



‘The most effective digital evangelism platform in the UK’

Around 1500 people visit the website Christianity.org.uk each day - and more than a quarter of new enquirers are people looking to become Christians. It's easy and free to link from your own church website, writes **Cherry Hamilton Bond**

What's the purpose of life?

What will happen when I die?

When will Jesus return?

These are just three of the big questions that people are asking right now, and some of the most visited articles on Christianity.org.uk.

It's clear that people are less interested in dogma and tradition, and more in the big questions of what faith means for them personally.

So where are people increasingly turning for answers? The internet, of course! And there's a lot of unhelpful content out there.

That's why our ecumenical team at Christianity.org.uk have created an attractive and easy to use site, offering a wide range of balanced and thoughtful articles about Christianity, alongside our unique and popular offer of confidential online conversations about faith.

We're delighted that over 1.5k people visit Christianity.org.uk each day to find answers to their important questions. And over a quarter of new enquirers are people who are looking to become Christians - what a privilege!

With AI becoming more and more ubiquitous at the moment, we could have chosen to employ clever programs for answering enquiries - however, we've deliberately decided not to. Whilst bots could probably

give a great answer concerning Christian beliefs about life after death, often what people really want isn't a list of facts, but an opportunity to express their personal fears and concerns to another human being, to be listened to, and to know that a real Christian cares and will pray for them.

We're also able to work with individuals to help them find suitable local churches and Christian courses, and we also direct enquirers to services such as CAP, AA, and the Samaritans where appropriate.

Simon Woodman, Chair of Trustees, and minister of Bloomsbury Central Baptist Church says:

"The reason I'm so passionate about this website is that it is simply the most effective digital evangelism platform in the UK. From the breadth of articles, to the in-depth analysis, to the topical opinion pieces, to

the personalised responses to enquiries: *Christianity.org.uk* is the go-to place for those who want to find out more about the Christian faith online. Every church should carry it on their website!"

Many churches don't have the resources to answer lots of questions, or find that people prefer to ask questions anonymously rather than to speaking to ministers or staff. So a growing number of churches and Christian organisations are linking to *Christianity.org.uk* on their websites and materials. They find *Christianity.org.uk*, (overseen by Churches Together in England), to be a safe pair of hands.

Simply put the Christianity URL on your website, and we'll do the rest. Of course, everything is free at the point of use, although we encourage churches who value what we do to consider supporting us with a small annual donation.

It's the easiest evangelism you'll ever do!



Cherry Hamilton Bond is the editor of *Christianity.org.uk*

Scan this QR Code to be directed to their website



PRAYERS

Touching Down The Internet chat room

They chatted together, an astonishing assortment of different ages, cultures, creeds and backgrounds; in so many ways, miles apart, yet, thanks to modern technology, brought close, as though they were there together in the one room.

Overcome, Lord, the barriers that keep us apart,
dividing person from person
and race from race –
East and West,
black and white,
male and female,
rich and poor.
Whatever our colour, culture or creed,
draw us together and heal our wounds –
so that we may live and work together as one people,
one world.

Amen.

By Nick Fawcett

