

Keynote

**INNOVATIVE
RESOURCES**
creative
communication



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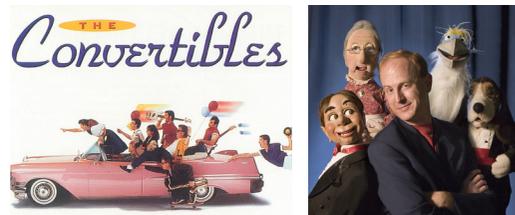
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HISTORY

In 1951, Dr. Bill Bright started Campus Crusade for Christ with a vision to reach the world for Jesus Christ. It is our desire that every person in the world have the opportunity to respond to the gospel presented in their language.

To that end, in 1966 a group of college students and Campus Crusade staff started a band: The New Folk. Using contemporary music heard on the radio and songs they had written, they were able to share the gospel with 250,000 students on 200 college campuses that first year alone.

Hearing the gospel in a contemporary “language” was very powerful and the response to the message of Christ was enthusiastic! A new ministry of Campus Crusade for Christ was born.





Over the decades musical styles have changed, and so has the way we communicate. Keynote has changed along with the times, but our message has remained the same. Whether using music, comedy, short film, or the internet, the gospel of Jesus Christ remains our central message.

Since The New Folk performed their first concert in 1966, Keynote's innovative resources have been used to challenge millions of people with the message of Jesus Christ. Hundreds of thousands have come to know Jesus as a result and countless more have experienced lasting life change.

LANGUAGE // Acts 17:17,22-31

¹⁷“So he [Paul] reasoned in the synagogue with the Jews and the God-fearing Greeks, as well as in the marketplace day by day with those who happened to be there...

...²²Paul then stood up in the meeting of the Areopagus and said: ‘Men of Athens! I see that in every way you are very religious. ²³For as I walked around and looked carefully at your objects of worship, I even found an altar with this inscription: TO AN UNKNOWN GOD. Now what you worship as something unknown I am going to proclaim to you.

²⁴The God who made the world and

everything in it is the Lord of heaven and earth and does not live in temples built by hands. ²⁵And he is not served by human hands, as if he needed anything, because he himself gives all men life and breath and everything else. ²⁶From one man he made every nation of men, that they should inhabit the whole earth; and he determined the times set for them and the exact places where they should live. ²⁷God did this so that men would seek him and perhaps reach out for him and find him, though he is not far from each one of us. ²⁸For in him we live and move and have our

being. As some of your own poets have said, ‘We are his offspring.’

²⁹Therefore since we are God's offspring, we should not think that the divine being is like gold or silver or stone—an image made by man's design and skill. ³⁰In the past God overlooked such ignorance, but now he commands all people everywhere to repent. ³¹For he has set a day when he will judge the world with justice by the man he has appointed. He has given proof of this to all men by raising him from the dead.”

[NIV]

LIES OR TRUTH

“For a time is coming when people will no longer listen to sound and wholesome teaching. They will follow their own desires and will look for teachers who will tell them whatever their itching ears want to hear.” 2 Timothy 4:3 [NLT]

We live in an increasingly pluralistic world. Young people today are faced with a buffet of lifestyle choices, world-views and religions. Students and adults, young and old, are asking questions about life, truth and meaning. Never before has there been so much deception disguised as truth. Never before has there been so much competition for the hearts and minds of people.



THE TRUTH//

- Worldwide pornography revenue in 2006 was \$97.06 billion. That is larger than the revenues of Microsoft, Google, Amazon, eBay, Yahoo!, and Apple combined.
- 38% of Americans are considered “unchurched” according to a Barna study.
- Three out of every four teenagers have engaged in at least one type of psychic or witchcraft-related activity.
- Roughly 20 million Americans openly identify themselves as atheist, agnostic, or having “no faith.”

WHAT WE DO

"You didn't entertain us; you shared your life with us."

- audience member, Keynote event

At Keynote, we are ready for the challenge and eager to join the conversation taking place in media around the world. Using innovation and creativity we engage people in dialogue and bring the gospel back into the discussion. Through mediums such as music, performing arts, the internet, and short film, Keynote develops innovative resources to creatively communicate the life-changing message of Jesus Christ to a world desperately in need of a savior.



LIFE CHANGE//

Recently a Campus Crusade for Christ staff member approached a group of students and asked if they would be interested in taking a survey about God. The students declined, saying they weren't interested. Another staff member observed this and approached the students. "Would you be interested in watching a short video on my iPod and giving your opinion?" Not only did they watch the video, three of them prayed to receive Christ!

Keynote takes the message of salvation in Jesus Christ to our nation and the world. Our performing artists, training, and resources are used to reach people of all ages. Ministries around the world receive Keynote training in communication and program development and many begin their own music and creative arts ministries.



"You guys do a great job of reaching people—people who otherwise would never hear the message." **Campus Minister, Vermillion Community College, MN**

"You brought me hope this week and a reassurance that I will never try to commit suicide again and I will never have to live in a hospital again. Love you." **High School Student, Florida**



AROUND THE WORLD // testimonies



JOY TAN *"I think Keynote has been key in giving us training and helping us to have a mindset about how to do music ministry because you have gone ahead of us. Through Keynote, Singapore has been influenced, and now Singapore is able to influence Asia."*

// Campus Crusade, Singapore



BILL BABIONE *"This was one of the most effective outreaches we've done in recent years, and we've done a lot of things. It's been effective at generating a significant number of contacts, and seeing a lot of people come to Christ."*

// Campus Crusade National Director of Albania/
Kosovo

GLOBAL PARTNERSHIPS



OUR PARTNERS: At Keynote we are committed to working with ministries around the world to bring the gospel to their audiences. We partner with Campus Crusade for Christ staff worldwide; as well as music/creative communications ministries in Brazil, Singapore, Tajikistan, Germany and more. From the campus ministry worker who wants to reach students, to the musician called to start their own ministry, we are committed to provide them with the resources they need.



JANIÊ SUCUPIRA
Brazil



CARROL RICHARDS
Jamaica



NUTTI BONGROM
Thailand



OLIVER MARIN
Panama



DARREN HAMILTON
Australia



SIMON SEOW
Singapore



PEPÉ TOLONEN
Germany



BOOGII BOLDSIAKHAN
Mongolia



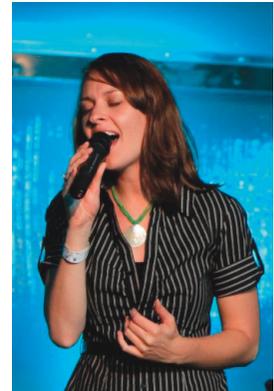
MINISTRY TOOLS

LIVE OUTREACHES: Keynote uses music, performing arts and short film to present biblical truth to high school students, college students, military personnel, and prisoners—tens of thousands of people each year.

INTERNET RESOURCES: Reaching out to the 1.6 billion global internet users, Keynote offers free resources that allow ministries and lay people to reach out to their online community. Utilizing live-streaming technologies, social networking and blogs, Keynote is also presenting the gospel and helping develop spiritual movements online.

TRAINING & EQUIPPING: Keynote's training in communication is being used around the world to train students and missionaries, and to start new music/creative arts ministries.

PRAISE & WORSHIP: Nothing compares to meeting the living God. Keynote artists lead praise and worship and train worship teams, empowering believers and missionaries around the world.



WHAT PEOPLE ARE SAYING //

"I thought I was coming to training on production or marketing. I never thought it would be greater than my expectations! I am leaving with spiritual growth. I am leaving with the knowledge that God has great plans for my life."

"These films were a fresh look at freedom in Christ. Thank you for being so open."

"I really enjoyed how they combined the songs with the message. The gospel just really fit naturally. The whole structure of the concert was really well thought through and very effective."

"I didn't believe much in God before today, but today... there is hope in my heart."

You can be a part of this growing network and bring hope, and real life change when you invest with Keynote. We invite you to prayerfully invest your **L.I.F.E.**

LABOR

INFLUENCE

FINANCES

EXPERTISE

with us in order to reach the entire world with the gospel of Jesus Christ.

“My wife, Kelly, and I have been so impressed with Keynote’s global vision that in addition to our annual support and my participation for 13 years in the annual golf fundraiser, we donated our Ford Expedition to the ministry. They tell me it has logged over 80,000 miles transporting bands for the Kingdom.” *Bruce Peotter, attorney*



“...he will give you all you need from day to day if you live for him and make the Kingdom of God your primary concern.”

Matthew 6:33 [NLT]

INVEST YOUR L.I.F.E.

