

## Jesus Birthday Café

Dear Friends,

We wish you a blessed New Year and hope that you are experiencing God's great joy no matter what your circumstances are! We are thankful for many who gave so generously at the end of the year. We are grateful that God provided abundantly for us for all the year end expenses and ministry funds for this coming year. God is so good!

We were very encouraged to hear news from our friend Yujin Kang. I (Rochelle) had the privilege of coaching her when she became an intern serving in marketing in our Campus Ministry Office here in Orlando during the 23 - 24 school year. After that, Yujin returned to her home country of Korea, joined Korea Campus Crusade for Christ staff there, and serves in the digital missions department. This past Christmas, Yujin and her team organized and promoted Jesus Birthday Cafés to help people learn that Jesus is the reason for the season. Her recent newsletter was so encouraging we wanted to pass it on to you!



During those 2 weeks God brought an amazing number of people to the cafés! In all there were 12,460 visitors! In Korea, it is incredibly rare for a Christian event to receive positive attention from mainstream, secular media. However, this year, the "Jesus Birthday Café" broke through and became a national sensation. Many non-Christian people and even many international guests came to visit!

It was a privilege to see these spaces become gateways for the gospel to reach those who might never have stepped inside a traditional church. The staff and students were able to share the gospel with 1482 people during the time, and 387 people committed their lives to Jesus as a result!

Also amazing was the social media influence! By the end of December there were 75

Yujin and her team worked hard to prepare 3 event spaces to host the Jesus Birthday Cafés for 14 days, and they spent considerable time promoting the event through social media. Staff and students with Cru were involved in helping people feel welcome and sharing with those wanting to hear the gospel.



million views of the Café information!

Yujin shares, "It was a profound blessing to see God at work through marketing. Unlike secular marketing driven by profit, our only goal was to reach as many people as possible with the gospel. Seeing God use these digital tools to draw people to Himself has been one of the greatest highlights of my year."

Stories about the Cafés were picked up by all major Korean networks, some Christian networks and even one on the BBC.

Feedback from visitors showed how the Holy Spirit was moving in their hearts:

- *"This was such a welcoming space to introduce my non-Christian friends to the gospel without any pressure."*
- *"I'd love to open my heart to Jesus."*
- *"This café helped me refocus on the true meaning of Christmas: Jesus."*
- *"Seeing so many believers living out their faith in the world gave me the courage to do the same."*

Students and staff also said:

- *"The impact of our digital strategy became so real when almost every visitor mentioned they found us through social media."*
- *"Unlike traditional initiative evangelism where rejection is common, people came to us with open hearts. It gave us such boldness to share the gospel!"*
- *"Watching the crowds grow larger every day, even in the freezing 18-19 °F weather, made it clear that Jesus was truly the Host of this cafe, drawing people to Himself."*
- *Seeing so many guests walk through the doors was a moving reminder of how much our world is searching for true hope.*

Steve and I rejoice that so many lives were touched by the gospel through Yujin and her team's work there in Korea over the Christmas holiday. We know that many lives were reached by the amazing news of Christ's birth through our church here in Orlando, many other churches, and many campus ministries around the world. Thank you for being part of these outreaches as you pray for us, give to our ministry, and work together to spread the light of the gospel.

Please pray for us as we serve at the Orlando Winter Conference this week from January 15th through January 19th. This conference is especially focused on encouraging students to take new steps of faith, whether sharing the good news with family and friends or fellow students on campus, or whether it is going out on a mission trip this spring or summer. Please pray for God to work in the hearts of all those students who attend this conference. Thank you for your prayers and let us know how to pray for you too!

*With love in Jesus,  
Steve & Rochelle*