

## FROM OUR HEARTS TO YOURS



Dear Faithful Partner:

Thank you for your love of God's Word and for the discipline you've shown in accessing bold, unapologetic Bible teaching that feeds your soul and builds your faith. As fewer and fewer "preachers" proclaim the unsearchable riches of the infallible Word of God, we want to reiterate to you today, that what we have done for more than 35 years (and through Walk in the Word for 22 years), we will continue to do, by God's grace, as long as He gives us breath, according to **"the immeasurable greatness of his power toward us who believe, according to the working of his great might"** (Ephesians 1:19).

Our thanks are also due you personally. You have been a partner with us in this ministry, and our God has used your faithful giving to reach many for Christ and build up His church in North America and around the world. Though our approach is changing, *we need you now more than ever.*

### Why the NEW DIGITAL Approach?

**In January, after several years of watching current trends in a changing broadcast environment, we announced that *Walk in the Word* would move exclusively to digital outlets by March 1, 2019.** You may have already noticed that *Walk in the Word* is not on your radio station as you have come to expect—and before long it will not be on television either. You deserve to hear precisely why, and to hear it from me.

We love our many broadcast partners who have aired *Walk in the Word*, and they would often tell us the program was a favorite both personally and among their audience—so *we are not leaving purchased airtime because of the broadcasters* to whom we owe our thanks. We are also *not leaving the purchased-airtime model because our listeners' giving was not covering the cost* of airing the program.

We are leaving traditional broadcast methods because we believe it was bad stewardship of your resources, which can now reach more people for less money. *Walk in the Word* is "going digital" only because—with television growing from 3 to 30 to 300 channels and radio audiences dwindling quickly with the growth of phones, tablets, home computers—our audience has also moved to digital platforms.

Approximately 70% of *Walk in the Word's* audience is now entirely digital, no longer 'tuning in' to air waves, but to computer code through some device.

### All Free All the Time

Traditional radio and TV continue to rise in cost, leading to a greater focus on soliciting donations, which has made us increasingly uncomfortable. We have always believed, 'preach the Word, pass the offering plate, and God will meet the needs of the ministry.' The problem is 'passing the plate' became so complicated—many staff, call centers, monthly mailings—and our programs became too burdened with commercials and other appeals. All of it a distraction from the simplicity of 'preach the Word and get out of the way.'

***As a digital ministry, Walk in the Word will provide hundreds of our topical and expositional teachings in a searchable data base—all free all the time.*** Digital platforms and social media will reach more people through YouTube, Facebook (now over 1 million followers), and other avenues such as mobile apps and video streaming (Roku, Amazon Fire, etc.). However, the building, design, and maintenance of these outlets still require a small staff and involve some expense, so we invite you to continue your partnership with us for a few months until you experience these new methods personally.

In the radio/TV format, my sermons were divided into three parts and 20% or more of each program was introduction and commercials. ***In the new format, your listening and viewing will be uninterrupted and at your pace.*** Keep track of what you've watched, resume where you left off, enjoy related content—all examples of what this new delivery method provides.

We can hardly wait for you to see all the exciting new possibilities we have in mind and to partner with you in passing God's Word along to others. Far easier than 'sending' someone a TV or radio program, you can instantly forward links for the all digital, all free *Walk in the Word* to anyone you want.

Monthly communications, partner videos, personal requests for prayer, and more, will all come directly from us to you. A financial page on our website will share monthly incomes and expenditures, so you can see how your gifts are being utilized. (That information will also be posted on the Walk in the Word form 990, which will be viewable online and in organizations such as *Charity Navigator* later this year.)

### Please Pray and Stand with Us

You may be aware that Kathy and I have endured an immense season of unrelenting criticism in my role as Senior Pastor of Harvest Bible Chapel. We have stepped away from active ministry to seek the Lord about what He is teaching us, and to prioritize reconciliation above all else—wherever the Lord will make that possible in His time. Still, there is more than two years of *Walk in the Word* teaching that has never been aired, and we will send special updates to Change Partners who continue with us, along with resources and opportunities to connect with and support us personally through events and prayer needs.

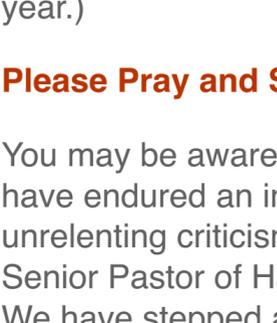
We have come a long way together, and we are trusting the Lord for still greater things in the days ahead. Please continue partnering with us in ministry. We look forward to showing you in the months ahead what we have in mind.

To stay connected, download the *Walk in the Word* phone app for iPhone [here](#) and Android [here](#), and let's serve the Lord together, *"igniting passion in the people of God through the proclamation of truth."* We are seeking the Lord to guide our steps and believe He is preparing us for even more impactful ministry in the days ahead.

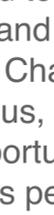
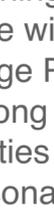
Will you stand with us? Pray for us? And wait on God together? We look forward to the day we will rejoice together because of the greater things that are yet to come.

Stay in the Scriptures,

Pastor James and Kathy MacDonald



P.S. A personal video update from me and Kathy is coming soon. 🙏

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