



Hesed Interactive

*Facilitating Strategic
Digital Outreach*

SantaCruzLife.com

New Strategy - Internet Evangelism in Santa Cruz!

Do you have a heart to see the residents of Santa Cruz County converted to Christ? Are you fascinated by the internet but aren't sure how it might be used for evangelism?

A new vision is forming to use the internet to reach people in Santa Cruz County with the gospel of Jesus Christ.

Hesed Interactive, a local technology company specializing in internet solutions for the Christian community, is spearheading this project to develop a strategic website, SantaCruzLife.com. This website will facilitate the proclamation of the gospel by introducing unbelievers in our county to authentic Christian community, which we believe is the foundation of effective outreach and evangelism.

To learn more about this exciting project, please read the brief description on the back of this flier.

A Sample Page



Santa Cruz County Hepatitis Resources

Facts About Hepatitis
From the Santa Cruz County Health Services Agency. Provides basic facts about hepatitis as well as links to further resources.

Santa Cruz County Hepatitis Support Groups
A listing of support groups in Santa Cruz County where one can find encouragement and relevant information.

Metro Santa Cruz Article on Hepatitis C
"The Shadow Epidemic," it's been labeled, because of the 4 million folks in the United States who have hepatitis C, according to the Centers for Disease Control, 3 million don't know it.

Dominican Hospital's Online Hepatitis Resources

Real Stories, Real People



Find out how a hepatitis C survivor finds joy in life despite this virus which is more widespread than HIV and is expected to soon surpass AIDS in annual deaths.



Jane Smith was only 23 years old when she found out she had hepatitis C. She was devastated at first, but she soon found a source of strength to help.

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SANTACRUZLIFE.COM: A PROPOSAL

A Strategy for Using the Internet for Outreach to Santa Cruz County

What Is SantaCruzLife.com?

SantaCruzLife.com is an exciting new project which will use the internet to present the gospel to unbelievers in Santa Cruz County, California. This project is being developed by Hesus Interactive, a local Christian company.

What Strategy Will Drive SantaCruzLife.com?

Believing that a demonstration of authentic Christian community is foundational to effective evangelism and outreach (John 17:21-23), our objective will be to use the internet to introduce unbelievers to segments of the evangelical Christian community in Santa Cruz County.

How Will This Objective Be Accomplished?

SantaCruzLife.com will have two primary features:

- ♦ a comprehensive set of links to resources in Santa Cruz County; and,
- ♦ online profiles of hundreds of vital believers in Santa Cruz County, matched with the various link categories.

This "Yahoo-like" portal will draw traffic through becoming the de facto web-based resource for Santa Cruz County. SantaCruzLife.com will then intrigue those visitors who do not know Christ by drawing them into the online profiles of evangelical believers.

Each profile will include a life summary, an interview transcript, a collection of favorite web resources, photographs, and perhaps audio and/or video excerpts of interviews. To see an example of a typical profile, visit a portion of Christian Life Center's currently non-public, draft website at http://www.clcsantacruz.org/new/stanzy_profile.html, being sure to explore the first three sections of the "Find Out More" menu.

These profiles will encourage contact between unbelievers and believers in Santa Cruz County through:

- ♦ presenting engaging information regarding each person's life experiences and interests;
- ♦ detailing how each person believes their personal relationship with Jesus integrates with those life experiences and interests; and,
- ♦ enabling website visitors to contact profiled believers through the use of email and instant messaging technology.

These contacts will draw unbelievers into the circle of friends and acquaintances of one or more believers, thus introducing them to the authentic Christian community which will demonstrate to them the love of God and the reality of Jesus' mission.

Who Is Hesus Interactive?

Hesus Interactive (www.hesus.com) was founded in the fall of 1997 by Frank N. Johnson as a Christian company providing multimedia products and technology services to the general Christian community, churches, missionaries, para-church ministries, and non-profit organizations.

Frank N. Johnson is a 1985 graduate of Bethany College in Scotts Valley, California (B.S. Ministerial Studies) and a licensed minister with the Northern California and Nevada District Council of the Assemblies of God and a recent member of the Evangelical Ministers Fellowship of Santa Cruz County. After his graduation from Bethany College, Frank spent over two years working with Assemblies of God missionaries in Côte d'Ivoire (Ivory Coast), West Africa. He also spent one year as the Pastor of Missions and Administration at Christian Life Center in Santa Cruz, California. He is a nationally published author ("Bringing in the Outcast" [under pen name, John Norman] in Issue 43 (January 1, 1988) of Discipleship Journal) and has also been published numerous times in the Santa Cruz Sentinel.

Frank is also the webmaster for several Christian websites, including three of his favorites: www.christiancruz.com, www.arzouni.com, and www.agncn.org. You can read more about Frank at his online portfolio: FrankNJohnson.com.

How Can I Learn More?

A more detailed version of our proposal can be found at www.christiancruz.com/strategy.html.