

HOPEPAGE

*Celebrating God's Work in the Lives of Young People
Through YOUR Prayers & Giving!*

Rescuing Generation Z

"Our calling, our vision, our passion, is to be the love of Christ to every teenager and young adult in this digital world."
—Dawson McAllister

There is an unreached people group all around us. Society calls them "Millennials" and "Generation Z." *They are the first digital natives.*

In America alone, 24 million of these young people are outsiders to Christianity ... confused, fearful, and in despair. Consumed with dark struggles, they are part of a culture unlike any we've ever seen.

Each week, the Dawson McAllister Association (DMA) reaches over 200,000 of these teens and young adults — reaching and rescuing thousands from the darkest of places.

Consider that:

- **46%** of high school students currently use addictive substances.
- 7th-12th graders make **5,400** suicide attempts every day.
- Suicide is the second leading cause of death among those 10-24, **tripling** since 1960.
- **80%** are ambivalent toward biblical practices like prayer and dependence on Scripture for life's answers.

Despite their confusion, despair, and desperate lack of trust, they want someone to listen to them, assure them that they matter and give them hope.

"Even youths will become weak and tired, and young men will fall in exhaustion." Isaiah 40:30 (NLT)

"He will not crush those who are weak or quench the smallest hope." Isaiah 42:3 (NLT)



In 2016 we delivered miraculous results ...
but also missed opportunities:

- 134 broadcast radio affiliates – up 8%
- 4,878,593 website visits – up 35%
- 87,997 eBook views – up 152% over 2015
- 130,124 coaching requests – up 82%
- 92,061 completed coaching interactions – up 79%
- **9,516 suicide interactions – up 106%**
- 38,063 missed interactions – up 445%

To engage a generation of digital natives, we need to significantly increase our digital outreach, while continuing to love them well. To accomplish this ...

We Need to Rescue Those Who Have Found Us ... And Find Those Who Have Not

In 2016 over 130,000 teens and young adults attempted to connect with our HopeCoaches. However, over 38,000 failed to connect because the demand overwhelmed our capacity. We need to train more qualified HopeCoaches right now. It's simply a matter of scaling up what we already know how to do.

Finding those who are still searching means growing our digital footprint —

- ✓ investing in podcasts
- ✓ broadcasting live webcasts
- ✓ developing a YouTube strategy that seeks out niches of opportunity
- ✓ maximizing Social Media Marketing
- ✓ increasing mobile phone opportunities via SMS and MMS feeds
- ✓ and more!

We have the technology in place and powerful digital tools. Yet we must continue to build on these — to become better and stronger at reaching a digital generation.

Please pray with us in 2017 that we can reach, rescue, and restore Generation Z ... and stand with us to make the difference.

Help Us Reach, Rescue, and Restore This Generation!

You Control Your **Legacy!**

Leave a “forever” gift that continues transforming lives

Your devotion to ministering to young people doesn't have to end with this lifetime. Through thoughtful attention today to distributing your estate later, you can spare your family an array of taxes and other legal complications.

By remembering **Dawson McAllister Association** in your will, or bequest, your estate plan can be part of the legacy you leave in this world, contributing for a long time toward our mission of reaching troubled 13- to 29-year-olds ... and seeing their lives transformed by the power of Christ's grace and mercy.

For more information, or questions about charitable giving, please contact Mark Gries at mgries@theline.com or 605-366-3951.



Prayer Changes Lives!



You know and believe that God answers prayer ...

But sometimes it's encouraging to hear a story of prayer at work!

A young girl posted a request on ThePrayerZone because she was being bullied. After receiving prayer she posted:

You bring tears to my eyes every time you pray for me. It helps me a lot! You might not know it, but you have changed my life a tremendous amount. Every time I read a prayer I think to myself, someone actually cares about me enough to take time and pray for me. I don't know where I would be if it wasn't for you. I think you truly saved my life. Thank you so much.

1. WANT TO PRAY FOR TEENS AND YOUNG ADULTS?

Sign up to be a Prayer Champion and start praying today. Go to www.ThePrayerZone.com and click on the Sign Up button at the top right.

2. NEED PRAYER?

If you are a 13- to 29-year-old and you would like to have someone pray for you, simply visit www.ThePrayerZone.com and sign up today!

God is working and changing lives through our prayers.

IN HER OWN WORDS

"It Was Destroying My Life"

She reached out to us ... but then, she was afraid to talk. Kayla's story came out slowly. Painfully. In fits and starts.

She was embarrassed. Desperate. Struggling with an addiction to pornography. **For two years it had all but consumed her life.** She couldn't control her thoughts. The images bombarded her all day long. Her school work was suffering. She was disgusted with herself ... but knew she couldn't deal with this addiction alone any longer. *"It's destroying my life,"* she shared.

Our HopeCoach listened with love. Responded with compassion. Gently empathized and encouraged. *"You're not alone in your struggle,"* the HopeCoach assured her.

The two discussed the shame that Kayla was feeling — and the horrible weight of addiction in her life. They talked about the forgiveness of God ... and His wonderful healing. Before the call ended, our HopeCoach connected Kayla with a partner-organization for accountability. And most important of all, the two prayed together. *"I feel like I'm finally being released of this terrible burden,"* Kayla shared.

Thanks to you, we were there for Kayla, in her moment of crisis. God bless you for being so faithful!



THANK YOU!

Matching Challenge makes goal

May the Lord richly bless everyone who gave toward our crucial \$200,000 "Abundant Life" Matching Challenge. We made the midnight 12/31 goal — just in time! Every gift up to the total of the Challenge was matched dollar-for-dollar, its impact doubled. Thank you for your generosity!

A PERSONAL WORD

Greetings....

"I am 14 years old, drug addicted and into prostitution. I am also homeless. I feel confused, hopeless and desperate for a better way of life but I don't know how to get out of this whole mess. I need God ... but am not even sure how to find Him or if He even cares about me. I am such a sinner. I need to know if there is any hope for me."

— posted on TheHopeLine



You'd never call this work "pretty."

There is nothing easy or quick about it. It's deeply personal. Incredibly intense. And always messy. Day in and day out we work with tough and hurting youth. And we have never wavered from our calling.

So to see you there — down in the trenches with us — is really amazing! I'm so grateful for your help and support. And here's why: this broken and confused generation is also the next generation of the Church. They are our children and grandchildren. They need to hear that they are loved, that they can get help now, that living by biblical values leads to better choices, and that they can have a grace-filled relationship with the Lord of the universe.

It's not pretty ... but it's incredibly satisfying. Reaching, rescuing, and restoring young lives is God's work — and He's entrusted it to us. Please do what you can to stay the course.

What a huge harvest ... God bless your harvest hands!

Your friend,

Dawson McAllister

Then Jesus made a circuit of all the towns and villages. He ... healed their bruised and hurt lives. When he looked out over the crowds, his heart broke. So confused and aimless they were, like sheep with no shepherd. "What a huge harvest!" he said to his disciples. "How few workers! On your knees and pray for harvest hands!"

(Matthew 9:35-38, The Message)

