

## **The Internet: An Effective Evangelism Tool for the 21st Century?**

The contemporary world relies on the Internet as the most popular means of communication, saturating the whole globe with ever increasing speed. It has opened for believers a door to define new, unobtrusive access to millions of people with the saving message of Jesus Christ. Based on this global partnership, a "[jesus.net](http://jesus.net)" platform was developed. The objective of this was to guide a seeker through a whole process of growth, with many purpose-building modules, to the "off-line" fellowship (Church). This workshop will show that the model is working amazingly well and could be adopted in more than 18 current languages!

*Henry Krol is the President of DR Studio and CEO of DEOrecordings Association, an innovative media ministry based in Poland that combines traditional media (6 FM Radio stations), art (professional recording studio and publishing), and new tools (13 web portals, multimedia productions) with deep, Bible-centered convictions and a primary goal of evangelism. His heart is in building cooperation and partnership across denominations and countries to network for better effectiveness in spreading the gospel. Henry holds a Ph.D. in engineering. His research focuses on how to best use the Internet without forgetting to "stand firm" on the biblical truth as the final authority. He is married to Boguslawa, with whom he has three children: Filip, Paulina and Szczepan.*

### **I. Introduction**

- a. It is obvious that only a small group of humans living today on our Globe have ever heard biblical message of salvation offered by Jesus. Also new generations living in post-Christian Western World are looking in different direction for their life philosophy. So is the Great Commission of Jesus Christ recorded in Matthew gospel chapter 28 valid today? Should we seriously listen?
- b. It seems most of the traditional evangelism methods are not effective; some become archaic, some just not relevant, do not connect, are rejected even before giving it a chance... the media is the message... Statistics prove that...

### **II. A "New Opening"**

- a. But there is another "new opening" happening in front of our eyes: the revolution of the Internet and mobile communications. In the first time in human history there is an extremely cost-effective platform of reaching all interested, if they only wish.
- b. A huge group of contemporary people, for various reasons, are seeking for "their God". An anonymous, safe source of information, crossing all the political and social barriers to individual bedrooms, phones, in full privacy... And this is our new chance...

### III.A Change in Our Thinking

- a. What we face – is a desperate need for a change of our thinking. It seems that most Evangelical scholars and leaders are focusing on developing their own specialized “hobbies”. We tend to do what we like, yes, have some accomplishments but – it is almost like an orchestra playing on Titanic... Like a drunkard who looks for a lost coin under the street lamp, as it is easier; closing in our secure churches and doing “our own thing, as always...”.
  
- b. I am not against deep study of the Bible, apologetics, archeology, science – just the opposite! I am an old-timer-- my favorite books were written by Dr Martin Lloyd Jones-- but we must look for the balance in our Christian World and listen to the Great Commission, as well! Even here in Eger! Because Evangelism is a divine communication! And today there is such a tremendous progress in better communicating! So why we do not implement it?
  
- c. One of such new models could be the **Jesus.net platform**. Developed in Europe (yes, France, with Eric Celerier with his team pioneering it) and now in a constant process of improvement and innovation, is not an organization but rather an organism with well-defined DNA open to all who want to get seriously involved.

### IV. The “Jesus.net platform” :What is its basic philosophy and model?

- a. We must find people where they are, in “their world”. Speak their language, connect;
  
- b. We must discover their real needs by asking intelligent questions;
  
- c. We are to inspire them to look for solutions in Christianity, by a two-way communication over e-mail and chat; it is always a dialogue; it is done on a person to person basis, by trained e-coaches;
  
- d. Then deeper follow-up modules are offered, explaining different biblical truths as answers to their real needs, reflected by symptoms they are describing;

- e. Full anonymity is promised, and literally any second such on-line communication can be broken, so there is a massive prayer effort for a direct Holy Spirit intervention.
- f. When people understand and make a sincere decision to follow the Lord, they are offered next follow-up “stones” off-line and also on-line. While it would be ideal to offer each interested person a face to face, off-line attention, it is not realistic as only 10% can be served in such a manner, based on our Polish data. The second option is to offer more on-line modules...
- g. The “success” is defined when a saved seeker finds his place in a local fellowship (church). But, again, are our churches welcoming such new people, who could challenge some of our rituals and forms even when we believe we are non-conformists and not have them at all? Is a new wave of home fellowships the future? Well, I am sure the Lord will have a different model in every country... Actually, “success” is defined when discipleship path becomes the main tendency and people start to multiply spiritually... Like on “Christian to the core” (C2C) programs already implemented by over 50,000 new leaders in 55 countries.
- h. I envision a model that is spiritually homogenous but allowing great flexibility of forms and formats – combining hybrid (on-line and off-line) communications and relationship building platforms. And I think – we did not invent anything new: Jesus was as open in His ministry as we would like to be...

## **V. Does this online platform work?**

- a. Well, on a global scale – over 23 million people from 17 languages have visited jesus.net pages with over 2.3 million clicking the “Yes, I want to receive Jesus” button.
- b. In Poland – we had over 1,300,000 visits to our page (over 1,000,000 individual people (!) ) and over 160,000 decisions... Over 18,000 asked for follow-up and were offered various follow-up modules, including the following:
  - i. Why Jesus? 5-week-long basic e-learning course;
  - ii. Christianity Explored courses – 10-week-long small group program

- iii. Backed by multimedia, now in preparation as an on-line version;
  - iv. Christian to the core – discipleship program, off-line and on-line, based on 8 principles of Christian living;
  - v. Alpha courses;
  - vi. The Truth Project – for small group work (Focus on the Family project);
  - vii. Outback family camps
  - viii. Social networks
  - ix. New modules are added all the time, as the demand appears.*
- c. The main heat of work relies on a group of dedicated, trained e-coaches (whom we have in Poland over 160 now). And there are also new small group leaders who are opening their homes for “off-line” small group meetings.
- i. There are over 100 of such people in our country within the Szukajac Boga (jesus.net) movement.
  - ii. The Lord is good! All the glory be given to Him!

## **VI. Conclusion**

- a. You cannot ignore such facts... Yes, people look for God, but often do not turn to the church for solution... The Holy Spirit is making His job... Instead of giving answers to the questions nobody asks, we should offer a loving assistance to real seekers... and there are millions of them... but it must be on “their terms”...
- b. Jesus.net is a platform that invites all called by our Lord to do the on-line evangelism. If you would like to learn more, just visit our pages or write a note to me: [hkrol@ccm.pl](mailto:hkrol@ccm.pl) and I will try to connect you with the right people who are waiting for people like you called by the Lord to this high impact ministry.