

Reaching Millennials

Creative Recruitment, Publishing Team and Podcast Among Moody's Efforts

Those who are 18 to 30 years of age have captured the attention of many around the world, including Moody Bible Institute. Creative recruitment efforts, an audience-driven publishing team and an innovative podcast are a few ways Moody is reaching out to the generation known as Millennials.

Also known as Generation Y, Echo Boomers or Generation Next, they embrace self expression and are more ethnically and racially diverse and less religious than older adults. They also are the only generation who has had the Internet since birth, therefore, they are typically more technologically savvy than most.

According to a 2010 Pew Research report, they are also on track to become the most educated generation in American history. "The millennial generation is Education's primary target market," said Charles Dresser, dean of Admissions at Moody Bible Institute, "especially for our Undergraduate School." In addition to social media, recruitment efforts targeting Millennials includes Education's redesigned travelling trade show booth.

Maria-Elena Franco, marketing manager at Moody Distance Learning, and Integrated Marketing Communications recently collaborated in creating a new theme for the booth—"What's Next?" "Millennials want to do big things for God, but they



(Left to right) Dr. Andy and Kathy Pflederer, Floyd and Nila Donaldson, Maria-Elena Franco, Josi and Ryan Seibert, and David Humphrey in front of Moody Bible Institute's redesigned trade show booth.

have questions and are looking for direction," said Franco. "We are seeking to answer their questions and show them that Moody can equip them and provide a biblical foundation for their ministry."

Along with enhanced audio and video components, the booth now contains a backdrop of a global map highlighting Moody alumni serving across the globe. Collateral pieces such as imitation passports and boarding passes were created to collect contact information from potential students. It debuted at InterVarsity's Urbana Conference for college students in December 2012. Potential student leads doubled over the previous year.

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Stories Accounts of God at work through Moody

Answering the Call to Train

Husband and Wife Will Plant Churches and Mentor Others

They came to the U.S. in 2011 with two suitcases each to attend Moody Bible Institute in Chicago, Ill. Originally from the Dutch Caribbean island of Curaçao, Ed and Luisette Kraal quit their jobs, gave away their furniture and car and sold their house in response to God's call to serve in missions.

After coming to Christ as adults, they regularly listened to Moody Radio online and studied using Bibles published by Moody Publishers. As time went by, they felt a strong desire to become trained for missionary work. Through a mutual missionary friend they were

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Moody Publishers has also experienced success in their outreach to Millennials. They are now strategically organized into audience-driven publishing teams, one of which is the Millennial Generation Publishing Team. "As we publish for 20-somethings, we see growing ebook sales with our audience, and our digital marketing and online content creation is key to reaching them," said Randall Payleitner, acquisitions editor at Moody Publishers.

Studies show that Millennials read as much as or even more than previous generations, but on different platforms. The team is publishing and pursuing gospel-centered books that focus on stories, relationships, vocation, debt, calling and other topics. Jeff Goins' *Wrecked: When a Broken World Slams into Your Comfortable Life* along with *Tell Me a Story: Finding God and Ourselves Through Narrative* by Scott McClellan and *The Post-Church Christian* by Dr. Paul Nyquist and Carson Nyquist are several examples.

Podcasting is another outreach for Moody. Launched on March 20 by Moody Radio, "What Did They Say Now?" is an

unscripted, 20-minute conversation between Moody Radio's Courtney Gaines and Brian Dahlen and Moody Publishers' Barnabas Piper. "We are approaching this podcast as a genuine conversation with each of us bringing our respective thoughts and seeing where it goes," said Piper.

"This podcast will be the first of its kind, not only for Moody Radio but also in Christian media," Gaines added. "When Dr. Nyquist first arrived at Moody, he said, 'We need to get back to innovating for the sake of the gospel so that Moody is leading, not following.' We are doing just that." A new podcast releases every Wednesday via iTunes and www.moodyradio.org. "Because we share thoughts and opinions that connect more directly with young people," Dahlen said, "we felt it best for us to explore our new ideas for Christian programming in an arena that connects most directly to our key demographic."

These efforts and others such as innovative degree programs and new technology will help reach Millennials and accomplish Moody's vision to go across the globe, cultures and generations with the truth of God's Word.



In Sight

by Christine Gorz, Vice President, Marketing and Communications

A great deal of work has been taking place behind the scenes on our brand initiative. I wanted to share a few insights and let you know where we are in the process as an update.

One insight we gained in our research is that we have a strong brand foundation. People who know Moody respond positively to who we are and they believe in the work we are doing. On the flip side, most people know us only by one part of our ministry, i.e., Radio or Education, rather than as a whole organization with all of our various ministries. People tend to describe us in functional terms versus emotional terms, or in other words, what we do versus who we are and what our impact is in people's lives and in the world.

Through the research and discovery process we learned that the most important outcome for those who engage with Moody, and the commitment that we make to them, is that they will be *richly equipped in God's Word to impact the world for Christ*. There are four key brand dimensions or perceptions that we own that help further define this: Practical Compassionate Pioneer, Wise Approachable Expertise, Relevant Effective Collaboration and Knowledge, Clarity, Application.

Our brand agency, CSK, and the Brand Task Force which includes employees from Education, Radio and Publishers have given their feedback on potential tag lines and identity (logo) concepts based on what we learned through the discovery phase and research. The executive team will review the Brand Task Force's recommendations in early April and will provide their feedback. We will begin rolling out the new brand starting early this summer.

The new brand will give each of us consistent language and images to communicate who Moody is as a whole, as well as our various ministries. It will also give us a decision filter to determine if an opportunity before us or an effort we are engaged in is true to who we are.

Most importantly, the outcomes of the brand initiative will enable us to accomplish our vision to go across the globe, cultures and generations with the truth of God's Word and impact the world for Christ. I invite you to continue to pray with us for God's guidance and wisdom in this process, and for the outcomes of the work we are doing, so that the tools we receive in the end will be exactly what He wants for Moody's present and future ministry.

connected to Dr. Julius Wong Loi Sing, a Moody Theological Seminary professor—also from Curaçao—who guided them through Moody's application process.

The Kraals founded Saved to Serve Ministries in 2005 and since then have been serving in this organization, which focuses on evangelism, leadership and disciple-making. "One of our goals is to emphasize the importance of missions," said Ed. "After all, American missionaries brought the gospel to us. It is vital that we help pastors and churches understand from God's Word that the Great Commission is a call to missions."

After settling in at Moody, Ed, a Missions/Pastoral major in the Undergraduate School, and Luisette, a Spiritual Formation major at Moody Theological Seminary, were able to arrange a trip with Dr. Tim Sisk and Moody students to serve in their homeland at Abundance Grace Church in Curaçao. In the summer of 2012 they spent seven weeks sharing Christ with the local Hindu community and leading training conferences for pastors. They also served Helping Hands ministry teaching Bible lessons for women and children. The Kraals will return to Curaçao this summer to encourage people who expressed a desire to become missionaries during their previous trip.

After they graduate in the spring of 2014, Ed and Luisette, along with their daughter Johanna, plan to use the training they received at Moody to plant churches, launch mentoring and discipleship programs and teach the Bible in Latin countries. They also would like to help organize a mission board in the Caribbean region.



Benefits Human Resources Connection

Vacation Medical Coverage and Travel Assistance

MBI PPO (administered by BCBSIL)

- Log on to www.bcbsil.com as a member and click on the "My Coverage" tab.
- If you'll be traveling in the U.S., click on "BlueCard Flier" and "Frequently Asked Questions" to read in preparation for your trip.
- If you'll be traveling outside the U.S., go to www.bluecardworldwide.com and check out the many medical resources available there (medical providers, city health and security profiles, medical translations for drugs, news alerts, special needs travel information, etc.).
- While on vacation, if you left your PPO card at home, log on to www.bcbsil.com and click on the "My Coverage" tab and you can print a temporary BCBS ID.
- Call Customer Service at 1-888-979-4516 to notify them that you will be away from home, and ask for instructions in the event of illness or accident.

HMO Illinois and the Blue Advantage Plans

- Please follow the same procedure listed above, but call the HMO Customer Service number on your ID card (1-800-892-2803) to report that you will be away from home, and ask for instructions in the event of illness or accident.

AXA Travel Assistance for All MBI Full-Time Employees

Because all full-time employees at Moody have a free \$25,000 Life and AD&D policy through MetLife Insurance Company, they also have access to AXA's Travel Assistance Program. Carry a Travel Assistance Card in your wallet and call them if:

- You are planning a trip and need general travel information.
- You require medical assistance while traveling.
- You lose documents, credit cards or luggage while traveling.
- You require medical evacuation.
- You experience local language problems.
- You would like to request your theft and resolution guide.
- You are a victim of identity theft and need personal assistance.

For information about the services:

- Pick up an AXA Travel Assistance brochure with ID card in the Human Resources reception area.
- Email jean.jacobsen@moody.edu to request a photocopy of the brochure.
- Call Travel Assistance with questions about the services at 1-800-454-3679 or 312-935-3783 (collect).
- Log on to the Travel Assistance website for additional help at <http://webcorp.axa-assistance.com> (login: axa; password: travelassist).

Moody Theological Seminary–Michigan Admissions

Plymouth, Mich.

Moody Theological Seminary–Michigan's Admissions department recruits new students so that it can continue to prepare ministry practitioners for leadership and influence in the body of Christ around the globe.

MTS–Michigan Admissions is dedicated to providing exceptional customer service and personally engaging each potential student. David Humphrey, assistant dean of Admissions, oversees the department, while admissions counselors Eric Mockaitis and Nathan Richards recruit. The department also manages MTS–Michigan's Next Step open houses, assists with new student orientation and helps first-year students with class selections.

They are currently in full swing recruiting for the fall 2013 semester as well as planning the May 10 Pastors' Workshop featuring bestselling author, speaker, pastor and Moody alumnus, Dr. Gene Getz. This is one way MTS–Michigan

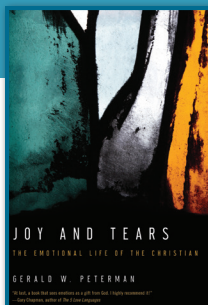
Admissions is reaching out to local churches in an effort to establish a relationship with them and minister to them.

"We are energetic, easy-going and hardworking," said David about the team. "We carry out the task of recruiting students to the school that D. L. Moody founded, and we do not take that for granted because God has called us to this work."



(Left to right) Nathan Richards, David Humphrey, Eric Mockaitis.

Read



Joy and Tears: The Emotional Life of the Christian

By Dr. Gerald Peterman
208 Pages • \$14.99

"I was convinced the Christian life was wholly about thinking. Feelings had nothing to do with it," says Dr. Gerald Peterman in the introduction to his latest book with Moody Publishers, *Joy and Tears: The Emotional Life of the Christian*. Dr. Peterman is the chair and professor of Bible in Moody's Undergraduate School.

Knowing many Christians have a similar misconception, in the book he examines the emotional life of the Christian both biblically and practically. Emotions are a gift, Dr. Peterman points out, and are not to be feared or ignored as that would lead to a rather flat, two-dimensional life.

Throughout the book Dr. Peterman reveals how emotions work, details their significance and also shows how they can be altered or cultivated. While looking at the emotional life of Christ who modeled it perfectly for us, Dr. Gerald Peterman talks about guilt and shame, anger, sadness, love and fear.

Emotions matter, and *Joy and Tears* helps believers make the most of these gifts from God.

Listen



A Nationwide Call for Spiritual Awakening

Moody Radio to Broadcast Award-Winning One Cry Prayer Summit

[Prayer for the Church, the Nation and the Next Generation to Take Place](#)

Moody Radio will broadcast the One Cry Prayer Summit from 7–9 p.m., on the National Day of Prayer, Thursday, May 2. The first One Cry Prayer Summit was held last May and it won the National Religious Broadcaster's Radio Program of the Year Award. The summit focuses on praying for spiritual awakening in the church, interceding for the next generation and seeking God for unity in the body of Christ.

Hosted by Wayne Shepherd, nationally syndicated radio host, and veteran concert of prayer leader Bob Bakke, this live national event will feature prayer led by Dr. Erwin Lutzer, Nancy Leigh DeMoss, Dr. Crawford Loritts, Sara Groves and others. Scripture readings and reflections, as well as worship, will be woven throughout, and listeners will be able to participate through live chatting and social media.

For more information please visit www.moodyradio.org or www.onecry.com.