

Highways to Reach **100 Million Children**



CHILD EVANGELISM FELLOWSHIP®

CEFONLINE.COM

The Lord Jesus gave the Great Commission to His disciples to take the Gospel to the ends of the earth. Child Evangelism Fellowship exists to reach boys and girls for Christ. There are over two billion children around the world. Children are the world's most fruitful mission field. We as the CEF family have a great responsibility to proclaim the Gospel to them. Charles Spurgeon said, "A child of five, if properly instructed, can as readily believe as an adult." In Matthew 18:14 we read these words of Jesus, "So it is not the will of my Father who is in heaven that one of these little ones should perish."

Our responsibility is clear. The only question is whether we will respond to God's call. By God's strength, we want to do all we can to reach the next generation for Jesus and take the Gospel to every nation, tribe, and tongue. Our goal is to reach 100 million children annually by 2032.

The Katy Highway in Texas is the widest highway in the world with 26 lanes at its widest point. The purpose of those lanes is to move vast amounts of traffic toward their desired destination. Isaiah 62:10 also speaks of building up a highway. **In CEF, we desire to build highways to reach millions of children around the world.**

100 million children annually is a God-sized goal, but it is only five percent of the world's children. This booklet focuses on our ministry strategy to reach the goal. It will require time and resources, but we trust God to provide all that we need. We will make plans, but we do so with the confidence that God will "do far more abundantly than all that we ask or think, according to the power at work within us" (Ephesians 3:20).

For God and His glory alone,

Jeremiah Cho

Go through, go through the gates;
prepare the way for the people;
build up, build up the highway;
clear it of stones;
lift up a signal over the peoples.

ISAIAH 62:10





OUR FOUNDATION

CEF® is founded on the Bible, dedicated to the Great Commission, and focused on reaching the next generation. Our foundation verse is Matthew 18:14—"So it is not the will of my Father who is in heaven that one of these little ones should perish."

OUR MISSION

Our mission is what we do: To evangelize boys and girls with the Gospel of the Lord Jesus Christ, disciple them in the Word of God, and establish them in a Bible-believing church for Christian living.



OUR VISION

Our vision is the scope of what we do: Every Child, Every Nation, Every Day. We must pursue the goal of taking the Gospel to every child in every nation as Jesus commanded. And we must do so every day.

OUR STRATEGY

God has given us a three-fold strategy: to train, equip, and support. **Training** prepares men and women to fulfill the mission. **Equipping** provides tools needed to fulfill the mission to evangelize and disciple children. **Supporting** provides financial resources so workers can focus on fulfilling the mission. This God-given strategy is logical, but its power is theological as He works in and through us to accomplish His will.

OUR GOAL

Our goal is to move beyond reaching 27 million children in 2024 to reaching 100 million children in 2032. If the number of children we reach grows by 18 percent annually, we will be able to achieve this goal. To do this we need a total of 10,000 dedicated workers and an army of over one million committed volunteers of all ages. There will be many resources required, but God will provide. Our confidence is not in our strategy, but in our God on whom we depend so that we might reach the next generation.

The pages that follow highlight seven highways to help us move together toward the goal. May God help us as we pursue His will.

HIGHWAY

1

**CHRISTMAS
PARTY CLUB®**



The *Christmas Party Club*® is the first highway to reach 100 million children annually. In 2024, over 10.2 million children heard the true meaning of Christmas through the CPC™ ministry. A CPC is a fun celebration for children that shares the true meaning of Christmas and a Party Club™ includes games, songs, snacks, and a Gospel lesson with an invitation to receive Christ as Savior. Clubs are held during the Christmas season in schools, homes, and any place children gather. The club provides opportunity for children who might otherwise not hear the Gospel to be evangelized.

Holding a CPC is a rich opportunity. Children around the world love a party. Even non-Christian parents readily allow their children to attend a CPC. The clubs provide an open door to children from nearly every nation, every tribe, and every tongue. This great news of the birth of a Savior is for all people. We desire to expand the global reach of CPCs and let it serve as the launch pad for training and recruiting volunteers to teach Good News Clubs. We expect that by 2032 over 36 million children will attend a CPC each year.

The best strategy for exponential growth is to train more volunteers to conduct more CPCs.

- Suppose that during the Christmas season one CEF worker teaches ten CPCs and each club has an average attendance of 40 children. The total children reached would be 400.
- Suppose that same worker conducts ten CPC seminars, training 20 volunteers in each seminar. If the 200 volunteers each teach three clubs, that would be a total of 600 clubs and the number of children reached would be 24,000—60 times more children would hear the true meaning of Christmas.

We must make the best use of the time through this ministry, and strive to see ten percent of the CPCs become weekly Good News Clubs—the second highway to reaching 100 million children annually.



And the angel said to them, "Fear not, for behold, I bring you good news of great joy that will be for all the people. For unto you is born this day in the city of David a Savior, who is Christ the Lord."

LUKE 2:10-11

HIGHWAY

2

GOOD NEWS CLUB®



Good News Club® is another highway to reach 100 million children annually. GNC™ is at the heart of our worldwide ministry. Clubs meet once a week—usually during the school year—in homes, churches, schools, and other locations. Children hear the Gospel and how to grow in Christ. Partnership with the local church is important to GNC ministry. Our desire is to establish children in a Bible-believing local church for Christian living.

This ministry is multiplied by training volunteers through Quick Start, Teaching Children Effectively, and Super Seminars. We conduct regular training to encourage and strengthen GNC teachers.

In 2024, there were 91,504 weekly Good News Clubs around the globe. We must seize every opportunity to make disciples and teach them to observe everything that Jesus commanded. By God's grace we will grow the number of Good News Clubs worldwide to 375,000 and reach 16 million children.



Pray also for us, that God may open to us a door for the word, to declare the mystery of Christ, on account of which I am in prison.

COLOSSIANS 4:3



Christmas Party Club

Good News Club

HIGHWAY

3

5-DAY CLUB® AND
CHRISTIAN YOUTH
IN ACTION®



5-Day Club® is another great way to proclaim the Gospel and reach 100 million children. This exciting 60-to-90-minute club includes a Bible lesson, songs, missionary story, memory verse, and games and can be held anywhere children are. An advantage of *5-Day Club* is that the Gospel is clearly presented and saved children learn how to live for God over five consecutive days. The *5-Day Club* is often held during school vacation when children are free; they enjoy attending this fun club with their friends. It can be used to cultivate the ground for launching a GNC. This versatile highway can help to build strong relationships with children and families that can lead to their engagement in the local church.

This ministry is multiplied by training teens and young adults at *Christian Youth In Action*® to conduct 5-Day Clubs. It is our desire to see CYIA™ spread around the world. This enables the teens and young adults to reach the next generation. By God's grace we will annually reach five million children through 5-Day Clubs and engage 100,000 youth through CYIA by 2032.



But you will receive power when the Holy Spirit has come upon you, and you will be my witnesses in Jerusalem and in all Judea and Samaria, and to the end of the earth.

ACTS 1:8



Christmas Party Club

Good News Club

S-Day Club & Christian Youth In Action

HIGHWAY

4

**CHILDREN REACHING
CHILDREN AND
GO AND TELL!**



God has called CEF to also make disciples of boys and girls of all nations. This highway, Children Reaching Children, is a great ministry for saved children to share the Gospel with their peers. We train them primarily using the *Go and Tell!* curriculum and encourage them to share their faith with at least ten friends. In many places around the world it is dangerous for adults to evangelize boys and girls, but children can freely share the Gospel with others.

Children who are equipped to share the Gospel are bold in their witness and will continue into their teen and adult years. This highway, CRC, can utilize their excitement for the advancement of the Gospel to millions more around the globe.

In recent years, we have trained 37,000 children who reported sharing their faith with over 720,000 of their friends, resulting in testimonies of thousands of professions of faith.

Our goal is that by 2032, one million children will be trained annually and that they will share their faith with ten million children each year. The long-term impact of a generation committed to the Great Commission is difficult to overstate.



**Go therefore and make disciples of all
nations, baptizing them in the name of the
Father and of the Son and of the Holy Spirit.**

MATTHEW 28:19



Christmas Party Club

Good News Club

5-Day Club & Christian Youth In Action

Children Reaching Children & Go and Tell!

Go and Tell
2024

Go and Tell
2024

HIGHWAY

5

JUNIOR YOUTH
CHALLENGE®



As young people enter their tween years, we must have a place for them to continue to grow in their faith and be disciplined. *Junior Youth Challenge®* is designed to minister to youth between ages 11 and 14 and can be adapted for teens from 15 to 18. The curriculum is designed to give these young people a solid foundation in God's Word.

It is critical to disciple this age group so they will stand firm for Christ in the midst of the influences of our secular culture. Our passion, as we pour into their lives, is that they will continue to grow in Christ, share the Gospel with their peers, and become CYIA students as part of the army of peers and children encircling the globe that fulfills the Great Commission.

Although JYC™ is not new, it is a highway that has been less traveled in CEF. At the 2025 International Conference we are launching a new and bold initiative to expand JYC ministry globally.



Let no one despise you for your youth,
but set the believers an example in speech,
in conduct, in love, in faith, in purity.

1 TIMOTHY 4:12



Christmas Party Club

Good News Club

S-Day Club & Christian Youth In Action

Children Reaching Children & Go and Tell!

Junior Youth Challenge

HIGHWAY

6

DIGITAL MINISTRY



Harnessing the power of technology for the sake of the Gospel is at the heart of digital ministry. Children are growing up in a digital age, and we must engage with them where they are—on their devices. Digital ministry is a broad highway that can help take the Gospel to millions who could not otherwise hear. It has the ability to take the Gospel into dangerous places across borders—plane tickets, passports, visa not required. Digital ministry reaches those who are searching for spiritual truth.

We want to become all things to all men in our effort to proclaim the Gospel with all wisdom to the ends of the earth. Through digital platforms such as *U-Nite*®, Wondersurf, satellite broadcasting, and other efforts in sensitive countries, we are now able to drop the Gospel right into the scrolling hands of millions. We will utilize digital platforms to evangelize in hard-to-reach countries and extend the impact of our clubs in easy-access countries. We continue to develop evangelistic and discipleship content for children.



WONDERSURF

Him we proclaim, warning everyone and teaching everyone with all wisdom, that we may present everyone mature in Christ.

COLOSSIANS 1:28



Christmas Party Club

Good News Club

5-Day Club & Christian Youth In Action

Children Reaching Children & Go and Tell!

Junior Youth Challenge

Digital Ministry

HIGHWAY

7

LITERATURE DISTRIBUTION



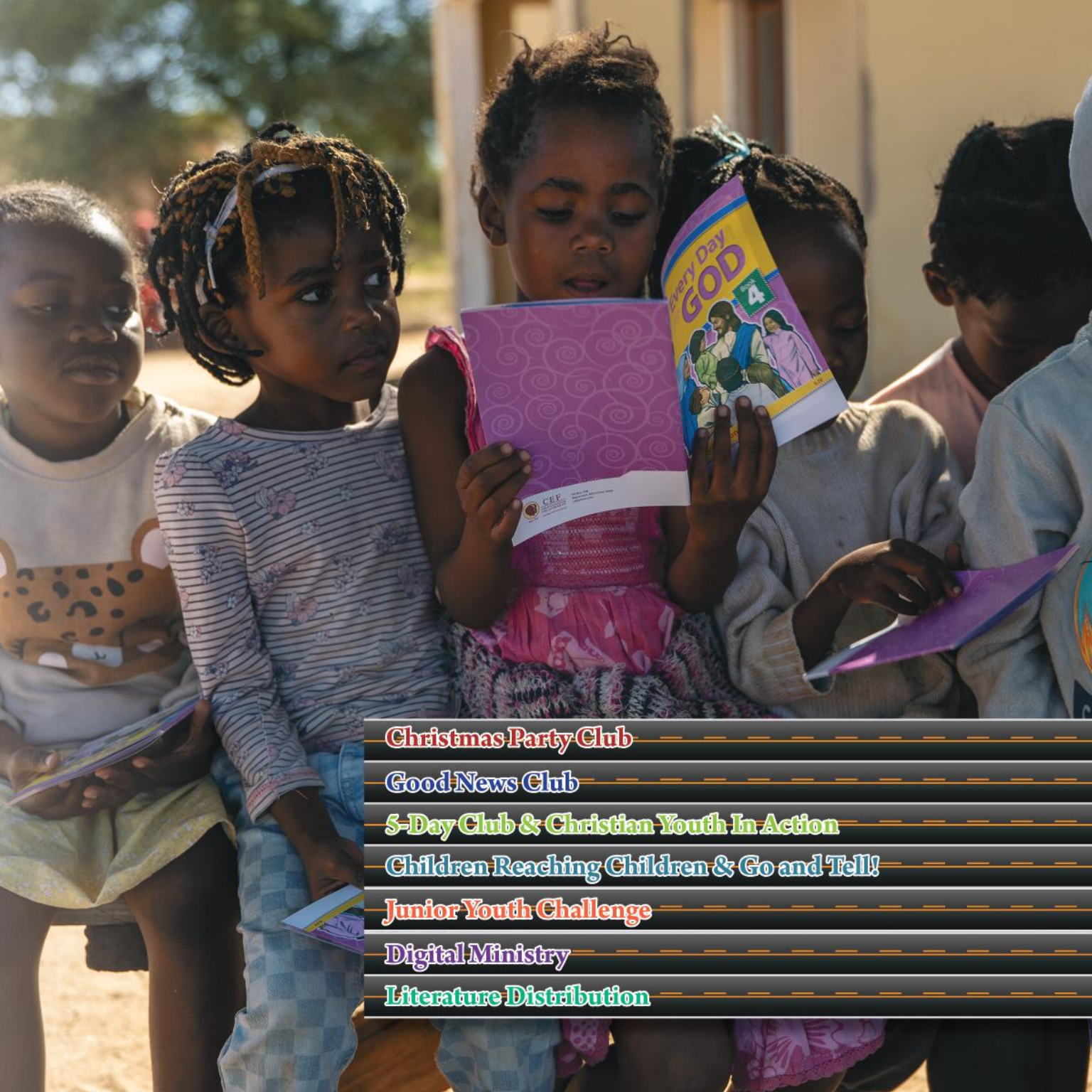
We believe in the unstoppable power of the simple printed word—tracts and booklets—to reach boys and girls with the Gospel. These “paper missionaries” can go where people often cannot: into homes, schools, waiting rooms, and distant places we might never reach ourselves.

Through intentional and widespread distribution, we can place the Good News directly into the hands of children, offering them the opportunity to learn about Jesus—maybe for the first and only time. Printed resources also create bridges to deeper discipleship opportunities through online and local ministries. Every child deserves to hear the truth of the Gospel at least once.

Let’s move on this key highway and encourage as many people as possible to join us—churches, volunteers, families, young people—so that more children can be reached. Our goal is clear: every language would have a strong, lasting supply of Gospel literature, ready for immediate use. So that anyone at anytime and anywhere can say, “I have something to share about Jesus.”

Paper missionaries can go farther than we ever imagined—but only if we put them into motion. What seems impossible can become reality through these small but powerful tools. Let’s use this highway to help accomplish our goal to reach 100 million boys and girls with the Gospel.





Christmas Party Club

Good News Club

S-Day Club & Christian Youth In Action

Children Reaching Children & Go and Tell!

Junior Youth Challenge

Digital Ministry

Literature Distribution

PRAYER: EXPRESSING OUR DEPENDENCE UPON GOD

Prayer is key to fulfilling the Great Commission, which was given by the Lord. Though prayer is not a highway that directly leads children to Christ, it is, however, crucial to our God-sized goal of reaching 100 million children. We share the Gospel with approximately one percent of the children in the world and dream of growing that number to five percent. The world is often hostile or apathetic to God's Word, keeping children from hearing the Good News and leading them down the path of destruction. How can you and I fulfill the vision God has given us?

The Lord says, "If you ask me anything in my name, I will do it" (John 14:14). Prayer opens the door for ministry and brings the power, workers, and resources needed to reach 100 million children.

We need prayer 24/7/365 globally. Therefore, every CEF worker, committee and board member, volunteer, and donor must be committed to prayer, to strengthening the prayer ministry, and to increasing the number of intercessory warriors in Powered by Prayer. This will help build highways in every nation, every tribe, and every tongue, and children will come to the Lord.

We must ask God to lead us to the most effective strategies to fulfill the Great Commission because He is not willing that even one of these little ones should perish.



... a great multitude that
no one could number, from
every nation, from all tribes
and peoples and languages,
standing before the throne and
before the Lamb ... crying out
with a loud voice, "Salvation
belongs to our God who sits on
the throne, and to the Lamb!"

REVELATION 7:9-10

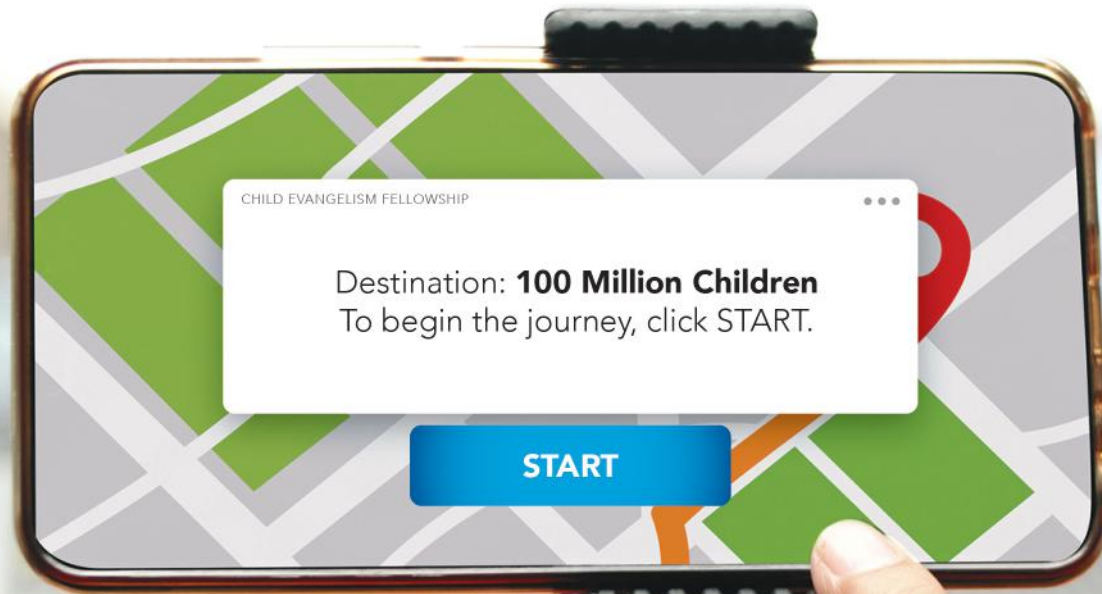




Since 1937

CEF
CHILD EVANGELISM
FELLOWSHIP®

Reaching children worldwide™



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