



REVIEW AND ASSESSMENT OF ADELAIDE CAMPAIGN

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Executive Summary

Jesus. All about life is a national prime time media campaign that aims to mobilise quiet Christians to share their faith. It has been designed to generate interest in the Christian faith and to assist churches in their evangelism and outreach activities.

Adelaide was the first Australian city to run the campaign which went to air from 8 August to 4 September 2005, with outdoor advertising carried over until the end of October.

299 churches across South Australia registered to participate, with 27% of these located outside the metropolitan area. Registered churches ran 558 events from August until December and, while some of these were linked to worship services, most were specifically designed for outreach during and immediately after the campaign.

In the lead up to the campaign it is estimated that 6,000 people were trained to share their faith around the context of the campaign. It is also estimated that 75,000 people attended a *Jesus. All about life* event.

Participating churches were asked to complete a questionnaire providing feedback on their own experiences. 38 (13%) responded and these results have been collated, appearing under The Campaign Survey section from page 12 of this report.

By far the highlight for many participants, and indeed the JAAL working group, has been the tremendous spirit of unity that has developed, with churches across the state working together to reach out with the Gospel of Jesus Christ. In some areas this has been the first time such combined activity has occurred. It has been so significant that it is felt the Christian community in South Australia needs to create ongoing activity that will encourage churches to continue to work together.

The total cost of the campaign, including administration, promotion and media buy, was less than \$300,000. These funds were met by the corporate sector, churches, denominations and individuals. The campaign was an extremely cost effective means of resourcing the churches and supporting their outreach activities through media advertising: around \$1,000 per participating church.

Underpinning the campaign has been a focus on prayer – for the leadership, the churches, the advertising and the lives touched by people sharing their faith. 78% of churches prayed regularly for *Jesus. All about life* and 70% encouraged their congregations to pray for specific individuals throughout the campaign.

83% of churches indicated they would like to be involved in a similar initiative in the future. When asked to rate the campaign overall, on a scale of one to ten (1 being poor and 10 excellent) 81% rated it as good to excellent (6 and above) and 42% rated it very highly (8 to 10).

Almost 12 months before the campaign went to air JAAL working group member Bob Beaumont stated that if the individual churches get behind this campaign “**it will be the biggest event the Christian church in South Australia has seen since the Billy Graham crusades of the 1950s.**” Bob’s post campaign observation? “**They did, and it was.**”

Background

Jesus. All about life is a prime-time media campaign that aims to mobilize quiet Christians to share their faith. It is based on similar campaigns developed by Campus Crusade called *The Power to Change* run in Canada in 1996 and 1999 and Ireland in 2002. After more than three years of investigation and preparation, the Australian campaign went to air in Adelaide in August 2005, with Canberra and other Australian capital cities set to follow from 2006.

Objectives

The objectives of *Jesus. All About Life* are to:

- Generate interest in the Christian faith and provide a response mechanism or “call to action” which people will feel comfortable accessing
- Provide printed and web-based material that will move the inquirer to consider the words, teachings and person of Jesus Christ and His claim on their lives
- Ensure up to 90 per cent of the population see or hear the ads at least 10 times
- Motivate quiet Christians to share their faith and develop ‘one-on-one’ conversations with people as the media campaign rolls out
- Encourage inquirers to enroll in an Alpha course or *Jesus. All About Life* course run by a local church
- Bring people into the Kingdom of God.

Campaign analysis

This campaign analysis has been prepared utilising informal feedback from churches and information provided by participating churches through a formal campaign survey.

Information gleaned from the process will be used:

- To determine whether a follow up campaign or similar activity should be conducted in Adelaide in the future and if so how best to conduct this activity
- To provide crucial information to churches interstate to assist them in planning for the campaign in their own context
- To provide churches with information on the experiences of other participating churches and a picture of how the campaign went overall.

The South Australian Campaign

Leadership

The South Australian campaign was led by a working group comprising church and business leaders:

Rev Stuart Cameron, General Secretary, Uniting Church in SA (Chairman)
Mr Bob Beaumont, Managing Director, The Beaumont Tiles Group
Mr Michael Chant, Executive Director, Bible Society in Australia (SA)
Major Iain Trainor, Divisional Commander, Salvation Army SA Division
Major John Farquharson, Divisional Program Secretary, Salvation Army SA Division
Pastor Hans Voortman, National Vice Chairman and SA Chairman, CRC Churches International
Pastor Paul Harrington, Holy Trinity Church, Adelaide
Mr Paul Thompson, Managing Director, Marshall Thompson Homes
Mrs Shannon Short, Communications Manager, Uniting Church in SA
Mrs Wendy Rush, General Manager, Rush (SA Project Officer)

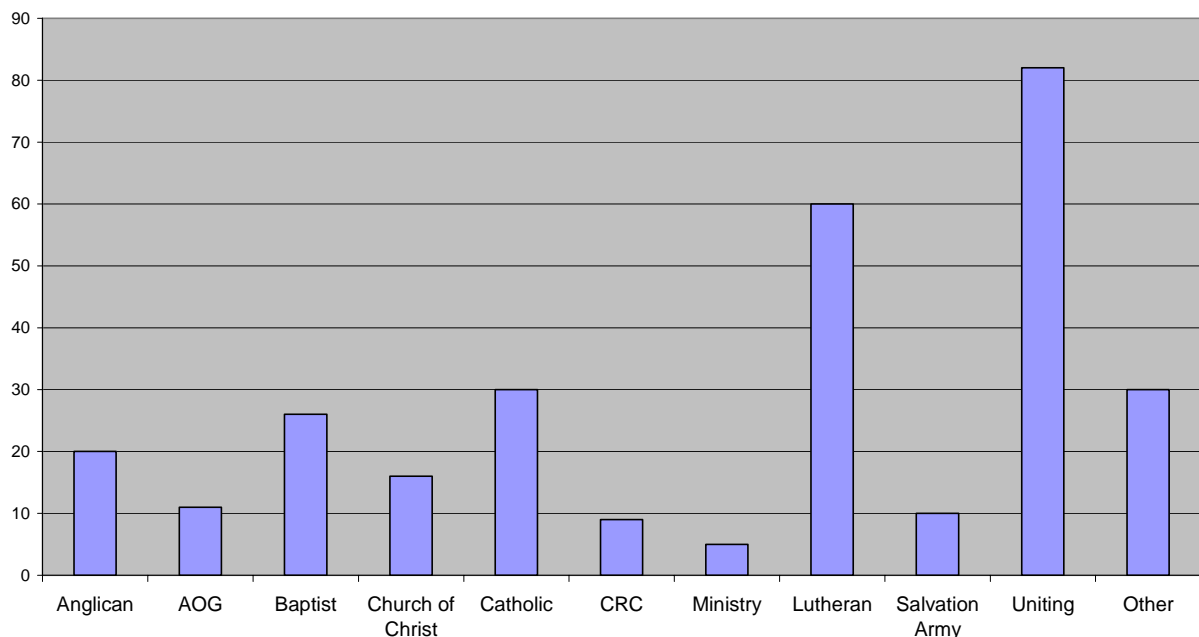
The campaign was supported by the Heads of Christian Churches in South Australia.

Participation

The Adelaide campaign established a registration process for churches and other Christian organisations wishing to become involved. Registration was free of charge and churches and ministry groups could choose to participate at whatever level they felt was appropriate for their own circumstances. Participating organisations were required to ascribe to the Nicene Creed.

Registrations were received from 299 organisations across all denominations:

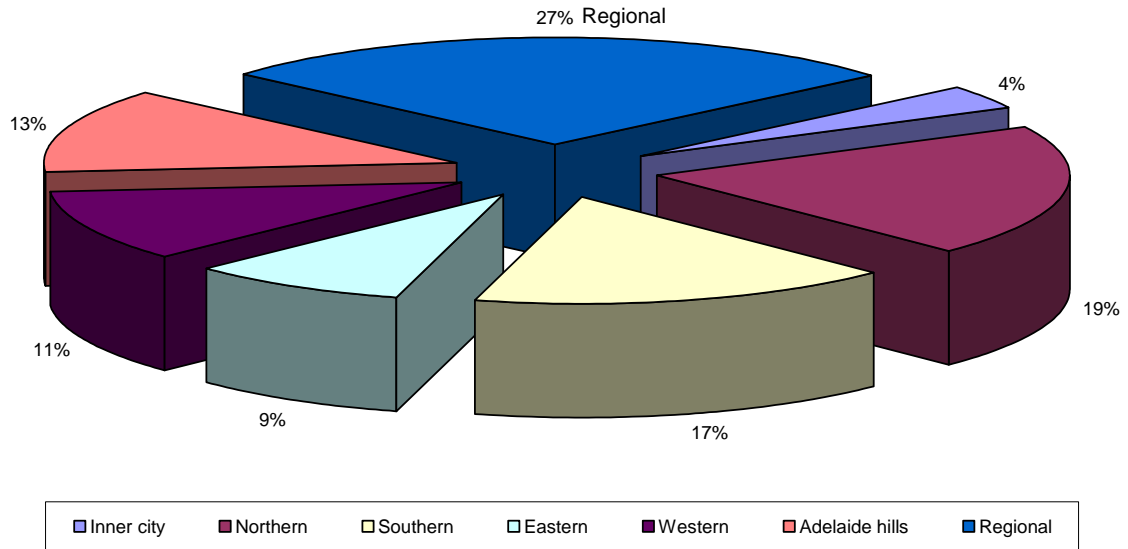
Participation by denomination



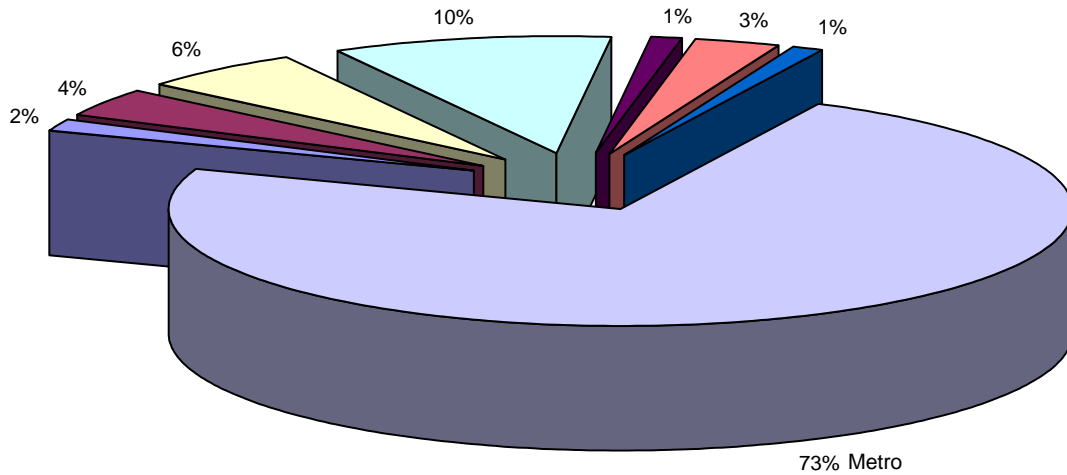
The South Australian Campaign, cont'd

While the media campaign was primarily centred in Adelaide, a large proportion of the churches that registered were from South Australian regional areas. 73% were located in metro or outer metro areas, with 27% located outside the metropolitan area.

Registrations: Adelaide metro and outer metro



Registrations: Regional SA



In addition to churches and ministry groups that formally registered to participate, 419 other organisations and individuals asked to receive regular information on the campaign.

The South Australian Campaign, cont'd

Events and activities

Churches were encouraged to develop events that would help them connect with their communities outside the traditional church environment. Many churches also used the *Jesus. All about life* theme for worship services leading up to and during the campaign. Events were organised for August when the campaign started right through until December 2005. More than 550 events were listed on the *Jesus All About Life* website and, as an example, activities carried out as part of the campaign included:

- Da Vinci Forums
- Big Band Jazz Café
- Women's morning tea and pampering
- Men's breakfast
- The Borderers concert
- Joseph and the Amazing Technicolor Dream Coat
- Computer "lan party" for youth
- English conversation classes
- Debt buster seminars
- "The Bright Hour" entertainment for seniors
- Stalls in shopping malls and at an antique fair
- Winery and brewery tours
- Royal Adelaide Show
- Street parties.

Resources and promotional support

A range of resources and promotional items were developed and made available to churches to help them in their efforts to promote their events and reach out to their communities. T-shirts and balloons were provided at the specific request of participants and wrist-bands were produced by a company wanting to assist, with a proportion of their sale going back to the campaign. Banners, t-shirts and balloons were made available through the relevant promotional company, postcards produced through the Uniting Church SA Synod office and all other resources sold through the Bible Society Bookshop.

Set out below is a list of some of these resources and promotional items and the volumes that were purchased by churches for use or for distribution:

Response book with Gospel of Luke	10,000
JAAL DVD course	70
Banners	150
Pamphlets	33,000
Bookmarks/prayer cards	20,000
Postcards	250,000
Posters (A4 and A3)	30

Communication with registered churches and supporters

12 months prior to the campaign a program of events was organised and communication mechanisms put in place to inform churches of the impending campaign, keep them up to date on progress and provide practical information on how they could become involved. Many initiatives were also carried out at a denominational level to inform and engage the various churches around the state. The JAAL working group in South Australia put in place the following communication initiatives:

The South Australian Campaign, cont'd

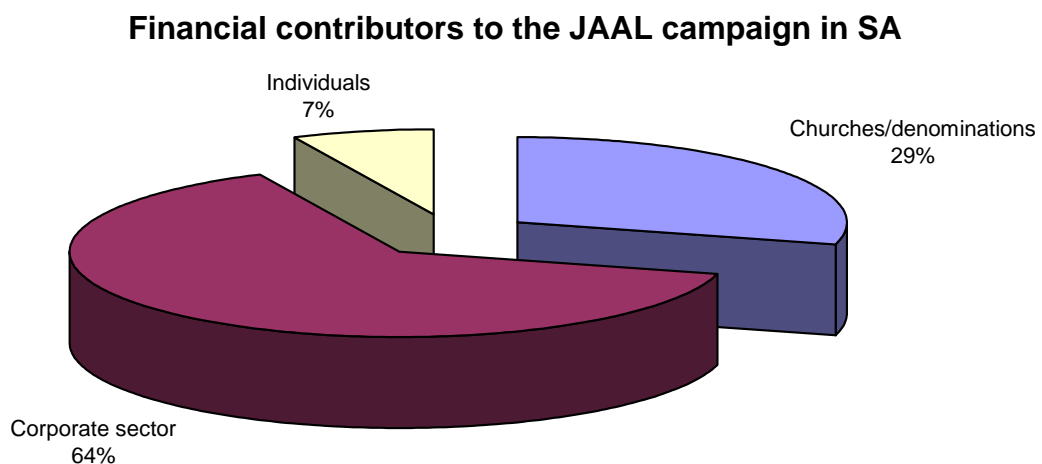
- Two official launch functions (November 2004 and February 2005) attended by a total of 140 people
- Campaign update events in March, April and June attended by over 500 people in all
- Three train the trainer sessions held in June (in conjunction with campaign updates) that trained 340 people on how to share their faith in the context of the campaign
- A training session for people wanting to learn how to interact with unchurched children, run by Scripture Union
- Around 20 electronic newsletters sent to 700+ people, increasing the frequency from monthly, to fortnightly and then weekly in the lead up to the campaign
- A registration pack for registered churches containing ideas on events that could be organised, preaching themes, contacts for church supporting ministries, etc.

Fundraising

No charge was levied on churches to participate in the campaign and the cost of the media buy, administration and promotion was met by donations from businesses, churches and individuals. The total cost of the campaign amounted to just over \$297,000. This included:

- media buy
- campaign launches
- regular update events
- training sessions and course material
- promotional material
- employment of a project officer
- mailing out of information packs to people responding to the ads.

100 donations were received from the corporate sector, churches and denominational groups and individuals. The source of donations is displayed in the graph below:



The South Australian Campaign, cont'd

Media advertising

Based on extensive research conducted by a professional market research company, the campaign was designed to connect with three specific audiences. These audiences were identified as those reaching a key stage of their life where they were seeking guidance, looking for answers and considering values:

18-24 years old	-	Youth
25-40 years old	-	Family creators
Over 40 years old	-	Mid-lifers

The media campaign, which ran from 8 August to 4 September, consisted of:

- Television ads in prime time on Channels 9 and 10
- Radio ads on youth station Nova 91.9
- Press advertising in *The Advertiser* (SA's only daily newspaper) and *Messenger Press* regional newspapers
- Outdoor advertising (due to the generosity of the outdoor advertising company, billboards remained throughout Adelaide to the end of October)

In addition, a media campaign designed specifically for Christians to inform them about the campaign and encourage them to share their faith was run on Adelaide's Christian community station Life FM in the lead up to, and during, the secular campaign. Life FM also ran the JAAL radio ads.

Advertising company Adcorp who managed the media buy in Adelaide on behalf of the SA working group reported receiving very positive responses from all media outlets, with some unprecedented deals being negotiated. This allowed a greater reach than would normally be available for a buy of this size. The actual cost of advertising amounted to \$244,000.

Television and radio commercials and press ads were made available to churches in regional areas who wished to run a localised campaign.

Media coverage

The Adelaide campaign received excellent support from the religious press: in particular *The New Times* featured regular articles on the progress of the campaign and *The Baptist News* published a feature article and follow up advertisement.

Good media coverage was also obtained in the mainstream media and the appointment of a professional PR consultant to manage the campaign launch helped tremendously to raise the profile of the campaign and its objectives. As was expected, coverage of the launch generated a few letters to the editor of *The Advertiser* both in support of and objecting to the advertising. Media coverage included:

The South Australian Campaign, cont'd

Press: *The Advertiser*
22 November 2004 – “Relevance of Jesus focus of campaign”
10 January 2005 – “How Jesus would fit into the church of today”
20 June 2005 – “Church reaches out to people ready for change”
9 August 2005 – “\$250,000 campaign to market Jesus”
22 August 2005 – “Bringing Jesus to more people”

Independent Weekly
13/14 August 2005 – “Advertising campaign to reposition Jesus brand”

The Australian
20 September 2005 – “The atheist who’s selling Jesus”

Radio: 5AA interview with Michael Chant, November 2004
ABC 891 coverage of campaign launch 9 August 2005

Television: Channel 10 evening news service: coverage of launch 9 August 2005

Campaign responses to ads

The campaign provided three ways for the public to respond to the advertisements. A 1300 number with a recorded message allowing people to leave their details; an SMS number; and a website with an enquiry form. After 5 weeks 1,530 responses had been recorded with 53% of these received via the 1300 telephone number.

1300 telephone number:	809
SMS number:	165
Website:	556

Each respondent was mailed a JAAL book with Gospel of Luke, a JAAL pamphlet and a referral to the JAAL website listing of churches participating in the campaign.

Rundle Mall outreach

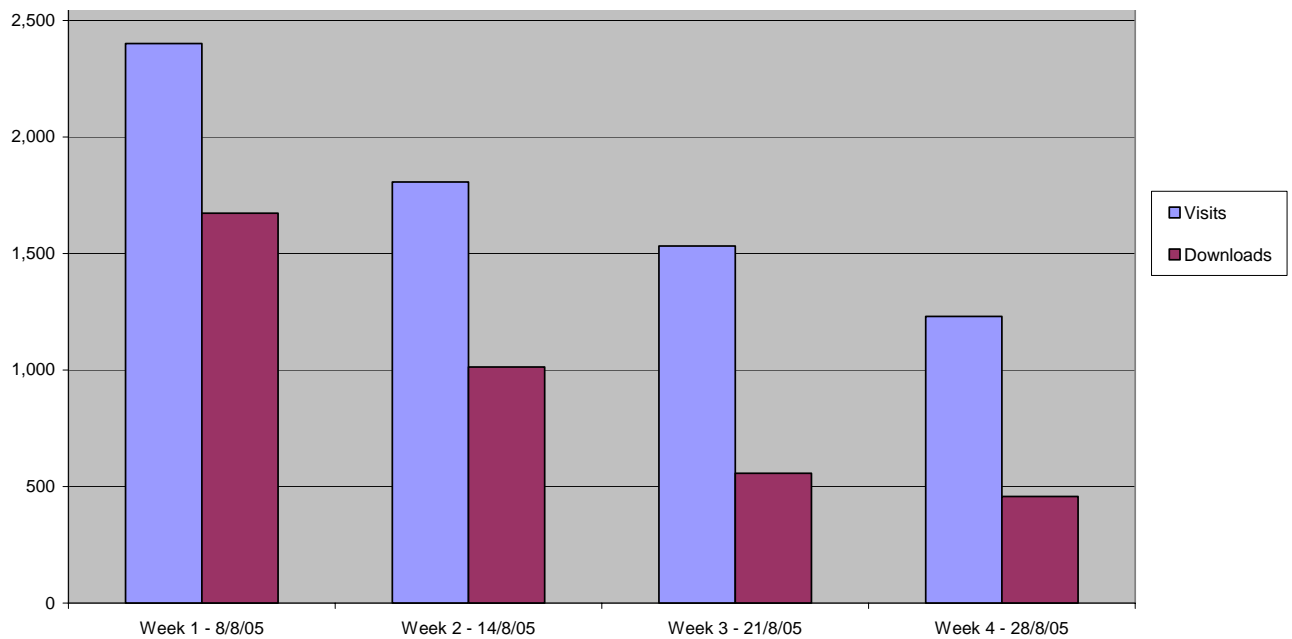
Over three weeks of the campaign, Scripture Union South Australia and the Bible Society partnered together to put a JAAL stand in Rundle Mall (Adelaide's city shopping district) for a couple of hours each day. Initially working with a local coffee shop, and then as a "stand alone" mission, the team of volunteers, supplemented by students from Flinders Christians (AFES group), made contact with over 100 people and handed out information to many more. The responses ranged from people just being interested to others joining churches and asking to be followed up further. Thanks to all of those who supported this very worthwhile, blessed outreach!

The South Australian Campaign, cont'd

Website visits

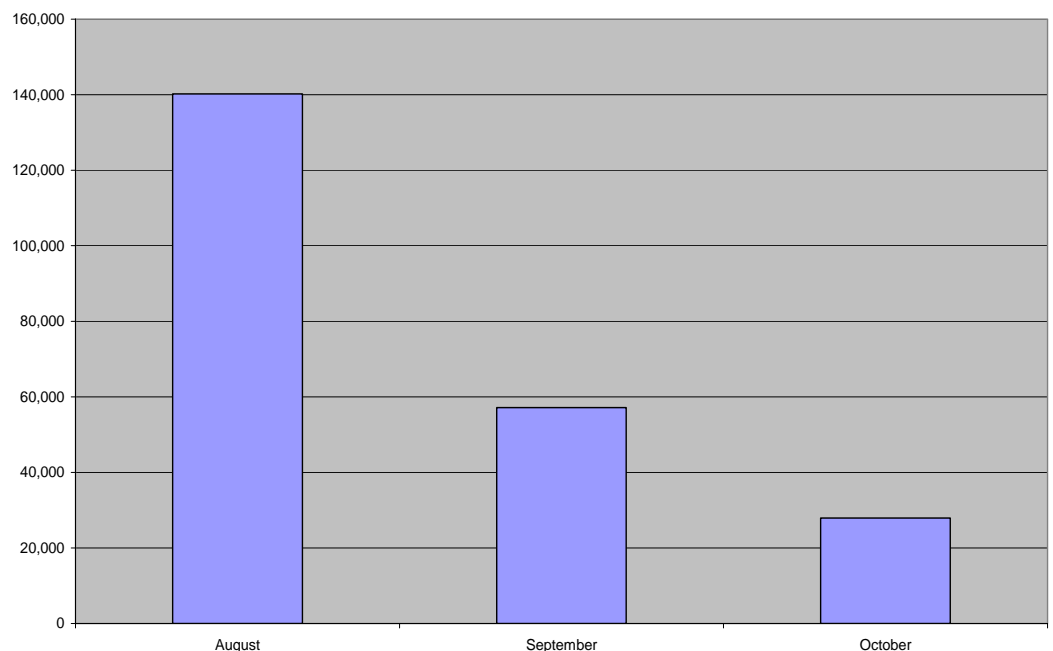
The website at www.jesusallaboutlife.com.au had a total of 13,542 visits during the campaign. 51% of the visits (6,970) occurred during the first four weeks when the full campaign was running. The remaining 49% (6,572) occurred in September and October during the billboard advertising runover. 18% of visits (2,401) were recorded in the first week of the campaign. Below is a graph showing visits and downloads for August when radio, TV, press and outdoor advertising were used.

Website visits and downloads for the month of August



During August, hits to the website (all requests made by visitors to the site including pages, image, files, etc) amounted to 140,179. This compares with 57,154 during September and 27,883 in October. A total of 225, 216 hits was recorded for the three months.

Website hits for August, September and October



The Campaign Survey

A survey form was issued to all churches and ministry groups that had registered to participate in the *Jesus. All About Life* campaign in South Australia. The form was designed to allow a quick and easy response about their experience of the campaign: preparation, events and activities, results of the church's involvement and general feedback on the timing and effect on the church's missional focus.

ABOUT THE RESPONDENTS

Thirty-eight organizations responded to the survey, representing more than 13% of registered participants. Following is a profile of the churches that responded:

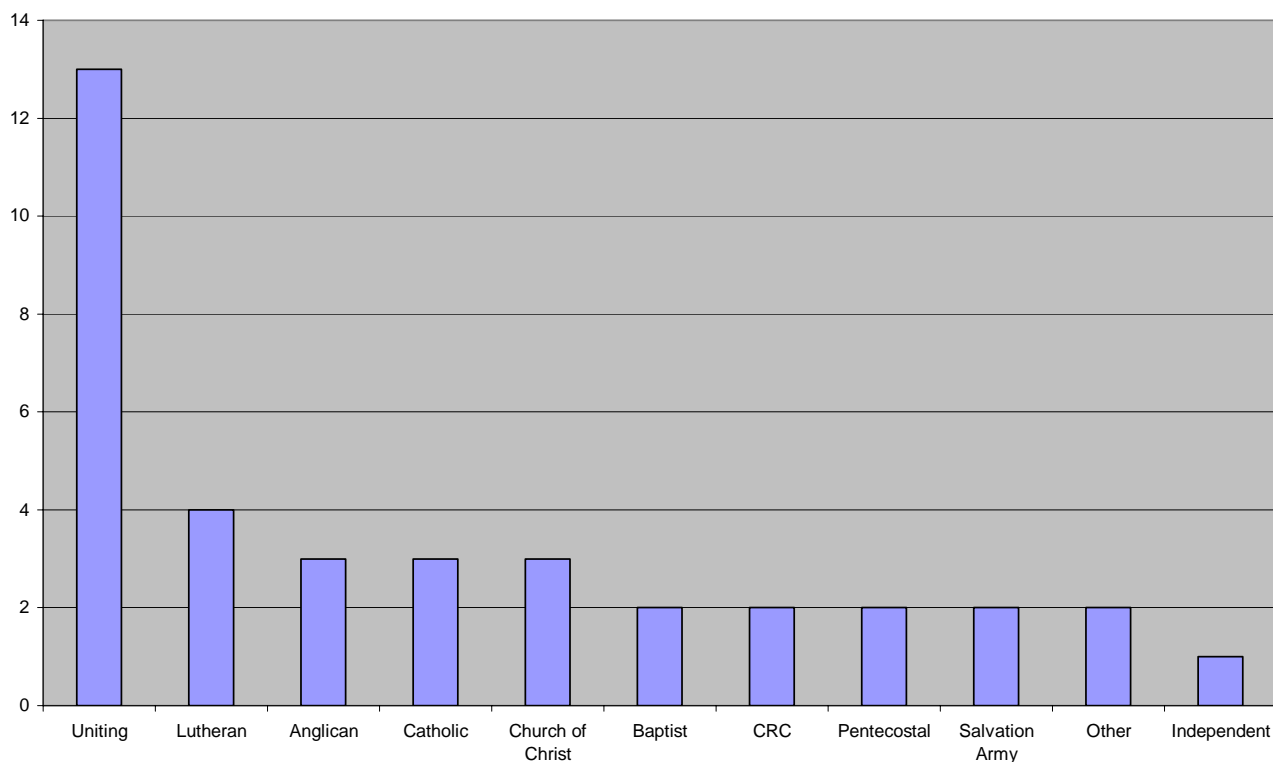
Size of church by average attendance:

Less than 100	41%
100-200	24%
200-300	11%
300-500	17%
More than 1500	6%

Location:

Metropolitan:	83%
Regional:	17%

Respondents by denomination:



CHURCH PREPARATION FOR CAMPAIGN

Information provided prior to and during the campaign

Participating churches were provided with information in various forms designed to assist with their planning and preparation for the campaign.

Respondents indicated their opinion of the quality of the information provided on a scale of 1 to 10 where 1 is low or poor and 10 is high or excellent:

67% of respondents rated the quality of the information at 8 or above.

19% did not respond to the question.

Quality of information provided?

Low or poor	1	2	3	4	5	6	7	8	9	10	High or excellent
Responses					5	3	8	10	4	3	Responses

When asked which were the most helpful, respondents rated the information sources as follows:

Information source	% of respondents who considered it most helpful
Electronic newsletters	62%
Promotional DVDs	46%
JAAL website	46%
Training material	38%
Registration pack	35%
Campaign update functions	32%
Training	32%
Launch functions	8%

Other:

- Being able to ring if necessary
- Project Officer: *“Availability of Wendy for information. Excellent service.”*

Training

25 respondents (92.5%) sent representative(s) to a “train the trainer” course conducted by Karl Faase. (NB: 340 people actually attended the training sessions).

706 people were subsequently trained through courses run by the surveyed churches for their own congregations.

Based on this response it is estimated that around 6,000 people across South Australia were trained on how to share their faith in the context of the *Jesus. All About Life* campaign.

Use of resources and promotional items

Respondents reported using the following JAAL promotional items or literature developed specifically for the *Jesus. All about life* campaign:

Item	% of respondents that used item
Books	73%
Banners	70%
Postcards	60%
Pamphlets	57%
Bookmarks/prayer cards	54%
T-shirts	32%
5 week JAAL DVD course	32%
Balloons	27%
Posters	16%
Wristbands	5%

Churches were encouraged to produce their own promotional material in addition to that made available by the campaign organizers. Other promotional items produced by individual churches for the campaign included:

- Signs
- Bumper stickers
- Business cards
- Posters
- Prayer sheets
- JAAL fliers
- Additional train the trainer materials on “how to share your story”
- Banner
- Showbags
- Badges

Quality of resources and promotional material

70% rated the quality of the material provided as very good or excellent at 8 or above.
3 did not respond:

Quality of material?

Low or poor	1	2	3	4	5	6	7	8	9	10	High or excellent
Responses					2	2	4	7	13	6	Responses

JAAL response books

As stated above, 73% of churches used the *Jesus. All about life* response books during the campaign. Some reported they had used the books in the following ways:

- Distributed to church leaders
- Given directly to individuals
- Given out on request
- During church and JAAL events
- Sold copies to members
- Congregation gave them out to individual contacts and followed up
- Each member encouraged to buy 2 – 1 to keep and 1 to give away
- Used in show bags
- Loaned to course participants
- Placed in doctors' rooms
- Placed in libraries
- Given to each member of the congregation to read, pray about and then pass on to a non-church attender.

One respondent reported there had been some tension with some of the theology contained in the response book.

Churches also reported on their assessment of how well the books were received by the recipients, with **54% indicating they were very well received** (score of 8 or above):

How well were the books received?

Low or poor	1	2	3	4	5	6	7	8	9	10	High or excellent
Responses			1	1	2	1	4	10	6	4	Responses

CHURCH EVENTS AND ACTIVITIES

Churches responding to the survey organized 154 events with an average attendance of 135 at each event. (558 events were recorded on the JAAL website). Attendance at events ranged from 20 to 2,000 people. **Based on this information it is estimated that more than 75,000 people across South Australia attended a JAAL event of one kind or another.**

Respondents rated the success of their events on a scale of 1-10. Of the 25 that answered this particular question, **22% rated their success as high** at 8 and above, and 35% at between 5 and 7:

How successful were your events?

Low or poor	1	2	3	4	5	6	7	8	9	10	High or excellent
Responses			1	3	2	5	6	2	4	2	Responses

Churches reported that they focused their activities on the following sections of the community:

Community group	% of churches that focused on group
All ages	62%
Family	13%
Adult	11%
Children	11%
Youth	8%
Men	6%
Women	6%
Other: Elderly	3%
Others: Cultural groups	3%

Other activities

Apart from running themed JAAL events, churches reported being involved in other activities, including:

- Shopping mall outreach
- High school lunchtime program
- Follow up of social welfare clients
- Market day at Nairne
- Door knocking
- Visiting neighbours
- 40 Days of Community
- Hardware store sausage sizzle
- Giant Adelaide street party

54% combined with other churches to run events

70% prayed for names listed on prayer cards or similar

78 % prayed regularly for the *Jesus. All about life* campaign.

Advertising and promotion

Churches utilized the following means to advertise their events. Some were able to indicate the effectiveness or otherwise of the promotion:

Means of promotion	% of churches that used this means of promotion	% of churches found it effective	% of churches found it ineffective
JAAL website	70%	13%	16%
Letterbox drop	60%	8%	13%
Local paper	38%	13%	6%
Church's own website	19%	3%	
Community radio	8%		

The Campaign Survey, cont'd

Other	% of churches that used	% that found it effective	% that found it ineffective
Word of mouth	13%	8%	
Personal invitation	11%	6%	
Shop window	6%	3%	
Banners	6%		
Business cards	3%		
Newsletter	3%		
School handouts	3%		
Posters	3%		

Regional campaigns

TV and radio commercials and press ads were offered to regional churches at no charge for use in localised campaigns. Of the 6 regional churches that responded to the survey, 1 used local television and 3 used the local press to run an advertising campaign in the own area. Regional churches also promoted *Jesus. All about* life using signs on roadways and through a local newsletter.

CHURCH ASSESSMENT OF CAMPAIGN

When asked how widely their own church embraced the campaign, **30% gave their church an excellent score** (8 or above); **38% reasonably good** (between 5 and 7) and 30% gave a score below 5:

How widely did your church get on board and embrace the campaign?

Low or poor	1	2	3	4	5	6	7	8	9	10	High or excellent
Responses	1		4	6	3	6	5	2	7	2	Responses

13.5% felt the pre-campaign training was very beneficial (8 or above), 27% felt it was reasonably beneficial (5 to 7).

How beneficial was pre-campaign training?

Low or poor	1	2	3	4	5	6	7	8	9	10	High or excellent
Responses				2	3	1	6	4	4	1	Responses

38% (8 or above) believed the campaign had worked very well to sharpen the church's missional focus.

How did the campaign sharpen your missional focus?

Low or poor	1	2	3	4	5	6	7	8	9	10	High or excellent
Responses	1	1	2	4	3	5	3	11	3		Responses

The Campaign Survey, cont'd

Some churches went out into public places such as shopping malls, the Royal Adelaide Show, fairs, markets and door knocking to hand out literature or speak to passers by. Of the 19 respondents that did go out into public places **37% felt they were very well received** (8 and above) and 42% indicated they were reasonably well received (score of 5 to 7).

How were you received in public?

Low or poor	1	2	3	4	5	6	7	8	9	10	High or excellent
Responses			1	3	2	2	4	5	2		Responses

When asked whether members of their congregation were active in inviting people to events and following them up, only **10% of respondents gave a very good or excellent response** (8 or above). **54% rated their congregation's performance as average or poor** (5 or below).

How actively did your congregation follow up people?

Low or poor	1	2	3	4	5	6	7	8	9	10	High or excellent
Responses	1	2	5	8	6	1	4	3	1		Responses

Churches saw their involvement in the campaign as an opportunity to begin to sow the seeds of the Gospel into the community. Understandably, many believe it is too early to be able to assess the benefits of the campaign and to clearly identify outcomes in terms of people coming to faith, however, a few were able to provide some information on the number of people who had been touched by the campaign through the activities of the church.

Number of new people connecting with respondent churches: 146

Number of people re-connecting with churches: 59

Number of commitments: 2

Number of baptisms: 7

Unforeseen benefits

Some churches reported experiencing unforeseen benefits as a result of the campaign. The various responses are listed below:

- General recognition of the need to do more of these events.
- Unity from all denominations for photos and article in local paper.
- Highlighted our ability to run a massive event for the whole community. Realisation that people are interested in finding out more about Jesus and not as afraid of church in general.
- Unity signal to community.
- More people are now committed to sharing their faith.
- A heightened enthusiasm.
- It's been a blessing to pray people into all the churches in Strathalbyn and not just our own.
- Sharpened the pastor's (my) focus.

The Campaign Survey, cont'd

- Had heaps of people ask about youth groups (we don't have one, but connected them with other churches).
- It's helped pull all the churches together and pray with each other and for each other.
- People discovered it was much easier to communicate with others about Jesus than they thought.
- We have had a difficult year in our church and through JAAL we have again been able to refocus on our real purpose: mission. Have looked beyond our own pain and issues and towards where God wants us to be. We were blessed ourselves by the campaign.

GENERAL FEEDBACK

Involvement in a future campaign

Only two churches responded to the question regarding the timing of the campaign, both indicating the timing was suitable, with one suggesting an additional Easter/Christmas focus.

When asked if their church would be willing to be involved in a similar initiative in the future, **83% said yes**, 6% said no and the remainder did not respond. Of those who said they would be involved again, they indicated preferred timing as follows:

Preferred timing	% of churches
2 years	38%
12 months	27%
6 months	3%
5 years	3%

OVERALL ASSESSMENT OF THE CAMPAIGN

Churches were asked to give their overall assessment of the campaign. **81% of respondents rated the campaign at 6 or above**, with **42% rating it very highly at between 8 and 10**. 2% rated it at 5 or below.

What is your overall assessment of the campaign?

Low or poor	1	2	3	4	5	6	7	8	9	10	High or excellent
Responses		1	1	1	3	3	11	10	2	3	Responses

Churches were asked to comment on ways they believed the campaign's effectiveness could be improved, and were invited to provide any general comments. All key comments are reproduced below:

Preparation

- Inability to view materials prior to committing to the campaign was an obstacle.
- Had too little time to prepare. Now knowing what to expect we could do something worthwhile.
- Would be good to be able to write it into the calendar at the beginning of the year.
- We didn't get on board early enough.
- Realised we were unprepared for these events/conversations.
- More lead time required (only got involved in March – 5 months prior to campaign)
- Preparation needs to be more ecumenical. The main stream of Christians did not seem to be included.
- Training scheduled earlier would have helped get leadership of our church on board.
- Promotional DVD made the difference in the understanding.
- JAAL methods of talking about Jesus were excellent.

Advertisements

- TV ads were very well received at all community levels and enabled some great discussion.
- TV ads were very professional but did not demand your attention.
- Suggest additional pre-campaign advertising (to churches).
- Billboards were very effective exposure.
- More advertising – biggest comment was the lack of visible advertising compared with what was “promised”.
- More TV and radio coverage would have been good.
- Campaign not really relevant to people of non-English speaking backgrounds (*from a church that does a lot of work with various cultural groups*).
- Ads did not capture people quickly enough – need to attract attention.
- Ads did not say enough about what Jesus said.
- Didn't think there was quite enough exposure to the ads.
- What was the theological content meant to be? It was not very ecumenical. Many Catholics found the ads “very fundamentalistic/protestant”.
- Ads too soft. Should have been more challenging.

Website

- Found it difficult to enter information onto the website.
- The website was a bit difficult to get going to start with and that was a bit frustrating.

Churches and communities

- We believe JAAL has encouraged the Christian community in SA as well as helping bring Jesus into everyday conversation.
- We went to people rather than expect them to come to us. As a result our church was really edified and many went outside their comfort zones and grew as a result.
- More churches need to be encouraged to go outside the church rather than expect people to come to them.
- Took away some of the mystery of speaking about your faith, and many testified to doing it at work or in their family. Didn't see that converted into attendance figures.
- JAAL, 40 Days of Community, etc are stepping stones for us to get out of the pews and into the community where the spiritual hunger is.
- More than half the church got involved.
- Surprised by the amount of resistance from normally co-operative community organisations.
- Our congregation became more focused and the people more enthusiastic about worship.
- Regular worshippers discovered a new freedom in sharing their faith. This enabled a few who had never done so before to share their faith with neighbours and friends.
- It would have been good if there had been some way of putting enquirers in contact with their neighbourhood church.
- It brought the city churches together in a common cause.

Future

- JAAL course will be used as an ongoing introduction to Christianity.
- I believe the experience gained will be useful for future evangelism.
- I would hope to continue with the initiative and see it as an ongoing service to God rather than a one off campaign.
- Although we have not seen any growth or commitments to Christ, I believe the foundations have been laid for future growth.
- This is a unique and special tool we intend using again and again.

Personal

Has made me grow as a Christian and showed that I have more gifts than I thought. Very enjoyable experience.

Conclusion

The final word from campaign survey respondents:

Congratulations on a fantastic initiative, carried through with professionalism.

Campaign extremely well run. Congratulations on all the hard work.

The whole exercise was tremendous for us.

We have been involved from the very beginning and have only the highest praise for JAAL and everyone involved.

We feel if only one person who responded comes to know God as their Saviour it has been worthwhile.

Be encouraged. I think it was the best thing that has been done in our community (ever) in bringing awareness to everyday situations and people about the reality of Jesus. Well done!

Thank you for a wonderful campaign and for being faithful in ministry. This has been very exciting and as I drive around SA it has been brilliant to see banners in so many places. Well done and may God bless you as you prepare to take this campaign to the next level.

It was well researched, prepared and presented and we were thrilled to be a part of it despite being late in joining.

Thank you

Thank you to those churches who responded to the survey and have contributed in some way to the information contained in this report. Thank you to all participating churches and their supporters for getting involved in what can now be described as:

“the biggest event the Christian church in South Australia has seen since the Billy Graham crusades of the 1950s.” Bob Beaumont

Thanks too to all the members of the SA Working party, the businesses, churches and individuals who have given financially and those wonderful organisations who have helped us throughout: the Bible Society, UC Invest, EIG Ansvar, Adcorp Media, Life FM, Scripture Union, Joie Creative Services, Mediacom, Digerati Solutions, Im-press Promotions, Network Outdoor, Rann Communications and Projection Graphics.

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We also sincerely thank the national leadership team who first had the vision of a Christian media campaign: Karl Faase, Daniel Willis and Martin Johnson.