



You. Sharing Jesus.

Dear Concerned Christians and Church Leaders,

DO YOU LOVE AMERICA AND AMERICANS?

DO YOU WANT THE GOOD NEWS TO BLESS THEIR LIVES?

DO YOU WANT TO FIND SPIRITUAL SEEKERS IN YOUR COMMUNITY?

DO YOU WANT TO ENGAGE THEM IN SIMPLE BUT EFFECTIVE BIBLE STUDIES?

DO YOU WANT TO GIVE MEMBERS OF YOUR CONGREGATION A SIMPLE WAY TO START SHARING JESUS?



America needs Jesus...urgently. It's time to intensify our efforts to share Jesus. We are called to function as the body of Christ. Together, we can **Connect US**.

WHAT IS "CONNECT US"?

Connect US rallies churches of Christ to saturate America with new, interactive Gospel opportunities! Thousands of churches of Christ are using World Bible School's tools to find and teach those who want to study the Bible. They are sharing Jesus with our online and printed Bible lessons. Connect US helps to synchronize these evangelistic efforts for the U.S.A.

The key is you—the everyday Christian—equipped with user-friendly tools. Members of your congregation can make a simple and effective start right now.



WBS has long been connecting Christians with interested learners (over 30,000,000 so far). Our cutting edge tools, including interactive web-based studies and our Web Ad services for online advertising, are opening new doors—*especially to Americans!* Discover this amazing breakthrough for yourself. Use "Connect" to find and engage seekers in your target area. The impact of Connect US will grow as we saturate area after area all across America.

IMPRESSIVE RESULTS

Times have changed. Many spiritual seekers in America now use "search words" on computers and phones. God is using these and the Internet as a wide-open door, as shown by the following:

- When WBS advertises world-wide, the U.S.A. consistently rises to the top in terms of responses, often two to three times the next leading nation.
- In 2012, WBS launched new teaching tools online. Since then, 120,000 Americans have enrolled online for Bible studies through WBS. (Almost 200,000 have enrolled including other means.)



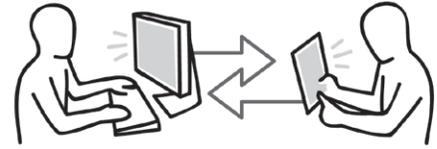
**John Reese, WBS President,
with wife, Beth**

- One in four Americans who enroll request WBS' printed lessons by mail.
- Currently about 100 congregations are actively using WBS Connect.
- 30,000 Americans have enrolled through these Connect programs.

Hard data combined with deep love for Americans have driven the 2016 and 2017 launch of Connect US.

SO SIMPLE

WBS is a great way to start. Its tools are simple and effective. Many churches of Christ already use them. While developing nations have benefited from WBS' proven track record, the focus has turned naturally toward America because of responses to Internet advertising. The WBS approach is cost-effective and fits the American situation well. As seen in *Action!*, many reports feature Americans reached and converted through WBS.



HOW DOES “CONNECT” RELATE TO “CONNECT US”?

WBS' method called “WBS Connect” is a way you can impact a geographical target anywhere in the world, finding and teaching your own Bible students. When “Connect” aims specifically to reach Americans, this combined effort is referred to as Connect US.

Of course, WBS does not consider itself the sole solution to reaching America. The importance of many ministries and approaches has long been recognized. Our prayer is that, as momentum builds, others will apply their methods, tools and networks for even more impact on North America. As momentum builds, effective congregations should point the way for other congregations to imitate.



A WAY FOR CHRISTIANS TO START

What American Christians need right now is a way to start. They need a simple way to connect with seekers and to begin sharing Jesus immediately. WBS offers that practical, proven way to start right now—a first step towards many more.

Most importantly, WBS teachers are everyday Christians. They number in the thousands, and should number into the tens of thousands. It will take that kind of involvement—ordinary members across the brotherhood—to impact the entire nation. WBS teachers share the simple basics of the Gospel with which all New Testament Christians agree. They look to God to give the increase through the Gospel's immense power.

One challenge is that many Christians have yet to learn of the latest tools and open doors. Connect US raises awareness of how God is connecting us with seekers in America. Hence Connect US is not a short-term “campaign”—a spike in activity—followed by a return to previous normality. Instead, Connect US is creating a new normality, stepping up to a new lifestyle! Society at large has a new lifestyle filled with smart phones, tablets and computers. Now everyday Christians will use these same devices *to share Jesus* “on the go.” They will be sharing Jesus with people who ask for Bible studies.



worldbibleschool.net/teach

CONCLUSION

As more Christians adopt this new lifestyle, the result will be:

1. More American seekers will learn and obey the Good News.
2. Local churches of Christ will grow in spirit and number.
3. News will spread, inspiring more churches and Christians to saturate more North American targets with Gospel opportunities.

Look at the map of areas already targeted through Connect US. Let's fill that map! Let's seriously pursue the Great Commission's charge to take Good News to "every creature" in our areas of influence.

WBS' role is motivational and practical: motivating more Christians in their Mark 16 mission, and giving practical ways to begin with people who ask for Bible study.

Many of us use smart phones and tablets to socialize, to do business, to be entertained, and more. What if 10% of us—as New Testament Christians—spend even a fraction of our electronic time sharing Jesus? Even a modest effort will significantly advance evangelism in America. Our prayer is that you will catch the vision: a new level of Christian effectiveness in reaching American seekers. Join us to turn the Connect US vision into reality for saving Americans and giving glory to God.

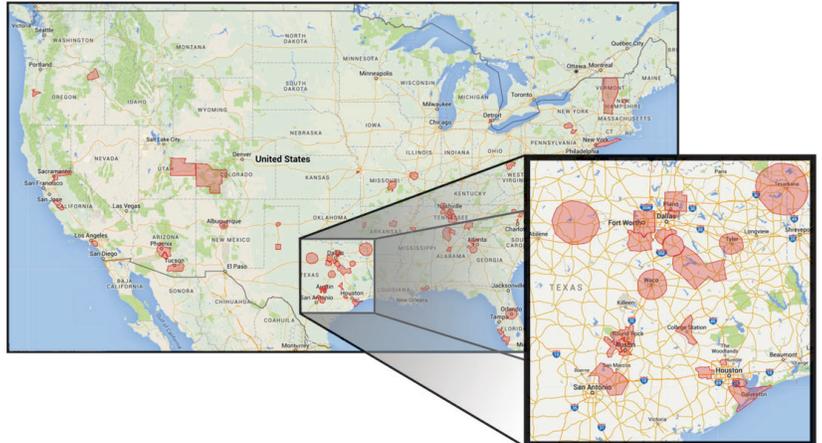
For further details, read the Connect FAQ at www.worldbibleschool.net/connect. For a personal conversation about Connect and Connect US, contact Bill Colwell at 800-311-2006 or bill@worldbibleschool.net.

Your partner in the greatest mission on earth,



John Reese
WBS President
john@worldbibleschool.net

P.S. Join many other churches of Christ who are using World Bible School to share Jesus with fellow Americans and beyond. *Together, we can Connect US!* (See more in the following Exhibit: *Action! Special Edition.*)



Action!

SPECIAL
EDITION

How is WBS Suited to America?

World Bible School is well-known for its impact on developing nations, especially in Africa. That continues to be an emphasis. The Internet, however, has opened up a world of opportunities, especially in the United States. North Americans are well-connected electronically. They find their information through digital searches. They respond to WBS ads far more than any other nation. The more WBS is used in the United States, the more we see its usefulness for reaching Americans. Here are twelve ways in which WBS is suited to reaching Americans:

1. POWER: The WBS focus is on God's power to touch and to change lives, namely His Word. Ask for WBS course samples to see for yourself how the inspired Word is the beating heart of all WBS interactions.

Here are 12 ways that WBS is suited to reaching Americans.

2. WORKFORCE: WBS mobilizes many Christians to share that Word. It provides a simple starting point that immediately engages everyday Christians in sharing the Good News of Jesus.

3. REACH: Because WBS mobilizes many thousands of Christians, and each takes a number of students, Americans in large numbers can be reached. To date, 30,000,000 worldwide have been taught through WBS. It is time to focus this dynamic on America.

4. NON-THREATENING: Americans use the Internet to start at a safe distance, to feel in control, to develop confidence and relationship before taking next steps. WBS, which begins as distance learning, is ideal for this cultural trait. It is also interactive and builds relationships beginning where people are.

5. MODERN: Many Americans seekers do their spiritual searching through "search" words on "search" engines. WBS offers effective tools that connect Christians to these seekers.

6. TARGETED: WBS helps churches and individuals to target

their own communities and mission points using modern Web and conventional advertising. This targeted approach is called WBS Connect.

7. FOLLOW UP: WBS has years of experience in building networks that move responsive students from distance learning to face-to-face discipling and integration with the local church. Since interactive distance studies bring many to Christ,

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America Needs Jesus!

And *urgently*. It's time to intensify our efforts to share Jesus with those here in the U.S. As the body of Christ, together, we can **Connect US**.



John Reese, WBS President, with wife, Beth, at the Capitol

WBS Connect uses World Bible School's tools to help you find and teach people who want to study the Bible. Connect US is Christians using WBS Connect specifically to reach fellow Americans. Over a thousand churches of Christ are using WBS' tools to fulfill the Great Commission—worldwide and here at home.

I hope you'll prayerfully read my "Letter to Concerned Christians and Church Leaders" and this Special Issue of *Action!* I trust that you will be motivated to turn the Connect US vision into reality. Whether you use WBS' tools or other means, I pray that you will proactive in sharing the Good News of Jesus with Americans and giving glory to God.



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Biblical Assumptions Undergirding WBS and Connect US

God calls His people to proactively share the Gospel.

World Bible School develops courses and tools, strategizes, equips, trains and motivates for effective Gospel outreach. In these roles, the overall WBS philosophy has always been that WBS should be a catalyst for Christians in their evangelistic efforts. WBS should not do for Christians and congregations what they should be doing for themselves.

Each congregation should carry its own load for advertising in its specific town or targeted mission field. Likewise, where possible, the results of that advertising should be taught by that congregation's own teachers—all of which is a simple definition of "WBS Connect." In addition to the Connect concept, WBS should continue its own advertising, and engage as many members as possible in teaching Americans who enroll. That too is included in the concept called "Connect US".

Consider these biblical assumptions for evangelism around the world and right here at home.



- 1.** The **POWER** to attract and to convert is God's Word, and specifically the Good News (Romans 1:16).
- 2.** This power is activated when Christians **SHARE** the Word, giving people viable opportunities to hear and believe. The more the Word—the Seed—is distributed across God's field, the more people benefit from the power that changes hearts and lives. (See Luke 8:5,11; Acts 6:7; Romans 10:13-15.)
- 3.** The central **MESSAGE** is Christ, the cross and the resurrection. Related messages have their place, but must not obscure the Gospel itself. We do not preach ourselves, but Christ as Lord and ourselves as His servants. (See 1 Corinthians 15:1-4; 2 Corinthians 4:5.)
- 4.** The Word is not dependent on, but is enhanced by, consistent Christian **LIVING**. Internally, Christian living should be pure and holy—clearly in contrast with worldly cultures. Externally, Christian living should be evidenced by loving deeds toward fellow members and neighbors. (See Matthew 5:16; John 13:35; Galatians 6:9-10; Titus 2:10; James 1:27).
- 5.** The Word is not dependent on, but is enhanced by, cultural **ADAPTABILITY** as exhibited by Paul. America is changing rapidly, and the members of Christ's body should learn how to relate to people who are different from themselves. (See 1 Corinthians 9:19-23; Acts 17:16-31).
- 6.** **EVERY MEMBER** of Christ's body is a proclaiming priest. The Great Commission's terms engage each new disciple in disciple-making. Leaders should work purposefully to demolish clergy-laity structures in order to



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How Can I...?

Everyday Christians are getting themselves and their congregations started with WBS Connect.

1. Enroll as a WBS Study Helper.

It's simple at worldbibleschool.net/teach. (If your local church has a WBS postal program, the coordinator can help you to become a study helper.)

2. Adopt some students.

After receive your login information, go to the teaching site worldbibleschool.org. Visit the general "Student Board", the result of WBS advertising around the world. Adopt people from the U.S.A. and encourage them in their studies. If you don't find American students at that time, get started with some international students.

By the way, you can be more proactive finding and teaching your own WBS students by requesting your own personal Connect Web Address. With the click of a button, you'll receive an equivalent to john-smith.worldbibleschool.org. Share that address on Facebook and other social media sites, and promote it on business cards, in emails and other media. Students who enroll there will be available only to you to encourage and teach.

3. Teach and Follow Up.

Become an encouraging friend to your students. The Bible courses do most of the teaching, so you can focus on being encouraging and helpful. When a responsive student requests face-to-face contact, utilize WBS' Follow Up Network. Local follow up personnel are Christians like you who help the responsive student to obey the Gospel and be integrated in a local congregation.

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the same means can also contribute to maturing and leadership training.

8. MEDIA: WBS Bible courses are interactive (connecting a Christian with a learner), and available in digital and paper media. About a third of Americans who find WBS online request paper courses. Each medium has advantages that attract a variety of participants.

9. SPEED: Each WBS applicant sets his or her own pace for study of the Bible. Many Americans value timeliness, which the Internet facilitates. Even the paper experience is relatively encouraging as compared with international mail.

10. INTEREST: The number of Americans enrolling for Bible studies with WBS is impressive. Conversions to Christ keep increasing. Interestingly, some of the greatest interest shows up in states known for their secularism.

11. EXPERIENCE: Many congregations participate in WBS Connect. Their established track-records provide rich data that can improve the effectiveness of sister-congregations. Additionally, the WBS staff brings a wealth of experience to evangelism in general and Connect US in particular.

12. INNOVATION: WBS continually sharpens for greater effectiveness with Americans. A current but unheralded aspect of Connect US is research and development of digital social networking for sharing the Gospel.

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empower members as the workforce God intended for evangelism and benevolence. (See Acts 8:4-5; Matthew 23:8-11; 28:18-20; I Peter 2:9).

7. Assemblies, as described in the New Testament, are mainly for Christian relationships, first with God—Father, Son and Holy Spirit—and then with fellow-Christians. To turn assemblies into the week’s primary outreach makes the focus of evangelism one messenger in one building, a focus very different from MANY messengers to MANY in the surrounding world. (See Acts 8:4-5; 1 Corinthians 14:3-31; Hebrews 10:25; I Peter 3:15.)

8. God answers PRAYERS. God’s chief concern is the souls for whom His Son died. If He gave His Son, He will also give us everything to accomplish His mission. Our role is to ask with faith. (See Mark 11:22-24; Romans 8:32; Hebrews 4:16; 10:19.)



9. God opens DOORS. Just as His Spirit knew how to connect Philip with an Ethiopian seeker, He knows how to connect us with seekers today. Just as He gave boldness to early Christians, so He gives us boldness. As He gave the increase then, He gives it now when we sow and water. (See Acts 4:29-31; 1 Corinthians 3:6-7; Ephesians 6:18-20).

10. God is ABLE to do more than we ask or think. No matter how negative the trends or obstacles we face, He can overcome them. (See Jeremiah 32:17,27; Matthew 17:20; 19:26; Ephesians 3:20.)

There are other important aspects to evangelizing North America, but WBS Connect is an effective starting point. As Dr. Flavil Yeakley often says, “It is my impression that we are making more converts worldwide through World Bible School than all other methods put together. That’s not the only thing, but that’s the point of contact, and that is crucial.”

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4. Fully use Connect’s student recruiting tools.

For instance, WBS’ Web Ad services help you effectively manage a modest online advertising budget in a targeted area. Connect also provides traditional print media and ideas that are customized to a specific URL you create (e.g. wayoflife.worldbibleschool.org). The students you enroll are available only to your church (or other group) to teach. You yourselves can follow up with seekers as they are ready.

5. Promote WBS Connect.

Get the word out—beginning at your congregation! While WBS invests heavily to enroll new Bible students, its funding is limited, which also



limits the numbers reached. WBS Connect is the way to overcome such limitations. As each Connect entity—whether church, individual or other group—pays for its own advertising, the resulting students are taught by that entity. There is virtually no limit to the number of congregations and Christians who want to connect with seekers. As more and more step up their own promotion, many more seekers are reached.

Connect US envisions many American congregations taking the Connect step and saturating their communities and other targeted areas with Gospel opportunities. Whether by this means or by other means, as true disciples we want to bring others to know Jesus as both Savior and Lord. On that Day, we want to report to Him that we genuinely sought to share His Good News with “every creature” He placed within our reach.

CONNECT PRODUCES FRUIT

(from the New Road church of Christ in Waco, Texas)

Rejoice with us! We recently baptized two WBS students here in our community. Leticia responded to the Web Ads as a part of New Road’s ongoing Connect efforts. Darlene was her study helper. Just two weeks later, Karen was also baptized. Her connection to WBS was in another state, but we were contacted to follow up with her and study with her personally.

We’re continuing to see fruit from WBS Connect...