

# JOSEPH



KISUMU, KENYA

AGE: 45

CAREER: PASTOR

SPEAKS: ENGLISH + SWAHILI + KISI

“My purpose is to glorify God and to shepherd those He has entrusted to me.”



sermons + church administration + discipleship tools + youth resources

SEARCH

## ABOUT

Joseph is a pastor in Kenya, Africa. Joseph is 45 years old, and lives with his wife, his 4 children, one of his sisters, and his sister-in-law. Everyone in his house depends upon him financially. He has three primary languages, English and Swahili.

Joseph's greatest motivation is his zeal for evangelism and discipleship. His calling is very strong, and he just wants to serve God.

As a pastor he leads 300 people in his church in Kisumu. In addition to this he oversees over 40 churches across the country. Most of these are small churches in small towns, each with about 70 people including the children.

Pastor Joseph has no fixed income. He gets on average about \$20 per month from his church. He also earns about \$100 from his other job and farm. He does not have a bank account or a credit card, so he cannot buy anything online.

Joseph uses his Blackberry smartphone to access the internet, communicate with people, and to pay for things (using his local telecommunication company's mobile money service). If he needs more concentrated internet access Joseph has to go to a local cyber café. He does not own a computer. His church does not have any online presence, although he would like one.

Joseph's preferred way to access information is by text messages. Having said this, Joseph is on Facebook, but that is the only social network that he uses. On the internet he searches for sermons, ideas on church administration, discipleship and youth materials that his church could use. Pastor Joseph would like to use the internet to reach Muslims in his home country, but does not know how he could do this.

## JOSEPH WANTS

- Evangelistic tools to reach Muslims
- Church web presence
- More family time
- Free and simple discipleship tools
- Financial needs met
- More church workers and supporters

## SPIRITUAL MATURITY



## CHRISTIAN COMMUNITY



## ORGANIZATIONAL AWARENESS



## BEST WAY TO CONTACT ME



## DEVICES



## ACCESS



# EMMA

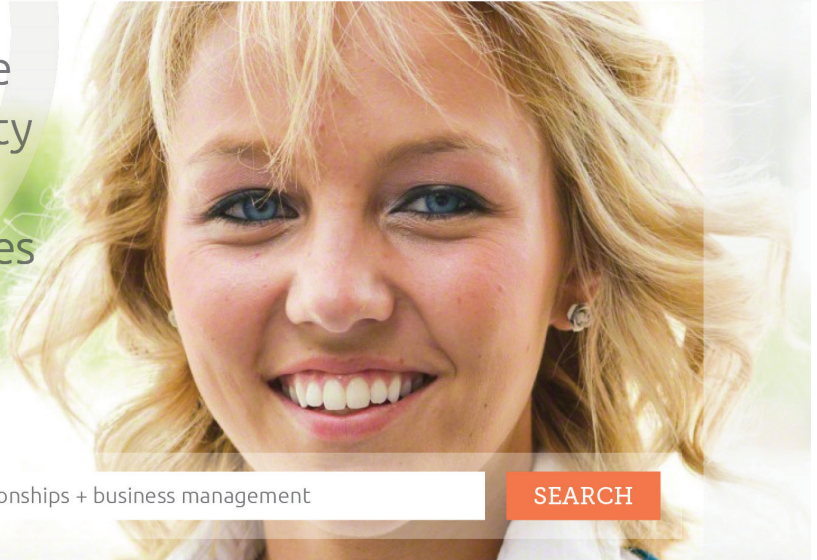
AMSTERDAM, NETHERLANDS

AGE: 25

CAREER: PROFESSIONAL

SPEAKS: DUTCH + ENGLISH

“Although I don’t see the relevance of Christianity in society today, I do see there are good values in it.”



local bands + local hangouts + meaningful relationships + business management

SEARCH

## ABOUT

Emma is 25 and lives in Amsterdam with her boyfriend of two years. She is happily employed as a Communications Manager at a tech start-up and is fairly content with her life. Other than work and spending time with her boyfriend she enjoys live music and is often recommending new artists to her friends. She is most likely to fill her spare time socializing with friends, watching shows online, or reading magazines.

Personal growth is a high priority for Emma as she pursues her career. Several years ago Emma was known among her friends as a wild partier, but she has toned that down a bit as she doesn't want to risk her job or her relationships. She still likes to go out and have a good time, but ultimately wants to find more direction and fulfillment in her life.

Like most of her friends, Emma was not raised with any spiritual background. Her family did not go to church and they did not talk about religion. She likes the idea of a spiritual world but isn't sure what to think about it.

She values keeping an open mind. She doesn't believe anyone has a full grasp on the truth,

but that most people's belief systems reflect something of what is true and that's good enough. When she hears people share new and interesting information that challenges what she previously believed she will Google it to make sure it has some validity.

Emma has never heard of Agape or Campus Crusade for Christ. Her only exposure to the Bible was through an English literature class at university. Every now and again she will hear stories of young people who want to love others unconditionally and this touches her. However, the one or two friends she knows who have a history with the church have led her to believe it is irrelevant and limiting. She is much more likely to pursue spirituality through yoga and mindfulness groups.

She carries her laptop and smartphone with her as she bikes to work and around the city and is almost always connected. She uses e-mail primarily for work and connects with friends through Facebook, Twitter, or one of her 30+ WhatsApp friend circles. She also uses Twitter to follow her favorite bands and Pinterest to capture inspirational quotes.

## EMMA WANTS

- To grow her career
- Meaningful relationships
- To learn new things
- To socialize with her close friends
- To share her personal experiences
- To meet new people

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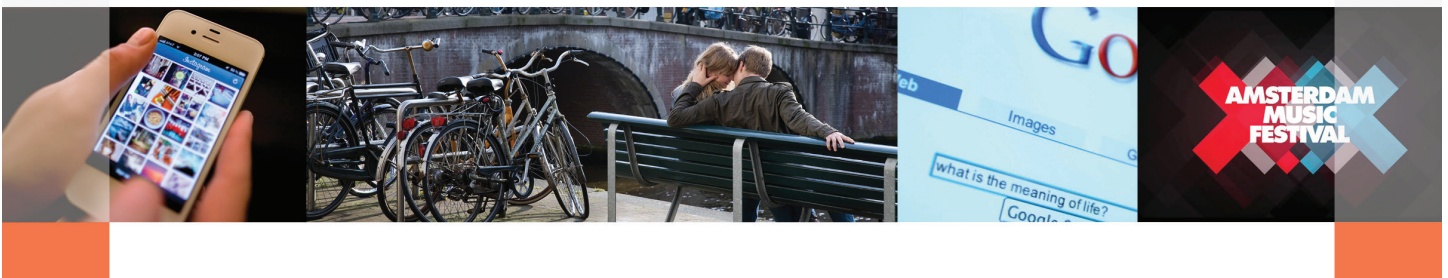
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# JOANNA



MANILA, PHILIPPINES

AGE: 19

CAREER: STUDENT

SPEAKS: TAGALOG + ENGLISH

“I want others to know that God is longing for them!”

spiritual conversations + discipleship + new christian music

SEARCH

## ABOUT

Joanna is a 19 year old student at a mid-sized university in the Philippines. She grew up in a Catholic family and has always had respect for Jesus, but in the last year she has learned what it is to have a living and active daily relationship with Him. She has been meeting for discipleship with a CCC student leader from her campus and she recently saw a friend of hers decide to start following Jesus. Joanna is excited about beginning to meet with this friend for Follow up and to rise to the challenge her discipler has given her to become a “multiplier.”

An eager learner and diligent student, Joanna wants to work hard and honor God as well as doing well at her studies. She loves Jesus and wants her friends and family to love Him as much as she does. The idea of being a spiritual leader on her campus is a little bit daunting, but she is encouraged that her discipler believes that she can do it. She needs continued resourcing, coaching, and encouragement to help build her confidence. She is also studying the Spirit-filled Life and wants to depend more on God.

When it comes to her spiritual community, Joanna gravitates toward her discipleship group on campus with CCC and has begun attending a local church with some of her friends. Because she wants to honor her parents, she continues to attend Catholic church with them but also attends an evangelical church with her friends. When it comes to initiating spiritual conversations with her friends, she finds it easier and more natural to use tools she can access on her smartphone (like the GodTools app) than traditional printed booklets like the 4 Spiritual Laws.

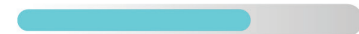
Joanna is inspired by the student leaders on her campus, and by the vision, mission, and DNA of CCC.

Joanna spends at least four hours a day on social media and surfing the internet on her smartphone. She prefers using messaging apps like WeChat and Viber to texting because using the WiFi on her campus is cheaper. She and her friends live on Facebook and this is where she finds the most resources for her growth as a Christian.

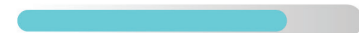
## JOANNA WANTS

- A good career that will provide financially for her family
- To honor her parents
- To grow in hearing God's voice
- To influence her friends for Christ
- Constant communication with her friends

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# ARTHUR



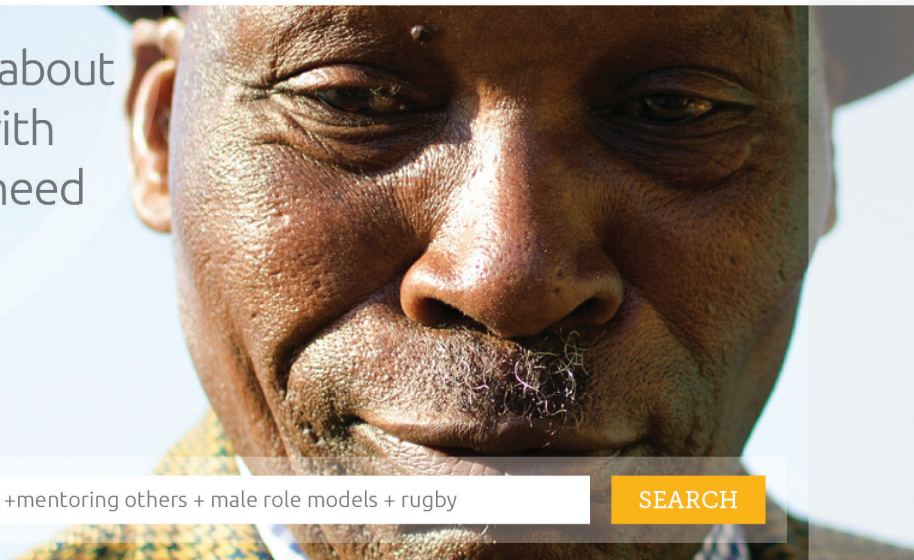
CAPE TOWN, SOUTH AFRICA

AGE: 67

CAREER: RETIRED PROFESSOR

SPEAKS: XHOSA + AFRIKAANS + ENGLISH

“I want to do more about reaching people with God’s word, but I need some help.”



how to lead young men’s discipleship +mentoring others + male role models + rugby

SEARCH

## ABOUT

Arthur is a 67 year old retired university professor living with his wife in Cape Town, South Africa. While he has been involved in the local church on and off throughout his life, retiring has caused him to think about the legacy he wants to leave.

With his additional time he has been focusing on spiritual disciplines and wants to use what he has learned to make a strategic impact for Christ. However, he’s not really sure how to use his gifts in the church. He has occasionally served as an usher, but has assumed that positions of spiritual leadership were reserved for the pastors.

In particular, Arthur has become aware of the need for mentors for younger men and is considering how he could be an encouragement to them. In his final years of teaching, he became burdened by the number of his students who did not have fathers who had been present in their lives. While confident that God’s word never changes and that the gospel is timeless, he’s not entirely sure of the best way to begin to engage with them.

One of the steps Arthur has taken recently is to begin faithfully attending a Wednesday morning men’s prayer group. He has also begun to pursue what he might be able to do by searching for ideas for young men’s discipleship online. Arthur primarily uses his laptop for internet research although he also has a smartphone. He has a Facebook account, but rarely uses it and prefers to get most information by email.

As an educator, Arthur highly values intellectually robust ideas and hard work. He wants the resources that he recommends to be well articulated and compelling. In addition to more time for ministry, he is excited about having more time for his other passions: reading, traveling with his wife, and spending time with his grandchildren.

## ARTHUR WANTS

- To leave a legacy
- To be a mentor
- To use his gifts in retirement
- Intellectually robust content
- Inspiration
- Relevant ways to connect with the younger generation

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