, that there may be food in my house. Test me in this,” says the Lord Almighty, ‘and see if I will not throw open the floodgates of heaven and pour out so much blessing that you will not have room enough for it.’” (Malachi 3:10).*
- Because I love the Lord, and in response to His Word, for at least the next 90 days, I will give 10% of my income to the church.

___ **Be a Liberal Giver (over 10%)**

- *“Give and it will be given to you. A good measure, pressed down, shaken together and running over, will be poured into your lap. For with the measure you use, it will be measured to you.” (Jesus, Luke 6:38).*
- Because I love the Lord, and in response to His Word, for at least the next 90 days, I will give over 10% of my income to the church.