



Jesus
ALL ABOUT LIFE

Reaching **NSW** with ...
Jesus. All about life
September, 2009

Bible Society

Making the Bible heard since 1817

The 'Jesus. All about Life' (JAAL) campaign is a six week prime time media campaign aimed at reaching 90 percent of a city or region with at least ten impressions of the advertising message (TV, print, radio, billboard or banner) at the same time as local churches get involved in their community.

The JAAL campaign uses the media marketplace to bring the story of Jesus into the community. Local churches take advantage of the media by running local cultural events in their communities.

Jesus. All about life was developed by Bible Society and has run in Adelaide (2005), Canberra/ACT (2006) and Tasmania (2007). It will run throughout all of NSW and Western Australia from September 15th, 2009.



Jesus. All about life – 2009

The Jesus. All about life campaign seeks to bring the story of Jesus to the Australian Community, using the media as a catalyst for community wide cultural activity with the local church as the delivery point.

Over six million people will have the opportunity to hear what Jesus said and be challenged to consider his message, primarily via cultural and community events run by local churches.

Over the six week period of the campaign, Jesus will be the topic of conversation in homes, at BBQs and in work places.

Christians will have the opportunity to be part of conversations where the person of Jesus is the hot topic.

Supporting denominations and ministry organisations:

- Sydney Anglican Diocese (As part of Connect 09)
- Baptist Churches of NSW
- Churches of Christ
- Salvation Army
- Presbyterian Church
- Uniting Church, NSW Synod
- Catholic Church
- NSW Christian Brethren
- Congregational Churches
- Seventh Day Adventist
- Australian Christian Churches
- Hillsong
- Christian City Church
- Wesley Mission, Sydney
- Scripture Union'
- Campus Crusade
- Hope FM 103.2

How do I get involved?

1. Register your church

Churches are now able to register their involvement with the statewide campaign on-line.

Register at: www.jesusallaboutlife.com.au

Churches pay a \$100 registration fee, for which they will receive a kit containing a training DVD, access to on-line resources and samples of response material.

2. Plan what events your church will run during the campaign

- a. The events your church will run
- b. What material you will distribute
- c. The budget you will need

3. Prepare...

a. Organise a course to prepare your church for the campaign. The 'Getting Ready for Mission' course is sent to all churches who register.

b. **Prepare** yourself personally

4. Pray for the success of the campaign



For more information:

Jesus. All about life

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Jesus. All about life is a ministry of Bible Society NSW.