



He Gets **Us**[™]

Start Here Guide

Your Guide to Participating with He Gets Us



He Gets Us

There's a new movement happening in the Church – to reclaim the promise of Christ's unconditional love and amazing grace and to see His Church rise above the culture war. **He Gets Us** hopes to give it a voice.

This nationwide campaign focused on Jesus and the values his life represented is now visible on screens, billboards, and channels throughout your community, and people are discovering, rediscovering, and talking about Jesus.

Imagine if every member of your church was equipped to engage in conversations about Jesus in new ways with a better understanding of the culture they encounter every day. How would it change your church? How would it change the world?

Follow this Start Here Guide as you prepare to equip your people to share their faith and authentically reflect Jesus in their daily lives.



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Get Equipped

On your **He Gets Us Hub**, you'll find a collection of resources to help you engage people asking questions about faith, including pathways to promote He Gets Us at your church, launch a prayer initiative, and assets to teach on topics from the He Gets Us media ads.

[HE GETS US HUB →](#)

Share and Connect with Free Texting Tools

Whether you're promoting a sermon series, small groups, or asking for prayer - it's easy with powerful free church texting tools on Gloop. Engage your people by setting up a series of outgoing messages that they can sign up for by texting in a keyword or sending one-to-many Broadcast messages that actually get read.

Measure Progress

Grow confident that your communication strategies are working with Gloop's powerful Engagement Metrics. You'll have visibility into reports on how your people are engaging with He Gets Us, and data to optimize how your staff and volunteers are responding.

[VIEW REPORTS →](#)



Be Informed About He Gets Us

He Gets Us is a campaign designed to create cultural change in the way people think about Jesus and His relevance in our lives.



What is “He Gets Us” all about?

Our mission is to create opportunities for people across the U.S. to take a fresh look at the “real” Jesus and consider his radical teachings and claims documented in the Bible. We want to be open and approachable, so everyone feels comfortable asking questions, including the difficult ones. We want people to see that Jesus isn’t some irrelevant historical figure who doesn’t relate to them in the modern world. He has experienced every human frailty and vulnerability. He’s for everyone. He has the answers to life’s most pressing problems. He understands us. He “gets us.”

Who’s leading this?

He Gets Us is spearheaded by a diverse group of people who are passionate about the authentic Jesus of the Bible. It’s an entity of Servant Foundation, a designated 501c3 organization. Our goal is to get people talking about Jesus and exploring his radical love for everyone.

Key Partners Include

YouVersion

LUIS PALAU 

OneHope[®]
God’s Word. Every Child.



CHRISTIANITY  **TODAY**
a global media ministry

gloo

OUTREACH

RELEVANT

What’s Gloop’s role in He Gets Us?

He Gets Us is working with Gloop, a technology partner that makes it easier for churches to connect with people reached by the campaign. Gloop also provides free texting tools and resources to equip churches and faith organizations to be ready to engage people well.

Get Familiar with the Research & Ads

An expert team conducted four months of research among U.S. adults from April-July 2021. The research was conducted in three phases, including two large quantitative studies and an in-depth qualitative study. Watch the briefing and He Gets Us media ads to become familiar with the research and message.

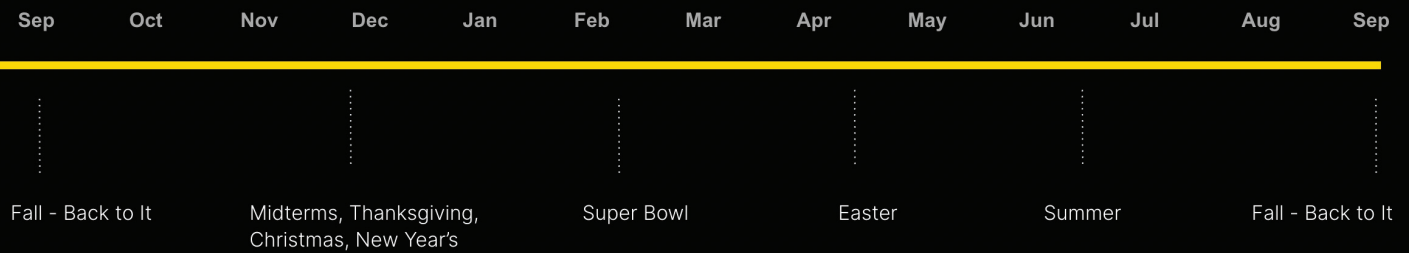
[WATCH THE HE GETS US BRIEFING →](#)

[WATCH THE HE GETS US MEDIA →](#)

Upcoming Ads

Take a look at the upcoming themes the He Gets Us campaign is covering:

Presenting the Confounding Love of Jesus





Choose Your Participation Pathway

Your church now has access to dozens of He Gets Us media assets, prayer and teaching guides, sermon series, and even free He Gets Us apparel for your congregation. With this growing collection of resources, you can lead your church to pray, learn, discuss, and be ready to reflect Jesus to the people they influence.

Choose the pathway you'd like to follow or launch a church-wide campaign by activating all the pathways. We'll guide you through each step!



The Sharing Pathway

Make your congregation aware of the national conversation happening around Jesus with shareable He Gets Us assets and ready-made texting series designed to introduce the campaign to your congregants.



STEP 1 BROWSE SHAREABLE ASSETS

Shareable Assets include everything you'll need to spread the word about the national conversation about Jesus. You'll find He Gets Us logo files, video ads to share during a worship service, and a Merch Store all designed to help your church affiliate with He Gets Us.

[DOWNLOAD SHAREABLE ASSETS →](#)

STEP 2 SHARE ABOUT HE GETS US WITH YOUR CONGREGATION

The Campaign Awareness Series provides you with an easy way to introduce the campaign to your congregants with free text messaging tools. This three-week texting series works in part with the He Gets Us media campaign. By launching this series, your people can receive daily text messages sharing a He Get Us video ad and the associated Scriptural reference.

[LAUNCH THE SERIES →](#)

STEP 3 SPARK CONVERSATIONS WITH HE GETS US GEAR

Get free apparel for you and your team from the *He Gets Us Partner Merch Store* to represent Jesus as you reflect his love to others. Order Church Activation Packs including 25 stickers and 25 t-shirts all designed to spark conversations. No money required. Pay with love.

- Visit hgupartnermerch.com
- Enter the password **Partner123** to begin ordering
- Order up to 2 Church Activation Packs including 25 stickers and 25 t-shirts

[ORDER HE GETS US GEAR →](#)



Share the love on social media using [#hegetsus](#).



The Prayer & Reading Pathway

Encourage self-reflection and spiritual practice in your congregation. The Prayer & Reading Pathway leads you and your congregation through prayers boldly proclaiming our continual need for Jesus with a Prayer Guide, daily texting series, and YouVersion reading plans.



STEP 1 PREPARE YOUR HEART WITH PRAYER

The Prayer Guide helps you prepare your heart for outreach around He Gets Us. Read and share ten daily prayer prompts designed to ask for a gentle heart to share the message of Jesus, a willingness to meet people where they are at, and prayer that the He Gets Us campaign stirs those who see it to curiosity about Jesus.

[DOWNLOAD THE GUIDE →](#)

STEP 2 GUIDE YOUR CONGREGATION TO PRAY

The Prayer Guide Text Series activates your congregation to pray for the hearts of those who are seeing the He Gets Us media. Aligning with the prayer guide, the 10-day texting series shares a daily prayer and an encouraging Scripture.

[LAUNCH THE SERIES →](#)

STEP 3 PROVIDE A YOUVERSION READING PLAN

Part 1: The YouVersion Jesus: He Gets Us reading plan provides a way to get your people collectively reading the Bible together. Share the 7-day reading plan with your congregation designed to give a glimpse into what life was like with the real Jesus, who was a real person with a heart for people.

[VIEW THE READING PLAN →](#)

Part 2: The YouVersion He Gets Us: #2 Diving Deeper reading plan helps your congregation go deeper in reading the Bible together. Share the 7-day reading plan designed to look behind the stories of the Bible to discover how Jesus may have faced a personal crisis.

[VIEW THE READING PLAN →](#)

STEP 4 FOLLOW UP WITH A TEXT SERIES

The Reminders & Reflections, YouVersion Part 1 Series provides text reminders and encouraging content for your congregation to reflect and pray on the topics discussed in the *YouVersion Jesus: He Gets Us* reading plan. The 7-day texting series asks your congregation to spend five minutes a day reading the devotional and provides a short prayer and encouraging Scripture.

[LAUNCH THE SERIES →](#)

The Diving Deeper, YouVersion Part 2 Texting Series provides reminders and encouraging content for your congregation to reflect and pray on topics discussed in the *YouVersion He Gets Us: #2 Diving Deeper* reading plan. The 7-day texting series asks your congregation to spend five minutes a day reading the devotional and provides a short prayer and encouraging Scripture.

[LAUNCH THE SERIES →](#)



The Teaching Pathway

Strengthen your message and build community with practical resources based on messages from the campaign. Engage your congregation and new visitors with done-for-you sermon resources, discussion guides for small groups, and texting series to deliver discussion guides digitally.



STEP 1 TEACH A HE GETS US SERMON SERIES

The Topical Sermon Resources from Wheaton College Billy Graham Center provide you with everything you need to teach on topics based on He Gets Us media ads. Resources include teaching guides, sermon slides, tie-in videos from the campaign ads, and promotional materials to promote the series.

DOWNLOAD THE ASSETS →

STEP 2 GO DEEPER WITH DISCUSSION GUIDES

The Discussion Guides equip your leaders to build community and give your people confidence in answering curious friends and neighbors with small group discussion guides based on topics from the He Gets Us media ads. The downloadable guides provide links to campaign media ads, discussion questions, and reflection notes.

DOWNLOAD THE GUIDE →

STEP 3 PROVIDE DISCUSSION GUIDES THROUGH TEXT

Keywords help you further the conversation on each topic taught from a He Gets Us sermon series or discussion. Provide your congregation with ready-made Keywords they can text to receive a downloadable link to topical Discussion Guides.

LAUNCH THE KEYWORDS →

STEP 4 GET A PULSE ON YOUR CONGREGATION'S BELIEFS AND FAITH PRACTICES

The Barna Jesus Pulse Assessment lets your people tell you how they view Jesus and talk about him with others with easy-to-use assessments. Launch this Assessment before a sermon series to get a snapshot of how your people perceive the teachings and person of Jesus, and send it out again after the series to see how their perspectives have changed.

LAUNCH THE ASSESSMENT →

Did you know? You now have access to [Assessments](#)—a powerful survey tool to help you know your people and understand the trends. With Assessments, you can send surveys to your people from the Assessments library or create custom surveys, and easily share your survey with a text code, link, or QR code and track results.



Free Texting Tools with Gloo Messaging

Not only does Gloo help you get connected to the He Gets Us campaign, but it also offers free access to text messaging tools to drive more connections with your people and community. Thanks to generous donors who want to help you build life-changing relationships, you can send and receive unlimited text messages with Gloo Messaging.



BROADCASTS

GET YOUR COMMUNICATION RIGHT TO WHERE PEOPLE ARE -THEIR PHONES.

Text Broadcasts are the ultimate time saver and the best way to get quick, direct communication with your people! It only takes one minute to send a message to all of your people or groups of your people. Everyone receives the message as if it is a personal message.

[CREATE A BROADCAST →](#)

KEYWORDS

DISTRIBUTE INFO, RSVPS, AND MORE!

With Keywords, you can ask your people to text your unique 10-digit Gloo Messaging phone number with a custom keyword that sends back a single response, provides a digital connect card for visitors, and more.

[CREATE A KEYWORD →](#)

SERIES

CONNECT WITH YOUR CONGREGATION THROUGHOUT THE WEEK

Series are a great way to consistently engage with your people. Whether you're encouraging people with a devotional, following up with new guests, or distributing training content, Series offers easy automation and opportunities to take next steps to get involved beyond Sunday services.

[CREATE A SERIES →](#)

For step-by-step walkthroughs of how to set up Gloo Messaging for your organization, visit our [Help Site](#).



Read How Christ Journey Church Launched a He Get Us Easter Sermon Series

Christ Journey Church with multiple locations in South Florida has centered its mission around “living God’s purpose.” Beginning in 1926 across the street from the University of Miami, Christ Journey has looked for ways to have an eternal influence on families in Miami and around the world.

In March of 2022, Christ Journey began dreaming about how their Easter message could touch on the needs of their city and the cultural issues their congregation was experiencing.

“He Gets Us helped lead the way in terms of branding and packaging the ad topics into a 12-step message series that would be relevant and relatable to our congregation and the wider community. Through He Gets Us, we addressed needs with the Gospel and invited Jesus to begin speaking to them,” said Ryan Reed, Executive Director of Ministries, Gables Campus Pastor.

Leveraging campaign assets, Christ Journey built a 12-week sermon series for Easter around the idea that whatever someone is experiencing, Jesus faced it, too. They invited their congregation to join the conversation at gatherings called “Table Talk” on Wednesday nights in person and online to go deeper into each sermon topic.

“There’s been a lot of silence in the crowd, and I think it’s because it’s a reflective and introspective silence. We wanted our people to understand that He feels our infirmities with us. The tee-up that He Gets Us gave us and the use of ad campaign videos really helped show how that Jesus understands us and He feels it. He does not judge or condemn, but heals and helps,” says Bill White, Senior Pastor.



[ACTIVATE SERMON RESOURCES →](#)



Get Started with 1-1 Training from Our Team

Learn everything you need to know about the He Gets Us Hub and Gloom's powerful connections tools with a 1-1 training call with our team. We'll answer any questions and share tips and tricks to equip your congregation for spiritual conversations with Jesus.

[SCHEDULE A CALL →](#)