

2025 | CASE FOR SUPPORT

# Tonite

## THE MISSION

Empowering Hearts to Respond to the Gospel



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# UNLEASHING THE GOSPEL TO THE WORLD THROUGH... TRAINING | MISSION TRIPS | SPEAKING | COACHING

## Introduction

**Why be a part of the GoodNews Journey?** Because the Gospel is the best news on the planet! Your support is a clear way to say yes to the **COMMAND** of Jesus (Acts 1:8), show your **COMPASSION** for the lost (2 Thes 1:8-9, Matt 9:36), and allows you to **INVEST** in the kingdom of God. (Matt 6:19-21)



TRAINING



MISSION TRIPS



SPEAKING



COACHING



*The heart  
· OF MAN ·  
plans his way,  
but the **LORD**  
ESTABLISHES  
his steps.*

## ABOUT BRIAN

A passionate follower of Jesus, husband of Candace and father to Mackenzie, Madison, Jonah, and Jack. Brian has trained thousands of leaders, created strategies for evangelism that's mobilized tens of thousands of believers.

## A NEW BEGINNING

God's closure of Brian's chapter with Oklahoma Baptists has paved the way for a new chapter—the GoodNews Journey, a ministry devoted to advancing the Gospel through evangelism and missions across our state, nation, and world!

## THE HEART OF THE GOOD NEWS JOURNEY

Guided by mission, driven by vision, rooted in values.



### Our Mission

Empowering believers to share the GoodNews through evangelism and missions.



### Our Vision

Reaching the world, one GoodNews Journey at a time.



### Our Values

Prayer, Evangelism, Modeling, Discipleship, Vision, Outcomes, Priorities

## THE GREATEST PROBLEM

The greatest problem in the world is spiritual lostness, and the shortage of workers to address it. Lostness not only leads to tragic eternal destinies, but also brokenness in individuals, families, communities, and society.

## THE NEED IS URGENT!

**70...** About 70% of the world is lost. 70% of the U.S. is lost. 70% of Christians haven't shared their faith in 6 months. Every day, 170,000 people die. Most without Christ. 70% of evangelical Christians don't know about the 2 billion unevangelized people in the world. (source: IMB/NAMB/WECR)



## THE SOLUTION: SEND OUT WORKERS

The ministry will inspire and challenge more people to embrace their role in the Great Commission. Together, these efforts create a ripple effect, impacting lostness on a massive scale by bringing the GoodNews to those who need it most. The GoodNews Journey is dedicated to impacting lostness through evangelism, mission trips, inspiring messages, and coaching.

### TRAINING

Equipping believers in person and online to confidently share their faith, & multiply.  
- Gospel: Urgency, Fluency, Strategy, Mobilization,

### COACHING

Coaching leaders in Gospel Advancing Ministry to multiply our efforts.  
- Free in person and online training and accountability.

### MISSION TRIPS

Mobilizing believers on mission trip experiences to impact people, participants, & partners.  
- Provide trips locally, nationally, and internationally for all ages.

### SPEAKING

Speaking engagements to advance the vision at churches, events, camps, trainings, etc.  
- Ignite and equip groups to receive & share the GoodNews!

*"The harvest is plentiful but the workers are few. Ask the Lord of the harvest, therefore, to **send out workers** into his harvest field."  
-Matthew 9:37-38"*

## OUR IMPACT

By equipping leaders who can train others, the ministry amplifies its reach exponentially. Each leader becomes a catalyst, not only sharing the Gospel personally but also empowering others to do the same. This multiplication strategy ensures a growing network of evangelists and missionaries who can impact communities locally and globally, creating a sustainable and scalable solution for lostness.

### LONG TERM GOAL: BY 2030

**50K**

Evangelists Trained

**7,000**

Missionaries Sent

**100K**

Souls Won

## 50,000 EVANGELISTS

50,000 evangelists by 2030 are estimated to be trained through a combination of direct training and exponential growth. Each year, at least 240 leaders are personally equipped to train others. With each leader committing to train at least 2 more leaders annually and many training up to 10, the multiplication effect ensures this conservative estimate reflects a scalable, transformative impact on evangelism worldwide.

*"Brian is one of the best in the gospel-sharing business! His evangelism trainings and resources have equipped so many at my church to share the Gospel—imagine how many more lives could be impacted if this ministry expands!"*

*- Brandon Thompson (Lawton, First)*



## 7000 MISSIONARIES

GoodNews JOURNEY aims to mobilize over 7,000 missionaries by the end of 2030 through local, regional, and international mission trips. Beginning in 2025, participation is expected to grow significantly each year as additional projects and opportunities are introduced, ultimately leading to thousands actively engaging in missions by the end of the decade.

*"I've watched Brian on his first mission trip, to taking a mission program from 79 to 580 participants in just a few years. Its created life changing experiences for participants, partners, and people worldwide. Your support will help multiply this impact even further."*  
- Jamie Phares (Blanchard, Open Door)



## 100,000 SOULS

God willing...100,000 souls are expected to come to faith by 2030 through the efforts of 50,000 trained evangelists and 7,000 mission trip participants. Evangelists sharing the Gospel weekly at a 5% success rate account for most of this impact, with mission participants contributing additional conversions through focused efforts during trips. Together, these efforts result in a powerful movement to reach the lost.

*"Through Brian's coaching in the Gospel Advancing Ministry philosophy, our small church has seen about 80 students saved and baptized this year, with that number continuing to grow. Its proof that his vision is transforming lives and advancing the Kingdom. Supporting this ministry will help countless other churches experience the same life changing impact."*  
- Andrew Riddle (Idabel, Trinity)

for, "Everyone who calls on the name of the Lord will be saved." How, then, can they call on the one they have not believed in? And how can they believe in the one of whom they have not heard? And how can they hear without someone preaching to them? And how can anyone preach unless they are sent? As it is written:

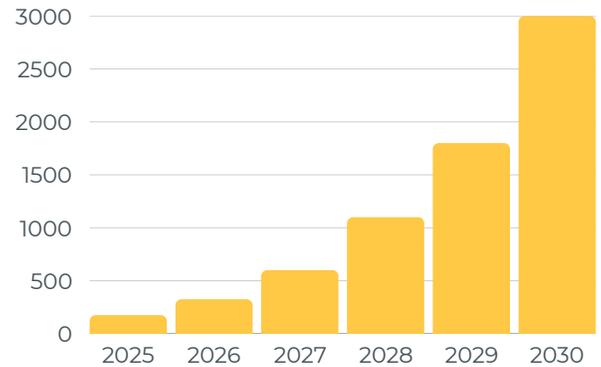
**HOW BEAUTIFUL ARE THE FEET OF THOSE WHO BRING GOOD NEWS!"** -Rom 10:13-15

# FUTURE GROWTH

By 2030, our ministry hopes to have mobilized 7,000 people across 234 mission projects, igniting a movement of evangelism and missions with exponential impact.

Starting in 2025 with 175 participants on 6 projects, this vision grows steadily each year—325 participants on 11 projects in 2026, doubling to 600 participants on 20 projects by 2027, and culminating in 3,000 people on 100 projects by 2030. Every individual trained and sent becomes a multiplying force, advancing the Gospel to their communities and beyond.

Your support fuels this powerful multiplication effect, transforming lives and reaching countless souls for Christ. As participation grows, so will the amount of admin fees collected to help the ministry expand its staff and resources to support this momentum.



# LEADERSHIP TEAM

A team mentality is vital because together, we can achieve far more for the Kingdom than any could ever do alone.

## Board of Directors

The ministry's board of directors will meet quarterly or more often as needed based on ministry operations.

## Council

The ministry will have a Gospel Advancing Council of invested leaders who meet monthly to celebrate and strategize for the vision's success.

## Yearly Report

A yearly ministry report will be produced that outlines the impact that was made, resources given, and vision for the next year.

From Vision  
to Reality



*The Story* The second half of 2024 has been one of transition, heartbreak, and hope — a testament to God’s faithfulness and His call to step out in faith despite uncertainty. After an amazing experience serving as youth minister at South Tulsa Baptist and Trinity Baptist in Idabel, God opened the door for me to become the Youth Evangelism and Missions Specialist for Oklahoma Baptists, equipping evangelists, mobilizing missionaries, and advancing the Gospel—a calling I loved every moment of.

Then everything changed . After nearly nine fulfilling years with Oklahoma Baptists and significant growth in the ministries I led, my position was eliminated due to a restructure. While challenging, I’m trusting God’s sovereignty and believing, like Paul and Barnabas in [Acts 15:36-41](#), that this shift may be His way of preparing me for something bigger—a ministry with the potential to impact not only Oklahoma but the nation and the world. Though I was seriously considered for significant roles with national ministries, it became clear that the Lord had a different direction for me. Like Paul in [Acts 16:6-11](#), I believe God used these moments to redirect me toward His vision for something greater—**The GoodNews Journey**.

This ministry equips evangelists, mobilizes missionaries, and reaches souls for Christ. Over six years, God is calling us to train 50,000 evangelists, send 7,000 missionaries, and win 100,000 souls—transforming lives, families, and communities. With undeniable confirmation and open doors, churches and leaders are inviting me to speak, train, and lead like never before. I can’t do this alone. Just as Paul needed Lydia’s support ([Acts 16:12-15](#)), I need partners like you to join this journey. The vision is big, and so is the need. Will you prayerfully consider being a Vision Partner? Whether \$100 or \$100,000, every gift makes an impact. What part will you play? Together, we can step out in faith & accomplish something extraordinary for God’s Kingdom. Thanks for considering—let’s share the GoodNews with the world! -Brian Baldwin

The Bad News Journey That Led  
to the Good News Journey





# Join the Team

## 3 Ways to Join the Mission



### PRAY

**Pray for GoodNews Journey as it launches by asking God for...**

- Guidance and open doors for partnerships.
- Impactful evangelism training and mission trips.
- Speaking engagements, coaching opportunities, and financial provision.
- Spiritual protection, strong and broad networking relationships, and prepared hearts.
- Wisdom, sustainability, and transformed lives through the Gospel.
- Above all, pray for God's glory and Kingdom advancement.



### VOLUNTEER

**You can support the ministry with time, talent, and resources to make a meaningful impact!**

- Use professional skills (design, marketing, accounting) to support the ministry.
- Spread the word on social media or host gatherings to raise awareness.
- Provide administrative help or donate supplies for the ministry
- Represent the ministry as an ambassador at local events.
- Help plan events or assist with mission trips.
- Assist with organizing or running fundraising events.



### GIVE

**Missionary William Carey said, "I will go down into the pit, if you will hold the ropes." Financial giving is the vital "rope" that empowers GoodNews Journey to launch and transform lives.**

- Contribute one-time gifts to meet immediate needs.
- Provide monthly support for sustained impact.
- Sponsor specific programs like training or mission trips.
- Leave a lasting legacy by giving through planned contributions.
- Partner with us to send students to the mission field and advance the Gospel!



To launch this ministry and put the vision into motion, we aim to raise \$125,000. **This funding encompasses all aspects of the ministry**, including staff salaries, mission trips, evangelism training, operations, travel, insurance, legal expenses, etc., while also providing flexibility for emergencies and growth. Reach out to us for a detailed budget. These funds will establish programs to equip evangelists, mobilize missionaries, and reach souls for Christ, with additional gifts accelerating growth and expanding impact.

## VISION PARTNER LEVELS TO CONSIDER



### 1. Seed Sower – \$250/year

Trains 25 evangelists, sends 2 missionary, and helps reach 50 souls for Christ annually.

### 2. Gospel Partner – \$500/year

Trains 50 evangelists, sends 5 missionaries, and helps reach 100 souls for Christ annually.

### 3. Mission Mobilizer – \$1000/year

Trains 100 evangelists, sends 10 missionaries, and helps reach 200 souls for Christ annually.

### 4. Soul Winner – \$2,500/year

Trains 250 evangelists, sends 25 missionaries, and helps reach 500 souls for Christ annually.

### 5. Gospel Advancer – \$5,000/year

Trains 500 evangelists, sends 50 missionaries, and helps reach 1,000 souls for Christ annually.

### 6. Kingdom Builder – \$10,000/year

Trains 1,000 evangelists, sends 100 missionaries, and helps reach 2,000 souls for Christ annually.

### 7. World Changer – \$20,000/year

Trains 2,000 evangelists, sends 200 missionaries, and helps reach 4,000 souls for Christ annually.

\*Every gift, no matter the size, makes a meaningful impact, and if you feel led to give above these levels, we are ready to use your generosity to expedite and multiply our efforts, accelerating the mission and reaching even more souls for Christ.



# Steps to Giving



1

## PRAY FIRST

- Seek God's guidance on how He is leading you to support this mission.
- Reflect on the urgency and eternal impact of advancing the Gospel.
- Listen to the Holy Spirit as He stirs you—there's no pressure from us.

## REFLECT ON THE CAUSE

- GoodNews Journey is dedicated to training evangelists, sending missionaries, impacting eternities, and transforming lives..
- Your gift directly supports the mission to advance the Gospel.



2



3

## DETERMINE THE AMOUNT

- Ask the Lord what He is calling you to give, whether it's a one-time gift or ongoing commitment.
- Think of this as an investment with eternal returns.

## CHOOSE A GIVING METHOD

- One-Time: Gets us started and meets immediate needs for the ministry.
- Monthly/Quarterly: Ensure consistent impact through regular giving.
- Yearly: Provide impactful annual support to sustain and grow the ministry.



4



5

## GIVE OR PLEDGE NOW

- Visit [www.GoodNewsJourney.org/give](http://www.GoodNewsJourney.org/give) or scan the QR code to give online.
- Leave a check with us or mail it to: 500 Still Hollow Rd. Edmond OK 73034
- Leave us a paper pledge form or fill one out online.

Brian Baldwin  
Oklahoma Baptists

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Oklahoma Baptists

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# TAKE THE JOURNEY WITH US!

Thank you for considering partnering with us in this ministry—we look forward to working together to make a lasting impact on lostness through evangelism and missions.

**PLEASE PRAY, REACH OUT FOR QUESTIONS,  
AND LET US KNOW ABOUT YOUR SUPPORT!**

**TO GIVE OR PLEDGE, SCAN THE QR CODE,  
SEND A CHECK, OR VISIT  
[WWW.GOODNEWSJOURNEY.ORG/GIVE](http://WWW.GOODNEWSJOURNEY.ORG/GIVE)**

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