



# RISE

A MOVEMENT OF THE GOSPEL,  
FOR THE GOOD OF THE CITY

Today 5% of center-city New Yorkers are part of a gospel-teaching church. We believe that number can rise to 15%—amounting to a tipping point that can change New York and, through it, the world.

## RISE IS A CAMPAIGN TO STRATEGICALLY ACCELERATE TOWARD A TIPPING POINT.

1

### THE VISION:

The tide of culture rising from New York could have the gospel in its DNA.

- By virtue of living in New York, you are a culture maker. The ideas, beliefs, and trends that start in New York reach the world. New York culture shapes world culture.
- If more New Yorkers embodied the gospel in how they live and work, it could catalyze growing philanthropy, mercy, justice, racial reconciliation, more humane workplaces, arts that promote hope, and less institutional corruption. The gospel advances the common good.

2

### THE OPPORTUNITY:

A gospel movement is already on the rise in New York.

- In 1989, less than 1% of center-city New Yorkers attended a gospel-teaching church, compared to 25% of Americans nationwide.
- In the past 25 years, the number of center-city New Yorkers who attend a gospel-teaching church has risen to 5%, with particular acceleration happening in the last five years. We believe if that number reaches 15%, we could see a tipping point of gospel saturation where more than just lives are changed, but the broader culture starts to transform.

3

### THE PARADIGM:

This will take more than a church—

## IT WILL TAKE A MOVEMENT.

- We can't just build a bigger institution; **we need a people-driven movement of New Yorkers in every neighborhood commissioned to rise up and live out the gospel where God has put them.**
- Redeemer will multiply in structure—and shift in mindset—to further embody our vision as a church not for ourselves but for the city.

# TO ACCELERATE TOWARD A TIPPING POINT, WE NEED TO PURSUE THREE STRATEGIES:



WE NEED:

## New Churches

rising in more neighborhoods.

Church planting is the most strategic way to grow the Body of Christ in our city. Redeemer will multiply into three distinct churches that accelerate the city-wide church planting movement.

- Partner with Redeemer City to City for effective and sustainable church planting and leadership development in New York
- Plant 100 churches in center city, including 9 new Redeemer congregations, with gospel DNA at their core
- Seek to bring more works of mercy and justice through more churches in more neighborhoods
- Make church planting a perpetual ministry and mindset of Redeemer's family of churches



WE NEED:

## New Leaders

rising in every sector.

Gospel-shaped leaders are needed in every level of ministry and the marketplace in New York. We will equip a new generation of church planters, pastors, and lay leaders committed to advancing a gospel movement in New York.

- Transform lay leadership and theological training at Redeemer for people in every sector of New York culture
- Expand seminary, apprenticeships, internships, and training programs for church planters and ministry leaders customized to a New York context and delivered by Redeemer City to City
- Enable Tim Keller to dedicate the next decade of his life to training leaders in city ministry



WE NEED:

## New Buildings

rising for all to share.

Putting down physical roots in a neighborhood is essential to reach rooted New Yorkers and serve the common good. As part of Rise, we hope to purchase a home for the East Side congregation.

- Increase neighborhood visibility as a means to bear gospel witness for generations to come
- Give neighborhoods a public utility and "third space" for gathering
- Provide a long-term, cost-effective solution to the problem of renting
- Offer stability amid shrinking rental availability for our church family

**We need you to rise.** We are asking everyone at redeemer to pray, engage, and give in new ways during this season. As you consider your part in this vision, ask yourself:

- If someone were to look at how I use my time, my energy and my money, what would they learn about my priorities?
- Am I engaged in the lives of my neighbors in a way that looks like every other New Yorker or have those interactions been changed by the gospel?
- What difference do I want my financial commitment to Rise make in my heart and life? Will my pledge change me and allow me to more meaningfully invest myself in this vision for our city?

[rise.redeemer.com](http://rise.redeemer.com)

