# **GO Month 2023 | Email Content For Leaders**

### For distribution April 16–May 28, 2023

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| Week 1: The Big Vision |

**Send date: April 16**

**Subject line: Overcoming the fear**

Fear is a powerful motivator. So is love. Our decisions and behavior are strongly influenced by our feelings.

These are the emotions believers are experiencing (and a host more) when they think about talking to unbelievers about God. That’s one of the reasons leading a whole group of believers into organized evangelism is such a challenging task—so many emotions to navigate.

*“...perfect love casts out fear…”* – 1 John 4:18

**Weekly Challenge: GO Together**

*Each week through the end of May, we’ll be sending a “weekly challenge” here in your inbox. These notes are meant to inspire and equip you and your ministry to walk out the Great Commission in a focused way. As we near the approach of GO Month in May, here’s an exercise to lead your ministry through. And we encourage you to think through these memories yourself, first.*

Do you remember what it was like when you encountered Jesus for the first time?

Think back to that time in your life. What did it feel like? What was new about that season? What did you envision for your future?

*Maybe you felt free. Hope. Love. Joy. Clean. New.*

That’s what we’re giving away when we share our faith with others. The love of Jesus changes us. It’s the vision of GO Movement that everyone on the face of the earth would have the opportunity to say “yes” to that life change, and **we’re praying that opportunity would come to every unbeliever in the next ten years.**

How does that opportunity come to those who don’t yet know Him? Through you and me, one word at a time … one prayer, one moment to show you care, one conversation where you share your story of *freedom, hope, love, joy, cleanness, and new life*.

It really can be that simple.

**What part of your new life in Jesus do you want others to have as well? What gift do you hope to impart to the hearers of His message?**

Over the next seven weeks, we’ll be visiting your inbox with fresh notes of inspiration, resources, and stories of how to help lead your spiritual community into saying “yes” to God’s instruction to “GO and make disciples of all nations” (Matthew 28:16–20).

➜ **This year’s Leaders GO Guide is rich in vision and ideas to help you lead your people over the next several weeks**. Open it up and check it out (maybe for the first time, if you haven’t yet). [Download the GO Guide here](https://gomovement.world/go-guide-2023/).

➜ **Familiarize yourself with the Prayer-Care-Share method of evangelism.** It’s explained in our GO Guide, and it’s the path we’ll be walking together during GO Month.

God is with us when we GO. Talk soon.

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| Week 2: Invitation |

**Send date: April 23**

**Subject line: We GO together**

You’ve probably heard our tagline by now.

**Everyone can reach someone. Together, we can reach the world**.

Did you see our latest video about how we believe this can happen? [Watch it here](https://youtu.be/uHrtVrwCEGM).

Our video was created to help empower people to step out in faith, particularly in the upcoming month of May. As we walk through this GO Month together, we’ll be sharing additional resources and challenges that you can utilize for your group or congregation.

**Weekly Challenge: GO Together**

*This week, teach your group that there is greater strength, safety, accountability, and productivity when we GO together.*

When Jesus sent out His disciples in one of their earliest assignments in sharing the news about Him, He sent them out in pairs (Mark 6:7–13). In Ecclesiastes 4:9–12, we learn that “two are better than one, because they have a good return for their labor… A cord of three strands is not quickly broken.”

As they begin to pray and care and share with others, encourage them to partner up with a friend or a small group in this work. Consider organizing those groups yourself. We will discover greater strength, safety, accountability, and productivity when we go together.

Because your group is already connected with one another relationally, this week’s challenge will serve to strengthen those relationships. Let’s GO together.

➜ **We invite you to** [**share this video with your community**](https://youtu.be/uHrtVrwCEGM).

➜ **Challenge your group to pray about who they can invite to join them in this GO Movement.** Encourage them to think of one other believer that they can ask to commit to personal evangelism alongside them this month.

➜ **We put together a GO Guide for individuals to read and use on their own**, which you are free to share with your ministry as supplementary reading and prayer material. You can download it [here](https://gomovement.world/go-guide-2023/).

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| Week 3: Prayer |

**Send date: April 30**

**Subject line: The partnership**

You know and we know: Only God has the power to save.

But in our human zeal, we sometimes forget that. We like to make plans, draw diagrams, rally the troops, and take the hill. And we fail to remember that “unless the Lord builds the house, those who build it labor in vain” (Psalm 127:1a).

We need to partner with God in this work of evangelism so that our labor is not fruitless or futile. We do this as leaders, and we lead our people into the same heart posture. So this week we are focusing on prayer as our first step of outreach.

**Weekly Challenge: Pray for 5**

*This week, lead your Christian community to commit to praying for those around them who don’t yet know Jesus.*

We always start and end with prayer.

Jesus is our example. He did not permit ministry to others to hinder His prayer life, nor did He allow His prayer life to hinder His ministry to others. Even after He had ministered long hours in preaching and healing the sick, He still departed to a solitary place to pray—to commune with His Father and be strengthened.

If praying was that important to Jesus, how much more important should it be to us?

Here are two things to help you grow in prayer throughout the month of May (and beyond):

1. **Set a schedule for regular prayer times.**  
   There are many demands on our time so we must be intentional. If we do not set our schedules ourselves, others will set them for us, and the result will be very little time for prayer.
2. **Make a prayer list.**  
   Write out your prayer list ([using our quick prayer card](https://gomovement.world/go-guide-2023/#my5), for example) and use it during your prayer times. We will pray more often and with greater focus if we develop prayer lists and bring them to our prayer times.

➜ **Ask your group to seek God for 5 people for whom they can begin to pray.** We have put together a list of biblical prayers to help guide prayer times for each person’s 5. Download it [here](http://gomovement.addwebprojects.com/wp-content/uploads/2023/04/GOGuideKit_StaticSocial_Grid-3b.jpg).

➜ **Share the** [**Bless Every Home app**](https://www.youtube.com/watch?v=LOrPb6Ua4c0) **with your group (US only).** This neighborhood prayer resource provides optional daily reminder notifications with a prayer prompt and 5 neighbors to pray for that day—by name!

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| Week 4: Care |

**Send date: May 7**

**Subject line: Prepare the way**

*“About a week ago I met Brad at the dog park. I prayed for his mom who was in the hospital. He has pretty much thrown his life away, drinks a lot. We had a good conversation there, and have been texting since. We met yesterday again at the dog park, and had a really good conversation. He is SO close to giving his life to Jesus. He is desperate for something that will change his life!! I gave him a Gospel card and told him to study the verses and next time we are together we can talk about them. He was very agreeable to that, and even asked for another one for his mom.”* – LS

This (true) story is a great example of meeting people where they are. No fancy techniques needed.

**Weekly Challenge: Demonstrate the Love of Jesus**

*Now that your community has been praying for their list of 5, you can challenge them to ask God to help them begin to grow in friendship with the people on their lists.*

Our acts of love pave the way for us to speak the name of Jesus.

This week, start paying attention to what your 5 talk about, care about, and spend time doing. Make time to get to know their story. Then look for ways to care for and serve them the way Jesus did.

Here are some of the ways Jesus showed care for those around Him:

* He noticed and acknowledged their sometimes unusual behavior (Luke 19:3–5)
* He ate meals with them (Matthew 9:10-13)
* He got his hands dirty and served them (John 13:1–17)
* He fed them when they were hungry (Matthew 15:32–38)
* He made time for children (Mark 10:13–16)
* He attended the wedding of a family friend and offered a hand when help was needed (John 2:1–11)
* He spent time in others’ homes (Mark 1:29–31)
* He prayed for friends (John 17:9)

Jesus loved and served in countless ways while He walked the earth, and we can follow His example by responding to the needs that we see in our own circles. God will highlight ways to show care for others, if you ask Him.

➜ **Brainstorm together additional ways to show care**. Add them to the list of ideas included in this section.

➜ **Consider how your ministry can bless your local community in a corporate way.**

➜ **Encourage those in your ministry to show someone on their “My 5” list that they care.**

➜ **Want more ideas for prayer, caring, and sharing?** [Find them at our online resource hub.](https://gomvmt.us/resources/)

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| Week 5: Share |

**Send date: May 14**

**Subject line: Join the story**

One of the best parts of our role as a catalyst for evangelism ministry is our partnerships with hundreds of ministries across the world. We LOVE hearing the stories of their pursuits of our shared vision, the relationships formed as a result, answered prayers, perseverance through trials, and the breakthroughs that inevitably come.

These stories inspire us to keep going even when it’s hard—we truly feel like we’re linking arms together with the entire Body of Christ to accomplish the task that Jesus assigned us.

We’ve compiled some of their stories here to do the same for you, so that you and your community feel the courage that comes from that sense of connectedness. Our prayer is that these stories encourage you and your group as you step out in your outreach efforts this month.

**Weekly Challenge: Join the Story**

*The next step in the prayer-care-share method is to start sharing your faith.*

As people begin evangelizing, encourage them to share their stories with the whole group—the successes and the failures. There is power in a story. Here are some stories from believers all over the world that you can share with your people this week.

**Romania**

Last year in Romania, a group of about 400 churches and organizations got together to strategize about how to reach their communities during the month of May. They began to pray, organize seminars, and create awareness events for people to get to know the vision of GO Movement.

When May arrived, the groups worked together to pray, connect with people around them, and get involved in outreach. They washed cars, gave out seeds for vegetable gardens, visited hospitals, and arranged outdoor activities in their communities.

From those 1,500 believers partnering together, they saw a huge impact:

– 8,600 to 11,000 people reached with the Gospel

– 540 decisions for Christ

– 17 people baptized

**Kenya**

In May of 2022 in Kenya, believers reached out in one-on-one conversations, organized street events, and made visits to the local prison. As a result, 13,675 people heard about Jesus, 1,617 people made choices to follow Him, and one new church was planned.

**Philippines**

Because the Philippines is made up of over 7,600 islands, Christians are making great efforts to navigate to the most remote places. During May last year, believers traveled to unreached, poor villages and had to cross mountains, rivers, and lakes to get there. Their goal was to plant 100 churches in Mindoro by 2026. We are praying with them and for them!

In Peru, Sierra Leone, Sri Lanka, Mozambique, Namibia, the United States, and beyond, May is a month when believers are going out to share their faith with courage and intention.

We rejoice when hearing these big stories of big impact, and we also know that some stories are much smaller and often unknown. The quiet conversations that no one else hears—they matter. Your version of sharing doesn’t have to look like anyone else’s. *Every word counts, and God hears them all.*

➜ [**Share the Ready2Go Video Series with your group**](https://vimeo.com/showcase/9478079)**.** It uses the Prayer-Care-Share method to teach believers to share Jesus with others in practical and loving ways.

➜ **Challenge your people to share the Gospel in a clear and concise way.** Statistics show that the majority of people are actually willing to engage in a spiritual conversation.

➜ **Then share your story with us.** We’d love to hear how you or people in your ministry reached out to pray, care, or share about Jesus. [Share your story on our form here](https://gomvmt.us/stories/), or email us at [reports@gomovement.world](mailto:reports@gomovement.world) .

Everyone can reach someone.

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| Week 6: Go Resources |

**Send date: May 21**

**Subject line: GO Day is this Saturday**

This Saturday, May 27 is GO Day—a day on which *120 million believers across the nations have committed to share the Gospel* with at least one person. Will your ministry be joining with us?

It’s an ideal opportunity to mobilize your community in pairs, small groups, or as an entire ministry to be intentional about the Great Commission.

**Weekly Challenge: GO Day**

*We have a wide array of recommended resources to help you mobilize your group or congregation for outreach on GO Day—or any other day of the year.*

[**Bless Every Home**](https://www.youtube.com/watch?v=LOrPb6Ua4c0)

This app is a neighborhood prayer resource that provides optional daily reminder notifications with a prayer prompt and 5 neighbors to pray for that day—by name!

[**GodTools App**](https://godtoolsapp.com/en/)

GodTools exists to help you have conversations about Jesus with the people you care about. Everyone has the ability to share the message of Jesus.

[**Apologetics With Preston Perry**](https://www.youtube.com/channel/UC5tYCIeywXPsNEhxU3yfZvw)

Take the Gospel to the streets effectively with the help of Preston’s real life examples of engaging people from a variety of backgrounds with biblical truth.

[**Zúme Small Group Training**](https://zume.training/)

Zúme Training is an on-line and in-life learning experience designed for small groups who follow Jesus to learn how to obey His Great Commission and make disciples who multiply.

[**Kids Action Steps: Pray! Love! Share!**](https://www.bible.com/reading-plans/19639)

This reading plan provides three simple steps that disciple children to GO and make disciples.

➜ **For even more outreach tools for your ministry, visit our resource hub for** [**trusted evangelism strategies that work**](https://gomvmt.us/resources/)**.**

Let’s press in and make the most of our time. Together, we can reach the world.

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| Week 7: What Happened and What’s Next |

**Send date: May 28**

**Subject line: Stay tuned**

120 million.

That’s how many believers worldwide said “yes” to GO last week on GO Day, each of them sharing their faith with at least one person. Was your ministry one of those to GO in the month of May? If so, we’d love to know about it!

➜ [**Share your story with us here.**](https://gomvmt.us/stories/)

First, we want to pause and thank the Lord for all the ways He provided, helped, connected, answered, and met every heart in His goodness and faithfulness throughout the weeks and months leading up to this. He is so good to us!

And we know He’s not done yet. There is more to come—Scripture assures us of this—and we are committed to partnering with Him in making disciples of all nations in the years ahead.

**What’s Next**

In fact, we have very specific goals in mind for the next ten years. This week marks the launch of the GO Decade. **Over the next ten years, our goal is to inspire, strengthen, and connect Jesus-followers worldwide to "GO and make disciples of all nations" by 2033.**

That means we’ll be releasing updates, invitations, events, stories, and specific ways for you and your ministry to take part in this great calling with believers like you across the world. So watch your inbox and social media for more.

➜ **Stay connected with the GO Movement:**

[Facebook](https://www.facebook.com/GlobalOutreachDay)

[Instagram](https://www.instagram.com/globaloutreachday/)

[YouTube](https://www.youtube.com/c/GlobalOutreachDay)

All of the ways that you and your community responded, prayed, cared, shared, and said “yes” in your hearts were seen by Him, and they really changed something—in you, your people, and in the lives of those you reached. All of this is building toward that great and glorious calling into which He invited us all.

*“...the one who stands firm to the end will be saved. And this gospel of the kingdom will be preached in the whole world as a testimony to all nations, and then the end will come… Then will appear the sign of the Son of Man in heaven. And then all the peoples of the earth will mourn when they see the Son of Man coming on the clouds of heaven, with power and great glory. And he will send his angels with a loud trumpet call, and they will gather his elect from the four winds, from one end of the heavens to the other.”* – Matthew 24:13–14, 30–31

*“And I heard a loud voice from the throne saying, ‘Look! God’s dwelling place is now among the people, and he will dwell with them. They will be his people, and God himself will be with them and be their God. He will wipe every tear from their eyes. There will be no more death or mourning or crying or pain, for the old order of things has passed away.’ He who was seated on the throne said, ‘I am making everything new!’ Then he said, ‘Write this down, for these words are trustworthy and true.’”* – Revelation 21:3–5

This is our inheritance and our hope. Until then … let’s hustle to see that day come. We have work to do.