



## FAITH GOALS

FOR THE WHAT'S AFTER ATX CAMPAIGN  
JANUARY-MAY 2020

In September of 2019, Christ Together Greater Austin will launch a campaign section on its website ([www.ChristTogetherGreaterAustin.com](http://www.ChristTogetherGreaterAustin.com)) with a pastor's toolkit, videos, and resources to equip churches as they prepare for and customize the campaign for their congregations. As churches lead their communities through a spiritual awakening, our website will continue to offer tools that support both churches and individuals.

Our big idea is to satisfy the soul-curiosities of unchurched, post-Christian central Texans. In doing so, we cooperate with God in His desire to see people come to faith or continue to seek answers to their biggest questions within a church. We also aim to mobilize followers of Christ in becoming increasingly willing to have spiritual conversations with others. What will this look like?

- 1 More unity among churches in Central Texas.** 300+ churches join together to have conversations about the reality of eternal life after this life saturating our cities like no other event can do.
- 2 More people will give thought to spiritual questions.** 15% of the wider, unchurched population will be aware of and give thought to the spiritual questions raised during the campaign.
- 3 More people will seek answers to spiritual questions though local churches.** Churches will experience an increase in visitor attendance during and after the campaign.
- 4 More people will seek answers to spiritual questions through the website.** We will see 300,00 unique visits to *WhatsAfterATX.org* from the area.
- 5 More Christ followers will confidently start spiritual conversations.** During the campaign, 400,000 spiritual conversations will occur with at least 50,000 people hearing the Gospel.
- 6 More Christ followers will increase their commitment to serve and represent Christ.** 10,000 people from across the church in the area will begin to live on mission 24/7.
- 7 Churches will find *WhatsAfterATX.org* an effective tool for new spiritual conversations about Jesus.** At least 50% of participating churches will use the site for this purpose in an ongoing way after six months.
- 8 More people will put their trust in Jesus Christ.**

We are committed to measuring our progress toward these goals through various tools like church surveys and online analytics. We will share our findings to participating churches after the campaign.