



2020 Annual Report



Last February, this four-day conference at Northside (Rome) Church drew more than 1,000 people and generated a love offering of more than \$7,000. Only a month later, the pandemic arrived.

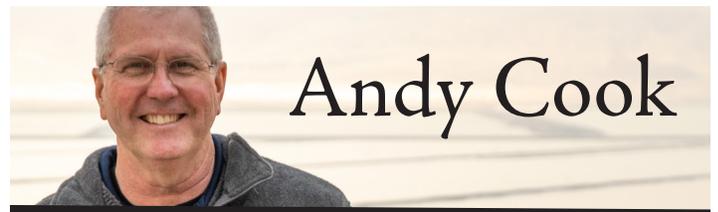
A most unusual year

For a ministry known for its visits to Israel and churches across the Southeastern United States, 2020 held a nasty surprise for Experience Israel Now.

There's no need to explain what happened. The COVID-19 pandemic has affected all of our lives in ways we could not have imagined just a year ago.

For EIN, our group travel came to a halt as Israel closed its borders. Churches shut down completely for several weeks before some reopened with a severely curtailed schedule. Schools and prisons aren't allowing visiting speakers. Our presentations slowed to a crawl.

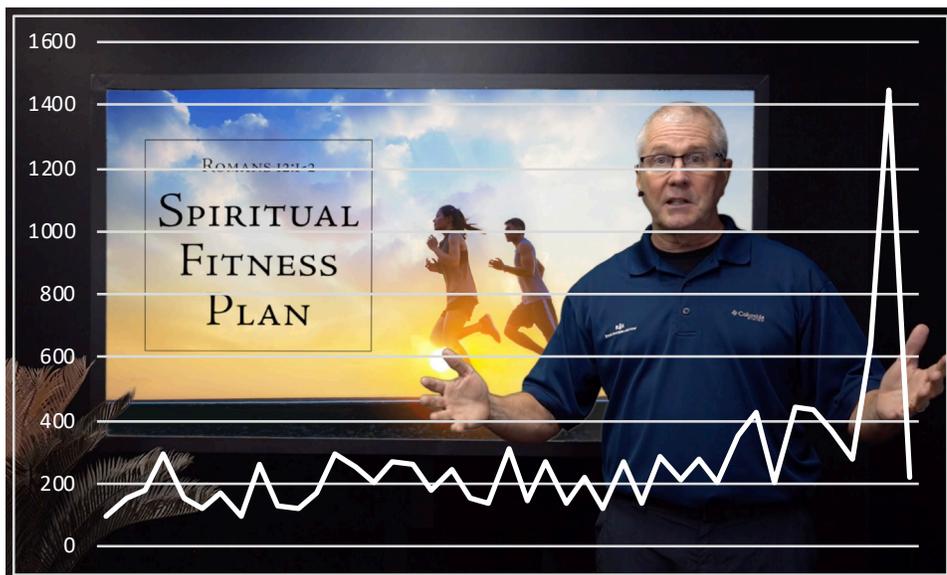
The good news for our ministry in 2020? We saw record-breaking generosity from our donors. This generosity helped us turn a crisis into an opportunity.



Our new videocast, "Secrets from the Ancient Paths," is already reaching thousands of people in places we'll never be able to personally visit (see page 2).

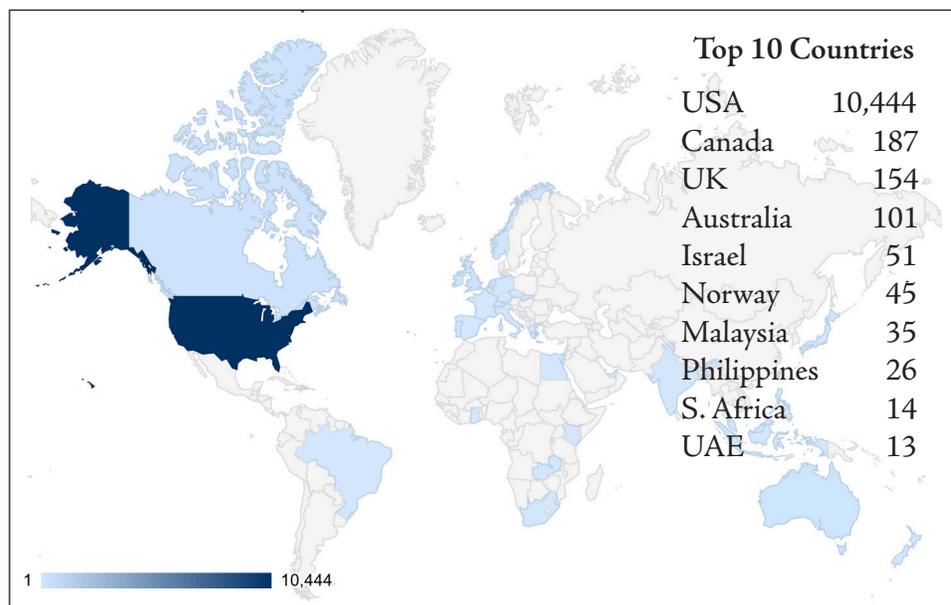
And on a personal note, this generosity translated into a message of encouragement just when I needed it most. You helped me realize we're on the right track!

So thank you for every prayer, gift or word of cheer you've given us. We'll never forget 2020 ... our year of Thanksgiving.



A new audience for our message

We launched “Secrets from the Ancient Paths” on July 24, 2020. It first included an audio podcast on Tuesdays and a videocast on Sundays. The videocasts were much more popular, so we’ve dropped the Tuesday episodes. We began advertising on Facebook in December.



A global potential

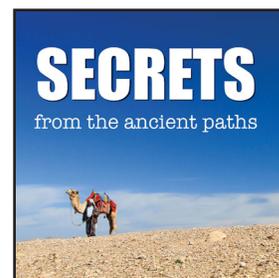
The Internet allows our ministry to immediately have a global impact, though admittedly, we’re hoping for a much bigger impact as time goes on. We’ve been seen in all 50 states, plus the District of Columbia. Here’s the Top 21 list:

Georgia	4,325	Florida	294	Washington	196
Texas	524	Indiana	246	Missouri	184
Michigan	351	Virginia	232	Arizona	178
S. Carolina	339	California	228	Illinois	167
N. Carolina	338	Wisconsin	218	Tennessee	157
Alabama	319	Ohio	206	Pennsylvania	110
Idaho	308	Colorado	204	New York	96

A bright spot in a dark year

No doubt, 2020 was a tough year for our ministry.

On the other hand, having more time at home led to the creation of our weekly videocast.



In time, “Secrets from the Ancient Paths” could eventually become the most influential tool in the EIN toolbox.

It took longer to create the videocast than we’d anticipated. New learning curves were waiting around every corner. The purchase of microphones, cameras and other studio elements involved a lot of trial and error. A new website had to be developed.

We’re now using a new video studio at Shirley Hills Baptist Church, “green-screen” technology and experimenting with advertising elements on social media.

Challenges ahead include staying ahead of schedule with finished videos, getting more footage from Israel and creating new Bible lessons to produce. But we’re already hearing from people across the country - and around the world!

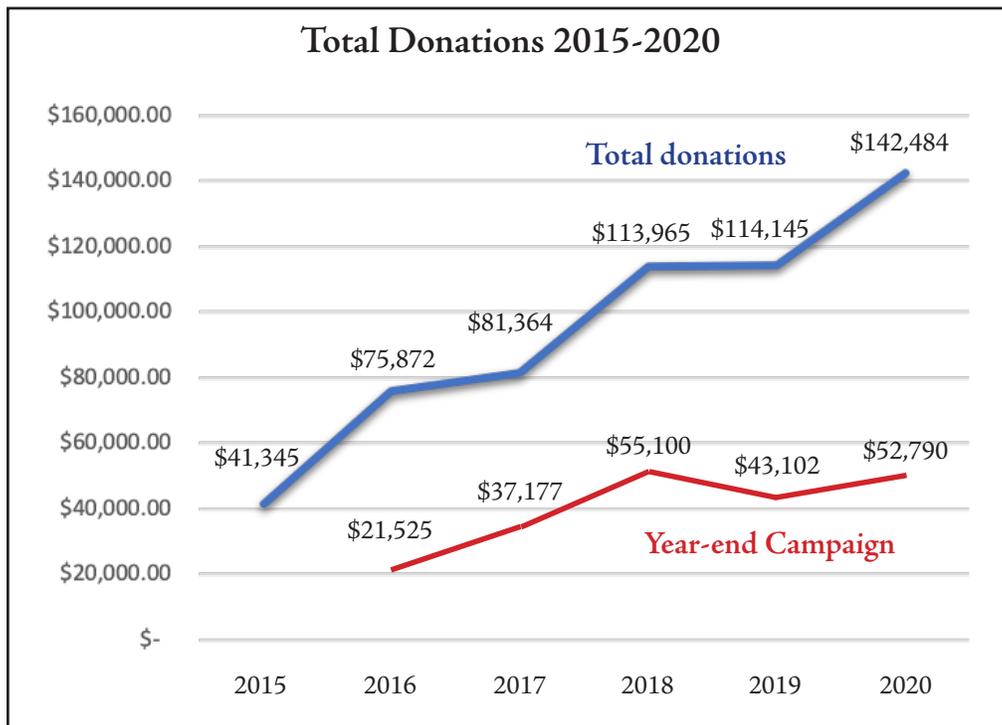
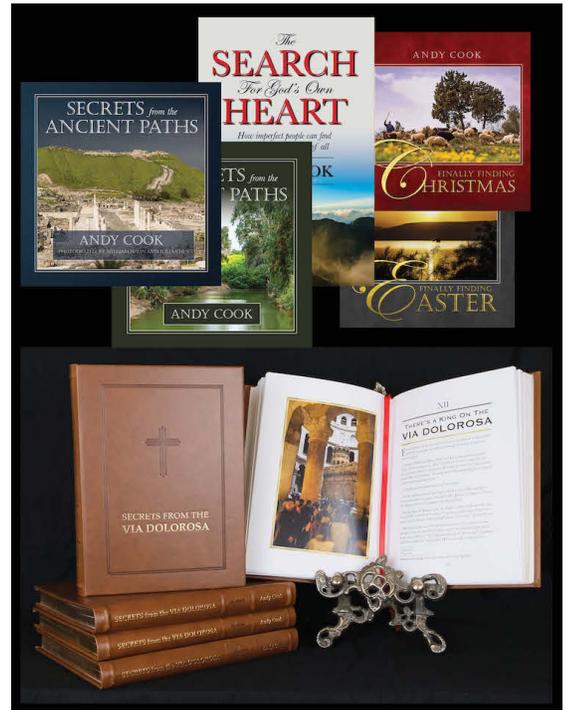
Book report: Six and counting!

“Secrets from the Via Dolorosa,” the best book we’ve ever published, was ready for release during Easter 2020.

Obviously, that timing didn’t work out. For the first time in centuries, churches around the world didn’t hold Easter services. Even so, we sold a great many of these books, along with our other products. Total sales set a new record of \$18,953.74.

We also ordered new-and-improved copies of “Secrets from the Ancient Paths” and “More Secrets from the Ancient Paths.” A printing error swapped the covers of these books, giving us 1,000 copies (each!) to sell at bargain prices. We now have copies of each book with the correct covers, too.

Plans for 2021: Work on “Immanuel” is under way. It would initially be released as a “Christmas” book, though it has year-round potential.



A record year of giving

As our presentations and trips to Israel ground to a halt in 2020, giving from our donors soared to record heights.

This generosity not only gave us the assurance that we’ll financially survive the pandemic, it also gave us the opportunity to explore new ways of sharing our message on the Internet. For these gifts, we are forever grateful!

Hopefully, we’re headed back to Africa

If international travel is possible, EIN will make a mission trip to Ghana this year. While Pastor Andy teaches at a seminary, his wife Melody would help out at a Baptist Hospital where Heidi Haun is the chief surgeon. William Haun’s photos have graced all of our EIN books. That’s the Haun family, on the right.

In 2019, Andy and Melody visited Zambia on a similar trip. For that journey, Pastor Andy helped create a Bible geography textbook and curriculum for Ambassador International University. We’ve also committed to take a young professor from the school to Israel on our next hiking trip.

