



Reach Texas OFFERING

Of the 28 million people living in Texas nearly two-thirds have no relationship with Jesus Christ.

19 Million Reasons

WHO'S YOUR ONE?

RESOURCES & DETAILS AT
sbtexas.com/reachtexas

Made possible by your Cooperative Program Giving



What is the Reach Texas Offering?

- + The annual state missions ministry offering of the Southern Baptists of Texas Convention
- + A way for you and your church to participate in a Great Commission strategy for Texas
- + A way to start more churches and reach more people for Christ
- + A way to help change lives

statewide challenge goal:
\$1.4 MILLION

100%

of your Reach Texas giving is spent on missions and evangelism strategies

19 Million
Reasons



How to use this booklet

As a personal or family devotional guide for the Reach Texas Week of Prayer or another time of missions emphasis at your church

As a special Bible study for your missions group

As a resource to emphasize the Reach Texas Offering in worship services and small groups



Reach Texas
OFFERING

AS A REMINDER THROUGHOUT
THE YEAR TO PRAY FOR THE GREAT
COMMISSION WORK IN TEXAS



Texas has 28 million people living in the boundaries of our state. I feel that I often interact with most of them on the roads as I travel in my car. There are people from different backgrounds, ethnicities, economic status and places. They have different political beliefs, religious views and family dynamics. The 28 million represent a vast amount of differences.

Although very different, there is one common thread they all have, their need for Jesus. Some have already discovered that need and are passionately pursuing Christ. Others have marginally engaged in their faith walk but are not in an active personal walk with Jesus. There are others who are far from God and a faith relationship with him is not even on their radar. Whether they know it or not, we are all in need of Jesus.

Statistics tell us that of the 28 million people in Texas, there are easily 19 million of them that do not have a personal relationship with Jesus Christ. That is a lot of people who will spend eternity separated from God if they do not choose to follow Christ.

Luke 10:2 says that “The harvest is plentiful but the workers are few.” That is the sobering picture of Texas, many people are lost and few are sharing the good news.

19 million seems to be an impossible number to reach. Johnny Hunt, with NAMB, and JD Greear, our current SBC president, has challenged us to not think about reaching them all, but to reach just one. We join in that call to SBTC churches, pastors and fellow believers to find their one: one neighbor, one friend, one co-worker. Please join us in using this guide to pray daily for the vast lostness in our state and to discover your one who needs Christ.



Until the Whole World Hears,
Doug Hixson
Director of Missions
and Church Planting

19 Million
Reasons



Texas Churches Plant Texas Churches

The SBTC exists to help Texas churches plant Texas churches.

If your church is looking to plant churches or if you want to explore becoming a church planter, contact us for more info.

We can help you fulfill the mission God has called you to.

3 WAYS TO START THE PROCESS:

- 1) Call and talk to a member of the church planting team at 817.552.2500
- 2) Email: churchplanting@sbtexas.com
- 3) Go to sbtexas.com/churchplanting and fill out a pre-application

Day 1

By Dan Acharya,
SBTC Missions
Strategies Associate

House Church: Reaching People Groups in Texas

“I don’t know if I should be a Muslim or a Christian” said Farooq* to a teacher. Born in Iraq, he came to Texas at age 8. Farooq’s family follows Shia Islam but since coming to the United States, he has heard many stories about Jesus.

Farooq is 10 years old now and hears stories about Jesus through attending a simple house church and seeing the examples of love and acceptance from Christians around him. Every week, he is encouraged to follow Jesus. The community of believers in this house church understands that Farooq struggles to grasp the truth of Christ. However, they are assured that the Shepherd of his soul will continue to guide Farooq toward the truth.

Farooq represents more than 15,000 Iraqis that have been resettled in the state of Texas since 2012¹. Approximately 69% of the Iraqi refugees are women and children². Many families like Farooq’s need the ministry of the local churches to come around them and share the good news of Jesus. The nations have come to Texas and are waiting to hear the hope of the gospel.

*name changed

¹ <https://www.acf.hhs.gov/orr>

² <https://www.migrationpolicy.org/>

Prayer Point:

Pray for Iraqis and other Muslims in Texas: Heavenly Father, we know you are the Lord of all the nations. We pray for Muslim minorities that you have brought to Texas. May the church be faithful to witness to them about your love and your truth. Let them receive a revelation of the truth of your gospel.

Point to Ponder:

Bridge to Iraqi Muslims: Iraqi Shiite Muslims respect Christians and feel a small connection to them. In the seventh century, Christians helped the second leader of the Shia faith, Hussain, when he was persecuted by rival Islamic factions.



make a difference by planting a church? are you serious?

Yes! The SBTC is looking for a few called men of God to make a kingdom difference in Texas.

Could you be the one God is calling to reach a city, a people, a community? **Do you want to explore that possibility?**

Three Ways to Start the Process:

- 1** Call and talk to a member of the church planting team at **817.552.2500**
- 2** Email: churchplanting@sbtexas.com
- 3** To register as a church planter with the SBTC, go to sbtexas.com/churchplanting

Join what God is doing in Texas today!



Day 2

By Donald Schmidt,
Senior Pastor of
Lakeland Baptist Church



Prayer Point:

Ask God to give you wisdom on how to best encourage, equip and engage your church to be evangelistic in your community.



Point to Ponder:

How is your church currently being intentional with evangelism in your community? Are there ways you could mobilize your church to reach more people in your community with the gospel? How might you incorporate door-to-door evangelism as a strategy?

Door-to-Door Evangelism

Once a month on Sunday afternoons, Lakeland Baptist Church members go out into our community to meet our neighbors, pray with them, invite them to church and have gospel conversations. Why are we as church leaders and church members passionate about and willing to do door-to-door evangelism in our city?

The first reason is because we love Jesus. Jesus grounds the Great Commission in what he says in Matthew 28:18. Before giving us the command to “go ... make disciples,” Jesus reminds us that he possesses all authority. He is our Savior-King, who came to die for us and accomplish the plan of salvation. Because of his actions, we are willing to “go and tell”. Our love for Jesus ultimately motivates us to be evangelistic in our city.

Second, we are passionate because we love people. Jesus commands the church to “make disciples of all the nations” (Matt 28:19). ‘All’ means that all people matter to Jesus, including those in our city. Our love for others, then, compels us to go to them, rather than waiting for them to come to us.

Lastly, we are passionate because it works. Door-to-door evangelism spreads the gospel. For example, we recently visited 300 homes, invited 100 people to church, had 27 gospel conversations, led one young man to Christ and reengaged an unchurched family. It also works to equip and encourage our members. We are seeing church members take steps to be more gospel-intentional every day because of what they are learning by going door-to-door.

Pastors, whether it is by door-to-door outreach or other effective evangelism strategies, will you commit to lead your churches to take the gospel to your cities? If Texas churches get serious about reaching their cities, together we can reach our great state with the gospel!

Missions Mobilization: Obedience to the Call

Day 3

By Eric Perkins
SBTC Mobilization
Consultant



Prayer Point:

Pray for the Cuba Baptist Convention. Three of the five churches have been adopted. Pray for two more key partnering churches to join in church planting and strengthening house churches. Pray for the Montana Southern Baptist Convention and SEND New Orleans as they seek to strategically plant new churches in their areas. Pray the Lord would send more churches to partner to plant new churches and to strengthen churches across their state.



Point to Ponder:

Is your church currently mobilizing to collaborate with a mission partnership or church planting? How are you leading your congregation to be mobilized in sending your members on mission? Are you mobilizing your congregation to go?

“When the day of Pentecost came, they were all together in one place...All of them were filled with the Holy Spirit (Acts 2:1, 4a).” The arrival of the Holy Spirit radically impacted the early church. Believers grew in their faith. As a church body, they earnestly obeyed the leading of the Holy Spirit. They grew in number and eventually missionaries were sent out to spread the good news and to strengthen new churches. Their obedience and testimony charts the course for the church today in responding to the Great Commission calling. The calling to go and share the good news is universal. The Holy Spirit personalizes that call for each believer through personal callings. Today, the church continues to equip, empower and send out believers full of the Holy Spirit to share his glorious gospel. The Great Commission so clearly reflects our Heavenly Father’s desire for the lost to be saved and discipled. And when his people are obedient, a great reward is reaped.

As believers act in obedience to the Great Commission, their impact is multiplied when the body of Christ responds collectively. Missions mobilization multiplies the sharing of the gospel by churches and organizations coming together to send church members, missionaries and church planters out to strengthen churches and share the good news. The Southern Baptists of Texas Convention currently partners with the Cuba Baptist Convention, SEND New Orleans and the Montana Southern Baptist Convention to do just that. Partnerships with local churches that are seeking to reach out to their communities are needed in Montana, New Orleans and Cuba. Church planting is a large focus as there is a desperate need for more places of worship. Let us mobilize our churches to be on mission by responding in obedience to make the message of Christ known in Texas, Montana, New Orleans, Cuba and the world.

A detailed map of Texas is shown in a light green color, overlaid on a dark teal background. The map displays a network of roads and city boundaries. The words "REACH CITIES" are written in large, white, outlined, sans-serif capital letters across the center of the map. The text is split into two lines: "REACH" on top and "CITIES" on the bottom. The letters are semi-transparent, allowing the map details to be seen through them.

REACH CITIES

THE REACH CITIES INITIATIVE

is a strategic process to mobilize churches
for church planting and revitalization in Texas.

 Church Planting + Replanting

 Church Revitalization

 Mission Team Opportunities

REACH AUSTIN

- Area Population of 2,000,000
- 11th largest city in the United States
- 34% speak a language other than English at home
- 68% White, 35% Hispanic, 8% Black, 6% Asian/Other
- 41% lost & unchurched

Steve Cochran
Austin Strategist
scochran@sbtxas.com

REACH EL PASO

- Population of 885,226
- 82% Hispanic
13% White,
3% Black
2% Asian
- 98% lost & unchurched

Jorge Díaz
El Paso Strategist
jdiaz@sbtxas.com

REACH HOUSTON

- The most diverse city in North America (2010 Census)
- Population of 5,000,000
- 39.8% Hispanic,
31.9% White,
18.7% Black,
9.5% Asian/Other
- 68% lost & unchurched

Ben Hays
Houston Strategist
bhays@sbtxas.com

REACH RIO GRANDE VALLEY

- Population of 1,353,541
- 90% Hispanic
1.2% Asian
0.5% Black
- 81% Catholic
- 11% claim no faith

David Ortega
Valley Strategist
dortega@sbtxas.com

SBTEXAS.COM/REACHCITIES

Made possible by your Cooperative Program giving.

Day 4

Church Planting is for Everyone

By Glynn Stone,
pastor of Mobberly
Baptist Church



Prayer Point:

Pray for gospel churches to plant gospel churches in Texas. Pray for those who are called to church planting to rise up and pursue the calling God has given them.



Point to Ponder:

Many feel the call to ministry. How are you challenging yourself and those around you to seek the Lord's calling on your lives? Are you being called to join a church plant?

Church planting examples are spread throughout the early church. Studying the book of Acts reveals that gospel churches are involved in planting gospel churches. As a church grows, its vision grows. In God's plan for spreading the good news of his love, a growing church soon births other churches by the grace of God and those who are sent out. The bottom line is that when a growing church plants churches, the gospel changes lives exponentially.

The choice for how far the gospel can spread beyond the walls of any one church is limited only to the vision of that church. As people pull out of the parking lots at my church, a sign states: "You are now entering the mission field." We all need reminders that we are a part of something bigger than ourselves! The opportunities to be 'sent out' are all around us.

Having pastored the same church for a dozen years, one of the most exciting parts about planting new churches is to see young people come up through the ranks and begin planting and serving new churches. If we provide the platform from which to launch our own children and grandchildren into ministry, we will reap the blessing of partnering with them down the road.

Not everyone needs to relocate to serve the Lord but some of us do! Not every one of our children will become pastors or missionaries but many will. We will not produce churches that plant churches without an intentional strategy of multiplication. We must be relentlessly intentional about it. We can spend millions of dollars on mission trips that travel the globe but only where we are willing to sacrifice and invest over the long-term, will we make a significant impact!

By Jason Lankford,
SBTC Church
Planting Associate

It is easy to forget that there is a need for new churches. Driving up and down the streets, it is tempting to think that we have plenty of churches to accomplish the Great Commission. But when you realize there are 19 million lost people in Texas alone you quickly realize the need. Church planting then, must not be just for some, but for all churches, both big and small. We should all remember that at one time every church was a church plant. So what would it look like if every church went back to their roots? What if every church felt now, what was felt when their church began. What would it look like if every SBTC church committed to being a part of planting churches across our state? I'll tell you what would happen. Those who are far from God would be drawn near. Those who have never heard the gospel will hear the good news. We plant churches because one day Jesus is coming back for his bride. We plant churches because we take the great commission seriously.

As someone who works with church planters every day, I wish others could see what I see. We have called men, called families and called teams who are in difficult places for the sake of the kingdom. It is not that these people are somehow more special than everyone else. It is just that they have a call on their lives they cannot disobey. So, let me ask my question again. What would it look like if every SBTC church became involved in some capacity in church planting? Put simply, lives would be changed for God's glory and our good. Church planting is not just for some. It is for all. I pray that you will join with us in carrying out the great commission.



Prayer Point:

Pray for the Gospel message to be preached in towns and communities all over our state. Pray that our church planters would be faithful to the call that God has placed on their lives.



Point to Ponder:

What would happen if more of our churches got involved in church planting? The misconception is that we have to do this all alone. However, the beautiful part about Southern Baptist churches is that we partner together for the kingdom. If your church is currently not involved in planting churches, ask God how your church can join the work.

Day 6

By Mitch Tidwell,
SBTC Colleague
Associate



Prayer Point:

Pray for these campuses. Pray that Jesus would be made known and that his gospel would fill up and be sent out from each campus. Pray and ask God, "Which campus will I reach?"



Point to Ponder:

If there is a community college, college or university in my community, how is my church reaching out to students? How can we impact these decisive points across Texas?

College Campuses: A modern day Ephesus

The Church at Ephesus was planted on Paul's second missionary journey. It was a large city of 100,000 to 250,000 during the time. It was an international trade center and hub, making it a very wealthy city. But it was not until Paul's third missionary journey that he made Ephesus his goal and spent time there. He stayed for over two years, teaching and preaching in synagogues and lecture halls. He made a huge impact on the city and the surrounding areas. Acts 19:10 says, "[the spreading of the gospel] continued for two years, so that all the residents of Asia heard the word of the Lord, both Jews and Greeks." Paul's presence affected the entire region, sparking an incredible revival.

College campuses remind me of this ancient city. Not because of their geographical location or demographics but because they are a decisive point. A college campus is a place that is a strategic location for victory. The gospel was able to move throughout that province in Asia because it was a hub that had a natural inbound and outbound flow of people and ideas. College campuses are a modern day Ephesus. They are an international hub for information, innovation and culture. What happens there affects our tomorrow. What better place to put forth the gospel?

Texas has 450 colleges and nearly two million students. Thousands of students travel from all across the United States and the world to receive their education. Many of them are away from home for the first time, eager to explore the world and flex their new-found independence. Daily, they interact with professors and students from varied backgrounds and religious beliefs. We have an incredible opportunity to place the truth of the gospel and impact college campuses across the state of Texas.

By Richard Taylor,
SBTC Personal Evangelism
& Fellowship Associate

Every person starts the week with 168 hours. If you spent 56 hours getting the nightly recommended sleep and seven hours in spiritual activity, you are left with 105 hours. What are you doing to maximize your 105?

Most church evangelism strategies are designed to motivate members to invite and bring their unchurched family and friends into the church; a place where even the most faithful members spend the least amount of time.

There must be a paradigm shift from church centered ministry to marketplace ministry. People must be equipped and encouraged to maximize their 105 because ministry can be effectively accomplished in the marketplace. The marketplace is anywhere and everywhere beyond your home and your church.

Acts 17:16-17 While Paul was waiting for them in Athens, he was deeply distressed when he saw that the city was full of idols. So he reasoned in the synagogue with the Jews and with those who worshiped God, as well as in the marketplace every day with those who happened to be there.

Paul models the importance of doing ministry in the market place. For us there must be:

1. A shift in mindset: we must begin see ourselves as more than just members of a church building and realize that we are the church.
2. A shift in mission: we must understand that we have been called to be on mission with God. So if we are on mission, then we are missionaries.
A missionary is every person that has been saved and sent by Jesus, not only those who leave home and travel to distant lands to live and minister.
3. A shift in methods: we must think beyond getting people into church and focus on getting them into the kingdom. Ask a question that leads to a spiritual conversation. Confirm their answer and look for a point of connection. Tell your story and the difference that Christ has made in your life. Share a clear gospel presentation and give them an opportunity to respond.



Prayer Point:

Pray that every member of every church would have a mindset change and see themselves as missionaries and not merely as members. Pray for a gospel movement to sweep across this land the likes of which has never been seen before.



Point to Ponder:

Imagine if we would commit to have one spiritual conversation daily, one gospel presentation weekly and one act of service monthly.

Day 8

By Steve Cochran,
Reach Austin Strategist



Prayer Point:

Pray for our church planters, the core teams within those plants as well as the communities surrounding these ministries. Pray for dead and dying congregations... that they will have the boldness and vision to see their communities through the eyes of Jesus so that they can begin anew in Spirit-empowered ministry.



Point to Ponder:

There are 19 million lost people in Texas. How can church revitalization and church planting play a part in reaching them?

Sharing Jesus to the Areopagus of Texas through our Reach Cities

Acts 17:16, 22, 24-25 Now while Paul was waiting for them at Athens, his spirit was provoked within him as he saw that the city was full of idols. ... So Paul, standing in the midst of the Areopagus, said: ...The God who made the world and everything in it, being Lord of heaven and earth, does not live in temples made by man, nor is he served by human hands, as though he needed anything, since he himself gives to all mankind life and breath and everything. (ESV)

When we look at Austin, Houston, El Paso and the Rio Grande Valley, we see similarities to what Paul encountered. Cities full of idols. People desperate for truth. Thousands come to Texas, a state that is brimming with leaders in the fields of industry, technology, education, entertainment, medical science and politics. We need church planters, planting teams, partners and church sponsors to assist in reaching these areas.

We also need vibrant and life-changing congregations in older and transitioning neighborhoods where we have a history of effective ministry through churches that now struggle to survive. Revitalization of these churches is essential. There is a great need for pastors with patience and faith to accept the call to revitalize. Partnership from churches throughout Texas who will sponsor ministry support for these churches is a must.

Our Reach Cities Strategy desires to create such a climate that we will develop into an epicenter of evangelism and missions. Paul knew there were strategic people with renowned intelligence and influence that could literally shake the world in Jesus name. He communicated to them “in their language”, unintimidated by their religious and cultural idiosyncrasies. Under the power of the Holy Spirit, he called upon his experiences to converse about the One True God whom they had yet to come to know. He believed the power of Jesus could set the captives free and change the hearts and minds of all people... no matter what had confused them into the world’s darkness.



people GROUPS

Texas People Group Facts:

The population is expected to increase by **22.5** percent this decade, **34** percent from international migration.

420 different **people groups**

300+ languages

500,000+ Muslims & **1 million** Hindus and Buddhists

200 Islamic mosques, **100** Hindu temples and **150** Buddhist temples

82,000 international students



For more information contact
Dan Acharya at dacharya@sbtexas.com

sbtexas.com/peoplegroups

Made possible by your Cooperative Program giving.

Partnership OPPORTUNITIES



**THE REACH
CITIES INITIATIVE**
is a strategic process to
mobilize churches
for church planting and
revitalization in Texas.

SBTEXAS.COM/REACHCITIES



NORTH AMERICA

NEW ORLEANS

Church planting, revitalization and evangelism

MONTANA SOUTHERN BAPTIST CONVENTION

(state to state)
Revitalization



INTERNATIONAL

HAVANA, CUBA

Adopt a church plant, evangelism and outreach events or seminary training via SWBTS extension (one week intensives) Biblical Studies and Christian Ministry (Spanish speaking pastors needed)

For more information on the North America & International partnerships, contact Eric Perkins at ericp@youturnmin.org

statewide challenge goal: **\$1.4 MILLION**

100% of your Reach Texas giving is spent on missions and evangelism strategies

Doug Hixson, Director of Missions and Church Planting

dhixson@sbtexas.com

Jason Lankford, Church Planting Associate

jlankford@sbtexas.com

Dan Acharya, Missions Strategies Associate

dacharya@sbtexas.com

Chuy Avila, Hispanic Church Planting Strategist

cavila@sbtexas.com

Eric Perkins, Mobilization Consultant

ericp@youturnmin.org

David Ortega, Rio Grande Valley Reach City Strategist

dortega@sbtexas.com

Ben Hays, Houston Reach City Strategist

bhays@sbtexas.com

Steve Cochran, Austin Reach City Strategist

scochran@sbtexas.com

Jorge Díaz, El Paso Reach City Strategist

jdiaz@sbtexas.com

About Church Revitalization

Kenneth Priest, Director of Convention Strategies

kpriest@sbtexas.com

About Evangelism, Student & Collegiate Ministry, Disaster Relief

Shane Pruitt, Director of Evangelism

spruitt@sbtexas.com

Richard Taylor, Personal Evangelism and Fellowships

rtaylor@sbtexas.com

Bruno Molina, Language Evangelism

bmolina@sbtexas.com

Garrett Wagoner, Student Ministries

gwagoner@sbtexas.com

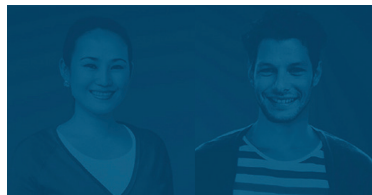
Mitch Tidwell, Collegiate Ministries

mtidwell@sbtexas.com

Scottie Stice, Disaster Relief Director

sstice@sbtexas.com

19 Million
Reasons



**Ready to join
the effort?**

**TAKE THE
NEXT STEP.**

To receive more information or to be involved in ministries supported by the Reach Texas State Missions Offering, connect with the leaders on this page.



Reach Texas

OFFERING



19 Million
Reasons

sbtexas.com/reachtexas

4500 State Highway 360 • Grapevine, TX 76051

P.O. Box 1988 • Grapevine, TX 76099

Toll Free 877.953.SBTC