

SEARCHING FOR TRUTH

Dear brethren,

We are sending the following packet to you in response to your request for information about the **Online Evangelism Project**. The fundamental goal of this project is to provide an online resource for the Church's use. Our aim is to empower congregations of the Lord's Church to be active in evangelism, especially in reaching people by current online means.

This packet includes information that covers:

- Page 2: An overview of the *Searching for Truth* material
 - Is there a need for online evangelism?
 - Current goals of this Online Evangelism Project
- Page 3: How does it work?
 - What the visitor can do
 - What the congregation can expect
- Page 4: How can your congregation get started?
 - Step by step process
- Page 5: What are the costs?
- Page 6: What is an Invitation Card?
 - How can Invitation Cards be used?
- Page 7-10 Screenshots of webpage

If this project sounds like an opportunity in which your congregation would like to participate, then please contact World Video Bible School by email: Biblestudy@wvbs.org.

In Christian Love,

World Video Bible School

Online Evangelism Project

Overview:

- You probably are aware of or already using the '*Searching for Truth*' DVD and book.

This DVD program was produced with the thought in mind of the great filmstrips of the past that did so much good in teaching the Gospel. It was made to be used by the Lord's church to spread the Gospel and teach the lost. The six lessons include: 1) About the Truth; 2) About the Creator; 3) About Authority in Religion; 4) About the Church; 5) About the House of God; 6) About Baptism.

Since its introduction (in 2006), the *Searching for Truth* DVD and Study Guide have seen great success. Over 930,000 DVDs and 90,000 books have been produced – totaling over 1 million pieces of Gospel teaching material.

- What is the **Online Evangelism Project**?

In an effort to increase the **online** opportunities for presenting and communicating the Gospel, WVBS has developed an online, **distributable** version of the *Searching for Truth* material.

This online portal can be utilized by individual congregations as **their own** means of initiating contact and following-up with people who are searching for answers.

Is there a need for Online Evangelism methods?

- **Total World Population:** 7 Billion people (~370,000 new souls per day the Church needs to teach)
- **Population with Internet:** 2.1 Billion people (700% increase since 2000) 80%-N.Am., 60%-Eur., Aus.
- **Online Videos:** over 80% of internet users view videos online (2011)¹
 - **Youtube:** 3 billion videos viewed per day (2011); and More video is uploaded to YouTube in 1 month than the 3 major US networks created in 60 years²
- **eBooks:** Amazon.com now sells more electronic books than printed³

Current Goals:

- Increase the **online** opportunities to present and **communicate** the Gospel
- Have an online, **distributable** version of the *Searching for Truth* material
- **Combine** the Print and Video teaching capabilities
- Enable the idea of "**Permission Evangelism**" –meaning that a communication channel is offered and when the prospect communicates back (by sending their email and comments), they are giving you permission to begin a dialogue.
- Find a process that can **integrate with current** evangelistic efforts
- Reduce the cost and need for DVDs, by providing an "**On-Demand**" style distribution.

¹ <http://www.reelseo.com/80-internet-users-watch-online-video-worldwide/>

² http://www.youtube.com/t/press_statistics

³ <http://www.nytimes.com/2011/05/20/technology/20amazon.html>

Online Evangelism Project

How Does It Work?:

As a participating congregation, you will have a unique URL address that allows visitors to the website to be connected to your congregation.

For Example: www.SearchingForTruth.org/SW.tx identifies the Southwest church of Christ in Texas.

This unique address identifier enables you to share and invite guests to view this teaching material. All your invited visitors can ask questions and make comments through the website, and their responses will be returned directly back to your congregation.

Important: The Focus is Local... the website is customized for use at your local congregation

The *invited visitor* will be able to:

1. **Watch** the entire Searching for Truth video **online**.
2. **Read** the entire companion Study Guide **online**.
3. **Ask questions** or submit **comments** through an online form.

As a *participating congregation*, you will:

1. Have a **personalized online evangelism** tool.
2. **Gain new** personal email **contacts** through any website responses.
3. **Empower your entire** congregation with a way to be involved in evangelism... even the timid.



SearchingForTruth.org Screenshot

What is not required:

- The participating congregation does not need to have their own website.
- The congregation does not have to upload and maintain any video.
- SearchingForTruth.org is constructed and maintained by WVBS for the Church's use.

Online Evangelism Project

How can your congregation get started?

Step One: The congregation leadership will need to decide to make a commitment to the project for its time and cost. They will need to select a person or persons to be responsible for monitoring and answering email inquiries from visitors to the website.

Step Two: A congregation representative will need to contact WVBS to establish a “Searching for Truth” URL identifier (see example below).

For Example: www.SearchingForTruth.org/SW.tx identifies the Southwest church of Christ in Texas.

The congregation will also need to provide WVBS with an email address where visitor’s questions will be sent.

Step Three: The congregation will need to determine in what ways they will promote and inform the local town or community that this website is available. Most current evangelism efforts can be integrated with this online effort.

For example:

- The congregation can supply business-size **Invitation Cards** (see example on page 6) for members to use as tract-like hand-outs.
 - For these types of **Invitation Cards**, WVBS has available the artwork and printer contacts to assist in obtaining these cards.
- If the congregation uses the **House to House, Heart to Heart mail-out** service, then they can also advertise their SearchingForTruth.org address in this publication.
 - Additionally, you may consider a **flyer or postcard-sized mail-out** advertising the website for the zip codes in your surrounding area. *House to House* has the ability and is prepared to help you accomplish this special type of mailing. Contact Luke Griffin for information (phone: 256-435-9356 or email: luke@housetohouse.com)
- You can rent a **billboard sign** advertising the web address, or use a **marquee sign**.
- You can run an **ad in the newspaper**.
- You can **canvas a neighborhood** area putting the cards in door hanging packs.
- You can have **members** place the unique web address on their own **Facebook** pages, **websites**, or **blogs** to share with their friends.
- You can promote the web address on the **congregation’s TV or Radio** programs if this avenue is available.
- You can link directly from an established **congregational website**

Online Evangelism Project

What is the Cost?

With this project, WVBS has out-of-pocket expenses to pay to setup and maintain this material online (web addresses, website services, video services). If you or your congregation can help with this, then these funds will be set aside for this purpose only.

WVBS is asking congregations to help by:

1. Providing a **one-time setup-fee of \$10/site** to establish the congregation's unique identifier and return email address. There are 4 sites offered:
 - a. SearchingForTruth.org
 - b. BeingSaved.org
 - c. WhyAreThereSoManyChurches.com
 - d. WhereAfterDeath.org
2. Provide an annual fee of **\$30/year (pro-rated for the first year)** to maintain use of the website.

Comparing current costs:

Searching for Truth **DVDs are available for \$1 each** (when ordering 20+), and **study guides are \$3.50 each** (when ordering 20+), which can be distributed to one individual/family each **reaching 1-3 people per dollar**.

Currently, **\$30 for one year** of online video has **no limitations on the number** of viewers. Could your congregation "Spread the Word" to hundreds or thousands of people?

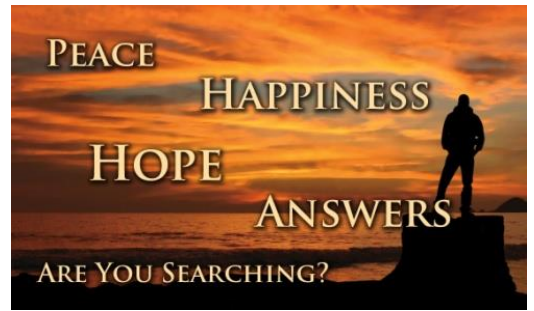
Thanks for your help and interest!

What is an Invitation Card?

This card is the size of an ordinary business card with information on both sides. The cards are designed so that members of the Lord's church can give them to people who have access to view videos online. The person handing out the Invitation Card will be inviting the prospect to a website address where they may view evangelism and/or teaching videos for **free**.

How can the card be used?

The cards may be made available by the congregation for its members and visitors. The cards can also be used in door knocking, visitor packets and many other ways. They can be given to family members, friends, coworkers or anyone who might be interested in viewing the materials. High school and college students can use them for evangelism or teaching on their campuses. If a member owns or operates a business they can display the cards for their customers to use.



In a world with so many religious ideas,
What is the Truth?

We invite you to visit www.SFTruth.org/SW.tx
where you will find answers to your questions...

- About God?
- About Jesus' love for you?
- About finding peace in your life?
- About God's Word?
- About becoming a Christian?



There is a QR barcode that is located on the card and ideal for the prospect that has a smart phone with a QR code reader application, which will read the code and take the prospect directly to the website with the appropriate identifier.

For example, the QR code to the left will open the www.WVBS.org webpage.

****As a side note, WVBS has numerous other generic Invitation Cards for additional online projects we are releasing. See these Invitation Cards at www.wvbs.org/index.php/invitation-cards.html ****

Screenshots for: www.SearchingForTruth.org/YourID

Watch the Searching for Truth video online.

WELCOME TO SEARCHING FOR TRUTH.ORG

Hide Video

Lesson 1: Introduction



00:00

14:31

**Lesson 1: Introduction**
(15 min) Did you know that on the average, 107 people die every minute? What happens to us when...

**Lesson 2: About the Creator**
(28 min) As we observe the Universe, the Earth, and the amazing human body, it is easy to conclude that the...

**Lesson 3: About Authority in ...**
(43 min) In today's religious world, there is a great deal of debate about what is right and what is wrong. Wh...

**Lesson 4: About the Church**
(40 min) The word church is used

Lesson 1: Introduction

Show Book

Truth is a most precious thing.

Everyone is searching for something. If you are searching for answers to questions regarding God, Jesus, hope, happiness, faith, life after death, good and evil, the church, the Bible, God's plan for you, or Jesus' love for you, the answers to these can be found in this series of programs.

Please view the first program which is 15-minutes in length, then you will be able to decide whether to watch the [additional 5 programs](#) that are designed to help you find the answers to the questions above.

While viewing any of these programs, if you have any questions or we can be of help to you, please feel free to email us.

 [Send us your questions.](#)

Have Questions?

Searching for Truth is produced by World Video Bible School® (WVBS.org)

Screenshots for: www.SearchingForTruth.org/YourID

Read the Searching for Truth book online.

WELCOME TO SEARCHING FOR TRUTH.ORG

Show Video

Hide Book

Contents Search

SEARCHING FOR TRUTH



Google Books Buy this book ▲ More about this book

Truth is a most precious thing.

Everyone is searching for something. If you are searching for answers to questions regarding God, Jesus, hope, happiness, faith, life after death, good and evil, the church, the Bible, God's plan for you, or Jesus' love for you, the answers to these can be found in this series of programs.

Please view the first program which is 15-minutes in length, then you will be able to decide whether to watch the [additional 5 programs](#) that are designed to help you find the answers to the questions above.

While viewing any of these programs, if you have any questions or we can be of help to you, please feel free to email us.

 [Send us your questions.](#)

Have Questions?

Screenshots for: www.SearchingForTruth.org/YourID

Watch the video and Read the book at the same time.

WELCOME TO SEARCHING FOR TRUTH.ORG

Hide Video

Lesson 1: Introduction



Lesson 1: Introduction

Lesson 1: Introduction
(15 min) Did you know that on the average, 107 people die every minute? What happens to us when...

Lesson 2: About the Creator
(28 min) As we observe the Universe, the Earth, and the amazing human body, it is easy to conclude that the...

Lesson 3: About Authority in ...
(43 min) In today's religious world, there is a great deal of debate about what is right and what is wrong. Wh...

Lesson 4: About the Church
(40 min) The word church is used

Contents Search



Have Questions?

Screenshots for: www.SearchingForTruth.org/YourID

Send comments and questions, which are routed to your congregation

