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# news release

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## FOR IMMEDIATE RELEASE

# INVESTING IN ETERNITY:

## Global Media Outreach Provides Volunteers, Donors Opportunities to Practice Fiscal Responsibility while Fulfilling the Great Commission

**LOS GATOS, Calif., Jan. 28, 2009** – In 2007, for the first time in history, more than \$300 billion was given to charity. But in the midst of economic uncertainty, many people are reprioritizing their charitable giving for 2009, looking for ways to ensure the money they are able to give is used in the most effective ways. [Global Media Outreach](#) (GMO) is finding ways to maximize these gifts – and it starts at home.

“Although we don’t know the extent to which the downturn may affect giving in 2009,” said Walt Wilson, GMO founder and chairman, “we do know that our supporters, like so many people in the world who want to continue to help people, are taking a hard look at when and where to give.”

Many people are wondering how to know where gifts will be used most effectively. GMO recommends three key principles, which should be considered before giving:

- 1. Connection to the organization.** Often, sympathies to pleas for help result in giving, but it is important to also agree with the charity’s principles and its mission and goals. Take a moment to check out how they are rated by charity oversight groups. For example, GMO is a ministry of Campus Crusade for Christ, which is a founding member of the [ECFA](#) (Evangelical Council for Financial Accountability), which ensures Christian ministries follow certain standards for financial accountability.
- 2. Prioritize giving.** With so many great organizations needing donations, it can be difficult to say “no”. It is important to decide how personal giving matches personal goals for 2009 and which organizations are the most effective at accomplishing their mission. “One of the things our supporters have told us is the ability for GMO to [share the gospel for just 10 cents per person](#) and showing them where their money goes proves their gifts are maximized,” Wilson said.

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3. **Giving time instead of money.** With the economic downturn, many people are looking for other ways to give, instead of just monetarily. There are charities which personal involvement through volunteerism is available. “We have a wonderful [volunteer corps](#) of more than 2,000 people working from their homes all over the world, who have reached out to more than 669,000 people through e-mail this past year. They have helped answer faith questions, have led others to Christ and have assisted with discipling new believers,” said Wilson. “Our volunteer program makes it easy for Christians to be ‘online missionaries’ from wherever they are. It is a true picture of the Great Commission.”

GMO sees each charitable contribution as a Kingdom Investment, regardless if it is a volunteer offering their time and talents, or whether it comes in the form of a monetary donation. GMO invites all Christians to join in sharing the good news of Jesus to all parts of the earth. In 2009, they expect to increase the impact of making the Gospel available to millions of people and are praying to see 5 million people indicate a decision for Jesus.

With each dollar invested into GMO, 10 people will have a chance to hear the gospel and be invited to begin the journey with Jesus through discipleship and community. Since their inception in 2004, GMO has seen the number of people indicating a decision for Christ grow from 21,066 people to more than 3 million people in 2008.

GMO is a California-based ministry whose vision is to give everyone multiple opportunities to know Jesus, build them in their faith and connect them to Christian communities. GMO is using the Web and other emerging technologies to effectively and efficiently convey the love of Christ and plan of salvation across the globe. In 2008 alone, GMO saw over 3 million people indicate a decision for Jesus Christ through its Web sites. GMO volunteers answered more than 669,000 e-mails from people who were new believers, recommitting their lives to Jesus or seekers who still had questions. This year, GMO hopes to see more than 5 million people indicate a decision for Jesus as their savior.

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**Note to Editors:** For more information about Global Media Outreach, please visit [www.GlobalMediaOutreachNews.com](http://www.GlobalMediaOutreachNews.com). To arrange an interview with Walt Wilson, please contact Julie Shultz at 972.267.1111 or via e-mail at [julie@alarryross.com](mailto:julie@alarryross.com).