

LOVE JUST 1

Equipping Believers. Changing Lives. One Conversation at a Time.

Executive Overview

THE OPPORTUNITY BEFORE US

The Great Commission calls every believer to go and make disciples—yet countless Christians hesitate to share their faith. Our comprehensive research reveals the hidden barriers preventing believers from engaging in authentic evangelism, while also uncovering a surprising truth: people are more ready than ever to hear the hope of the Gospel when it's shared with authenticity and respect.

This gap represents not just a challenge but an unprecedented, divine opportunity to awaken the Church and ignite a global movement of Spirit-led evangelism.

“The fields are white for harvest, but the workers are few.”

These words from John 4 have never been more true than today. A revival is brewing among young adults who are hungry to share their faith—but many don't know how. Love Just 1 exists to change that reality, one conversation at a time.

What if every believer shared their faith just once a week? We're proving that when ordinary people are equipped with simple tools, extraordinary Kingdom impact follows.

THE VISION: A NEXT-GENERATION REVIVAL

“We're standing at the threshold of something extraordinary. Young adults today aren't running from faith—they're running toward it. They want to make a difference. They want their lives to matter. Love Just 1 gives them the tools to do what they've always wanted: bring people to Jesus. And when we equip this generation, we won't just see revival—we'll see the Gospel reach places and people we never imagined.”

— *Pastor Miles McPherson*

The harvest is ready. The workers are being equipped. The movement is growing.

THE MOVEMENT

Love Just 1 is igniting a next-generation revival by training believers to share the Gospel with confidence through proven, easy-to-learn methods. Founded by Pastor Miles McPherson, our mission is simple: **equip people to have one faith conversation at a time—and watch God move.**

Our Impact to Date:

- 3,000 believers trained in Gospel conversations
- 700+ people have come to faith
- 136 churches across 26 countries are using Just 1
- 100% free training accessible to anyone, anywhere

In Action:

Lynette, a staff member who loves Jesus but wasn't confident in sharing her faith, learned the Love Just 1 method. She led her sister, then her brother, and then her cousins to the Lord. This is the kind of transformation happening every day.

WHY JUST 1 WORKS

Our proven framework removes fear and complexity from evangelism.

Easy to Teach. Easy to Learn. Easy to Do.

The L.O.V.E. Acronym:

- Listen to their story
- Offer to help
- Value their humanity
- Extend an invitation

The S.T.E.P. Framework:

- Share your story
- Take them to church
- Extend an invitation to receive the Gospel
- Pray for them

When evangelism becomes this simple, believers move from hesitant to confident—and hundreds are now in the Kingdom because ordinary people discovered they could share their faith naturally and effectively.

2025–2026: SCALING THE MOVEMENT

To reach the next wave of revival, we are strategically expanding our team and launching major initiatives that will multiply our impact exponentially.

MAJOR INITIATIVES

1. “Mission: Just 1” YouTube Documentary Series (Launch: Easter 2026)

A raw, authentic 10-episode series following 6–10 young adults as they’re trained by Pastor Miles and then step into real-world Gospel conversations. No scripts. No polish. Just real people discovering they can change lives through simple, bold faith.

This series will:

- Demonstrate that anyone can share their faith
- Inspire a generation to join the movement
- Provide replicable models for churches and ministries worldwide

2. Just 1 YouVersion Devotional (Launch: December 15, 2025)

A 9-day interactive devotional on the world’s #1 Bible app, guiding users through the complete Just 1 training. With over 700 million downloads, YouVersion will put Gospel-sharing tools in the hands of believers globally—for free.

3. Love Just 1 Arena Event (Scheduled: September 2026, San Diego)

A landmark arena event uniting and mobilizing more than 10,000 young adults to encounter the

Gospel and be equipped with practical, faith-sharing skills. This historic gathering will spark a nationwide movement—igniting ripple effects in communities across the country and positioning Just 1 as the leading ministry for evangelism training and mobilization.

CRITICAL HIRES

- **Ministry Development Director** – To build partnerships with pastors, coaches, and parents, creating a network of equipped leaders who will train thousands more.
- **Administrative Assistant** – To maintain operational excellence as we scale, ensuring seamless systems and donor stewardship.
- **Producer for YouTube Series** – To lead production of our flagship documentary series that will inspire millions.

FINANCIAL SNAPSHOT

Current Annual Budget: \$2,000,000

2026 Budget with Strategic Hires: \$3,200,000

Funding Gap: \$1,200,000

This \$1.2M investment will fund three key positions that unlock partnerships, content creation, and operational capacity—enabling us to train exponentially more believers and see thousands more come to faith.

THE MULTIPLIER EFFECT: YOUR INVESTMENT IN KINGDOM IMPACT

Every dollar you invest doesn't just fund a program—it fuels a chain reaction of Gospel conversations that echo into eternity.

\$10,000 – The Catalyst Gift

Produces 2–3 episodes of *Mission: Just 1* to reach thousands globally. When even one viewer is inspired to share their faith, the ripple effect is exponential.

100 viewers inspired → 100 conversations → 30 people saved → each sharing with one person → 9 more saved.

Your gift: 39+ souls in the Kingdom.

\$50,000 – The Movement Builder

Funds multiple YouTube episodes and develops curriculum for 10 churches.

10 churches × 50 trained believers × 52 weeks = 26,000 Gospel conversations annually → 5,980 people coming to faith in year one.

Your gift: A local revival.

\$100,000 – The Game Changer

Funds one Ministry Development Director for a year to establish partnerships with 25 churches, 50 coaches, and 100 parents.

175 leaders × 20 people each = 3,500 new equipped believers → 182,000 conversations → 41,860 people coming to faith.

Your gift: Generational transformation.

\$250,000+ – The Legacy Partner

Fully funds one major initiative (the YouTube series or YouVersion devotional) that will reach millions globally and continue producing fruit for decades.

Your gift: An eternal legacy.

Legacy Giving Opportunity: Include Love Just 1 in your estate plan to ensure that generations not yet born are equipped to share the Gospel with confidence and clarity.

PARTNER WITH US

Love Just 1 isn't just an innovative ministry—it's a movement reigniting the Church's confidence in evangelism. Through proven training and large-scale mobilization, we're equipping this generation to fulfill the Great Commission with passion and excellence like never before.

When you partner with Love Just 1, you step to the forefront of this Kingdom movement—advancing God's mission through strategic innovation, faithful stewardship, and life-changing impact that will echo for eternity.

To learn more or schedule a conversation with our team:

Visit: www.lovejust1.com

Contact: *Eve Nasby, Executive Director* — Eve.Nasby@sdrock.com

Imagine what happens when every believer shares their faith just once a week. Let's stop imagining—and make it a reality, together.

LOVE JUST 1 LEADERSHIP TEAM

Pastor Miles McPherson, CEO – Visionary leader and founder, equipping believers worldwide with the Just 1 method

Eve Nasby, Executive Director – Overseeing operations and strategic expansion of the movement

Ruff Aquinde, Videographer – Capturing and producing visual content that tells the Just 1 story

Zeke Avilez, Social Media Content Developer – Amplifying the message and engaging the next generation digitally