

LUIS PALAU ASSOCIATION

# PROCLAIM!



How we react to our current situation says a lot about where we put our trust.”

**KEVIN PALAU**



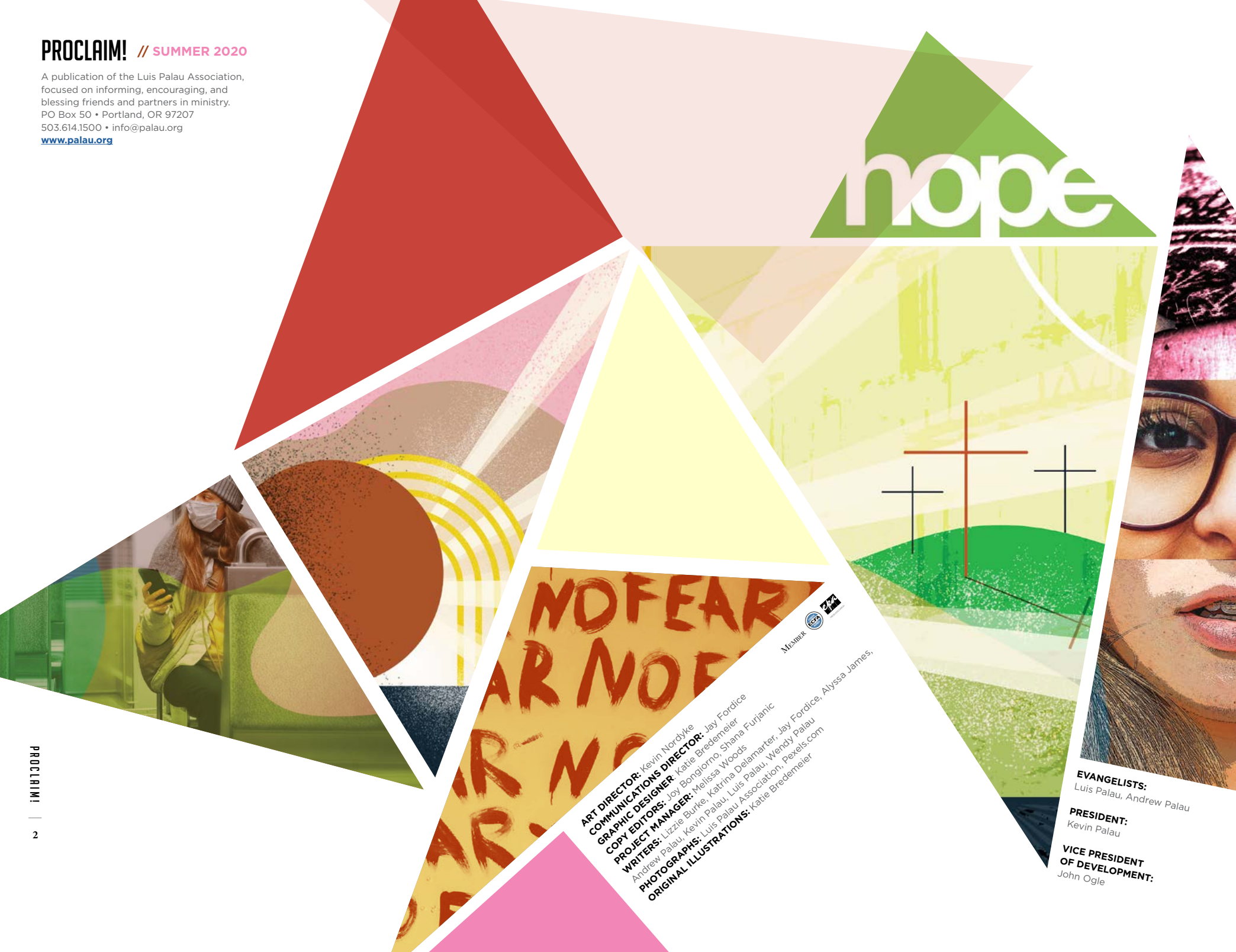
Sharing the Good News...

***NO MATTER WHAT***

# PROCLAIM! // SUMMER 2020

A publication of the Luis Palau Association, focused on informing, encouraging, and blessing friends and partners in ministry. PO Box 50 • Portland, OR 97207 503.614.1500 • info@palau.org [www.palau.org](http://www.palau.org)

# nope



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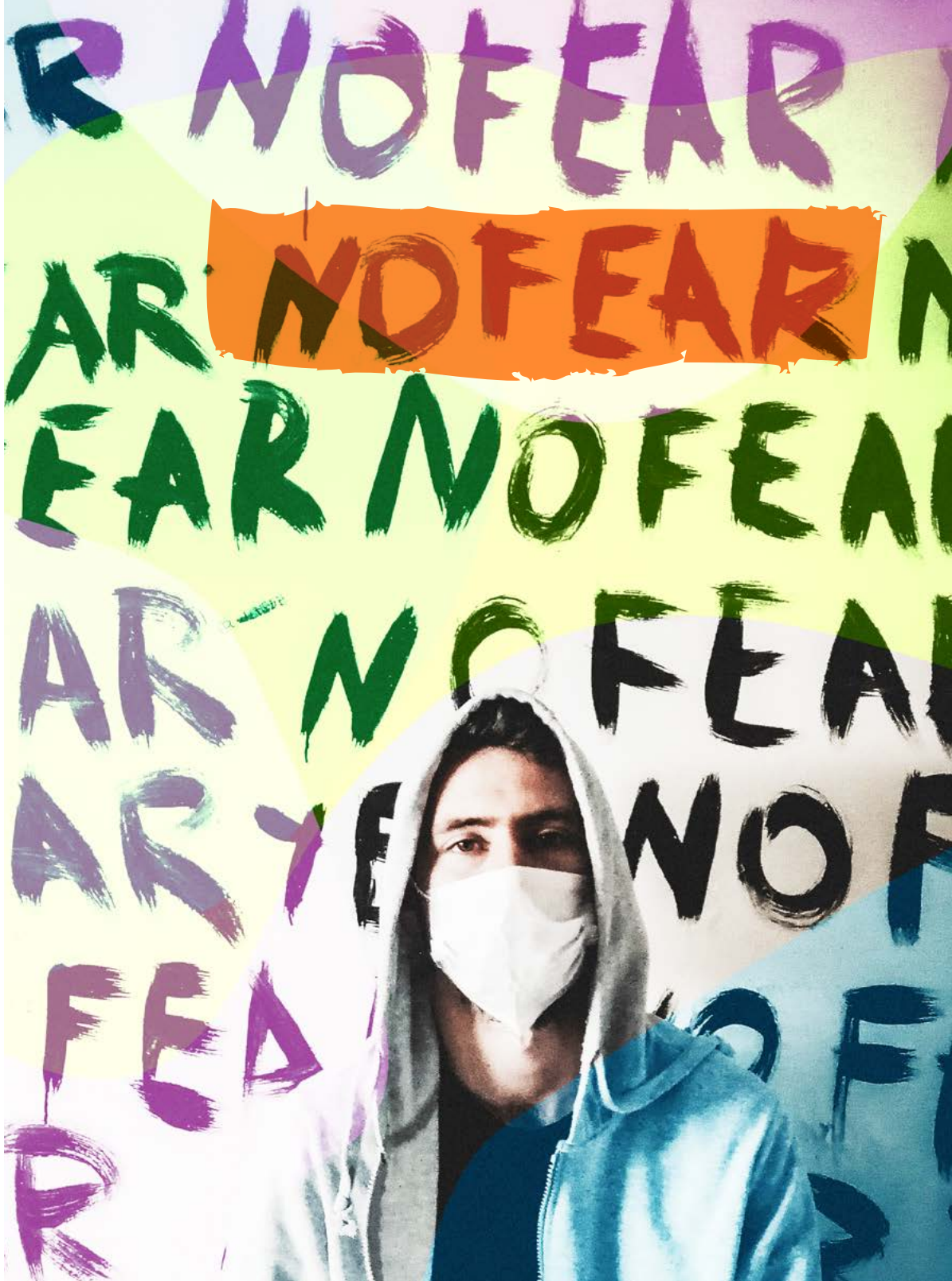
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# LEADING PEOPLE TO HIS LOVE

**W**hat a time to be alive! So far, 2020 has been a doozy. No one could have anticipated all that has transpired. And yet here we are, weathering this unusual storm and sharing the hope of Christ in the midst of it.

This season hasn't been easy, but the Lord is working. He is opening unique and exciting doors for each of us. He is leading people to His love in droves. And we get to be part of the process. That brings me joy.

When COVID-19 first hit, none of us knew exactly how much it would impact our daily lives. Little did we know how significantly it would impact our plans for ministry either. And yet now, as if overnight, we are all learning a new way of life and ministry.



As an organization, we have not been immune to the effects of this pandemic. We have offices and staff strategically located throughout the world who have been working on citywide evangelistic campaigns—all of which are being rescheduled until we know that we can accomplish these festivals safely and effectively and we're thrilled that local leaders are expecting and praying for even greater unity and outreach on this extended timeline.

Yet, our work continues. The need for the Gospel grows. And the realities of sin, death, and eternity have come into focus for many around the world. I've never sensed such a hunger for the Gospel.

Aside from festivals, much of our work as a ministry has continued as planned. Some efforts have even grown during this unusual season. Our encouragement with City Gospel Movement leaders has become vital as they navigate these new waters. Our training and equipping of other evangelists brought significant encouragement and support as many of them have struggled to know how to respond.

Our daily radio programs continue to bring encouragement to millions, as well as weekly television specials in the Spanish-speaking world. And maybe greatest of all, our extensive digital evangelism strategies have ensured the Good News continues to go out with persistence and power, in spite of the ongoing lockdown of millions of individuals around the world.

Many of our friends are unaware that we have been sharing the Good News of Jesus Christ online for many years—reaching thousands of people each day with the life-changing message of the Gospel. The second this pandemic hit, we increased our efforts in digital evangelism. We knew it might be the only way

we could keep sharing the Good News during this challenging season. Little did we know it would be so fruitful. People are responding in record numbers! I encourage you to read more about this exciting initiative on page 14.

Church history has shown us how God has used difficult circumstances just like this to grow His Kingdom and open new doors for ministry. **We know that in all things—including this specific scenario—**God is able to do immeasurably more than we could ever imagine. And we're eager to see how He does it this time.

We appreciate and value your prayers and partnership. We pray for you as well—that the Lord would use you during this time of uncertainty to share His love, hope, peace, and joy. How we react to our current situation says a lot about where we put our trust.

Faithfully,



Kevin Palau // President

P.S. We are acutely aware that you might be going through serious difficulty in the wake of this worldwide pandemic. These are unprecedented times and we, as a ministry, want to be a blessing to you. We stand by, eager to pray for you. Please reach out through [prayer@palau.org](mailto:prayer@palau.org) to share your specific requests.



BY KEVIN PALAU

“CHURCH HISTORY HAS SHOWN US HOW GOD HAS USED DIFFICULT CIRCUMSTANCES JUST LIKE THIS TO GROW HIS KINGDOM AND OPEN NEW DOORS FOR MINISTRY. WE KNOW THAT IN ALL THINGS—INCLUDING THIS SPECIFIC SCENARIO—GOD IS ABLE TO DO IMMEASURABLY MORE THAN WE COULD EVER IMAGINE. AND WE’RE EAGER TO SEE HOW HE DOES IT THIS TIME.”

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# EASTER HOPE IN THE MIDST OF CRISIS



**REACHING  
THE MASSES  
DURING  
LOCKDOWN**

WORDS BY :  
**JAY FORDICE**

The very first Easter started out quiet, calm, and somber. A small group of women—full of grief—prepared to visit the tomb of their beloved friend named Jesus.

Their friend's death was still raw in their hearts and minds. The pain immeasurable. For He had only just died on Friday.

For years, Jesus had taught His friends and followers of this new way of life. He had turned the world on its head with His teaching. He had done many miraculous things. He had filled His friends with hope and excitement. Yet now, His body lay in a tomb.

As these women walked to His tomb, they lamented. They cried. Their close friend was dead. However, that is not the end of the story. In many ways, it was just the beginning. . .

Easter is the time we celebrate the greatest event in history. A time of gathering together, remembering the reason for why we have hope. A time of praising God for all He has done to reconcile us back to Him.

*A time to rejoice in His resurrection!*

Luis Palau's Easter message was translated into multiple languages and aired on television stations in the United States, Latin America, the United Kingdom, Romania, as well as the Arabic-speaking world.

Yet this year was different. As churches around the world were forced to close their doors in the midst of a pandemic, hundreds of millions of individuals were left wondering just how they could celebrate this joyous resurrection together as one body.

In true Palau form—adapting to the changing times—we took the Good News of Easter online. We created and launched [EASTERHOPE.ORG](http://EASTERHOPE.ORG) and recruited partner churches, radio stations, and television networks around the world to take special Easter Gospel messages recorded by Luis and Andrew and use them for their own outreach efforts. The results were astounding and truly God-honoring...

# MILLIONS REACHED WITH THE GOOD NEWS

23,493 INDICATED DECISIONS FOR CHRIST  
770+ MINISTRY PARTNERS





Millions of people were reached through social media. Dozens of churches used these messages for their own online Easter services. Hundreds of radio stations aired them around the world in both Spanish and English. And television stations in the United States, Latin America, the United Kingdom, Eastern Europe, and the Middle East—broadcast the evangelistic message as well.

**In the end, millions of people were reached with the Gospel message and more than 23,493 people indicated a decision for Jesus Christ! 📌**



Andrew Palau's Good Friday message was used by many churches as they came together in unity to share the hope of Easter.



VISIT [EASTERHOPE.ORG](http://EASTERHOPE.ORG) TO VIEW MESSAGES BY LUIS AND ANDREW

# A NEW ONLINE RESOURCE

## HOW TO SHARE

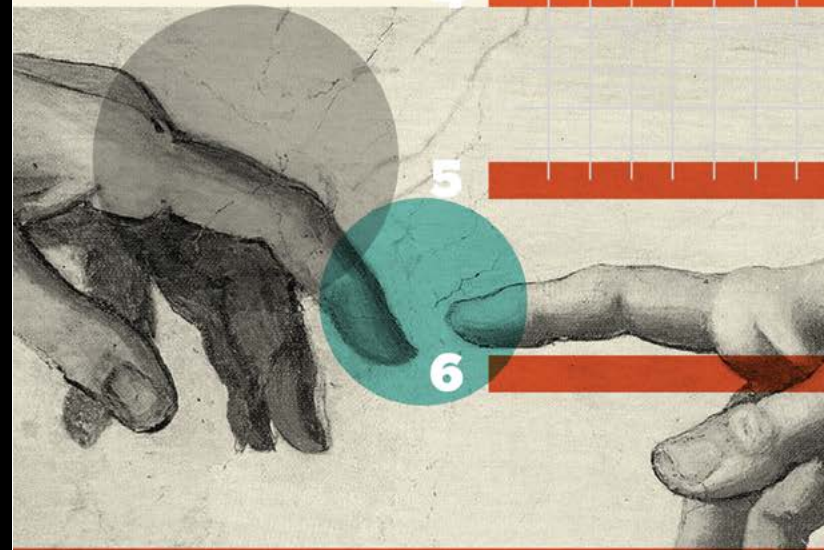
### HOPE IN THE MIDST OF SOCIAL DISTANCING

Now more than ever, people are hungry for hope in the world. Just because we are physically distant doesn't mean we can't be incredibly effective as the Church.

This online training is perfect to encourage you and your friends and family to continue being used by the Lord to spread the hope of Jesus.

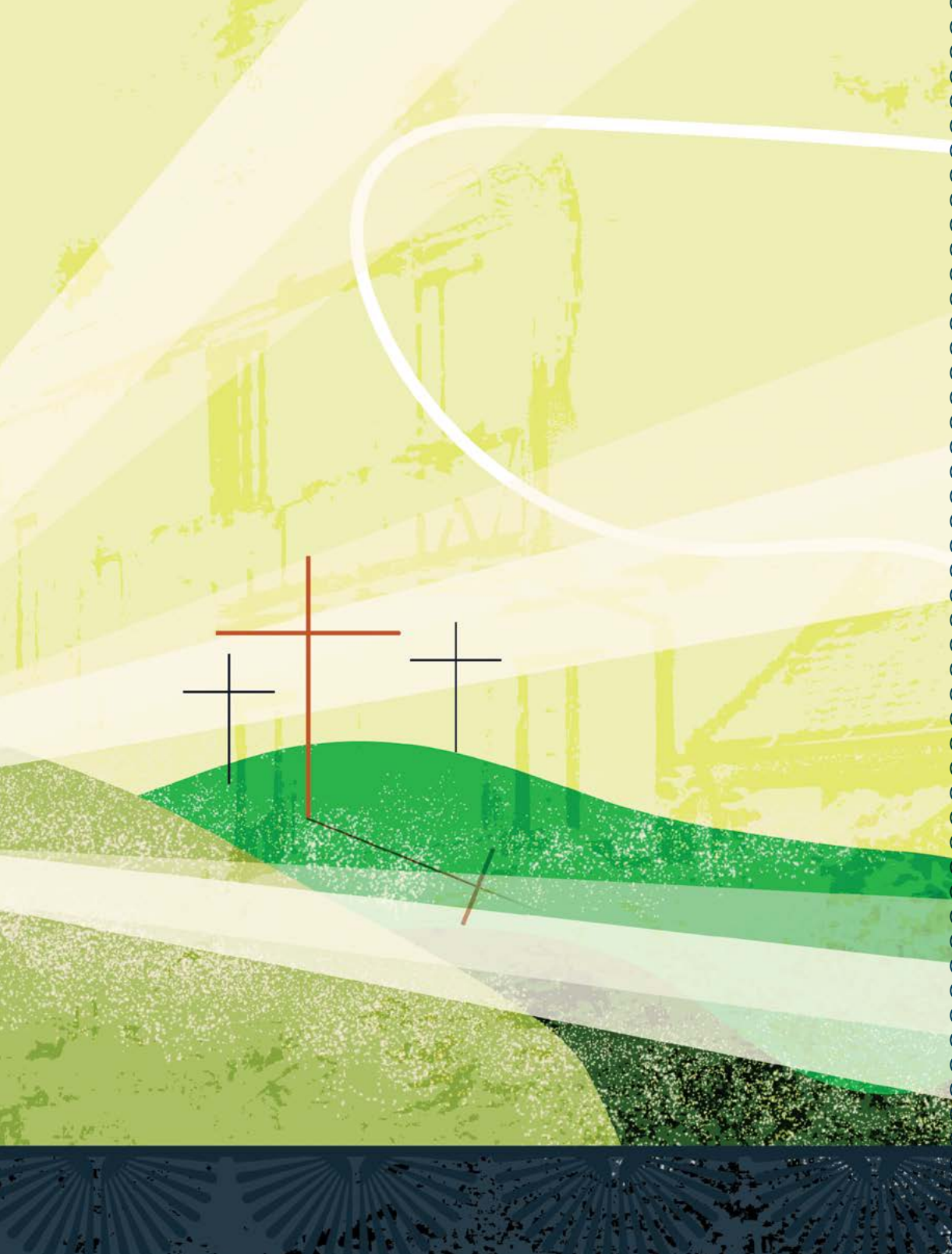
You can watch the special online event at:

[palau.org/reachingyourworld](http://palau.org/reachingyourworld)









# BIBLICAL PEACE IN TURBULENT TIMES



**CLINGING TO THE  
HOPE OF JESUS  
NO MATTER THE  
CIRCUMSTANCES**

WORDS BY :  
LUIS PALAU

**W**ith the coronavirus epidemic spreading across our world these days, I'm sure you're as astonished as I am. These are tough times, and we felt it overnight. We've all been through ups and downs, but this seems to have come out of nowhere, leaving us all shocked—leaving many with a sense of panic rather than peace.

It all reminds me of this old hymn I used to sing when I was younger. . .

*In times like these you need a Savior,  
In times like these you need an anchor;  
Be very sure, be very sure,  
Your anchor holds and grips the Solid Rock!  
This Rock is Jesus, Yes He's the One,  
This Rock is Jesus, the only One;  
Be very sure, be very sure,  
Your anchor holds and grips the Solid Rock!*

*("In Times Like These" —Ruth Caye Jones - 1944)*

This is so true. In times like these, we need Jesus. We need to hold on to the hope offered by Jesus. He is our anchor; He is our solid rock.

Reading through 2 Peter, it amazes me how it seems people in the first generation—the generation who knew Jesus in the flesh—seem to forget about who Jesus is, and what He has done. Peter makes the point to say he will always remind the people, refresh their memory, and make sure they remember these things. It's interesting that already the Christians were forgetting—in the first century!

In times like  
these **you need**  
a **Savior,**

In times like  
these **you need**  
an **anchor;**

Be very sure, be  
very sure,  
Your anchor  
holds and grips  
the Solid Rock!

This Rock is  
**Jesus.**



I think of these times we are in right now—such uncertain and unprecedented times—and then I think of Peter in the first century having to remind, refresh, and make sure the Christians around him don't forget.

We must not forget either.

But so often, when everything is going great in our lives, it's easy to forget the Lord.

And right now, not everything is going great. How could this coronavirus happen so fast? **With everything happening, God is reminding us to not forget Him.** Because without Him, we are nothing. It's through God that we have everything that we need.

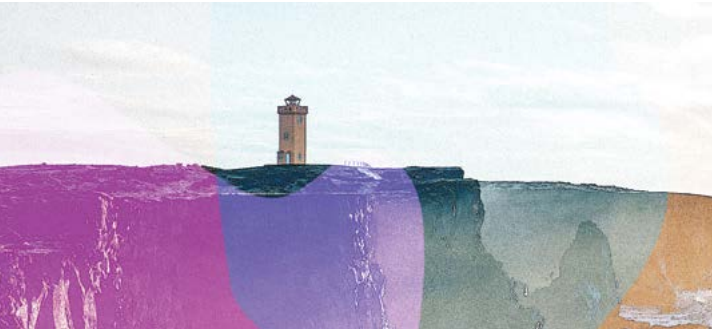
We need to remember God's divine power has given us everything we need for life and godliness. Christ lives in us. . .that's the key. And that's exactly what Galatians 2 says, "I have been crucified with Christ and I no longer live, but Christ lives in me."

In times like these, how good it is to remember the goodness of God. . .God has been so good to us



. . .we don't deserve it. . .we rebel and complain so easily in our lives. . .and still He is so good to us.

Through His glory and goodness, He has given us His very great and precious promises so that through them we may participate in the divine nature and escape the corruption that is in the world caused by evil desire. (2 Peter 1:3-4 RSV)



His divine power has granted to us all things that pertain to life and godliness, through the knowledge of him who called us to his own glory and excellence, by which he has granted to us his precious and very great promises, that through these you may escape from the corruption that is in the world because of passion, and become partakers of the divine nature.

2 Peter 1:3-4 RSV

The RSV puts it just wonderfully. . .we can become partakers of the divine nature. What does that mean—become partakers of the divine nature? It means you become a partaker of the divine nature!

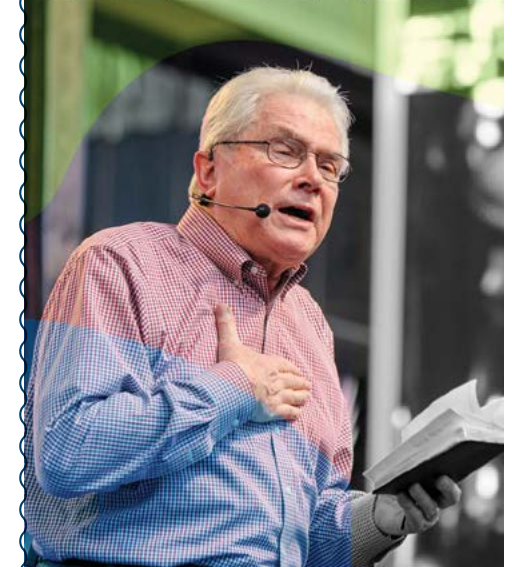
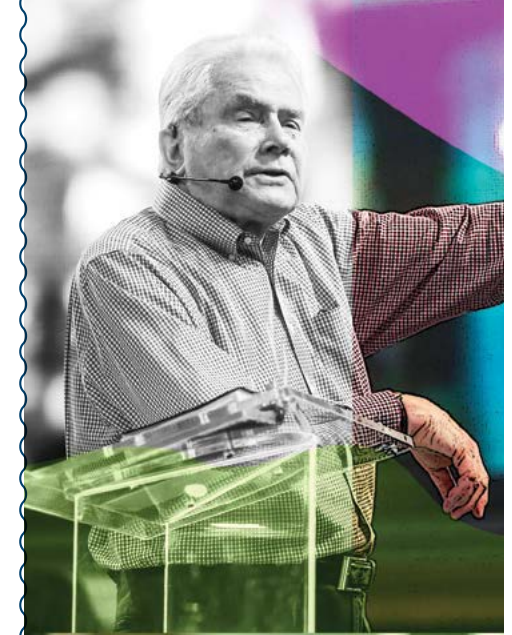
When you accept Christ, God comes to dwell in you. “Do you not know that your body is a temple of the Holy Spirit within you, which you have from God?” is what 1 Corinthians says. As believers, we become the temple of God. And as it is said in the Bible, God does not dwell in temples made by human hands.

Jesus’ life flows through us. He is the vine. We are the branches. He is the head. We are the body. We are connected to Him. That is amazing!

God has graciously chosen to live in us, and we need to cooperate with Him, but in dependency on Him. With our total cooperation, the Spirit can start working in us, making us more fruitful. . . producing goodness, knowledge, self-control, perseverance, godliness, love, and peace. What good news! In these times of uncertainty caused by the coronavirus, we can have a peace that surpasses all understanding.

During these turbulent times—times that feel uneasy and a little bit rocky—we can have biblical peace. . .because God dwells in us, and His promises are for us.

Cling to the hope of Jesus during this time, and you won't feel panicked, but will have peace. ■



BY LUIS PALAU

“CLING TO THE HOPE OF JESUS DURING THIS TIME, AND YOU WON'T FEEL PANICKED, BUT WILL HAVE PEACE.”

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# SHARING THE GOOD NEWS THROUGH SOCIAL MEDIA

ONE OF OUR MOST  
STRATEGIC EFFORTS  
EVER TO MEET PEOPLE  
RIGHT WHERE  
THEY ARE

WORDS BY :  
**KEVIN PALAU**

**W**e probably all have opinions on whether social media has blessed our lives or ruined them. Is it the downfall of society. . .or the great unifier? Many people—if they're honest—would admit it's more of a curse than a blessing.

I can't tell you how many relationships I've seen fall apart because of social media. So many kids have fallen into dark places. So many marriages have failed. So many careers have been ruined. So many people seem completely addicted. They can't break away from it! And of course, now as we struggle through stay-at-home orders around the world, our digital devices have become much more integral in our lives—for work, for school, for fun, for family, for connection.

A recent study (before coronavirus) found that the average person spends 2.5 hours per day on social media. And that's not just kids! It's adults, too. Let's face it. . .social media has become a big part of our daily lives.

For most of us—juggling hours of Zoom calls, online education for our children, the mud-slinging on social media, and the constant barrage of emails, text messages, and phone calls—we're ready to bury our devices in the backyard and never touch them again.

But what if I told you we're seeing a completely different side of social media? A side that would encourage, bless, and inspire you? What if I told you we are seeing more than 2,000 people per day come to faith in Jesus Christ through our efforts on social media? (And since the coronavirus hit, those numbers are actually closer to 10,000 per day.)

It's true! Through a powerful new initiative, we've been able to harness the influence of social media, impact people's lives, and share with them the hope of Jesus Christ. And those people are responding to the clear Gospel message in droves.



**GOD,**  
Help me to  
have peace and  
contentment  
today— *no matter  
what's going on in  
my life.* Even on  
my worst day, I  
am blessed to be  
loved by You.

Lord,  
When I wake with breath in my lungs,  
I WILL PRAISE YOU.  
When I hug the ones I love, I WILL  
THANK YOU FOR CREATING THEM.  
When my belly is full, I WILL  
REMEMBER YOU PROVIDE.  
When I'm feeling exhausted, I WILL  
ASK FOR YOUR STRENGTH.  
And someday when my body fails,  
I WILL PRAISE YOU IN HEAVEN  
FOREVERMORE!

**God,**  
MY HEALTH may  
fail, and MY SPIRIT  
may grow weak,  
but You remain  
THE STRENGTH of  
my heart; *You are  
mine forever.*  
*Inspired by Psalm 73:26*

**AVERAGE OF  
190,000  
PEOPLE  
REACHED  
MONTHLY**

**THIS IS THE  
ONLY WORK  
GOD WANTS  
FROM YOU:  
BELIEVE IN  
THE ONE HE  
HAS SENT.**  
**JOHN 6:29**

**Lord—**  
I have been given another  
day of breath—another day  
to praise Your name and  
proclaim Your Good News. *I  
have another day to love my  
family in Your name—to speak  
words of life and peace over  
them.* Thank You for  
another chance to bring  
You glory!  
**Amen!**

**AVERAGE OF  
42,000  
RECORDED  
DECISIONS  
MONTHLY**

**God,**  
Your word is life to me  
and health to my whole  
body. I give You my pain,  
my fatigue and my  
weakness. You are my  
strength. *As I meditate on  
Your truth today, will You  
bring me back to life?*  
*Inspired by Proverbs 4:22*

**LORD,**  
You are good—  
in the morning & in the night  
when I'm aching and tired  
when I'm strong and ready  
when I'm grieving  
when I'm rejoicing  
Always, Lord.  
You are good. Always.

**Lord,**  
Thank You for another day  
of life! I pray that by the  
love and power of Jesus,  
I'd be stronger today than I  
was yesterday. Have Your  
way in my life.

**20+  
MILLION  
ONLINE  
COMMUNITY**

Jesus said to him,  
"I am the way, the truth,  
and the life. No one  
comes to the Father  
except through Me."

**Lord,**  
When I'm feeling alone,  
I remember that You  
are my greatest friend.  
You never leave me or  
forsake me. *Thank You!*

**HOPE  
ONLINE!**

**DON'T BE  
AFRAID. I  
AM HERE!**  
*Jesus*  
**JOHN 6:20**

## A POWERFUL NEW TOOL

This initiative started several years ago when a small team of entrepreneurs, creatives, and tech experts began thinking about new ways to reach unreachable people with the Gospel.

It led them to build a digital evangelism strategy based on the influence and reach of Facebook. That strategy has grown into a powerful ministry tool we now call Hope with God.

After several years of building this tool, the team of entrepreneurs was seeing massive results—hundreds of thousands of people making decisions for Jesus Christ. But they also felt it was time to hand it off to an established ministry that could not only steward it well but use it to advance their existing work. They immediately thought of the Palau Team—knowing our evangelistic focus and recognizing the synergy among our Palau Festivals, Global Network of Evangelists, City Gospel Movements, and extensive media strategies. We were thrilled to take it on.

Little did we know, six months into taking over this ministry, we would be forced to reschedule all live evangelistic events and nearly one-third of the world would be sent into lockdown. As if overnight, it became one of our only available avenues for outreach.

## HOW IT WORKS

Using Facebook, online ads, and our extensive Hope with God website, we now have the opportunity to proclaim the Good News and provide discipleship resources all day, every day, worldwide.

By means of targeted online ads through Facebook and Instagram, we share the Good News of Jesus Christ with individuals around the world meeting people where they are. Those ads point individuals to clear Gospel presentations and more Gospel resources online.

Once individuals indicate a commitment to Jesus Christ, they are connected to a global online Facebook community for daily encouragement and growth.

These individuals—once connected to the Facebook community—can connect with one another, give and receive encouragement and insight, pray for others, and learn how to share their own faith with friends.

You may still think social media is a curse. And it does bring a lot of problems and strife. But through this tool, it is being used for God's glory. And for that, we are praising the Lord. 🙌





Lord,  
Morning, noon, and night  
I cry out to You for help!  
*And You hear me.*  
You revive me.  
Your strengthen me.  
You lead me.  
You love me.  
Thank You for rescuing me,  
again and again.

*Inspired by Psalm 55:7*

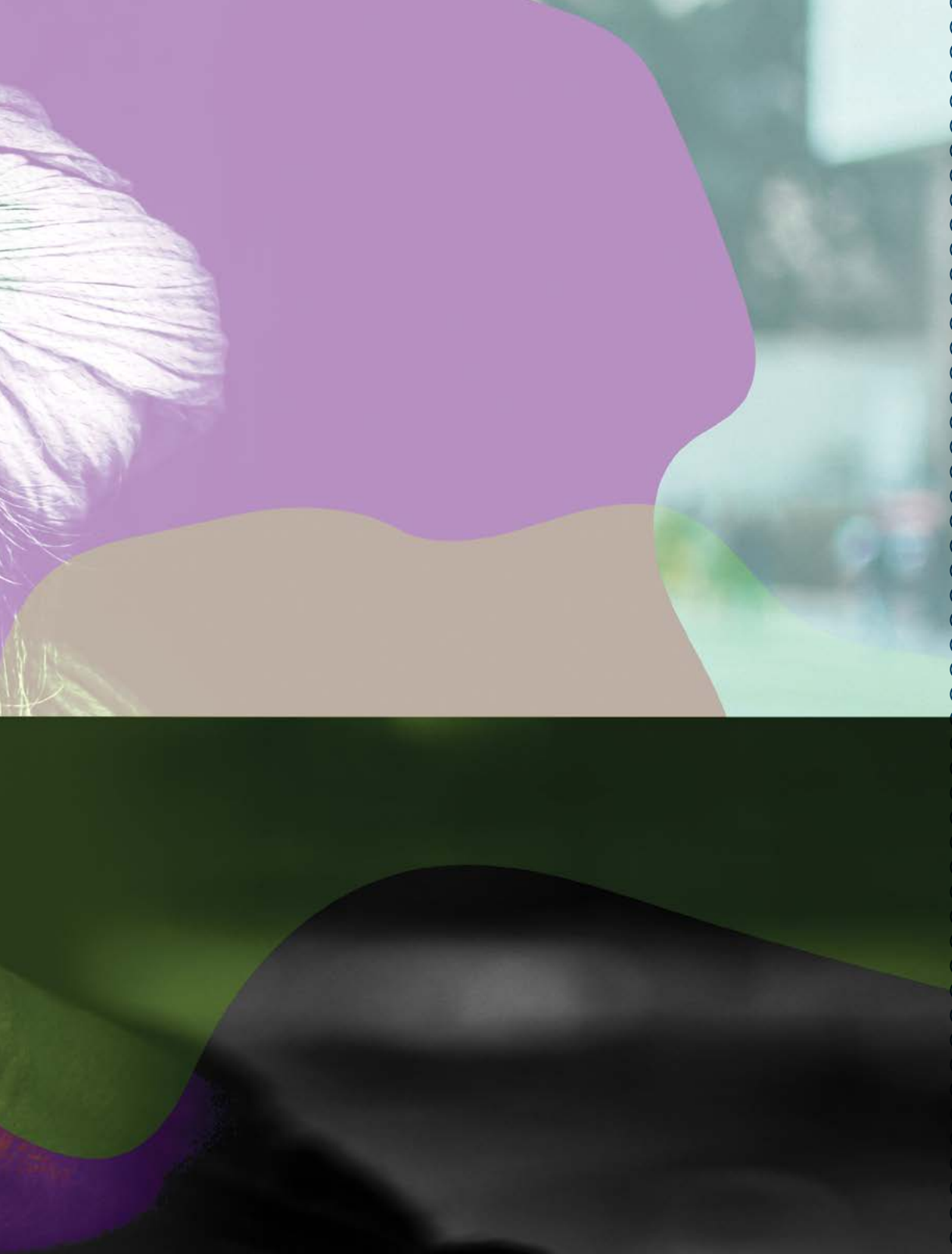
# JOIN THE HOPE WITH GOD COMMUNITY

Connect with the millions of believers  
in the **Hope with God** community on  
Facebook or at [hopewithgod.com](http://hopewithgod.com)









# WHY YOUR CALLING IS BETTER THAN YOUR PLAN



WORDS BY :  
**ANDREW PALAU**

I vividly remember standing up to give my student council speech, running for “Secretary of Internal Affairs” in high school. I neither identified as, nor was seen as a strong public speaker—or even somebody who had the potential to be one. If you had asked me what my career would be, becoming a public speaker—certainly an evangelist—was the furthest thing from my mind.

I was sweating, shaking, and stuttering my way through my prompt cards. And I was running opposed in the race for the student council position. I had nothing to lose. Still, I barely made it through my speech. I thought I was going to die.

When the terror was over, I pledged I would never put myself in that position again, and for 10-plus years, I never did. But of course, God had other plans.

Today I travel the world as an evangelist speaking to thousands of people at a time. At least I did before COVID-19 hit. And I’ve actually come to enjoy it. I am so grateful for the opportunities that God has given me.

As Christians, we know it’s entirely within God’s nature to use the underqualified. Throughout the Bible, we see over and over again how God relishes the opportunity to put us in uncomfortable positions for His glory. He seeks out chances to use the unexpected. Think of Moses, David, Nehemiah, Gideon, or Nicodemus. All underqualified. All unexpected. None of them looking for or aspiring to greatness in the eyes of the Lord or even men.

Moses was hiding from the world in the middle of the desert. David was a shepherd boy, working on

God’s  
authority  
over all of  
us is clear.  
He is the  
Author and  
Perfecter of  
our faith and  
our life. And  
each one of  
us needs to  
allow Him to  
lead us in  
the way  
He desires.  
He is in  
charge.  
Not us.

his slingshot aim, not his career path. Nehemiah, Gideon, Nicodemus—they were all quietly doing the job set before them, nothing more. Then God grabbed ahold of their lives and took them in drastically different directions.

God does things differently. . . “But God chose the foolish things of the world to shame the wise; God chose the weak things of the world to shame the strong” (1 Corinthians 1:27, NIV).

Am I calling myself foolish and weak? Without Christ, for sure! We all are. *Yet in Christ, you and I are, as God describes, mighty warriors.*

When I first felt God’s prompting to become a preaching evangelist, I resisted—quite strongly in fact. Like Moses, I couldn’t believe God would want to use me in that way. It was absurd. It just didn’t seem like a good plan.

But as I studied the life of Moses, I was confronted with the part of the story we often choose to forget: God threatened to end Moses’ life. While there’s a lot to unpack in the passage, this part of the story had a significant effect on my story of obedience to my calling as an evangelist—and it should affect all of us in how we yield to the King.

God’s authority over all of us is clear. He is the Author and Perfecter of our faith and our life. And each one of us needs to allow Him to lead us in the way He desires. He is in charge. Not us. It took time, but I began to change my mindset. I started telling God, “You open doors. You shut them. I will be obedient.” And big surprise, He did just that.



Today, I joyfully accept God's calling on my life. I have had the privilege of proclaiming His Good News to millions of people around the world. From the United States to the United Kingdom. South Africa to Brazil. Côte d'Ivoire to China. The Caribbean to Eastern Europe. God has given me the privilege of leading evangelistic campaigns of massive and historic proportions.

It is a challenging calling, but it is one of the greatest joys in my life. And it should act as a reminder for all of us—especially during this incredible time of crisis for our world.

Now more than ever, we are called to walk confidently in obedience because God knows the desires of our heart (Psalm 37:4). He knows us better than we know ourselves (Romans 8:27). We know that every good thing, every perfect gift comes from Him (James 1:17). While Satan and sin come to steal and destroy, Jesus came so that we may have life—and life abundantly (John 10:10). And this life needs to be shared with the world.

God is not a killjoy. He is the One who lavishes on us the greatest happiness when we choose to follow Him.

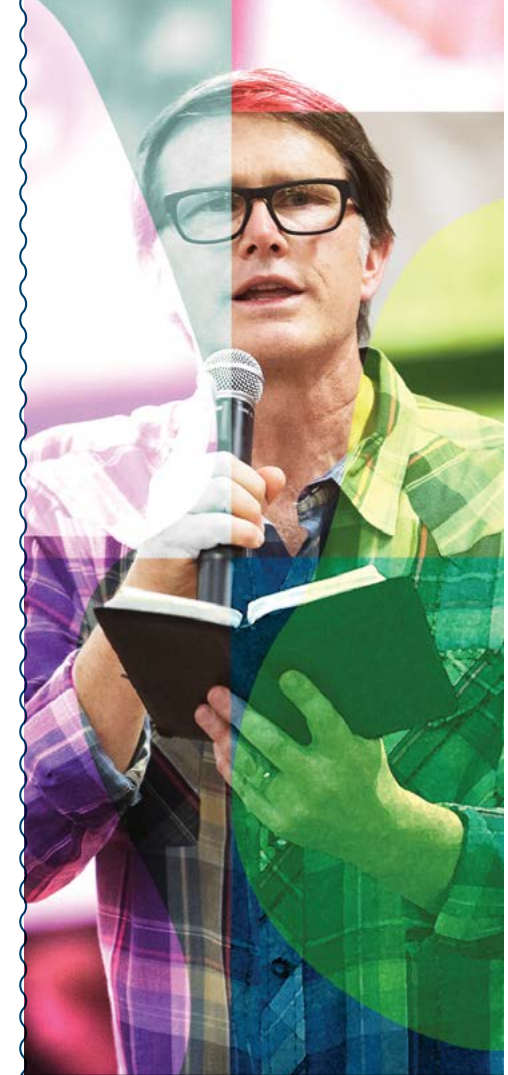
My dad, Luis Palau, has lived this truth. From his early days as a street evangelist in Argentina to present-day as he undergoes ongoing treatment for Stage IV lung cancer, he takes each day as a unique opportunity to learn to trust God and listen to Him all over again—remembering God's calling on his life. It's a powerful daily reminder for me and all of us here at LPA. It should be for you as well.

## What God has in store is better than anything you have been planning.

You can walk in confidence to your calling knowing that what God has in store is better than anything you have been planning.

I often think back to that day in high school—trembling in front of only a couple hundred of my peers, with nothing on the line. How did I get to preaching to thousands with the most important message—the Good News? Only God could have provided what I needed to fulfill this calling. He brought me to this type of ministry the same way He's calling you to your own personal ministry. Perhaps you're thinking like I once was—has God made a mistake? He hasn't. He'll provide all you need. Just follow.

Your story might look far different from mine. Clearly our world has changed drastically in the last few weeks. We can't forget, He has called each of us uniquely, in our own time, using our own gifts, reaching those we were called to reach. Maybe you're a preacher as well. Maybe you're a sender. Are you a quiet servant? Or a bold businessman or woman? Let God guide you in your gifts. Let Him prompt you in direction—especially now our world is turned upside down. ***This is the best time to reach out, to be creative, and to be bold!*** ■



BY ANDREW PALAU

“YOUR STORY MIGHT LOOK FAR DIFFERENT FROM MINE. CLEARLY OUR WORLD HAS CHANGED DRASTICALLY IN THE LAST FEW WEEKS. WE CAN'T FORGET, HE HAS CALLED EACH OF US UNIQUELY, IN OUR OWN TIME, USING OUR OWN GIFTS, REACHING THOSE WE WERE CALLED TO REACH.”

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# OPEN DOORS IN THE MIDDLE EAST

## 4-DAY OUTREACH MAKES HISTORIC STRIDES IN EGYPT

WORDS BY :  
ALYSSA JAMES

God has used the Palau team in a special way through the years to advance the reach to more people in the Middle East, which is a challenging area to share the Good News of Jesus. However, reaching those in this part of the world has been made possible here in Egypt, a place close to the Palau Association's heart.

It's been twenty-two years since God first opened doors for the Palau team to proclaim the Gospel of Jesus in Egypt, and the results of changed lives are still being seen from those past campaigns. This year, Andrew and Wendy returned to Egypt for another historic campaign—another opportunity to share the light and love of Jesus with those in the Middle East.

Through the 4-day outreach, based in the regions of Al Minya and Cairo, Egypt, Andrew and Wendy proclaimed the Good News and shared the truth of Jesus with tens of thousands of people in person.

"Tonight, you can encounter the living God," Andrew preached to the packed crowd in Al Minya, "God wants to speak to you. . .He has brought you here. . .He has a special purpose for you!" He declared, urging the people to pray for soft hearts and open eyes that they might understand the plans God has for them.

Sharing Jesus' words from John 10:10, he emphasized the gift Jesus is offering to them—the



### QUICK STAT:

15,000 people were reached in person and more than 1,500 made a public confession of faith in Jesus Christ.

abundant life. A life transformed. A life always in community with the living God. A life full of so much love, joy, and peace, it would overflow from their lives in such a way they'd have no other choice but to share it with others around them.

This effort united 60 churches in Egypt—all with the goal of continuing the powerful season of evangelism and outreach in Egypt. The unity this campaign produced was remarkable, as one pastor mentioned:

"It is so great to have Andrew and Wendy back in Egypt. . .standing with the Church in Egypt, preaching the Gospel to the multitudes," Pastor Sameh Maurice from Kasr El-Dobara Church shared. "Having a country coming together—five different cities in upper Egypt, united together, 60 pastors with their congregations for such a campaign—it is wonderful."

Remarkably, in addition to Andrew and Wendy preaching in person—hundreds of thousands

of people heard the Gospel clearly proclaimed through live television broadcasts of the event on multiple platforms which were aired all throughout the Middle East. This demonstrates a monumental change in how we can go forward in reaching even more people in the Middle East.

And best of all, through this time of outreach in Egypt, 1,500 people made public confessions of faith in Jesus. That's 1,500 people brought into the Kingdom of God—1,500 people experiencing a personal encounter of the love of the living God. Praise the Lord for this amazing outcome!

## A RICH HISTORY

The Palau Association has a rich and beloved history with the wonderful believers in Egypt, starting with the 1998 campaign in which Luis Palau reached more than 500,000 people, with 30,000 people making public decisions for Jesus.

Luis' message being filmed, transported, and shown to more than 500 church congregations throughout Egypt shifted how we were able to reach more people through our campaigns. It was revolutionary. Impactful. It changed everything.

That campaign truly began it all—especially the relationship between the Kasr El-Dobara Church and the Palau Association.

## A CONTINUING RELATIONSHIP

Luis' campaign had immense impact, which led to the opportunity for a festival in 2007, sparking a powerful new season of outreach, evangelism, and growth for the Church in Egypt. Andrew returned as the lead evangelist that year to proclaim the Good News, expanding God's Kingdom as even more people made public confessions of faith in Jesus.

One of the reasons Andrew and Wendy were invited back by the local churches was because they remembered the powerful impact of Luis' festival in 1998 and again in 2007 when they asked Andrew to return as the lead evangelist. The local churches were eager to have the Palau team back to proclaim the Gospel. At the end of the 2007 campaign, Andrew proclaimed "We love Egypt and, God willing, we'll be back."

And with that, Andrew and Wendy returned to Egypt for this historic and momentous campaign—another exciting opportunity to share the light and love of Jesus with many people in Egypt, but also multitudes of people throughout the entirety of the Middle East—which had amazing results of people coming to faith in Jesus.

This campaign exalted the name of Jesus, bringing more people into the knowledge of the Good News. Lives were forever changed so evangelistic efforts can continue for years to come in the wonderful country of Egypt as well as the Middle East. Through this outreach campaign, seeds were

planted in all who heard the Gospel. Because of that, lives will continue to change as many remember and reflect on what was preached by Andrew and Wendy in Egypt during this campaign. Our prayer is for this to not be the end of our story with Egypt and the Middle East, but for more opportunities to continue to grow and expand this story into more and more of this region of the world, reaching more people who have never heard the Good News of Jesus. ■



### “ ANDREW PALAU

“We have witnessed the power of God to transform our lives. What a promise Jesus has for you—the abundant life!”



For more photos for these events go to

[www.flickr.com/photos/luispalau/albums/72157713240462892](http://www.flickr.com/photos/luispalau/albums/72157713240462892)





**QUICK STATS:**

4 days of strategic outreach

60 partnering churches

Hundreds of thousands reached through live television broadcast

The Good News of Jesus Christ proclaimed throughout Egypt and the Middle East



# UPCOMING OUTREACHES

Get up-to-date information on these and other upcoming events on our website:  
[WWW.PALAU.ORG/NEWS/UPCOMINGEVENTS](http://WWW.PALAU.ORG/NEWS/UPCOMINGEVENTS)

For more than **60 years**, God has led us in massive, citywide evangelistic campaigns. We have had the privilege of serving alongside tens of thousands of churches in hundreds of cities around the world, sharing the Good News with millions of individuals.

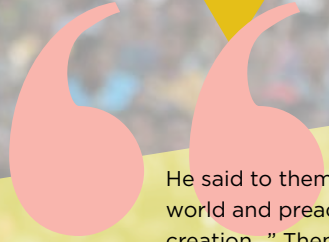
Our commitment to citywide festivals remains solid. And although our live festival experiences remain on hold through this pandemic, we ask for your prayers for our team during this time as we focus on encouraging unity, partnership, and personal evangelism.

Below is a list of cities where we are actively partnering with the city leaders and local believers to plan for future festivals. Although the festival dates may be rescheduled, **our commitment remains the same** and we are excited and eager to proclaim the Good News of Jesus in these cities when the time is right.

**Egypt**  
**Berlin, Germany**  
**Buenos Aires, Argentina**  
**Albuquerque, New Mexico**  
**Brevard County, Florida**  
**Hermiston, Oregon**  
**Wolverhampton, England**  
**Mulhouse, France**

**Guatemala City, Guatemala**  
**Blantyre, Malawi**  
**Mendoza, Argentina**  
**Nairobi, Kenya**  
**Naples, Italy**  
**Beijing, China**  
**Swansea, Wales**






He said to them, "Go into all the world and preach the gospel to all creation..." Then the disciples went out and preached everywhere, and the Lord worked with them and confirmed his word by the signs that accompanied it.

**Mark 16:15 & 20 (NIV)**







# THE GOD OF THE VALLEY

**GOD IS THE  
VICTORIOUS  
GOD OF OUR  
VALLEYS**

**HE SHOWS UP  
FOR US**

WORDS BY :  
**WENDY PALAU**

All of us, individually—in our lives—have something that we are dealing with. Life can be really hard sometimes; sometimes we feel like we are in a deep valley. That place can feel discouraging, depressing, and hopeless. . . especially as we remember the times we were on the hills, wishing to be back there, rather than in this valley.

My family has been through a valley recently—the valley of the shadow of death, which is the darkest place that we go as human beings. I want to tell you that God is the God of that valley. He is the God in the valley of the shadow of death. He is the God of every valley that we go through.

I don't know if you've read the story of Ahab in the Bible. The one where his enemies doubt that his God is the God of the valley because they believed Israel's God was only the God of the hills. But God shows them who He really is by showing up for Ahab in the valley and bringing victory. That story. . . it really stood out to me as I read it recently.

You see, Ahab's enemy had bad theology . . . they believed Israel's God was only the God of the hills. I think I have had that theology for a long time, even though I didn't really want to admit it. If you were to come up to me and tell me I had that theology, that idea about our God, I would have said, "No, I don't—He's the God of the hills and the valleys."

## How do we view God? Do we believe our God is only the God of the hills?

How do we view God? Do we believe our God is only the God of the hills? The glory? The beauty? Do we rage against Him in our hearts when we aren't on the hill, but in the valley?

Naturally, we want to be on the hill. That is what we long for. That is our hearts' desire. That's where we want to experience God's presence. But until we have a battle in the valley—that place of desperation and disappointment—we will never truly know the full character of the living God, our loving Father.

Those moments in the valley are the moments that shape us, refine us, and show us more about the character of God than we could have ever imagined. Those moments are when God shows up so clearly in our lives, His loving and comforting presence overflowing in our pain.

I just want to encourage you to remember and hold on to this truth. . . our God is the God of the hills—the festivals, celebrations, victories—but He is also the God of the valleys. The valleys of when we go home to our families. To our kids that are breaking our hearts. To our marriages that are struggling. To the financial issues. To the losses we feel so deeply in this life. Whatever the valley might be for you right now, He is the God of that valley.

The story of Ahab reminds us God is the victorious God in the valley. He shows up for us. And in these individual valleys of our lives, we learn what it means to be desperate for God.

When we bow before the God of the valley, that is when we are strongest, because that's when we can sit with others—being fully dependent on Him—and be honest about where we are in life. Confident that we have a King who is the King of the hills and the valleys.

## Let's live a life of honesty

Let's live a life of honesty where we can come before the Lord and ask, "Lord, am I in a valley? Am I honoring you as the victorious King . . .



Yea, though  
I walk through  
the valley of the  
shadow of death,  
I will fear no evil;

For You are  
with me. . .

PSALM 23:4 (NKJV)

even in the valley? And Lord, am I admitting my desperation for you in this valley?”

We can honor God as the beautiful, powerful, victorious God He is. The God who allows us to celebrate on the hills . . . but also allows us to fight the war in the valley, with Him fighting alongside us.

*Don't forget who our God is—the God who shows up for us, in the best of times and the worst of times—the God of the hills and the God of the valleys. 📖*



BY WENDY PALAU

“ WE CAN HONOR GOD AS THE BEAUTIFUL, POWERFUL, VICTORIOUS GOD HE IS. THE GOD WHO ALLOWS US TO CELEBRATE ON THE HILLS . . . BUT ALSO ALLOWS US TO FIGHT THE WAR IN THE VALLEY, WITH HIM FIGHTING ALONGSIDE US.

# SUSTAINING A BOLD VISION FOR EVANGELISM

WORDS BY :  
**LIZZIE BURKE**

OUR NEWEST STRATEGY  
ENCOURAGES TEAMS OF  
LOCAL LEADERS TO  
DEVELOP LONG-TERM  
EVANGELISM STRATEGIES  
TO KEEP THE SHARING OF  
THE GOSPEL CENTRAL TO  
**EVERY CITY MOVEMENT.**





KEITH COTE,  
CITY MOBILIZER  
(CHICAGO,  
ILLINOIS)

**“A DISPROPORTIONATE AMOUNT OF EFFORT NEEDS TO BE GIVEN TO EVANGELISM OTHERWISE IT WON’T HAPPEN.”**

**T**he Luis Palau Association exists to make one idea stick: Jesus loves you and sacrificed everything so you could know Him. When we host a festival in a city, we work tirelessly to gather pastors, lead evangelism trainings, send emails, raise funds, create videos, manage promotion, and produce events, all to make one idea stick—the Gospel of Jesus Christ.

While a festival catalyzes a powerful season of evangelism in cities, our newest strategy—Evangelism Teams—helps build and sustain a culture of evangelism in cities even where a citywide festival has not taken place.

When we host a festival, we share the Gospel over and over again, multiple times a day, at various outreaches, reaching thousands of people. But what happens after the festival ends? Or what if there is never a festival in a city? Gospel showers are critical, but we want to make sure we’re also offering cities a steady Gospel stream to see evangelism thrive year-round.

We’re excited! The launch of Evangelism Teams complements our existing festival strategy with a sustainable, locally owned approach. Better yet, it also allows us to expand our reach and coach dozens of cities each year, whether or not they’re ready for a festival.

The concept for Evangelism Teams surfaced on a 2017 retreat when Kevin Palau and a handful of senior pastors were reflecting on the health of the Gospel movement in Portland, Oregon. The room was buzzing with stories when talking about how the Church of Portland was creating welcome boxes for kids awaiting placement in Department of Human Services offices, furnishing the homes of refugees new to the city, and running clothing closets at local high schools.

When the conversation shifted to the topic of evangelism, the room grew oddly silent.

How did evangelism momentum slow to a crawl when evangelism was the rallying cry of more than 400 churches only 10 years ago during the Portland CityFest?

The energy around foster care, refugee care, and school partnerships did not happen by default. Teams were formed, partnerships forged, prayers spoken, church people mobilized, and funds raised for each of these emphases. Yet no specific

group had formed to ensure evangelism efforts stayed strong. And to no one’s surprise, it was made abundantly clear that evangelism momentum in a city will wane without clear persistence. This was the impetus for our Evangelism Teams.



Luis Palau and local pastor, Jose Zayas, speak to the crowd at Good News Today—a local Gospel outreach.



**“BEING A PART OF A GROUP OF PASTORS SPECIFICALLY SPEAKING ABOUT EVANGELISM KEEPS THE GOSPEL AT THE FOREFRONT OF MY MIND. I NEED THAT INSPIRATION EVERY FEW MONTHS TO BE REMINDED OF WHO I AM AND WHAT MY COMMUNITY IS CALLED TO BE.”**

JOSH WHITE,  
LEAD PASTOR OF  
DOOR OF HOPE  
(PORTLAND,  
OREGON)



Were we an anomaly in seeing evangelism enthusiasm atrophy in our city? Were other US cities experiencing the same slump?

We interviewed church network leaders in more than 50 U.S. cities and saw 98 percent of these leaders communicate the need for evangelism to be more of a priority in their city’s local churches and more effective in their city’s culture. This recognition rings true in the progressive Pacific Northwest, in potluck-hosting settings like the Midwest, in Bible Belt southern states, and in the increasingly post-Christian coastal cities such as Los Angeles and Boston.

So, effective evangelism is hard to come by.

We think Evangelism Teams can do something about this.

**An Evangelism Team** is a group of strategic leaders (including pastors, non-profit leaders, local evangelists, and other people of influence) in a city that is passionate about evangelism and acts as a catalyst to keep evangelism a central part of the Gospel movement through many different means.

The Portland Evangelism Team is made up of 8 senior pastors who are uniquely passionate about evangelism, 10 key leaders from non-profit organizations focused on evangelism (i.e. Alpha, CRU, Fellowship of Christian Athletes, Young Life, etc.), and a handful of local evangelists.

We gather on a quarterly basis around a meal and start meetings with everybody sharing what is currently exciting them about the Gospel conversations happening in our city. You might be surprised at how much evangelism is taking place in your community if there was a space to share these stories. During the meeting, we assess the current state of evangelism in our city and strategize how to shape a thriving culture of evangelism in churches across the city by working together.

We’re using our decades of experience in evangelism to help identify the local point person for an Evangelism Team in other cities. We believe locals





## “THE GOOD NEWS IS FOR EVERYBODY.”



JOSE ZAYAS,  
LEAD PASTOR 26  
WEST CHURCH  
(HILLSBORO,  
OREGON)

NO ONE CHURCH OR ORGANIZATION CAN SHARE WITH EVERYONE. IT'S GREAT TO BE ON A TEAM OF LIKE-MINDED MEN AND WOMEN WHO LOVE THE GOSPEL, LOVE THE CITY, AND REALIZE IF WE CHIP IN TOGETHER, SHARE BEST PRACTICES, AND STIMULATE ONE ANOTHER, MORE JESUS FOLLOWERS IN OUR CITY ARE GOING TO SHARE THE GOSPEL. AND THAT'S THE GOAL, EVERY PERSON IN THE CITY WHO LOVES JESUS SHARING JESUS REGULARLY AND WITH CONFIDENCE.”

know their city best; we simply stand with them eager to give wisdom and advice where we can. We coach the local point person to find other leaders in the area to form an Evangelism Team that represents their city. Additionally, we'll consult with teams on how to facilitate their gatherings effectively and develop collaborative, long-term evangelism strategies.

And finally, because our goal is to see Evangelism Teams established in 50 US cities by 2022, effort is also going toward connecting these Evangelism Team practitioners on an annual basis for peer learning, relationship, and inspiration.

We know this—energy rises when evangelistically passionate communities are connected and bridge their collective enthusiasm, experience, and obedience to share the Gospel citywide. No single person, church, or organization can establish a culture of evangelism across your city. But, the power of finding and working with like-minded people reaps exponential impact.

We believe the Evangelism Teams will foster greater unity in cities between like-minded leaders, equip local believers to share their faith with courage, and see many come to faith as the body of Christ consistently communicates the greatest story ever told. ■

## LEARN MORE

### EVANGELISM TEAMS

[eteams@palau.org](mailto:eteams@palau.org)

[citygospelmovements.org/team](https://citygospelmovements.org/team)

### LUIS PALAU ASSOCIATION

[palau.org](https://palau.org)

### CITY GOSPEL MOVEMENTS

[citygospelmovements.org](https://citygospelmovements.org)



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# THESE ARE **UNPRECEDENTED** TIMES

AND WE, AS A MINISTRY,  
WANT TO BE A BLESSING TO YOU.  
WE STAND EAGER TO PRAY FOR  
AND ENCOURAGE YOU.  
PLEASE REACH OUT THROUGH  
[PRAYER@PALAU.ORG](mailto:PRAYER@PALAU.ORG) TO SHARE  
YOUR SPECIFIC REQUESTS.

We also encourage  
you to connect  
with the **millions**  
of believers in the  
Hope with God  
community on  
Facebook or at



[www.hopewithgod.com](http://www.hopewithgod.com).