

FaithSearch, the Video

Announcing the release of the all-new FaithSearch video series

In our previous newsletter we shared with you that our flagship seminar – previously known as The Faith Study – has been renamed *FaithSearch*. We recently completed production on the all-new video version of *FaithSearch*, and are pleased to announce that the video series is now ready for release, joining our complete spectrum of tools aimed at changing lives.

Although the new video series boasts many improvements—its packaging and accompanying print materials are also being updated—its life-changing message of truth remains the same. Both the seminar and the video series present a clear case for the Christian faith and answers to life's most important questions, as uniquely presented by Faith Studies' evangelists. Our mission to change lives, and to equip the church and individual Christians to more effectively make disciples, has not changed with the introduction of these new tools. This flagship seminar has been used of God to confront doubt and deception about the validity of the Bible, Jesus Christ and faith for over 20 years, impacting countless lives in virtually every corner of the country and around the world. (See "FaithSearch—Flagship Event and Life-Changing Message," on page 4.)

Those who are familiar with the earlier Faith Study videos will recognize many of the changes in the new series. Most notably, the setting has changed from a living room environment with a small group, to a large auditorium and audience. This more-accurately reflects how the *FaithSearch* seminar is most-often conducted. Using four cameras, sophisticated stage lighting and a uniquely

designed set, the professional staff of Mahoney Media successfully captured on tape the full experience of attending the live seminar. (See story on page 3.)

Further, all of the Faith Studies evangelists are featured in the new presentation. Dr. Don Bierle, Hasnah Burdge and Toby Travis bring their unique style and gifts to describing the evidence for faith. Each teacher also shares a personal testimony during the series, which offers the viewer insight into the life experience of the speaker, and a point of identification. These firsthand accounts detail the particular impact the gospel message can have in an individual life, whether it's highlighting the need to die to self and pride, or clarifying the significance of Christ's atoning death on the cross.

Illusionist Adrian Van Vactor also adds entertainment value, enhancing the impact and appeal of the message to a broader audience. This video series clearly challenges the viewer to consider the convincing evidence for the Christian faith, and will open the eyes of skeptics and believers alike to the solid, logical foundation upon which faith can be built.

The new *FaithSearch* videos will now be sold both individually and in sets. Priced at \$99 for the entire set when purchased directly from Faith Studies (the retail list price is \$119), each of the five tapes is also available for \$24.95. You may purchase additional copies of your favorite sessions to give to friends. We are also offering discounts for quantity purchases of each title, so don't forget to ask when you order. Begin using these powerful videos right



FaithSearch in a Nutshell

FaithSearch is the flagship offering of Faith Studies International, and is available as a live seminar, as a video and audio series, and as a workbook for youth. All three formats provide the same answers to some of life's most important questions, such as:

- Why am I here?
- Can I believe the Bible?
- Is Jesus really God?
- Can faith be reasonable?
- How can I know God?

The central purpose of *FaithSearch* is demonstrating that the historical person of Jesus Christ is the incarnation of God, and to invite people to affirm faith in him as their Savior and Lord. It is possible to pursue a reasonable investigation of Jesus Christ's claim to be God in order to determine whether it is true. The first half of *FaithSearch* logically and systematically examines the evidence for this claim in order to answer the intellectual objections of an unbeliever.

The second half of *FaithSearch* explains the nature of biblical faith, helping each person identify where he or she stands, and inviting all to follow Jesus Christ. Three important concepts are emphasized:

1. The supernatural dimension of faith associated with the work of the Holy Spirit who gives new life from above
2. The basis for salvation being God's grace, not our works
3. The identification of pride as the primary deterrent that makes submitting our lives to God so difficult

Thus the goal of the first half of *FaithSearch* is to satisfy the questioning mind. The second half helps unbelievers overcome the difficult hurdle of pride and yield their heart to the Savior.

The old adage, "A heart cannot accept what the mind rejects," is true. After participating in *FaithSearch*, with its logical process of defending and explaining the Christian faith, a high percentage of unbelievers become convinced that Jesus is God, and embrace Him as their Savior and follow Him as Lord.

FAITH STUDIES INTERNATIONAL

Faith Studies International is an inter-denominational, not-for-profit organization dedicated to presenting evidences for the Christian faith through the *FaithSearch* seminar and its derivatives—including outreach and training seminars, media resources, and discipleship programs. Faith Studies International is not publicly or denominationally supported.

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Churches Apply Strategic Use of Faith Studies Tools

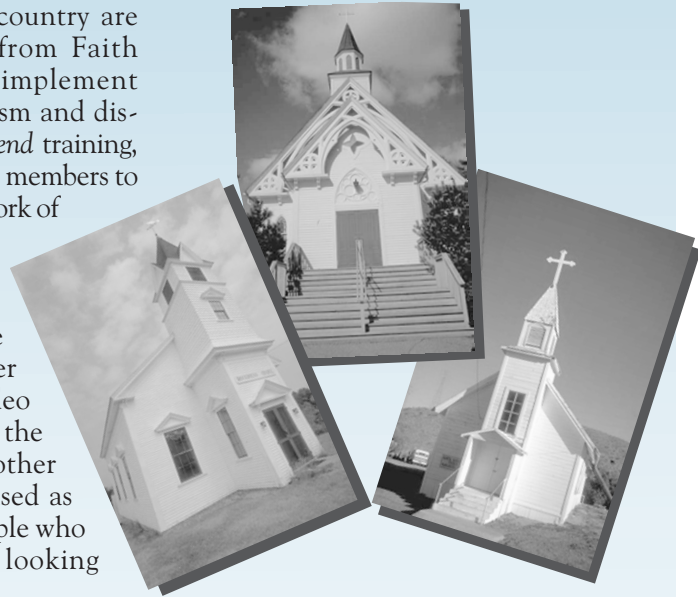
Churches around the country are continuing to use tools from Faith Studies International to implement their ministries of evangelism and discipleship. The *Friend To Friend* training, which equips and encourages members to invite people from their network of influence, provides a non-threatening opportunity for them to share the good news of Jesus Christ. The *FaithSearch* seminar, whether live or the newly-revised video and audio series, as well as the workbooks for teens and other print materials, are being used as outreach tools to invite people who are asking questions and looking for answers.

Pastors and ministry leaders we are hearing from have been greatly pleased with the results of incorporating these tools into their strategies. Pastor Eddie Ford, of Westmont Alliance Church in Westmont, IL, said, "I have been so blessed that our church has used your material. We have seen some wonderful things happen using *Friend To Friend* and *The Faith Study* [now called *FaithSearch*]."

Associate Pastor Dick Frederick of The Family Church in Bryant, AR, enthusiastically shared that, since they began using the entire strategy, including the *Friend To Friend* and *The FaithSearch* videos, 260 people have accepted the Lord at their church from January 2000 to March 2001. "This is great material!" he said, "I'm looking forward to the new [*FaithSearch*] videos."

A longtime partner of Faith Studies, Wooddale Church in Eden Prairie, MN, continues to use our seminars, videos and other tools. Senior Pastor Leith Anderson, a nationally recognized authority on church growth, said, "Faith Studies International...has been very well received at Wooddale Church, and has added a new dimension to our evangelism ministry." The church continues to offer *FaithSearch* seminars throughout the year, and to conduct *Friend To Friend* training twice a year.

Discipleship Pastor Brian Doten said, "We consistently see a 20 to 30 percent response rate of spiritual commitment.



They're solid decisions." Because of their regularly scheduled use, the Faith Studies seminars and materials have become a regular part of their "church culture."

Ken Geis, Executive Pastor for Ministry, has built an infrastructure around *FaithSearch*. "When we schedule a *FaithSearch*," he said "we're guaranteed 300 people. Now people ask, 'When's the next one?'"

Although other churches may not have the resources available to a large church like Wooddale, "Every church can use the videos for small groups or a Sunday school lecture," said Doten.

The tools present many opportunities for ministry, and not just for large churches. Ken Geis suggests that several smaller churches could get together to schedule a shared *FaithSearch* event they might not be able to do on their own. "Have people who've benefited from the [*FaithSearch*] testify to its effectiveness," said Geis. "The [*FaithSearch*] is part of growth, of confirming our faith. It helps bring it home, bring it to life."

We encourage you to consult the schedule of events and take advantage of ministry opportunities by inviting your friends. If you don't find an event nearby, please call to schedule an event for your church, or to order the new video series for use at home or through your church's library. Let us know how we can help you and your church reach out to others with the good news of Jesus Christ.

FaithSearch Video

(cont'd from page 1)

away, whether in your personal ministry, for your church library, or as gifts.

This video production was made possible as a direct result of the involvement of Mathew McPherson, a Wisconsin businessman, and his wife Sheri. Their generosity and passion for reaching the lost (see article on page 3) have truly blessed Faith Studies.

For the first time, through the distribution efforts of Mahoney Media, our videos will also be promoted nationwide to home schools, cable networks, catalogs, churches and stores, greatly expanding their reach and impact. Please join us in praising God for the successful completion of this project, and for its future use and impact in our ministry. We believe this already-successful tool has been made even better, and it is our prayer that many more lives will be changed for eternity as we help people answer life's most important questions on their own personal faith search.

Mahoney Media Delivers on FaithSearch

We are excited about the new *FaithSearch* video series, and about our experience of working with Mahoney Media. Tim Mahoney, president of the St. Louis Park (MN) media production and distribution firm, is a long-time friend of Faith Studies, and actually shot the last version of The Faith Study video. They worked closely with us to develop and produce the new series, and will also promote and distribute the videos.

“Tim Mahoney and Faith Studies International both feel very strongly about the need for effective tools to reach our world for Christ. Tim’s passion for evangelism was very obvious from the first time we met,” said Don Bierle. “He understands our vision and is committed to helping us produce effective tools to reach our world today.”

In fact, Mahoney Media came into being to do just that. According to Tim, “The core of Mahoney Media is to create educational tools for the church to use, and



to create apologetic products for television, and to distribute them.” Getting the gospel message of *FaithSearch* to as many people as possible will be an important part of their promotion and distribution strategy.

“A lot of where we’re going as a company is to find material that can be communicated in the television or electronic media. That is where the future generations are looking for their information, so we’re trying to develop products that fill a need in those media.”

The production of the videos was designed to capture the impact of attending a live *FaithSearch* seminar, to make it available to a broader audience on tape. “The new direction for the videos is the direction that Faith Studies itself is taking, in that they are giving presentations to larger groups,” Mahoney shared. “The new program reflects the audience they’re speaking to, and they need to look like any other programs on TV, so that when we start broadcasting them, they’ll find acceptance with viewers.” Describing the new videos he concluded, “To put

that together in a professional setting with a theatrical look, with a live audience, with high quality photography and direction, it makes for a very powerful media tool.”

In addition to producing a quality product, Mahoney will also be promoting and distributing the video

to many new outlets. These are audiences Faith Studies doesn’t already reach, which is an exciting and complimentary new area for the ministry. “The plan is to launch it into new markets and outlets throughout the country and around the world,” Tim said, “from Germany to Australia.”

“It boggles my mind to think that thousands will be able to hear a complete presentation of the validity of the Christian faith as a result of this video presentation,” Hasnah Burdge

shared. “As a former Muslim, I am thrilled that the evidence for Christian faith exists and can now be distributed nationally to all who are seeking to know the truth. God is truly awesome!”



FaithSearch Partners Matt and Sheri McPherson

The *FaithSearch* video project was a significant undertaking for Faith Studies, and promises to expand the impact and effectiveness of our ministry. The videos now reflect the way seminars are offered, and the production values are top-notch, making the series a candidate for broadcast on television. All of these enhancements were made possible by Matt and Sheri McPherson, of Sparta, WI.

“Matt McPherson has an incredible passion for the lost and desires to do whatever possible to reach them with the gospel of Jesus Christ,” said Don Bierle. “His financial commitment to the *FaithSearch* project made it possible for us to complete this work. We are thankful for God’s blessings on his business and his generosity to Faith Studies International.”

Innovation and creativity are words often associated with McPherson. The founder and president of Mathews Inc., an archery design and manufacturing firm, Matt has been called “the most creative mind in archery” (*Inside Archery*, January 2000). His “outside the box” thinking has turned that industry upside down.

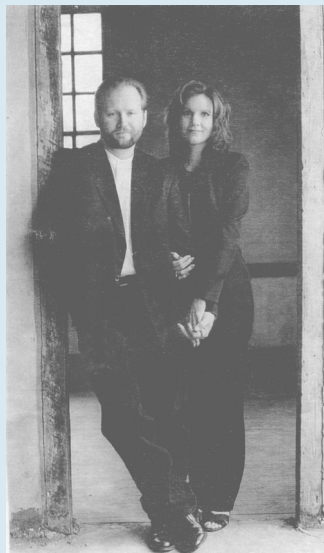
McPherson applies the same spirit of innovation to ministry projects. “I am passionate about my relationship with Christ, and am dedicated to using various media to share this experience with other people,” he said. Although Matt and Sheri are new friends of Faith Studies,

they are not strangers to ministry. They met in a gospel band that traveled on weekends to promote a Christian television network, and continued performing concerts on their own after they left the band and were married. They have traveled around the Midwest and to the Philippines on evangelistic crusades, performing for thousands of people.

While raising their family and building a business, the McPhersons continued to work with the local church as music directors, and to write and perform their songs. In fact, Matt has quipped that in some ways he started the business so he and his wife could do the music they love without having to worry about making money. His manufacturing plant is unique in that it also houses a complete music studio, from which they produced their latest CD project, *McPherson*.

His tireless experimenting (he created 119 prototypes for a recent innovation) have resulted in products that have changed the world of archery. But changing lives for Jesus Christ is Matt’s true passion, and led him to participate in the production of the *FaithSearch* videos. “I wanted to get involved with the *FaithSearch* project because it appeared to be an effective way to present the gospel of Christ,” he shared. “It is my hope that this project will have mainstream appeal.”

That is our prayer, too.





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A message from the president

FaithSearch—Flagship Event and Life-Changing Message

I have been proclaiming the *FaithSearch* message (formerly The Faith Study) for more than 26 years, driven by the passion of helping people find new life in Jesus Christ. And they have—by the thousands:

- “*FaithSearch* gave me an opportunity to get Jesus back in my life.”
- “I learned how to believe in God.”

From Minneapolis to Tucson and Fort Meyers to Seattle, Faith Studies International’s national reputation has been built on its flagship event, *FaithSearch*. It is our mission because it touches lives regardless of station in life—from truck drivers to corporate executives, from farmers to university professors, from white to black, and from American citizen to foreign nationals. God has blessed *FaithSearch*!

But that’s only part of the story. As I travel around the country I’m always surprised when approached at airports, restaurants and on the street with, “Aren’t you Dr. Bierle?” How would they know? They usually say, “I saw you on video!”

Nearly 1,500 video sets of *FaithSearch* are being used in hundreds of homes, business offices, schools, and church adult education classes—places we would never get to in person. We have no way of measuring how many people are being touched,

but enough letters of commitment to Christ come to our office to indicate that the number must be significant.

We are now in a new millennium and in our third decade of ministry. We believe that God will bless our new *FaithSearch* video to reach more people for Christ in the next five years than we reached in our entire previous history as a ministry. It is a beautiful and professional video. Mahoney Media will be aggressively distributing it for home schools, cable television, adult education, etc. The sessions of the video can be purchased separately or as a set, all four evangelists participate in the presentations, and it’s still \$99 through our office—a price that hasn’t changed for 10 years!

Only God knows the future, but as long as He is blessing *FaithSearch*, it will continue to be the focus of our mission and be our flagship event. And with your continued prayer and financial partnership, we anticipate the years just ahead to be the greatest time of spiritual harvest we have ever seen at Faith Studies International.



Dr. Don Bierle
President