



# MULTIPLY YOUR IMPACT

July, 2025



## Happy Summer, Multiply Your Impact Community!

We hope this newsletter finds you well, healthy, and enjoying time with friends and loved ones. As part of our growing family of supporters, you get a unique, behind-the-scenes look at the stories, events, and developments shaping our Mission. We're excited to share new insights from our missionaries around the world—and to invite you to make a difference wherever you live, work, and play for Jesus Christ!

## Highlights from the EVRY1 East Coast Regional Conference

Last month, many of our missionaries gathered in Schenectady, New York, for a week of networking and learning at our EVRY1 East Coast Regional Conference. We celebrated milestones—including one missionary's remarkable 50+ years of service!—exchanged ideas, and left feeling more connected and encouraged than ever.

One key topic we discussed was a cultural shift underway: **metamodernism**. Understanding this trend can help us all adapt our ministry for the future.



## What is Metamodernism—and Why Does It Matter?

You may have heard of **modernism** and **postmodernism**. In simple terms:

- **Modernism** values objective truth—facts, evidence, and reason (“whoever has the best argument wins”)
- **Postmodernism** says truth is personal—what’s true for you might not be true for me (“you have your truth, I have mine”)

Both focus on the individual: “I” am the center of meaning.

**Metamodernism** represents the next shift. It moves from “I” to “We”—people now seek meaning in groups or tribes, aligning with whatever community or cause feels right in the moment. Think of it as cultural hopscotching: someone might embrace Marxist ideals today and Capitalist values tomorrow, depending on which tribe offers the most appealing sense of virtue or belonging. Loyalty may be temporary, and beliefs can change quickly based on convenience rather than conviction.

## Why This Matters to You:

This shift presents real challenges:

- **Commitment Issues:** People may be less likely to commit long-term to faith communities, and you may find yourself frustrated at the “Christian-by-Convenience” approach of many around you.
- **Surface-Level Community:** Relationships can feel shallow or fleeting when based on temporary alignment. Knowing this is a part of the shifting culture and is not the ultimate destination will help keep you grounded as people react and overcorrect.
- **Social Truth-Seeking:** The search for meaning becomes more about social currency than personal transformation. This does not mean that meaning becomes arbitrary - it just means that you will have to adjust your expectations when sharing the Gospel.

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## How Can We Respond?

As culture changes, ministries—and each of us—face new opportunities to make a difference:

### In Ministry Leadership:



**Foster Deep Commitment:** Develop creative approaches to encourage lasting faith and belonging in a world of shifting loyalties



**Build Authentic Community:** Go beyond surface-level connections to create transformative relationships



**Anchor in Timeless Truth:** Point people to the unchanging truth found in Christ, not in trending ideologies

### In Your Daily Life:

- Be a consistent voice for the unchanging truth in your workplace, neighborhood, and relationships
- Build deep, lasting relationships rather than surface-level connections
- Share how Christ has genuinely transformed your life, demonstrating that meaning comes from God, not from within ourselves or our chosen tribes



## How You Can Help

Your support—prayerful, financial, and relational—empowers us to reach new generations with the Gospel:



**Pray** for our missionaries and those they serve, that they would build strong, lasting communities of faith in the face of cultural challenges



**Give** financially to support the resources and training needed to develop innovative ministry approaches for this changing world



**Connect** with others—whether on your campus, in your neighborhood, or in your workplace—to share the hope and love of Christ in meaningful, lasting ways



## Join the Conversation

Consider partnering with Missions Door today as we navigate this brave new world together, reaching campuses, communities, and those on the margins with the Gospel. We want to hear from you: How are you seeing these cultural shifts in your own community? What approaches are you taking to share lasting truth?

Multiply Your Impact exists to equip you with insights and opportunities to shape the world for Christ through prayer, giving, and joining the conversation about effective ministry in our changing culture.

**Remember: Love Changes Everything.**

With gratitude,  
The Multiply Your Impact Team