

Jesus.net Foundation Vision & strategy 2012-2013

**Imagine a world
with every single person
having free access
to the Gospel,
knowing God,
growing in Jesus,
and sharing faith easily.**

Guided by divine connections

In February 2009, we decided on a common name for the Jesus Internet project. The URL Jesus.net was bought on 20 July 2009. Then, we started to develop the vision we had explored in the years before. Is 20 July the birthday of Jesus.net? Yes and no. Several moments were crucial. The connection between these moments can be characterized as “divine”.

In January 2005, Joseph Hoquet, a Belgian missionary, brought our two

initiatives together in Lausanne. As the founders of ConnaitreDieu and WaaromJezus?, we met for the first time to see if we could connect the existing initiatives. During the months that followed, a vision started to develop. Knowing our weaknesses, we realized that combining our strengths could make a more effective strategy. After this connection in Lausanne, the partnership and the vision started to grow.

In 2007, we had several divine connections at the GCIA conference

in Berlin. During the week we met so many people that we started to see that we needed to produce the websites to present the Gospel (Knowing God) and connect with Christians (WhyJesus?). At the end of the conference, we calculated 18 languages. In a prophetic moment, we said these websites would be launched in 5 years.

That year we described the combination of websites as a “stepping-stones” strategy. In this

approach, we wanted to make it clear that searchers could be guided through the websites to find God and end up in a local church. In the fall of 2008, we met again in Holland, Michigan (US). During a divine connection, God showed us that we were called to be Internet evangelists.

At the first conference of all the ConnaitreDieu and WhyJesus partners in February 2009, we decided with the French, Dutch, and Swiss ministries to find a common name. Through some

divine connections, we were able to buy the URL Jesus.net.

In 2010 and 2011, we connected more partners to the Jesus.net platform and defined the vision for the future. Our final goal is to reach the whole world. Just imagine a world with every single person having free access to the Gospel, knowing God, growing in Jesus, and sharing faith easily. That’s really a hopeful future!

Jan-Willem Bosman & Eric Célérier



Imagine a world...

All over the world, on the Internet, people are searching, for peace, love, lasting relationships, they are looking for God ... people expect Google to give them the answers to their questions ... it's the best place to be with answers of Hope ... the call of God compels us ... we want to be there for them.

A close-up photograph of a brick wall. The bricks are mostly dark brown and reddish-brown, with some showing signs of wear and age. A single brick in the middle row is painted a bright yellow, standing out from the rest. The mortar between the bricks is a light grey color. The lighting is somewhat dramatic, with shadows and highlights on the bricks.

with every single person...

People can easily feel alone in a big crowd ... but people are important for God ... Jesus cared for people ... every single person ... He is focused on individuals ... very personally ... every individual counts ... He gave His life for every single person...

having free access...



The internet is available everywhere ... in the whole world ... close to every culture ... in your own language. Internet is the best illustration of freedom, free access, an open future. Jesus.net is a part of this ... everywhere on the Internet ... always in your area ... on your smart phone ... always free.

A large wooden cross stands on a rocky mountain peak. The background shows a vast valley with rolling hills and mountains under a clear sky. The lighting suggests a sunset or sunrise, with warm tones on the mountain and cooler tones in the valley.

to the Gospel...

God so loved the world, that He gave His only Son, that whoever believes in Him, should not perish, but have eternal life.

John 3 - vers 16

A man in a white shirt is shown from the back, with his arms raised in a gesture of prayer or praise. He is looking upwards against a sky with soft, pinkish-purple clouds, suggesting a sunset or sunrise. The overall mood is one of devotion and hope.

knowing God...

Many people know something about God ... but most of the time this is a distorted picture of God ... Jesus.net presents the heart of God on the Internet ... the goal is that people start to get to know God ... God as the loving one ... Who cares for them.



growing in Jesus...

When people start to get to know God, they become new people ... they realize that God made them with a purpose ... They find their destiny ... The Bible speaks about becoming like Jesus ... Jesus.net helps people to grow like this, in every language, for every single person.



and sharing faith easily.

Most people in this world believe there is something between heaven and earth. There must be a God. We often describe this as religious feelings. Christianity is also a religion. But more important, it is a living relationship with God. This can only be seen in the lives of people ... Jesus.net gives tools to Christians to show how real this relationship is ... to share their faith, as easy as possible ...



People

To realize the dream, Jesus.net is based on 3 important elements. People, Process and Partners.

People

Jesus.net is contributing to a worldwide movement - never seen before – of people who confidently share their spiritual transformation by using appealing online communication tools.

People in his movement

- › Jesus.net is a movement, starting in our personal lives. On an hourly basis.
- › We share the movement and involve our families. On a daily basis.
- › We are involved in the movement together and challenge each other. On a weekly basis.
- › To extend the movement, we involve our teams and close partners. On a monthly basis.
- › We organize a Jesus.net Partners' Conference. On a yearly basis.

The road to the dream



Process

Jesus.net is aiming to reach 95% of the entire online audience through the translation of its tools into the majority of the languages used on the Internet. This will result in the exponential increase of access to the process of attracting attention to the Gospel, presenting it, and connecting seekers online and offline to local communities and resources.

Using Technology for His movement

› Completing the backbone

Jesus.net has a proven model of connected websites (Knowing God and Why Jesus?) to lead seekers to God and to the church. We want to have this model working well in all the languages we now have.

› Optimizing the tools

We constantly optimize the tools in this concept and measure their effectiveness.

› Innovating

This “stepping-stones” concept is being extended with new technology to reach more people. Jesus.net wants to develop new technology to build up the faith of people (discipleship), share it with others, and help new believers to become co-missionaries. (multiplication)

The road to the dream





IV Partners

Local partners, all over the world, are joining His movement by adopting and owning Jesus.net as an open source evangelistic and discipleship platform.

Partners in His movement:

Partnering organizations (hundred):

Existing

Jesus.net encourages the existing partners to stay involved and to adopt

more tools. This is done by means of the annual conference, visiting the countries, online communication (skype, newsletters, ...) fundraising with them.

New

Another important driving element is finding new partners to contribute to the platform. We present Jesus.net at conferences. We strategically choose partners based on the strongest impact for the vision and challenge

them to join. We challenge people with influence to help us find new partners. challenge influencers to help us to find new partners.

Partnering churches (one hundred thousand)

Jesus.net offers tools for evangelism and discipleship to churches and communicates the results through our local partners. The goal is to show them they are a part of His movement.

The road to the dream

Partnering individuals (one hundred million):

Jesus.net is developing online and mobile tools to reach huge numbers of individuals with the goal to have them see they are a part of His movement. They grow personally and share their living relationship with God using technology.





Priorities

Five strategic priorities

Eventuele inleiding..



Establish Foundation

Jesus.net is now an established brand and network of partners. At present, we need to make it a legal entity where both donors and collaborators can channel their resources. The foundation will be created and seek funding in 2012, coordinated around a structured strategy and a communication plan.



Mobilize Team

Until now, we have operated thanks to staff borrowed from different organizations. At this moment, we feel the need to mobilize a core team of a few people totally dedicated to the Jesus.net services to our network of partners.



Extend Reach

Our present services are available in 18 languages. Our long-term aim is to provide them in 40. We need to accomplish this with strategic priorities in mind.



Improve Existing Assets

During our fast expansion, we concentrated on constant development of websites in new languages. We now find the need to improve the existing assets in order to optimize their effectiveness.



Involve Individuals

Up to now, many people have been welcome recipients of our services. At this time, our challenge is to involve them so that they - in turn - become ambassadors in their own personal environments. We need to be creative and provide them with tools and opportunities to be full-fledged participants.



VI Core values Jesus.net

Innovation

... to inspire and encourage others to develop creative evangelistic tools, we will always choose innovations that rank Jesus.net as a cutting edge and trendsetting evangelistic platform.

Unity

... to secure the sustainable growth and multiplication of Jesus.net, ensuring the fruitfulness of invested resources and efforts, we will choose collaborators that nourish its DNA.

Excellence

... to glorify God and be effective in reaching our goals, we will always strive for excellence in everything we do.

Jesus Only

... to keep our focus on evangelization and win as many people as possible for Christ, we will always concentrate on spreading the redeeming message of Jesus crucified and resurrected and refrain from denominational debates.

Seeker driven

... to resonate with the reality of seekers and be relevant for their spiritual journey, we will always aim first for their heart and focus on their spiritual needs.

Accessibility

... to give every opportunity to all sustainable potential for growth means that we will never let financial inability or any disability hinder the transfer of our resources,

knowledge, and experience.

Humility

... to impact people instead of impress them, we will always display an attitude of modesty, humility, and accountability by giving glory to God in all we do and for all we achieve.

Wholeheartedness

... to transmit joy and have a contagious enthusiasm that impacts our partners and our audience, we

will always find the motivation for our undertakings in our undivided passion for seekers and for online communication.





VII Numbers and testimonies

22

Language editions of Jesus.net

11.500

Average number of visitors per day

20.000

Alexa ranking

600.000

Total number of form filled

3 million

Total number of prayers

28 million

Total number of unique visitors

168 million

Total number of page views



It's about people ... found by God

Kimberly was about 21 years old when it all started. She had been raised in a non-Christian family. She went to university, and it was then that she started asking questions: Who am I? What am I doing here on earth? Important life questions, but she couldn't get them answered. Slowly the questions began to change: What is life worth living for? Is it all meaningless? She started to get depressed. At the same time, she noticed the faith of some Christian friends. It was something she wanted

to know more about. She became curious, but she was too shy to admit it.

One Sunday, she felt like doing something with those questions that had been dominating her life for quite a while. That afternoon, she went on the Internet, opened Google, and typed in "Searching God". Google immediately gave some results. At the top, she saw the webpage "knowingGod.net" (Dutch version). She clicked on it and looked through the website. She read about God and Jesus.

Even though she didn't understand everything, she felt like it was what she had been searching for. She went to the last page and she prayed.

That same evening, she signed up for an Alpha Course. After the third session, she started to understand things better and she made the decision to believe. She started to know God personally, found a church, started to grow, and got baptized. At this moment, she is sharing her faith with others who are searching for God.



VIII Website examples





www.jesus.net