

He Gets Us™

Give your churches a new way to  
serve more people.



# Why This Matters



This will be a sustained national conversation.

Christians and faith organizations have an opportunity to learn about it, spread the word, and get involved.



# Who's Involved

Networks, denominations, and churches are taking a seat at the table.

# — Networks Already Involved



YouVersion



# Churches Already Involved

A Small Sample



SADDLEBACK CHURCH



CROSSROADS  
COMMUNITY CHURCH



VIDA DALLAS



DFBC

Duncanville's First Baptist Church



ROCK CHURCH

Southminster  
PRESBYTERIAN CHURCH



Gateway  
CHURCH



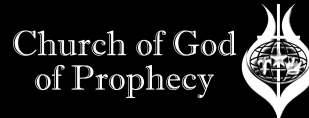
VALLEY VIEW



LIFE.CHURCH



N E X T  
MINISTRIES



Church of God  
of Prophecy



CONCORD  
CHURCH



MANNAHOUSE



CHURCH



CHURCH  
International



FELLOWSHIP

He Gets Us.



# The Campaign

Objectives & Research

# Campaign Objectives

1

Influence attitudes/perceptions about Jesus

2

Call on Christians to reflect Jesus more authentically in how they love others

3

Help the Christians better understand—and connect with—the culture they are trying to reach



# Key Facts

1. **Over \$100M Budget** - The largest faith-related campaign in US history
2. An initiative of the Servant Foundation—501-c3, donor supported
3. Research informed (**8,000 qualitative and quantitative responses**)
4. Major TV, sporting events, digital, outdoor, omnimedia
5. National ads begin March 2022
6. World-class creative team with experience working for leading brands

AMERICAN  
EXPRESS

Disney



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# Research, What Skeptics Say & Think

## About Christians & Church

- Hypocritical and judgemental
- Don't want to hear from them
- Don't defend or promote
- Struggle or reject Jesus' divinity
- Reject personal relationship w/ Jesus
- "One bad experience with a Christian can shut down the conversation"

## About Jesus

- Everyone has an opinion about Jesus
- Jesus is for everyone, He loves us all
- His teachings are positive for society
- A worthy example
- Reach me by meeting my "felt needs"
- The issue isn't Jesus
- 50% are open to learning more about Jesus



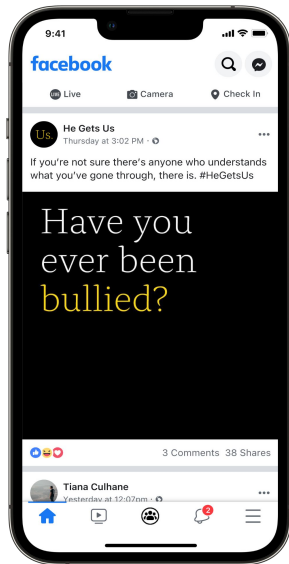
# The Campaign

Ads

He Gets Us.

Jesus was \_\_\_\_\_

# The Ads



Jesus supported **women's rights.**



Have you ever felt **betrayed?**

Have you ever been **unfairly judged?**

So was Jesus.  
  
He Gets **Us.**





# How it Works

People Who See the Ads

Ads running **everywhere**



HeGetsUs.com to explore content

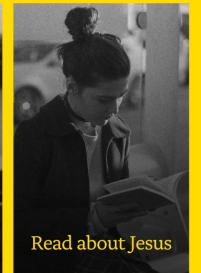


Ask anything

- Chat about life
- Connect with a person
- Connect with a group
- Text for prayer
- YouVersion Bible reading plan

He gets us. All of us.

Whatever you're experiencing, Jesus faced it too. Chat with someone or connect 1:1 – or with a group to learn more. There's also a reading plan. Get to know the real Jesus – on your terms.



# Results So Far

Test Campaign Stats  
60-day performance in 10 US Markets



**30 million**  
YouTube views



**95 million+**  
Outdoor impressions



**10 million+**  
Prime Time TV ad views



**10,000**  
YouVersion reading plan  
subscriptions



**3,000**  
Live Chat conversations



**1,000**  
Prayer requests





# How Your Network Can Get Involved

Your churches, ministries, and denominations will be able  
to engage new people seeking to understand more about  
Jesus

# For You & Your Churches

## Be Informed

Get Partner access to:

- The research
- Updates and news
- Upcoming ads

## Equip Your Churches

Receive Resources to:

- Engage curious explorers
- Equip your staff
- Train volunteers

## Connect w/New People

Give your churches:

- Scholarshipped access to the connection platform
- Support to receive and engage well

## Measure Your Impact

See impact with:

- Data rollups
- Updates and trends



# The Path Forward

Networks, denominations, and churches are taking a seat at the table. There's room for everyone.



# How to Get Involved

Visit [HeGetsUsPartners.com](https://HeGetsUsPartners.com) and sign up to be a partner



Thank You