
How do you reach friends...



set off in a world all their own?

IGNORED In the midst of every good intention to “reach the unreached,” a significant segment of the population in the U.S. and around the world has been largely ignored by churches and missionary organizations. The reason is simple. They are perceived to have no needs. Many live in gated communities, work in office buildings with state-of-the-art security, and play golf behind the walls of private clubs, all of which makes them largely inaccessible. Their lifestyles make them difficult to find and hard to approach.

LOST These people drive cars with navigation systems, but they are still lost. They get plenty to eat, but they need the Bread of Life. They are often popular and known to many, but they don’t know the one person they need most.

NEEDY So while it is true that they are hard to reach, it is not true that these men and women are without needs. While churches and mission organizations do much to help those who are poor (a good thing), the financially successful among us are not even on the radar. But they need Jesus, too. Once they find Him they often become people of great impact for Him, because they are already people of influence in the world.

You meet them right where they are.

LINKS PLAYERS INTERNATIONAL



The approach of our work

OUR VISION *At Links Players International, we see men and women of influence in the kingdom of the world transformed by Christ that they might become people of impact in the kingdom of God.* Some ministries have established contact with these kinds of leaders in their places of business; we look to approach them in a favorite place of leisure—the golf course—where their guards are down and they talk openly about things that matter.

KNOWING THE LANDSCAPE Our ministers are insiders, those who know the game of golf, with rich experience as competitive or club players. But like many of the lay people who minister alongside us, their hearts' attentions have turned to the things of God. They speak with a biblical worldview and eternal perspective, wanting all people to know the glory of Jesus Christ and receive His salvation.

SPEAKING THE LANGUAGE Foreign missionaries often must learn the language of the land to communicate effectively. Our ministers must do the same, employing the vernacular and metaphors common to golfers, painting word pictures that bring the Gospel to life in much the same way that Jesus told parables in His time. Additionally, our staff know Scripture well and are equipped to answer questions about who God is and how He is met through His Son.

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Our work taking root

LINKS FELLOWSHIPS The core of our work is done hyper-locally, in Bible studies planted at or near golf courses. These Links Fellowships typically meet once a week for study, discussion, and prayer. They emphasize five major tenets: the Great Commandment to love God and others, the integration of faith into all aspects of life, the fellowship of believers, compassionate ministry among the poor and needy, and the Great Commission of sharing the Gospel and making disciples.

TRAINING Local Fellowship leaders are supported by our regional staff, currently in place at strategic hubs across the Sun Belt, where golf is played year-round. These staff members recruit leaders and help them establish the practice of facilitating the weekly gatherings by using Links Players resources. These leaders are encouraged to build a sustained presence in their club, so inquirers recognize the availability of conversation and prayer.

RESOURCES Nearly all our resources are provided at no charge and all are pointed at Links Fellowships, aiding in the spiritual growth of golfers, whether they are in a Fellowship or studying on their own. These resources include our Links Daily Devotional (via email), the annual Links Players Magazine, Links Players videos, and topical Bible studies and books written with golfers and men and women of impact in mind.

LINKS PLAYERS INTERNATIONAL



How you can help advance our mission

DOING THE WORK By now you understand that our mission is to reach golfers with the Gospel of Jesus Christ where they play golf. We do this by establishing, equipping, and sustaining Links Fellowships at local golf clubs.

THE COST OF THE WORK While we make every effort to provide the Gospel and our resources free online or at the simple cost of printed materials, the time spent to produce these materials is provided by our staff. So too is the time provided to ignite, encourage, and train Fellowship leaders. Some administration is necessary to keep all this organized, but all of our staff are involved in direct ministry, meeting with people in Fellowships and preparing materials, whether audio, video, or printed resources.

PARTNERING WITH US To partner with us financially, becoming a generous “Gospel patron,” you may give online or by mail. You may recommend your donations for a specific region. Both one-time and recurring gifts are helpful. We are also equipped to receive stock donations, if you prefer.

DONATING TO LINKS PLAYERS Credit cards: linksplayers.com/donations

Checks by mail: Links Players, 755 N Peach Ave, Ste E11 • Clovis CA 93611

For inquiries regarding donations, please call us at 559-323-4256.