

INNOVATION +



**THANKSGIVING
REPORT**

2019



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FOREWORD

Last year, I had the privilege of mentoring a few young adults in both church and Cru. I remembered feeling lost in their array of millennial slangs such as, “slay,” “tilted,” “rabs,” “shook.” I was dismayed when my jokes were met with empty gazes or when the gulf between my worldview and their’s became evident.

In short: this xennial felt strangely vulnerable.

Change scares us. So do new cultures or subcultures. As I watch Cru’s newest missionary family and STINTers prepare for missions, I am painfully aware of my own cross-cultural adjustments with young people and the inertia to adapt.

While preparing for both Collab2Reach and UNVEIL 2020 conferences, I came across shepherds who smell of their sheep in campus/youth ministry. Cutting across all ages, they are the best trend-observers, cultural-adaptors and innovators in the body of Christ.

“INNOVATION +” is 2019’s theme for Cru Singapore for the many “firsts” in our ministries: first foray into microlearning platforms; first time designing a contacts-allocation software for local churches during Celebration of Hope; first youth conference on pornography addiction; first Total Athlete Academy programme launched in Nanyang Polytechnic and the list goes on.

All these “firsts” were out of our league and definitely not because we were qualified to attempt any of them.

This is why “+” is extremely important in “INNOVATION +”. Not just a “plus” sign, it is a reminder that without Christ’s Cross, everything is futile.

Together with Christ, as His redeemed, we can accomplish things that are of the impossible, or unthinkable—only if we hear Him and are willing to change!

In 2020, let’s be open to innovate and return to biblical, Christlike, Spirit-filled roots of the Church. Especially so when we mentor others so that we will be nimble in obeying God in whatever we do, to wherever He calls.

David Mak
✚ Editor

“But new wine
is for fresh
wineskins.”
Mark 2:22

THANKSGIVING
REPORT
2019

2019 at a glance

January

- Joined LoveSingapore Summit

February

- UNVEIL 2019 Pre-conference Kickoff
- THE FOUR Training for churches launched through Celebration of Hope Andrew Initiative

March

- Set Free Summit
(church leaders’ equipping on porn addiction)
- UNVEIL 2019: Breaking Free
(youth conference on porn addiction)
- Key Volunteers Appreciation Night
- Partners’ Evening
- FamilyLife Parenting Outreach Talk

April

- Back to school (Poly Campus)!
- Like Arrows Movie Screening

May

- Celebration of Hope
- Media Ministry Pre-stocktake Sale

July

- Launch of Tuesday Talks

September

- Art Of Marriage Retreat
- UTC Poland launched
- Started a three-month online social media campaign on mental health on our Facebook page

November

- Art Of Marriage Retreat
- Launch of Jeremy Chew Mandarin album, *Journey Home*
- Media Ministry Supporters’ Appreciation Sale

October

- Partnered RADION International for Project Lives! and ‘Mistakes Missionaries Make’ Symposium

December

- Cru Movie Fundraiser
- UTC Myanmar launched
- Creative Ministries re-launched as Crea

We also deeply thank God for the ongoing The Significance Project, FamilyLife, Campus, Missions, Healthcare Ministry, City Strategy initiatives that happen through the year, though not listed above.

IMPACT OF YOUR GIFTS IN 2019



1,053

volunteers and leaders are being built up as multiplying disciples in Cru



2,324

youths were equipped to combat pornography addiction



7,366

heard the gospel through both mass and personal evangelism



3

more villages gained access to clean water through GAIN's *Water for Life* initiative



12

countries received 169 short-term mission trippers through Cru Singapore projects



1,220

partnerships with churches, schools, organisations were forged since 2012 to resource and train believers



1,800,000

unique video views of *LiveSg* story videos on Facebook



4,467

trained in THE FOUR during Celebration of Hope Andrew Initiative centralised trainings



Mission

Reach, build and send Christ-centred multiplying disciples who launch spiritual movements

Vision

Movements everywhere, so that everyone knows someone who truly follows Jesus

Values

Faith. Growth. Fruitfulness

LATEST NEWS

Art of Marriage® uptake continues



This year, we thank God for 63 couples who have participated in our June, September and November Art of Marriage (AOM) retreats! We are also delighted to see nine churches run AOM retreats on their own, strengthening marriages of 89 other couples.

FamilyLife also saw a total of 40 couples participating in our small groups with focuses that ranges from pre-marital counseling to parenting and marriage-strengthening.

Cru Singapore Creative ministry arm relaunched as Crea



Our creative ministry arm, Crea, comprises Crea (Music), Crea (Arts) and Crea (Media). In 2020, besides partnering churches to run a number of local Chinese evangelistic concerts, Crea (Music) will also be organising a six-week music missions project from May-June. *The Ultimate Road Trip* (TURT) culminates in a two-week concert tour in the Philippines, with the aim of making music ministers out of our participants.

Crea (Arts) will be hosting talks featuring creative thought leaders, participating in art fests and even possibly running a themed exhibition.

Man Of Impact goes to South India



Man Of Impact (MOI), the male counterpart of our highly popular life coaching course, The Significant Woman, both under the umbrella of The Significance Project (TSP), goes to India in 2019! The MOI facilitators' training in Chennai saw 38 men from India, Bangladesh, Sri Lanka and Nepal trained in launching and running MOI in marketplace, church and parachurch ministry settings.

TSP Team Leader, Ivan John Liew shared, "I am encouraged to see the participants excited about using MOI discipleship resource to help business leaders discover their personal mission and living out their calling."

Pastors' evangelism & discipleship training in Chiang Mai for rural outreach



With literacy a factor in rural missions, Victor Koh, GAIN Canada and also Cru Singapore staffer utilises JESUS Film Project training resources to equip pastors in farflung, vulnerable communities to share the gospel effectively.

In October 2019, 77 participants gathered in Chiang Mai for a week-long pastors conference on using JESUS Film, THE FOUR wristbands and audio Bibles on micro-SD cards for outreach and discipleship.



Disrupting Missions FOR GOOD.

Meet Singapore's digital strategists at the forefront of digital revolution in global missions.

Photo by timJ on Unsplash

"There is no higher calling or greater privilege known to man than being involved in helping fulfill the Great Commission."

~ Dr Bill Bright, co-founder of Cru

Today, with more than 5 billion mobile phone users worldwide, an unprecedented opportunity has been presented to the global Church to see the gospel reach even more people and places.

"Almost everyone today is now enabled with a connected, smart device that integrates deeply into their lives," said Xael Tan, a marketplace professional who volunteers as a co-leader of the Singapore chapter of Indigitous, a volunteer-driven global digital community founded by Cru.

Simon Seow, co-founder of Indigitous Singapore and Senior Digital Strategist serving with Global Digital Strategies Vice President team further emphasised, "The digital space opens doors for people to be exposed, engaged, and connected with content or people to point them towards Jesus."

A global movement of innovation

Located in over 70 cities, Indigitous is a greenhouse for missional innovation. In its fifth run, #HACK, Indigitous' annual global missional hackathon for Christians saw 105 designer, technologists, students, ministry leaders come together in Singapore to attempt four challenges in 2019.

One of which was a challenge by Migrant x Me to help migrant

workers in Singapore access the medical coverage they need. Despite being legally entitled, many don't even report their injuries because of the complex process involved and lack of English proficiency. In some cases, their employers may even refuse to pay for the medical bills.

By the end of #HACK, a user-friendly mobile application (app) that enabled workers to submit accident reports to the Ministry of Manpower was developed. It simplified the documentation process, with inbuilt voice instructions in several common migrant languages and pictures to guide claimants through the process.

Past #HACK events also saw digital innovation aid organisations such as Salvation Army and Tamar Village tackle issues such as getting help to youths with suicidal tendencies and stemming sex trafficking.

At the frontline of digital missions

Russ Martin, Cru's Senior Digital Strategist, formerly based in the U.S., made a bold decision to move to Singapore with his family in 2019 to help churches and organisations better harness the power of 'digital' for ministry in Asia Pacific.

"My passion is to use technology to bring the gospel to the last, the lost and the least."

"There are two areas we need to reach. First, in order to reach the next generation, we need experiences that introduce people to Jesus in the digital space," shared Russ.

"Second, over half of the world's population, many who are still unreached, live within a seven-hour flight from Singapore. Although we are increasingly unable to send missionaries to some of these places, almost everybody has a mobile phone and internet access. I want to use digital strategies to empower



Xael Tan,
Co-Leader,
Indigitous Singapore



Russ Martin,
Senior Digital Strategist,
Cru



Simon Seow,
Senior Digital Strategist,
Cru

the church in Asia to bring a simple, relevant gospel message to people across the region.”

Uncommon opportunities

“People’s first point of contact with the church is not in the physical space anymore. They have digitally engaged us long before stepping in the building. To connect better online, Cru is working hard to create content experiences across all our channels to help them in their spiritual journeys,” said Russ.

Illustrating this point, he continued, “Cru currently helps to run an online church in the Middle East because it is not safe for people to gather there. A friend also runs an online Skypleship group with Nepali diaspora workers in the Middle East. He disciples them digitally and remotely from Nepal.”

On the Singapore front, he was quickly roped to anchor Celebration of Hope’s* online outreach efforts through live streaming of all three evening gospel rallies on social media. An initiative championed by Simon, more than 80 online responders across churches and organisations engaged 914 people through real-time chats, out of 468,286 unique viewers. Not only did six of them pray to receive Christ, some Christians held watch parties at home with pre-believing friends as guests.

*Celebration of Hope is Singapore’s largest Christian gathering for decades jointly organised by Evangelical Fellowship of Singapore (EFOS) and the National Council of Churches of Singapore (NCCS) from 17-19 May, during which more than 125,000 people gathered over seven rallies.

Helping people take next steps to know Jesus

Just this year alone, more than 180 million people globally have been digitally exposed to the gospel through Cru’s web, app and social media assets. Helping to build next steps towards discovering a personal relationship with Jesus is what’s constantly on the minds of our global community of digital strategists.

Recently, some of them came together to help JESUS Film Project (JFP) insert YouTube “cards” onto various languages of “JESUS” film videos on JFP YouTube channel. Each card helps point viewers to an article or resource which they might find helpful as next steps in their spiritual journey. Within just seven days, over 700 people have clicked on the link wanting to find out more about Jesus just for the English ones alone.

“Each of you should use whatever gift you have received to serve others...”

Xael shared, “There are new platforms today and new ways of using these platforms that continue to transform the mission field. One of my team members showed me a pastor in California who started publishing 10-second sermons on Instagram and Tik-Tok. He now has over 500,000 followers across both platforms.”

“We have to constantly ask ourselves, ‘Can technology help us to love each other better, and how?’; ‘Can technology help people to learn about Jesus, at a moment they desperate need to, and how?’; ‘Can technology help people to connect and uplift each other, and how?’”

Simon concluded, “Christians who understand how to use digital effectively have the opportunity to be activated and mobilised—for their skills to be used for a greater cause in bringing an unchanging gospel to this changing world.”

Would you like to know more about being a digital missionary? Reach out to us at digital@cru.org.sg to explore uncommon opportunities for missions & discipleship! Get connected to Indigitous at www.indigitous.sg.



How Campus Ministry NEEDS TO ADAPT.

Have the rules of engagement changed in campus outreach and discipleship?

Campus—Cru’s global heartbeat since 1951—has produced generations of multiplying disciples. Yet the ever-evolving landscape of youths and young adults has also pushed our campus ministry to innovate and adapt while staying anchored on biblical foundations.

We spoke with two Cru campus ministry staff workers to find out how things are on the ground. Meet Li Min (SMU Cru) and Qingwen (NTU Cru), with a combined experience of 27 years in campus discipleship and outreach.

Q: What does evangelism look like on campuses now?

Qingwen: It’s definitely more challenging to take out the Four Spiritual Laws (4SL)/ Knowing God Personally (KGP) booklet and share it openly on campuses these days. On top of this, youths have to deal with a myriad of questions from their friends: *Why is Christianity anti-gay? Why do Christians need to go to church? Why do you stick to one religion only without exploring other options?*

They sometimes find themselves in a position having to give credible answers to these issues before having the credibility to talk about the Christian faith.

Li Min: Going out for campus witnessing with the hardcopy 4SL puts people on guard. Now, I’m training my students to engage them over common questions about the Christian faith from www.everystudent.com instead, such as:

“What is my purpose in life?”

“Where is God in tough times?”

“Does God answer prayer?”

“How do I find peace of mind?”

So we might go up to someone studying and ask, *‘Hi, my friend and I are doing a survey about what people think about life and faith. Could you share your opinions with us?’* and show a picture with these questions on our phones.

Being upfront yet non-confrontational causes students to open up readily for engagement. It’s a great starter which can easily bridge into spiritual conversations later.

Qingwen: To better understand our audience, the campus ministry recently launched a survey to find out non-Christians’ sentiments towards Christianity.

Initial findings show that they don’t think well of Christians who obviously have an agenda of talking solely about spiritual things. The silver lining though is that they actually do want to have spiritual conversations.

To reach the 200,000 and more tertiary students (and many more if we include those in secondary schools and junior colleges) on campus, we must start exploring avenues such as digital witnessing, public awareness campaigns, etc.

Q: How have you been encouraging Christians to reach out?

Li Min: I bring my students out campus witnessing with me. When they gain positive experiences of stirring up spiritual conversations, they also gain greater confidence to do likewise with their friends!

Qingwen: I encourage my students to clarify their motivation behind evangelism—*“Why am I doing it?” “What does it mean?” “Why do people need the gospel?”*—and not treat it as a project. If they treat their friends as “evangelism targets,” it goes against the heart of gospel proclamation.



Qingwen (right-most) hosting a Christmas dinner for his discipleship group at his home



Studying God's Word together remains an integral part of campus discipleship



At Run As One Camp 2019 for NTU and NUS students



Li Min (last row, third from left) and SMU Cru gathering together for a time of community blessing on campus

Q: What are some trends you observe in youth/campus discipleship?

Li Min: Discipleship used to be done almost entirely face to face, but in recent years it's been taking place a lot over social media too. When I first started working with SMU Cru a year ago, the first thing I had to do was download Telegram and adapt to this "tele-culture", even though I was already using WhatsApp and dreaded multiple similar messaging platforms.

SMU students communicate almost exclusively on Telegram, so thanks to my initiation into it, I've had so many discipleship moments with my students while exchanging long texts.

Qingwen: One thing that concerns me is how a lot of guys are struggling with porn and don't know how to find help. Many are ignorant, or in denial, that it is wrong. The second topmost concern is youth mental health. I've observed an upward trend of mental health issues.

Pressures of life and school work can get too much for students and some of them are really not coping with their studies or personal expectations. I am increasingly concerned because some have been affected since secondary school and not all of them know they need to get help.

Li Min: In the past, students were more ready to give their full commitment to join a CCA from the onset. In recent years, students are more hesitant to make that initial commitment, and like to evaluate all their options in the process. Adapting to this trend, SMU Cru came up with the idea of DG-lite.

Instead of plugging them immediately into a permanent Discipleship Group (DG), they get to have a trial session of DG

for a taste of what it's like. If they like it, they can then sign up to join Cru and be part of a regular DG officially.

Q: How can the Church better prepare to disciple the new generation?

Qingwen: We need to recognise our tendency to reside in our own Christian bubble. My role is to help the second-generation Christians get out of this bubble.

Personally, I think Christian ministers need to be equipped in discussing issues such as sexuality, pornography, mental illnesses with youths, helping them develop biblical convictions and the right posture to engage their friends on them.

Li Min: This generation thinks critically, is very creative and makes things happen.

Asking coaching questions instead of simply instructing them what to do and making it a point to ask how they are as a person, not only how their walk with Jesus is, are very important.

I believe deeply in the value of adding that personal touch. Make it a practice to acknowledge them for what they're doing, verbally affirm their strengths and their heart, and go the extra mile to journey with them through their struggles. This human connection is irreplaceable, beyond platforms, technology and shifting generational traits.

Do you have a positive campus outreach or discipleship story to share with us? Reach out to us at campus@cru.org.sg! Join the conversation on youth outreach and discipleship in Collab2Reach! More details at cru.sg/collab2reach.



Returning For The 99 PERCENT.

Tracking with Cru Singapore's latest missionary family in Japan

Tessa works hard at learning the Japanese language

"I like my friends, and *toshokan* (図書館, library) because I love to borrow books and read! I also like *sansu* (算数, Mathematics), *taiiku* (体育, P.E.) and playing outside, like the monkey bar and the jungle gym to jump off!"

Meet Reina, a bubbly newly minted seven-year-old missionary kid to Japan.

Not to be outdone, her sister, Tessa, nine, jumped in, "I like *nakayasumi* (中休み, recess)! In school, I like to do *ongaku* (音楽, music) and play the *kenban-harmonica* (鍵盤ハーモニカ, melodica). But I don't like playing dodgeball."

Now calling Tokyo home, Cru Singapore missionaries, Victor and Candy Toh, made the courageous decision to pack up their lives and move to Japan in September 2019. Having spent considerable time on both short and long-term missionary stints to Japan before 2008, this is not unfamiliar ground to them.

Ten years on, they are back. This time with two girls in tow.

Why return to a proverbial missionary graveyard?

"In 2008 we came back to Singapore still expecting to return to Japan, but we weren't sure in what capacity. I wanted to find a good fit where we could use our experiences and find where we could best contribute," Victor explained.

Candy added, "We knew that if we were to move back to Japan and decide to stay, it would be for the long run."

"While still in Singapore, I asked myself, 'There are needs everywhere, but with the number of Christians here compared to Japan, should we really be here, or could we be of better use

there, where only 1% knows God personally?'"

"It started when Lee GyuSang, the Tokyo Student Impact Ministry Leader of Japan Campus Crusade for Christ (JCCC) told me that my name came to mind as he was praying for someone to do Digital Strategy in Japan."

"I also had the chance to speak to Atsushi Ebuchi, National Director of JCCC, about this decision. As we prayed together, I could feel his burden for reaching the Japanese, which really moved me," recounted Victor.

"While speaking with one of my church pastors from Redemption Hill Church who simply asked me to reflect on the journey that God has brought us through—the experiences we have in Japan, the relational capital we had built there, and even a waiting role—I realised that these were not to be taken lightly".

"With a lot of fear and trembling, we decided to officially pursue this."

Rough re-entry

Having been here for about four months, the family is still in the process of finding their rhythm of life in Japan. Candy said, "The adjustment here is tricky because it all comes at once—we're adjusting to a new place, the kids are adjusting to school, there are so many big decisions and expenses to make, we are trying to get the house together. It is stressful."

A main concern for the couple was the girls' transition to life in Japan. "It was really hard at first as I sensed their emotions and anxiety, just seeing how they couldn't understand anything."



Taking a much-needed breather amid many adjustments



Fellow Cru Singapore missionaries, Weng Kong and Jaine, going many extra miles to help the Tohs settle in



Reina learning to make new friends in school

“In their first month, I spent the whole day in school running between their two classes to translate for them.”

“But God is really gracious and answered many of our prayers about their school environment and teachers. Knowing that Tessa is more sensitive, God gave her a very kind and gentle teacher who translates a lot for her, even on her worksheets so she can understand.”

“They still miss Singapore, even though they really enjoy school and interacting with new friends. Tessa took it really hard when we moved and still wishes we didn’t have to; sometimes Reina will say, ‘I forgot how this friend looks like,’ or ‘When I see him or her, I think about this person,’” Candy recalled.

“So we try to spend more time with the girls, find out how they are, pray together and getting them to process their day with God. We’re also mindful that we need to keep talking to each other. I’m reminding myself that the marriage and family have to come first,” Victor said.

Silver linings

Having been on campuses since 1962, campus ministry remains JCCC’s flagship. This results in people being keen to connect with Victor to discuss how to better reach campus students in their community.

“The churches here are willing and open to work together and collaborate, and we likewise want to be a good partner in the body of Christ for Japan. My hope is that as our campus ministry gets more effective, we can help channel these students back to the churches.”

With 118.9 million internet users, 78 million social media users

and 147% mobile subscription rate, Victor has his work cut out for him. (We Are Social 2019, Hootsuite)

“Digital Strategy (DS) is an important tool for us because we have another avenue to communicate with people. Although it is often thought of as business-centric, it is a neutral means that the church can use as a channel of connection, be it through social media, branding or marketing. By using it wisely and responsibly, I hope to be able to increase the effectiveness and capacity for JCCC through DS,” said Victor.

Church support makes a huge difference to parachurch missionaries

A big factor that helped smoothen the Tohs’ transition into Japan is their support network in church. Not only did many members give sacrificially, they’ve also had church members, cell group members, and friends come Japan to spend time with them.

“I’m encouraged by the general sense of people being interested in this mission field. It’s such a blessing that the church reminds us that they are praying for us regularly—it helps us remember that we are not doing this ministry in our own strength, so whatever results, anything that happens we’re being covered by prayer,” Victor concluded.



Keen to be involved in a short- or long-term mission trip? Contact us at missions@cru.org.sg to find out more or give to the Tohs at cru.org.sg/give today. Scan the QR code on the left to see additional material on “Navigating the nuances of Japanese culture” from Victor and Candy!



REDISCOVERING Fresh Ways To Talk About JESUS.

Reclaiming the art of story-telling in outreach & discipleship

Longdy's video saw more than 502,000 views and 3,000 reactions on Facebook alone

In 2018, Cru Singapore launched *LiveSg*, a three-year initiative to help people live significantly. “*LiveSg* started as new vernacular to call people who truly followed Christ,” said Amos Ang, Cru Singapore’s City Strategy Head, who’s also the key champion of *LiveSg* initiative.

The idea then was for everyday folks to share what God is doing in their lives as a way of life.

“Simply put, *LiveSg* is about people finding their significance in God and serving others, helping them to find significance too,” explained Thomas Franks, Executive Producer of True Focus who helmed *LiveSg*’s eight-video story series of Christians who help others discover meaning and significance in their lives.

“In a world full of suffering and needs, people need to know where and how to find significance. Through *LiveSg*’s real-life stories, we see examples of people facing overwhelming challenges and difficulties yet finding real hope in Christ.”

We love because He first loved

Understanding that we are first loved (1 John 4:19) as Christ’s redeemed is a key starting point of living significantly.

“The motivation of wanting to live significantly is our relationship with Him. Only when we are connected to God’s heart will we be able to step out in faith, grab on to divine opportunities and boldly be His witness.”

“Simply put, it is being Jesus to someone in our everyday lives,” Amos reflected.

Showcasing individuals who have chosen to do that on *LiveSg* 2019 video series, Thomas added, “These are stories of people finding purpose in the pain and using their lives as blessings to others despite difficulties.”

Through these eight videos, we learnt how: **1. Longdy Chhap**, a polio-sufferer who eventually became a beneficiary of Hagar Singapore found the strength to forgive; **2. Jonathan Muk, Amanda Chong and Michelle Yeo** co-founded ReadAble, a non-profit organisation that runs literacy and educational programmes for children; **3. Jimmy Ong** discovered God and also a new purpose in life as motivational speaker and author;

4. “Gangster lawyer” Josephus Tan who is now making good his promise to God by defending the poor and underprivileged pro bono; **5. Operation Mobilisation (OM) Missions Coordinator, Jiamin Choo-Fong**’s journey out of the harbour on Doulos; **6. Cru staffer Patrick Ng** re-ignited his love for art through depression and Attention Deficit Disorder (ADD); **7. Olive Vine’s co-founder Jason Ong**’s perseverance in missions work despite battling terminal illness; **8. Kenneth and Adeline Thong**’s radical obedience to God led to the birth of The Last Resort, opening up their home to youths who need a place to stay.

By God’s grace, all eight *LiveSg* videos garnered a combined total of 1.8 million unique views on Facebook alone.

Giving from the overflow

A huge part of *LiveSg* is to motivate individuals to see evangelism beyond mere gospel presentations or invitations to evangelistic events. Every individual’s journey in discovering his/her significance in God naturally leads to an overflow of new life into the day-to-day.

These narratives of redemption and healing help give depth and handles for seekers who cannot see beyond religious affiliation in accepting Christ in their lives.

Amos shared, “Living the abundant life is more than just about ourselves—it is about impacting others for good.”

“We want to create organic movements of personal ministries, where people love God, being passionate about what they do, learn to venture out in faith, starting simply by encouraging someone today. Ultimately, to be blessings to their networks of influence and attracting others to do the same.”

Subscribe to Cru Singapore’s official YouTube channel (@CruSingaporeLiveSg) and stay up-to-date with our *LiveSg* stories and discipleship resources! Read other *LiveSg* stories on cru.org.sg by scanning the QR code.



Love



Ignite



Venture



Encourage





DO YOU WANNA Be An Online Missionary?

She connects with people in the digital space that God made possible

Photo by Kaitlyn Baker on Unsplash

With 4.39 billion Internet users globally, what have we, as a Church, been doing about this enormous harvest field?

Taking on this herculean task in stride is Global Media Outreach (GMO), Cru Singapore's missions partner in online gospel proclamation work. GMO exists to share Jesus online, grow people in faith and connect them to an Online Missionary (known as OM or eMentor). They do so through running online advertisements linked to GMO-related gospel websites, social media or applications (apps) where responses submitted are answered individually, by one of 3500+ OMs worldwide from an extensive and secure, web-based response platform.

This has unearthed massive opportunities to the many who want to be missionaries but can't physically "go" (Matt 28:18-20).

Meet Khoo Lay Kuan, our Cru Singapore staffer who oversees the Singapore and Myanmar (Burmese) eMentoring staff-and-volunteer team of 15, as Community Leader.

Keeping a clear focus in digital ministry

Part of Singapore's GMO team since November 2005, Lay Kuan recalls, "I started feeling challenged about using the digital space for God in April 2005, when attending the first MinistryNet Conference, organised by Cru (then Campus Crusade for Christ) and partner ministries in Budapest, Hungary."

"What Walt Wilson, founder and chairman of GMO, said about our generation being the first in all human history with the technology to reach every man, woman and child on the earth really struck me."

To date, in 2019 alone, more than 120 million gospel presentations have been recorded, with more than 20 million people indicating decisions to follow Christ.

"Our role is not just to answer emails, but to make disciples." Lay Kuan firmly expressed.

Cutting through the online noise

Having served in full-time Christian vocational ministry for more than 25 years, she's always had an affinity with technology.

A skilled graphic designer, she sees a critical need to tap on the potential of the digital space for ministry, even more so in recent times.

A 2019 article in The Gospel Coalition¹ describes Google as "the greatest spiritual battleground of our time". We're facing a reality where "voices that rise to the top... of search results are in positions of incredible influence over the souls of the searching", even if they are wrong.

GMO platforms address this rampant reliance on search engines for answers. Lay Kuan explains, "To cut through the noise of so much content available online is crucial. Whether it is someone who just decided to follow Christ or who has questions, we provide a tangible lifeline in a safe place, of one-to-one discipleship and personal correspondence with a mature believer, as soon as possible; especially when they have no one to turn to."

Writing with the Spirit

Lay Kuan handles an average of 30 new emails per month, not counting replies to previous contacts. Her role includes checking logins and replies made by her team, encouraging them and following through when there are difficult issues. She particularly enjoys meeting budding eMentors whom God brings along through Cru's web enquiry page or among friends.

Without needing to be known or lauded, her significance is in simple obedience doing what God has set before her.

"We are letters from Christ as are the emails we write to our contacts," Lay Kuan muses, referencing 2 Corinthians 3:3 (NIV).

"Technology has increased our missions capacity and reach. Essentially a ministry of written words, eMentoring is highly personal, effective and non-threatening."

Lay Kuan is looking for people who can correspond in English and/or Burmese to join her team. Those proficient in other languages are welcome to enquire too. Connect with us at corpcomms@cru.org.sg if you are interested to find out more!

¹ <https://www.thegospelcoalition.org/article/search-bar-spiritual-battleground/>

MOBILE APPS FOR MINISTRY



GodTools provides a clear, concise and easy way to present the gospel. Available in over 45 languages.



JESUS Film Project is a full digital library of more than 200 full-length movies, mini-series, and short films produced to help the world know Jesus better.



EveryStudent helps you answer questions that young people have about life and faith.



Soularium is a set of 50 images & 5 questions that help people talk about their life and spiritual journey.



Perspective Cards app creates a safe environment for enjoyable spiritual and gospel conversations to flow from the topic of worldview.



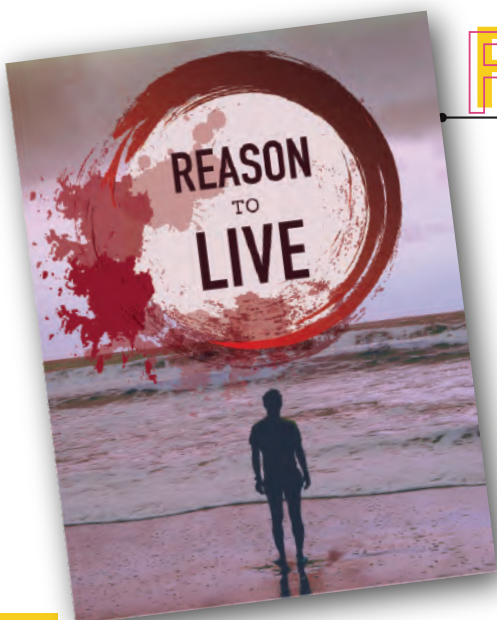
Thrive is a Bible-study tool designed for youths to lead a small group and help their friends grow spiritually.



First Steps helps strengthen new Christians in their faith, taking first steps in their relationship with God.



MissionHub is built to help you organise, track and grow outreach and/or mentoring relationships with others.



FREE MAGAZINES FOR EASTER

An evangelistic Easter magazine, *Reason to Live*, is a great gift that helps start conversations and share the Good News with friends and loved ones.

**Copies are available on a first come, first served basis from Cru Centre, 18 Verdun Road, Level 4. Please pre-order to corpcomms@cru.org.sg before coming!*

**Love gifts at \$0.50 per copy would be appreciated but not necessary.*

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FEATURING



James Choung

Vice President, Strategy & Innovation
InterVarsity Christian Fellowship USA

James Choung was a plenary speaker in the EPPI Preaching Conference 2018. His talk, "Preaching Christ to a Secular Culture" and workshop "Preaching to Millennials and Beyond—Challenges, Opportunities and Practical Handles" received great reception. He is back to equip pastors and ministry leaders to reach Millennials and Gen Z.

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