

# PROCLAIM!



**MADE FOR THIS  
MOMENT** ○○○○○

This is our calling—our purpose—to share God's love with the world. **AND RIGHT NOW IS OUR MOMENT.**



## PROCLAIM! **SPRING 2023**

A publication of the Luis Palau Association, focused on informing, encouraging, and blessing friends and partners in ministry.  
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JOHN OGLE

# MADE FOR THIS MOMENT

It's only May, but wow, what a fruitful year it has been so far! God is good, even in the midst of challenging times. And through the partnership and support of friends like you, He has used us to share His Good News with millions of people all around the world.

These past few years have reminded me of the sovereignty of God. Even in the midst of uncertainty and pain, He is so loving and good. ***He has a vision for the world—and for our own lives—that goes far beyond our wildest dreams. And He has chosen us to accomplish His amazing work.***

Already this year, we have seen God's hand in our ministry in profound ways. From an historic outreach at SXSW, one of the world's most secular conferences, to a massive festival in the heart of Costa Rica's capital city of San José—God is at work, redeeming lives and bringing hope.

One of the greatest struggles with this magazine is to decide what to share with you. If we covered every effort or shared every God-honoring story, it would be the longest magazine you have ever read. It's a true testament to God's blessing and provision.

If nothing else, as you read this issue of *Proclaim!*—please know this is a mere drop in the bucket of what your partnership and prayers are accomplishing. Every day we hear from individuals around the world who have been blessed by this ministry. From Iraq to Indonesia, Argentina to Angola, Venezuela to Vietnam—we are humbled and blessed by the way God is using us to move in the lives of many. And the open doors are seemingly endless. Just take a look at page 6 to see what is in store for the rest of this year. It's tremendous!

We're at an interesting moment in history. There is so much upheaval and uncertainty in the world. Yet God is not surprised. In fact, He put you and me in this moment...at this exact time...for a very real and important reason.

God put you here, in these very circumstances, so you could be a light for Him. You and I were made for this moment—to share His hope with a lost and dying world.

This is not a time to hunker down. Now, more than ever, our world needs the Gospel. And now more than ever, God is throwing open the

doors of opportunity—in nations across the world, leading cities, far-off lands, through airwaves, and across the Internet. In massive crowds and in quiet spaces we will proclaim His Good News, we will seek to unite His Church, and we will work to impact cities. You and I are God's answer for our lost world.

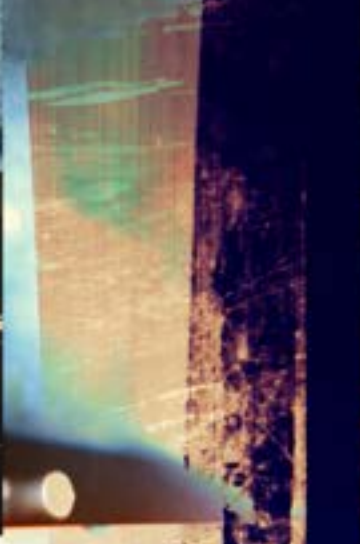
I pray you find encouragement and hope as you read through these pages. This is your ministry just as much as it is ours. When you join with us in partnership, you are joining with us, hand in hand, ushering in His Kingdom.

I'm so glad you are not sitting on the sidelines. You have seen firsthand how God can use you to change lives. I truly believe we're just getting started.



KEVIN PALAU





BY KEVIN PALAU

**“ This is not a time to hunker down. Now, more than ever, our world needs the Gospel. ”**

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# 2023 CAMPAIGNS



## KLAMATH FALLS, OREGON MAY 2023

Greater Klamath CityFest with Andrew Palau is mobilizing hundreds of churches, believers, and Christian business leaders across Southern Oregon through months of service projects, evangelism training, and rallies. It all culminates on May 27 for a major one-day evangelistic festival.



## SUNDAY SERVICE @ SXSW AUSTIN, TEXAS MAR 2023

Sunday Service was the first-ever officially sanctioned evangelistic event at the renowned South by Southwest Film and Music Festival in Austin, Texas. Working in partnership with Austin-area churches, this event included powerful music, panel discussions with leading Christian tech-industry experts, and clear presentations of the Good News.

MOBILE, ALABAMA



## SAN JOSÉ, COSTA RICA MAR 2023

This March, we accelerated evangelism through a massive festival in the heart of San José, Costa Rica with more than 150,000 people attending from across the region and country, with hundreds of thousands more reached through social media, radio, and a continent-wide television broadcast of the festival. More than 12,847 people indicated a commitment to Jesus Christ as a result of the campaign.

PANAMA CITY, PANAMA

MENDOZA, ARGENTINA

FUTURE POTENTIAL CAMPAIGNS

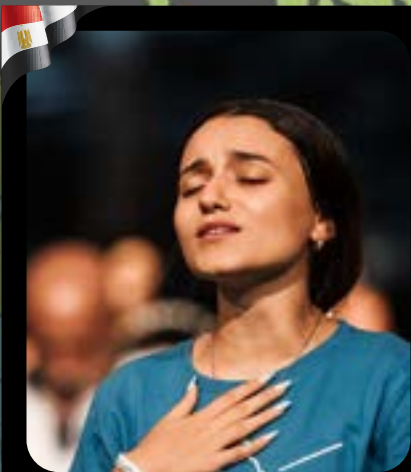


## MONTEVIDEO, URUGUAY NOV 2023

Many are searching for hope throughout Latin America, and that's true even in what is known as the most peaceful and prosperous nation on the continent, Uruguay. In direct response to the ongoing success and lasting fruit of our Latin American festivals, church leaders in Uruguay have formally invited the Palau Association to lead a region-wide campaign in the capital city of Montevideo.

Get up-to-date information about all our upcoming evangelistic campaigns at [WWW.PALAU.ORG](http://WWW.PALAU.ORG)





## CAIRO, EGYPT OCT 2023

For more than 20 years, the Palau Team has partnered with our faithful friends at Kasr El Dohara Church in Egypt to proclaim the Good News in this Muslim-majority country. During this three-day outreach, it will be extended to more than 100,000 people through live streaming the event and broadcasting the festival on TV outlets in the region.

TEESSIDE,  
ENGLAND

MIDDLE  
EAST



## NAIROBI, KENYA SEPT 2023

In what could possibly be the largest African festival to date for the Palau Association, this fall we will focus attention on a region-wide evangelistic effort in Nairobi, Kenya. Working in partnership with thousands of Kenyan churches, our prayer is that we can saturate the region with the Gospel and lead tens of thousands of individuals to faith in Jesus Christ.

LUSAKA,  
ZAMBIA

## ONGOING INITIATIVES:

### FESTIVALS



Boldly proclaiming the Gospel and mobilizing the Church in **5 global cities in 2023**. Efforts include the partnership of hundreds of local churches, training thousands of believers in personal evangelism, meeting critical needs of the city through service projects, and sharing the Good News at evangelistic outreaches featuring Andrew and Wendy Palau, well-known music artists, and action sports demos.

### DIGITAL EVANGELISM



Reaching **1 million people with Gospel** ads daily, discipling new believers, and encouraging a community of 20 million believers worldwide.

### CITY GOSPEL MOVEMENTS



Elevating evangelism by supporting the citywide Church in **50 U.S. cities**.

### GLOBAL NETWORK OF EVANGELISTS



Identifying, affirming, equipping, and mobilizing evangelists around the globe by building and serving a relational network spanning **80 countries by 2023**.

### LINK CENTER

Serving **20 Kingdom-minded ministries** through shared office space and collaboration at our Portland headquarters.

### LUIS PALAU BIBLE INSTITUTE

Equipping leaders through **free online Biblical training serving more than 48,000** Spanish-speaking pastors and evangelists.

### RADIO

Encouraging and equipping people through daily radio programs from Andrew, Wendy, and classic messages from Luis Palau in **48 countries on thousands of stations** in both English and Spanish.

# MADE TO



# SHARE

CO-LABORERS AND BENEFICIARIES  
IN THE GOSPEL BY // ANDREW PALAU

**T**here is only one solution for what's happening in the world right now. When I see the great sadness, division, hatred, poverty, war, and absolute horror that humans enact toward one another, I can't help but be reminded of our desperate need for God. He is the only one who can bring about lasting change. But, be encouraged—He is doing amazing things. His love is breaking through, and don't forget—you are part of that. When you see the trouble and pain in the world, let it motivate you all the more to actively join what God is doing—sowing the seed of hope and new life. *The time for sharing the Good News of Jesus Christ is NOW.*

Second Corinthians 6:1-2 says, "As God's co-laborers, we beg you not to accept this marvelous gift of God's kindness and then ignore it. For God says, 'At just the right time, I heard you. On the day of salvation, I helped you.' Indeed, the 'right time' is now. Today is the day of salvation."

We get to work with God as co-laborers. What an amazing honor that is!

And, as we share the Gospel, we drink deeply of its power, becoming ever more satisfied in Christ and further encouraged to continue pouring it out.

Philemon 1:6 says, "I pray that you may be active in sharing your faith, so that you will have a full understanding of every good thing we have in Christ." (ESV)

God wants us to share the Gospel—not only for the benefit of others—*but for our own good!* We were made to share His Good News. *Fulfilling* that purpose is how we experience the *fullness* of Him.

And we fulfill that call in many ways...

Yes, we share the Good News together through festivals and digital outreaches. Yes, as you continue to partner with our team, you'll help raise up more evangelists and encourage more city leaders. But, it doesn't end there. God calls us to *personally* share the Good News with those around us—our friends, family, neighbors, and coworkers.

That's what I'm inviting you to consider today. What is the process through which God blesses and fills us as we personally obey His call? As we think through this, I'd like to invite you to personalize this process by thinking about someone specific whom God has put on your heart.

*Imagine that person right now.*

*continued on page 10*





pray that you may  
be active in **sharing**  
**your faith...**



# 1. PRAY

I know God put **me** on my **Dad's** heart. The Spirit of God undoubtedly prompted him to invite me on walks. Even though it only happened a handful of times, the impression was so deep. He was obedient and faithful to do it, but I know that wasn't the first step of his process. It was the result of time spent **praying** for me.

When the Spirit prompts me to share the Good News, the first thing I do is get on my knees and pray. I know I can't do it without Him. Fears and insecurities creep up, and I wonder, What's it going to be like? **What if it doesn't work and something awkward happens? What is exactly the right approach? But I know the truth of the Good News. I don't know the outcomes, but you do.**



# 2. REMEMBER

The next step in the process is remembering. We have to remember we cannot stand without the shed blood of Jesus Christ. The Good News will always draw you to this place—a fresh recollection of what God has done in your life. A revival of the life-giving story of your own salvation.

Take a moment to remember your story. Who or what led you to that moment of true confession and turning your life over to Jesus?

Remember how great your need was, the darkness that shadowed you, the old fears, and the façade you used to put up to pretend everything was fine.

Recalling your old state helps you not to be intimidated when you see it in others. Remember your disillusionment and loneliness. Let God fill your heart with compassion and faith that the person you're praying for will enter into God's family and wander no more.



# 3. REJOICE

And what bubbles up next is rejoicing. His salvation was and is nothing short of amazing. Day by day, He's still changing and transforming me. He's healed me. And He continues to forgive me.

Rejoice!  
You're a new creation in Christ.  
The old has gone.  
The new has come.  
You have God's cleansing, wholeness, and power.  
You have the promise of Heaven.

# 4.

## HUMBLE YOURSELF

In the midst of rejoicing comes humbling. We face our own weakness. Apply Christ's finished work to yourself, and say, ***forgive me, clean me out, give me a fresh start. I don't want to be hindered in this call you've given me. Put me back on Your path so I can go!***

The Holy Spirit's humbling presence makes sharing the Gospel effective. First Peter 3:15 says, "But in your hearts revere Christ as Lord. Always be prepared to give an answer to everyone who asks the reason for the hope that you have."

Has anybody ever asked **you** about the hope that you have? When I used to travel with Dad, it happened all the time. His hope was buoyed up by proximity to the Gospel, and he had the humility necessary to share it authentically. It kept him in a place of passion through a continual filling of the Holy Spirit.

# 5.

## TAKE ACTION

Out of that heart posture comes—action. Look for open doors with a sense of expectation. Then, in a moment of boldness, share.

The truth is, my friend, so many are waiting, wondering in a state of desperation. They need to hear the truth...**your voice**...delivering the Gospel. We get so nervous, but in their hearts, they are dying for someone to share the Gospel with them.

We have witnessed the great need, and our hearts ache with it. As Joel 3:14 says, there are multitudes...multitudes...in the valley of decision!

And they're making decisions, uninformed.

Here we stand with the Gospel, ready to deliver to them. They need Jesus. There are so many voices yelling about what a person should be, do, love, or hate. Our voices should be right there in the middle, cutting through with clarity, telling them what Jesus Christ has done for them.

Daniel 12:3 says, ***"Those who are wise will shine like the brightness of the heavens, and those who lead many to righteousness, like the stars forever and ever."***

It is for your own good. We were made for this moment. Let's go and do it. !

BY ANDREW PALAU

**“Our voices should be right there in the middle, cutting through with clarity, TELLING THEM WHAT JESUS CHRIST HAS DONE FOR THEM.”**

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# RETURN TO ARGENTINA

BY // JAY FORDICE

**F**OURTEEN YEARS AFTER LUIS' HISTORIC CAMPAIGN IN ARGENTINA'S CAPITAL CITY OF BUENOS AIRES, THE PALAU ASSOCIATION RETURNED TO DELIVER THE SAME MESSAGE OF HOPE TO A NEW GENERATION OF ARGENTINES, THIS TIME LED BY ANDREW PALAU.

Standing in front of a sea of people in Buenos Aires' iconic Bosques de Palermo on the final night of the city-wide campaign, Andrew shared about the abundant life found only in Jesus and invited the crowd into a personal relationship with the living God. The November 19 event was a fitting capstone to the historic campaign that united more than 1,000 churches and reached more than 200,000 people in person. Millions more were reached with the clear Gospel message through radio, television, and social media.

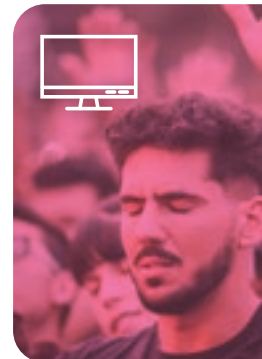
In total, **more than 20,000 people responded to the Gospel as a result of the evangelistic campaign** and were directed to local church partners for follow up.

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20,000+

TOTAL PEOPLE  
RESPONDED TO  
THE GOSPEL





**MILLIONS**

REACHED THROUGH  
RADIO, TELEVISION,  
AND SOCIAL MEDIA



**1,000+**

CHURCHES UNITED  
IN PARTNERSHIP



**9**

PRE-  
FESTIVAL  
AFFINITY  
EVENTS

In the week leading up to the festival, the Palau Association worked with local leaders to coordinate multiple outreaches throughout the city. Events included gatherings for prisoners, meetings with high-ranking government officials, and a dinner for more than 1,000 business and civic leaders. Those in attendance were the “who’s who” of marketplace and civic leaders, including national and provincial authorities, prominent businessmen, judges, politicians, diplomats, CEOs of leading national companies, professionals, journalists, and artists. In addition to the Gospel message from Andrew, the program included performances by top musicians as well as messages from Wilson Smith (top designer from Nike) and Floyd Kvamme (former Executive Vice President of Sales and Marketing for Apple Computer.)

In another historic moment for the Palau Association, Wendy Palau held two large gatherings for women in the days leading up to the festival. Strategically, the team held one gathering in the affluent northeast of Buenos Aires and another in the impoverished southwest area of the metropolis. Between the two events, more than 3,200 women came out to hear the Good News from Wendy and several well-known musicians and speakers.

As is the case in all Palau campaigns, a special emphasis was placed on local leadership. The Palau Association spent more than three years planning this campaign, gathering pastors, evangelists, and believers from throughout the region and empowering them with tools and opportunities to use their own gifts to further the unity of the Church





and the work of the Kingdom. Andrew and Wendy personally joined in this effort during the week of the festival, hosting a gathering of more than 600 pastors and church leaders for a night of encouragement and teaching, as well as a gathering for more than 150 younger evangelists from throughout the region.

This festival was built on decades of committed ministry in Latin America from Luis and Pat Palau. While Luis faced consistent opposition when he first started preaching the Gospel on the streets of his hometown in Argentina seven decades ago, there has been a dramatic change in the

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**“IT WAS SUCH A PRIVILEGE TO BE BACK IN ARGENTINA WHERE GOD HAS USED DAD AND MOM AND OUR TEAM SO POWERFULLY FOR SO MANY YEARS...”**

**-ANDREW PALAU**



**MORE THAN 1,000 HIGH-RANKING OFFICIALS AND BUSINESS LEADERS TURNED OUT FOR A SPECIAL OUTREACH IN THE WEEK LEADING UP TO THE FESTIVAL.**



SCAN THE QR CODE TO WATCH THE WRAP-UP VIDEO



**BOTH ANDREW AND WENDY HAD THE OPPORTUNITY TO VISIT LOCAL PRISONS WHERE THEY SHARED THE GOSPEL WITH HUNDREDS OF INMATES.**

receptivity of the Gospel and the growth of the Church in recent years.

“It was such a privilege to be back in Argentina where God has used Dad and Mom and our team so powerfully for so many years,” said Andrew Palau. “Many faithful believers have given their lives for this region. They were faithful to the Lord’s calling and planted many Gospel seeds. And now, to see the fruit of their hard work, and to be able to take part in the great harvest—it’s humbling and thrilling.”

The culminating festival, taking place over two days in the heart of Buenos Aires, featured Latin artists from Argentina, Puerto Rico, the Dominican Republic, Spain, Mexico, Colombia, and the USA. It

also included a children’s festival on Saturday, November 19, as well as a large health clinic for the city’s homeless population.

What we witnessed in Buenos Aires was pivotal and an enormous victory for the Lord. It strengthened thousands of churches across the nation, led more than 20,000 people to respond to Jesus, and framed the future of LPA’s ministry in Latin America for years to come. God has used our team in powerful ways all around the world. But, we have seen an added measure of His favor specifically in Latin America. And with so many invitations for festivals throughout the region, we’re excited to see how God will use us in the region in the coming years. ■



IN A PRIVATE MEETING WITH MAYOR JULIO GARRO, ANDREW PALAU SHARED HIS PERSONAL TESTIMONY OF HOPE AND FAITH IN JESUS.



SCAN THE QR CODE TO ACCESS EVEN MORE FESTIVAL PHOTOS.





ON THE LAST NIGHT OF THE FESTIVAL, THE LOCAL PASTORS HONORED LUIS PALAU, RICARDO LOGUZZO, AND RUBEN PROIETTI WITH A MOVING TRIBUTE. ALL THREE MEN, WHO SERVED SIDE-BY-SIDE ON THE PALAU TEAM FOR MORE THAN 40 YEARS, PASSED AWAY IN 2021. EACH ONE WAS ALSO INFLUENTIAL IN THE ONGOING WORK OF THE CHURCH IN ARGENTINA AND THROUGHOUT LATIN AMERICA. ANDREW, KEVIN, AND KEITH RECEIVED THE AWARD ON BEHALF OF THE THREE MEN.

“I BELIEVE THAT THIS NEW SEASON OF THE PALAU FESTIVAL HAS COME AT A VERY KEY MOMENT IN OUR COUNTRY, BRINGING A MESSAGE OF REAL HOPE AND SPIRITUAL TRANSFORMATION. THE THOUSANDS OF PEOPLE WHO OPENED THEIR HEARTS TO JESUS AND THE PUBLIC WITNESS TO ALL OF SOCIETY HAVE PRODUCED (AND WILL CONTINUE TO DO SO) AN IMPACT IN THE SPIRITUAL WORLD OF OUR NATION.”

—PASTOR ALEJANDRO RODRIGUEZ



**“ALL WE HAVE TO  
DECIDE IS WHAT TO DO  
WITH THE TIME THAT  
IS GIVEN US.”**

# MADE FOR CHANGE

HARNESSING MEDIA AND TECHNOLOGY FOR  
MAXIMUM GOSPEL IMPACT BY // CHARLOTTE SANCHEZ

## PALAU DIGITAL EVANGELISM

About 500 years before Jesus was born, a philosopher in Ephesus named Heraclitus observed that change is constant: “No man ever steps in the same river twice. For it’s not the same river and he’s not the same man.”

We stand in a different world today than the one we lived in 20 years ago. You and I had not yet felt the haptic buzz of an iPhone. Facebook only existed in the mind of a Harvard sophomore. As time marched relentlessly forward, technological innovation surged and entangled society like never before. *What will we do with this time we are given?*

Isn’t that the prime question that the heroes of films, novels, and children’s books work out right before our eyes? As passive onlookers, we see with crystal clarity what the protagonist must do to save the day. They rise to the call of the time they’re in—like David who served the purposes of God in his generation.

One such example was the hobbit Frodo Baggins in the novel *Lord of the Rings*. Within his quiet and comfortable home in the Shire, the enormity of the task to bear the One Ring confronted him.

“I wish it need not have happened in my time,” said Frodo.

“So do I,” said Gandalf, “and so do all who live to see such times. But that is not for them to decide. All we have to decide is what to do with the time that is given us.”

Do you wish that social media need not have happened in your time? That you could do away with the 24-hour news cycle? Or cyber-bullying and billions of young people enslaved to devices?

We cannot rewind to a simpler time but we can decide to seize this moment. **Because of technology, we can send the Gospel further and faster than ever before.**

## THE GREATEST OVERLAP IN HISTORY



At this moment in history, we have more open access than ever before to share the Gospel. **But we don’t know how long this moment will last.** More than 6 billion people worldwide are internet users and nearly 5 billion of them use social media.

Twenty-four seven, 365 days a year, we share the Gospel across search engines and social media—taking advantage of the unprecedented, immediate access to reach people through the devices in their hands. And we are able to share through these channels to nearly every nation on earth—even to some of the cultures most hostile toward the Gospel!

With digital marketing still being a relatively new opportunity in the scope of human history, I believe we are experiencing a moment of maximum access with minimal regulation of the Message. This might be the least regulated digital ad market we will ever see. Control of the throttle on digital Gospel sharing rests in our hands. Our ability to recognize the moment we’re in and to respond is critical.

Your generosity is making a difference. Since Palau’s digital evangelism ministry launched in the fall of 2019, elevated investment in this strategy has yielded more fruit every year.

In 2022, we presented the Gospel to 12.4 million people across every single nation on earth, except North Korea. And more than 2.3 million responded to indicate a decision for Christ!

*continued on page 20*

# HOW WE'RE SHARING THE GOSPEL ONLINE TODAY...

## 1. HARD-TO-REACH PLACES

God is changing lives in hard-to-reach places. Many of the top nations we reach with the Gospel each week have very small Christian populations or cultures that are hostile to the Gospel. Places like Pakistan, Myanmar, Saudi Arabia, and Afghanistan.

It may be impractical or impossible to reach them today through friendship evangelism or at an on-the-ground festival. But because of our work in digital evangelism, we are able to reach them with a message of hope.

Throughout 2023, we are using focused strategies to **make the most of the unprecedented access we have to share the Gospel in 50 of the hardest-to-reach countries.**

In faith, and with your help, **we aim to present the Gospel to 10 million people in these nations.**

*\* We have presented the Gospel online in EVERY nation except North Korea.*



## 2. MY DARKEST MOMENT

Stories are powerful. And this Gospel campaign features five cinematic stories of people who experienced the hope of Christ at their darkest moment. **We're interrupting the superficial noise of social feeds with vulnerable stories that started with addiction, suicide, and grief, and led to redemption.**

The stories are being sent to millions everywhere but the campaign also includes specialized targeting in Europe, reaching hearts on tough soil.



# 3. FULLY ALIVE

There are countless paths men wander that glimmer with false promise but end in death. Andrew Palau knows firsthand that there's one way to make it out of the wilderness alive—through the One who is the Way, the Truth, and the Life. **Andrew's series of Gospel videos will be targeted at men worldwide** and offer a corresponding devotional on meeting Christ amidst the universal struggles men face.



# 4. U.S. VIRTUAL-TO-REALITY CAMPAIGN

Coming out of the pandemic, we see the vital need to connect digital explorers with caring believers on the ground. In October of 2022, we launched a U.S.-specific ad campaign that connects online decision-makers with believers from local churches through text messages. Once a digital explorer submits the form to connect, they are contacted by text message or email within hours—by a believer in close proximity to their zip code. They're able to have **one-to-one conversations** to further explore their questions about faith and life in Christ. So far, **we have been able to facilitate more than 3,600 connections!**



# SHARING THE GOSPEL IN SECULAR SPACES

BY // ALYSSA JAMES

**T**he renowned South by Southwest Conference (SXSW) in Austin, Texas gathers more than 200,000 global thought leaders and influencers every year to share ideas and insight in the areas of technology, film, television, music, and more.

For more than 30 years, SXSW has been a major driver of art and technology for our entire world. It is where trends have been set and new technology has been launched. The technology you use, the apps you're on, the music you listen to...it's likely it could have first been shared at SXSW.

This is where Twitter first caught on, where ground-breaking movies have been debuted, and where Grammy Award-winning musical artists have been discovered. Past speakers at the conference have included President Barack Obama, Mark Zuckerberg, Elon Musk, and Edward Snowden.

Attendees from all around the world come to learn, launch, network, and dream. They are the best and the brightest in their fields. They influence culture—for better or worse.

It's a well-known event, yet never before has the Good News been proclaimed there...

### *Until this year.*

Andrew, Kevin, and the entire Palau team have been leaning in to where God is leading us to share the Gospel. He has opened tremendous doors for us... placing us exactly where He wants us, at the perfect moment to share about Jesus. Trusting Him, we know He has made us for this work. That has been especially clear through Sunday Service at SXSW.

For the first time in the history of SXSW, a group of Austin-area churches were allowed to host an officially sanctioned evangelistic gathering at the famous SXSW annual conference...a gathering

*continued on page 24*



## STREET TEAMS

Leading up to the Sunday events, hundreds of local believers hit the streets to promote the events and share the Good News.



## DISCUSSIONS

Panel discussions with experts from the tech and music industry and known influencers took place.



## MUSIC

Concerts included Grammy Award-winning artist Lecrae, Curtis Grimes Band, and Holly Tucker.



## GOOD NEWS

Throughout the day, Andrew and others shared the clear Good News Gospel and gave attendees the opportunity to commit their life to Jesus Christ.



“The strategic impact of an evangelistic event like this is so powerful. SXSW attendees are influencers from around the world. And while a venue like this doesn’t attract the sheer number of a typical Palau festival, the impact is just as great. Those we reached this past weekend are the thought-leaders of our culture. They will take this new-found faith back to their areas of influence where it will go on to impact many more.”

**CARL GRANT III**  
CEO, CAPITAL RAISE



where the Good News would be openly shared with this unique group of world influencers. God opened the door to the Palau Association, as we were asked to lead the charge by the local churches who were excited by this opportunity and committed to making it the best it could be. We knew what was shared at this conference would shape our culture for years to come, and Andrew and the team wanted the Gospel to be at the center of that.

During this event, those who attended SXSW—those eager to learn about the latest technological advancements, to discover the up-and-coming apps, to network and build relationships with others in their fields—also had the opportunity to encounter the Living God! *An opportunity that they possibly would not have in their everyday routine of life.*

God was faithful as we saw Him move in powerful ways through this time in Austin, Texas.

Taking over the iconic Stubb's Bar-B-Q on Sunday, March 12, we gave SXSW attendees an opportunity to experience powerful music, enjoy free BBQ, and learn from panel discussions with leading Christian tech-industry experts. And of course, throughout the day, Andrew and others shared the clear Good News Gospel and gave attendees the opportunity to commit their life to Jesus Christ.



Good friend of the Palau Association and CEO of Intel, Pat Gelsinger, joined us for the day and brought great interest and excitement to the program as he shared his testimony as well as thoughts on faith in the workplace. Also involved in the gatherings were Grammy award-winning artist Lecrae, virtual reality expert Renji Bijoy, former Meta executive Nona Jones, and tech expert Mark McClain, to name a few. Each speaker brought their own experience and knowledge to the program, sharing clearly how their faith in Christ has impacted their work and influenced their trajectory in life. *Many people responded to the Gospel as a result of the testimonies and messages.*





4



1. Venture capitalist Evan Baehr hosted an in-depth panel discussion about faith in the workplace.
2. The iconic Stubb's Bar-B-Q restaurant proved to be the perfect venue for the outreach.
3. Andrew Palau shared the Gospel with the crowd several times during the day.
4. Live performances included the Curtis Grimes Band (pictured) and Lecrae.
5. Many responded to the Gospel during the multiple gatherings.
6. Intel CEO Pat Gelsinger was among the many special guests.

In the days leading up to the Sunday events, hundreds of local believers hit the streets to promote the events and share the Good News. We heard of many great interactions with SXSW attendees—some even prayed to receive Jesus right there on the street.

In the end, *thousands of individuals were impacted* across the two main experiences and panel discussions, making it one of the larger SXSW gatherings of the year. Praise God!

Thank you for your prayers and partnership for this out-of-the-norm outreach. We couldn't have done any of this without faithful friends like you. We look forward to seeing this movement continue as Austin-area churches and local business leaders look to make this an annual outreach. 🙏



“God has called me to a big vision. And with that, this has been my prayer every day: that I would have the wisdom of Solomon, that I would have the same passion to build that Nehemiah did, that I would have the same courage and boldness that Joshua did, that I would have the integrity of Daniel, and that I would have a heart like David.”

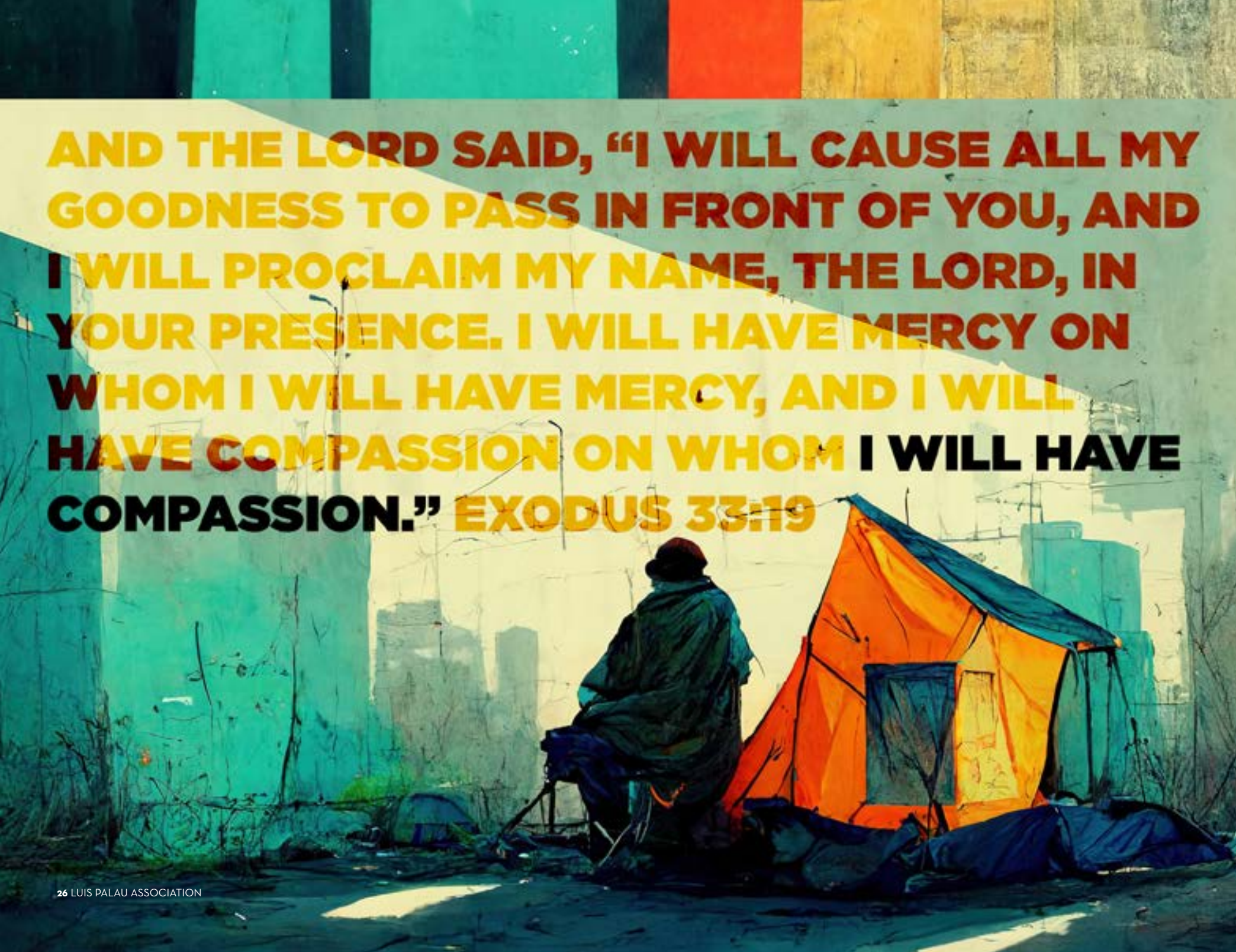
**PAT GELSINGER**  
CEO, INTEL

5



6



A photograph of a person wearing a dark, heavy cloak and a red hat, sitting on a folding chair. They are positioned next to a tent made of orange and blue tarps. The background shows a shanty town with makeshift buildings and a hazy sky. The scene is lit with a strong, warm light, possibly from the setting or rising sun, creating long shadows and a somber atmosphere.

**AND THE LORD SAID, "I WILL CAUSE ALL MY GOODNESS TO PASS IN FRONT OF YOU, AND I WILL PROCLAIM MY NAME, THE LORD, IN YOUR PRESENCE. I WILL HAVE MERCY ON WHOM I WILL HAVE MERCY, AND I WILL HAVE COMPASSION ON WHOM I WILL HAVE COMPASSION." EXODUS 33:19**

# MADE FOR COMPASSION

GOD HAS COME  
TO HELP HIS PEOPLE

BY // WENDY PALAU

**F**or us humans, compassion is an emotion that comes and goes. At times, when we're in the right mood, compassion can abound and overflow in us. Yet on difficult days, when we're tired or annoyed, compassion passes us by. At those times, we pass over hurting people, our hearts hard and critical.

But unlike us, God's posture toward those who are suffering never changes. His love is perfect. His compassion is pure.

Dane Ortlund says it this way in his beautiful book, *Gentle and Lowly* (2020, p. 107)—“The fall has ruined me, all of me, including my emotions. Fallen emotions not only sinfully overreact; they also sinfully underreact.”

That's a far cry from Jesus. He is full of pure, sinless compassion.

The first time God is described as a God of compassion is in Exodus 33. Moses has been tasked with leading these rebellious, stiff-necked people, and he's overwhelmed. He's recently gone up the mountain, received the law, and come down to find God's people sinfully worshipping a golden calf. God has told Moses He'll send His angel ahead of them into the promised land. But...God won't go before

them Himself, because His holiness cannot abide with sin. Moses pleads with Him, **If Your presence won't go before us, don't even send us! We can't live without You.**

*And God, in His love and grace, has compassion on them.*

He agrees to go with the people, keeping the covenant promise He made to them, even though they broke their part of the vow.

Moses, still needing reassurance that God will be WITH them, says to God, **“Show me your glory.”**

God answers beautifully, **“I will cause all of my goodness to pass in front of you.”**

He is a compassionate and merciful God.

**God's glory is His compassion** toward people. More than any other emotion, compassion is attributed to Jesus. His very incarnation is an act of radical compassion.

There are so many stories of Jesus' compassion, but one that touches me profoundly is in Luke 7:11-17.

Jesus, along with the disciples and a large crowd, are approaching the town of Nain. And they encounter something at the city gate—a dead person is being carried out—the only son of a widow.

*continued on page 28*

Reference:  
Ortlund, D. (2020). *Gentle and Lowly: The Heart of Christ for Sinners and Sufferers*. Crossway.

LUKE 7:13

**When the Lord saw her, his heart went out to her and he said, “Don't cry.”**

There's a large crowd with her as well. Jesus sees the woman and has compassion on her.

He knows that the loss of her son would render her utterly alone...so He heals the son, and presents him back to the woman, alive.

*He didn't have to stop and heal him, but He did.*

So here we have two large crowds: a large crowd with Jesus—a community filled with hope, and a large crowd with this suffering woman—a gathering of mourners. We get to witness the beautiful colliding of the two. The crowd of hope has just seen Jesus raise the centurion's servant to life, and the crowd of grief is literally carrying out a dead body. They intersect at the gate of the city, and *Jesus is right in the middle.*

Our festivals are just like that—the colliding of two crowds. A people of hope, and a people of hopelessness and grief within a city. How beautiful that when Jesus is present in the middle of it all, with His heart of compassion—*these two large crowds become one*, and both are transformed.

He is powerful enough and strong enough to raise the dead. He allows us to watch as mourning becomes joy. His compassion changes everyone it touches.

That day, at the gate of Nain, the people's beautiful response was, *"God has come to help his people."* Isn't that like any festival...and all of the work we do? Isn't that the response we want people to have in their hearts?

*God has come to help his people.*

*His compassion is perfect.*

*It doesn't depend on His mood  
as it does for us humans.*

He has compassion on the suffering, the poor, and the needy, and He has compassion on the powerful, the wealthy, and the proud. *Jesus' compassion is for all people.*

When we let His compassion fill us, we come to the end of ourselves. It drives us to rely on God—to cry out to Him on behalf of the people. We are so limited

**HE IS POWERFUL ENOUGH AND  
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IT TOUCHES.**

## Christ's posture toward you is the same compassion He had with that grieving, widowed mother.

in our ability to help, but we know the One who can change everything. As we trust in His promises, we are spurred on, by the ache of compassion, to put our faith into action.

Do you feel God's compassion **for you?**

If you've had trouble in your life recently, you may feel that God is distant. That His eyes have looked elsewhere. That is a lie of the enemy. Christ's posture toward you is the same compassion He had with that grieving, widowed mother.

As Dane Ortlund says, "...the evidence of His mercy toward you is not your life. The evidence of His mercy toward you is His—mistreated, misunderstood,

betrayed, abandoned. Eternally. In your place." (Ortlund, 2020, p. 179).

That is how we know what is His posture toward us. The nail-scarred hands of Jesus are trustworthy evidence of His compassion.

So, go ahead and ask Him...God, show me your power. And He'll answer, I will cause all of my goodness to pass in front of you. My glory is My goodness, and My goodness is My compassion.

Do you believe Him? Let's look for His goodness. Let's believe it and expect it, because...we are in the compassion business.

Compassion is at the center of the Gospel, and LPA is centered around sharing the Gospel from a place of compassion. This is our collective calling. We do it because we've all been broken and loved by the King of kings. He's worthy to be known. We have been saved by Jesus' compassion, and we have the great honor of sharing it. ■

BY WENDY PALAU

**“ We do it because we've all been broken and loved by the King of kings. He's worthy to be known. ”**

You can access more resources from Andrew and Wendy at [share.hopewithgod.com](https://share.hopewithgod.com)



# LOVE NAIROBI

BY // ANDREW PALAU

Fifteen years ago, we were in the midst of preparing for our second African festival. When a Kenyan bishop and friend of Dad heard of the vision, in faith, he declared we would have a festival in Nairobi. At that time, the size and complexity of the city overwhelmed me. With no official invitation and so many questions about how we would even accomplish a festival in a city of that size, I held his words in my heart as a big dream and growing desire.

A year later, I ran into that same bishop. With urgency, he asked me—“Andrew, why haven’t you had the festival yet?!”

As you can imagine, his admonition only deepened my interest and desire in how the Lord might open this door. I felt the Lord clearly telling me, “Don’t push, Andrew. Let me deliver it.” And so, I waited.

Nine years later, the vision once again revived when a group of delegates from various cities were with us observing another African festival. As the different nations discussed their preparedness and situations, another key Kenyan bishop made an appeal to the other nations, saying, “Please support us when we say we are

urgently desiring to be together more and more around such a plan in Nairobi.”

The bishop described the battles they face and the critical nature of Kenya, being the “Eastern Gate” to the continent. He emphasized that vital help in unity, strengthening of the Body, and the winning of many souls would not only be good for Kenya, but would also serve the good of all of Africa. The response was a unanimous—“Yes, Kenya at the next available time.”

Now this year, after many years of hard work and planning, the festival is finally coming to fruition. I couldn’t be more excited.

*continued on page 32*



## QUICK FACT:

NAIROBI HAS A CONCENTRATED POPULATION OF 4 MILLION AT THE CORE, WITH ANOTHER 5 MILLION PEOPLE IN THE SURROUNDING METRO REGION.



# BUILDING UP THE LOCAL CHURCH

As is the case in all Palau Festivals, **our philosophy is to work with, through, and for the local Church.** Through a city-wide, evangelistic festival, we proclaim the Gospel and encourage and empower the local Church in evangelism. When believers are equipped, they are more committed to reaching their neighbors with the hope of Jesus and winning many to faith in Jesus in the moment and long after the festival is over as well. The strategy is to see a great victory in the moment that inspires a lifetime of increased dedication to Gospel impact.

## TO INSPIRE AND EQUIP LOCAL BELIEVERS, WE ARE WORKING TO:

- **Unite 3,000 churches** across denominations in the Nairobi metro region.
- **Encourage and equip 2,000 pastors** in weaving evangelism into the life of the Church through a Pastors' Conference.
- **Provide in-depth Friendship Evangelism** and Digital Evangelism training for 20,000 believers.
- **Prepare partner churches to receive festival decision-makers** and disciple them in their new faith, as our strategy is built upon friends inviting friends to the festival and into the life of the church. This elevates the likelihood of becoming fruit that remains and multiplies.

# BLESSING THE COMMUNITY THROUGH OUTREACH

Nairobi has a concentrated population of 4 million at the core, with another 5 million people in the surrounding metro region. This is both daunting and full of promise. To effectively reach people in the region, we are hosting numerous outreaches in the weeks leading up to the main festival event.

## EVENTS INCLUDE:

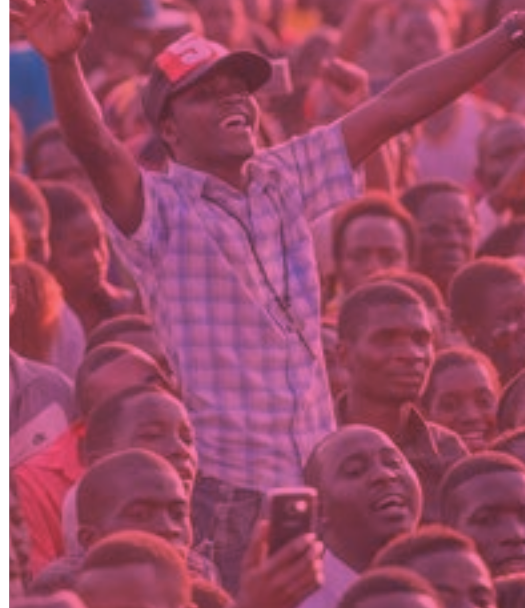
- **5-8 mini festivals** led by Global Network of Evangelists.
- **Gospel and service outreaches** to the people in the Kibera slum.
- **Street evangelism teams** in every metro zone mobilizing 3,000-5,000 local believers.
- **Prison outreaches** at multiple prisons.
- **Business and civic leader gatherings.**
- **Action Sports outreaches** in hundreds of schools, sports clinics, orphanages, and slum areas.
- **University outreaches,** reaching the future leaders of Africa.
- **Women's outreach events** led by Wendy Palau. Attendees will hear Wendy's powerful testimony, be invited to respond to the Gospel, and receive her new book, *Stories of Hope*.
- **Eyeglass Clinics,** blessing 10,000-12,000 people with reading glasses.
- **Medical clinics** to care for people's physical needs.



# TIMELINE OF MAJOR EVENTS

- NOVEMBER 2022** Pastor & Ministry Leader Vision and Prayer Night
- JANUARY 2023** Month of Partner Church Prayer and Fasting
- MARCH 2023** Official Launch of Love Nairobi
- MAY 2023** 2 mini festivals with GNE evangelists
- JUNE 2023** Pastors and Leaders Conference on Evangelism
- JUNE 2023** 2 mini festivals with GNE evangelists
- JULY 2023** Friendship Evangelism Training in Churches
- JULY 2023** Publicity Campaign begins via grassroots digital, billboards, TV, radio
- JULY 2023** 2 mini festivals with GNE evangelists
- AUGUST 2023** Re:New Believer Event
- AUGUST 2023** Festival Counselor Training
- SEPTEMBER 2023** Ministry Weeks: Mini-festivals in metro region, Street Evangelism, Action Sports Outreaches, Affinity Events for women, business, and civic leaders
- SEPTEMBER 2023** 3-day Love Nairobi Festival

# FESTIVAL WEEKEND



The main **3-day festival** will be a family friendly event featuring international and local musicians, a children's area featuring fun activities and a kid-friendly Gospel presentation, action sports area for the youth and young families, and a clear Gospel presentation from myself on the main stage. We will also extend the reach of the main festival event to the world through a high-quality livestream online and with television partners throughout Kenya.



# NEW BELIEVER DISCIPLESHIP

People who indicate a decision for Christ at the festival will be connected with a local church and invited into the community of believers to be discipled. They will meet other Christians and be able to explore questions about life in Jesus and begin learning more about Him.

New believers will also receive a printed copy of our new devotional, **Made New**, and receive daily emails from our team to encourage them to grow, get their roots deep into the local church, and support them in their relationship with Jesus.







# REACHING THE ENTIRE COUNTRY THROUGH DIGITAL EVANGELISM



## 🔍 QUICK FACT:

SINCE 2007 THE PALAU ASSOCIATION HAS HAD MORE THAN A DOZEN FESTIVALS AND OUTREACHES IN AFRICA, PARTNERING WITH LOCAL CHURCHES AND GNE EVANGELISTS.

We will saturate all of Kenya with the Gospel through an extensive digital evangelism campaign in the six months surrounding the main festival events. We will serve up daily evangelistic ads that meet people in their struggles and share the hope of Jesus. People are given the opportunity to read a full Gospel presentation online or watch a Gospel video.

Through our *Hope with God* digital evangelism ministries, we present the Gospel to millions each year, 24/7, in nearly every nation on earth. New believers then have access to daily discipleship content and online community with nearly 20 million people from all over the world. We will take our effective digital evangelism model and do a localized Kenya outreach, reaching 2 million people with the Gospel. We are confident that the Lord will use our face-to-face ministry and media strategies to bring many to Himself during our Nairobi campaign.



STAY UP TO DATE WITH ALL OUR FESTIVALS AT [PALAU.ORG](http://PALAU.ORG)



Introducing  
**hope**  
PARTNERS

Become a charter member today!



YOU ARE INVITED to join a brand new community of believers **committed to making a difference for Jesus Christ every single day.**



Our greatest joy in life is to share the hope of Christ with those who don't yet have it. And through this newly launched partner program—**HOPE PARTNERS**—we're excited to give you the opportunity to effectively share God's hope on a daily basis.

*Hope Partners* is the Palau Association's latest initiative to help you more effectively touch lives with the transforming hope of Jesus Christ. As a *Hope Partner*, you will be making a deep impact for the Kingdom all around the world.

**DON'T MISS THIS EXCITING OPPORTUNITY TO BECOME A HOPE PARTNER.** Your participation will bless your life and lead lost people to Jesus Christ every month.



# LET HOPE RISE

BY // JOHN OGLE

A ministry of the Luis Palau Association



Learn more at  
[www.palau.org/hopepartners](http://www.palau.org/hopepartners)



As a **HOPE PARTNER**, you will also receive the satisfaction of knowing . . .



- You are **making an eternal difference** in the lives of many around the world.
- You are **joining a committed team** of followers of Jesus with a proven track record to reach the lost.
- **You have a team who will walk with you** through your own highs and lows, **praying with you and for you** on a regular basis (*That is a promise!*).

there is nothing like living with a sense of mission . . .

**EVERY.  
SINGLE.  
DAY.**



## BENEFITS OF YOUR PARTNERSHIP

As a **HOPE PARTNER**, you will not only be reaching millions of people with the Good News Gospel, but you will also receive powerful, free resources to encourage, bless, and inspire you in your own walk with the Lord.

### Resources include:

- Your own personal copy of **all new books and resources** from the Palau Team
- Monthly **ministry reports**
- **Quarterly e-books** and devotional resources
- Personal **stories of changed lives** through your work
- **Behind-the-scenes updates** on what God is doing through your partnership
- Access to **quarterly prayer team phone calls**
- **Special teachings** from Andrew and Wendy Palau
- **Evangelism resources** to help you minister to friends and family
- And an **annual Hope Partners partnership report** to document your personal impact



# Join with us today

YOU WERE MADE FOR THIS MOMENT 



## PRAY

When we pray together, the Lord opens doors—and hearts—in ways we never could have imagined. Sign up to receive periodic prayer updates from the team.

[PALAU.ORG/PRAYER](https://palau.org/prayer)

## PLAN

Partner in reaching the lost by including the Luis Palau Association in your will or estate plan.

[PALAU.ORG/ESTATEPLANNING](https://palau.org/estateplanning)

## GIVE

When you join with us in this God-given work, you can have confidence knowing you are proclaiming the hope and love of our Savior, Jesus Christ.

[PALAU.ORG/GIVE](https://palau.org/give)

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