

# REIGNITING HOPE

## Sharing the Good News in Canada in 2024

### Key Findings

Our goal is that this research will reignite hope and inspire the local church to look upwards and outwards as God moves across Canada.

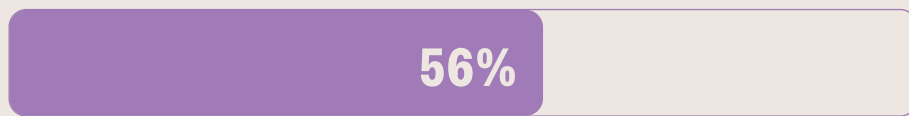
### PERCEIVED INCREASE IN SPIRITUAL OPENNESS

Compared to three years ago, church leaders in Canada have witnessed the following among non-Christian/lapsed in their surrounding community.

Increased spiritual curiosity (strongly agree or agree)



Increased likelihood to enter a church building (strongly agree or agree)

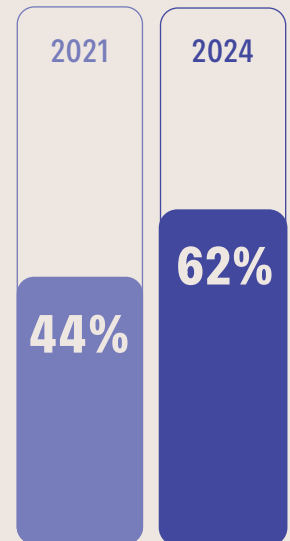


Increased openness toward the Christian gospel message (strongly agree or agree)



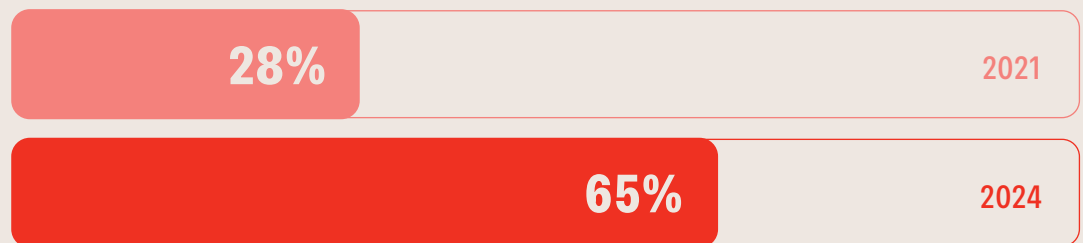
### GROWING PRIORITIZATION OF SHARING FAITH

Compared to three years ago, more leaders are reporting that their church equips its members to evangelize.



### INCREASED CLARITY IN MISSION

Compared to three years ago, leaders increasingly identify the central aim of evangelism as helping people know and follow Jesus.



#### Reigniting Mission:

Church leaders are moving to an active evangelistic position through **PRAYER, INVITATION, and CELEBRATION.**

#### Prayer

**84%** of people agree that prayer is central to their church's approach to evangelism/evangelization.

#### Invitation

In the past three years, **61%** of church leaders have reported running Alpha in their churches, contributing to an increase in invitational culture.

#### Celebration

**52%** of churches track how many people come to faith in Jesus for the first time.

To find out more about the impact of prayer, invitation, and celebration, and to access the full report for free, visit [alphacanada.org/reignitinghope](http://alphacanada.org/reignitinghope).