

PRESS KIT



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Reaching Souls International Now Supporting Women National Missionaries to Maximize Kingdom Impact Across the Globe

Nonprofit ministry seeks to empower women evangelists through support, discipleship and training

OKLAHOMA CITY, Oct. 4, 2022 — Believing there is no time to waste when it comes to reaching people for Christ, Reaching Souls International™ is proud to announce they have added the support of women National Missionaries as part of their strategy to spread the Gospel around the world.

For more than 35 years, Reaching Souls has provided evangelism training, ongoing discipleship and other essential support to empower thousands of National Missionaries around the world to reach their own people with the Gospel. For a long time, cultural barriers and denominational stereotypes that exist in some countries hindered the ministry from formally including women as National Missionaries but it has been a goal to do so for many years.



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“Everything has its time and recently the idea of women National Missionaries was met with applause by the ministry’s Latin American and African leaders,” said Director of Women’s Ministry for Reaching Souls, Mischelle Manis. “In January of this year at our annual Summit in Africa, the feedback we heard was, ‘We’ve witnessed the women in our communities doing the work of the ministry for many years. We are ready!’ There is universal agreement that this is the right time to come alongside women and support them as they reach their own people for Christ.”

It was during her first trip to Africa in 1990 that God placed a passion for women in Manis’ heart, but the doors were still largely closed for women missionaries at that time. As God has steadily positioned Reaching Souls to be able to offer more support to local women evangelists, it has affirmed her vision and confirmed that His timing is always perfect.

The ministry believes that partnering with indigenous leaders who are relationally and culturally connected to their communities is not only the most effective way to share the Gospel, but also the most efficient. Across the world, Reaching Souls works diligently to identify local evangelists who have a passion and calling to reach their people for Christ.

Reaching Souls has trained women in evangelism for over two decades.

“I’m excited to be able to begin supporting the work of women National Missionaries in this new way,” shared Manis. “I have walked together with thousands of godly women to the streets, villages and countryside with the Gospel. Women are strong, bold, and effective evangelists. Women across the globe understand what it’s like to feel unseen. Especially those in compromised environments. This gives our women National Missionaries a powerful connection to the most vulnerable in their community.”

Reaching Souls recognizes that women are uniquely gifted for the work of the Lord. Often women are the ones ministering to kids in the streets, to those who have been orphaned, and to those who have a mistrust of men. In those situations, women are welcomed.

“Women are seen as nurturers and as mommas,” said Manis. “There are places where women can minister that men simply do not have access. As a ministry, we’re missing an opportunity to reach people that we could if we add women.”

Reaching Souls gives God the glory for the nearly 100 women National Missionaries who are now under their wings in Kenya, Zambia and Cuba, and the ministry has a goal of adding 200 more women to its ministry in the next three years.

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PRESS RELEASE

“These are not women we’re having to go in and train,” notes Manis. “They’re already doing it. We’re just coming in now to offer our support so they can do it more! That’s it. These are outstanding women who are making huge sacrifices and overcoming big obstacles to take the Gospel to their communities. What an incredible honor and privilege for us to get to work with them.”

To learn more about Reaching Souls International, visit reachingsouls.org.

About Reaching Souls International

Since 1986, Reaching Souls International™ has worked to make the name of Jesus and His Gospel known all around the world by equipping local Christians with the resources needed to effectively share the Gospel with their own people group. Reaching Souls currently partners with more than 2,000 missionaries in 13 countries across three continents. The ministry aspires to reach the maximum number of people for Christ in the least amount of time in the most efficient way.

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BACKGROUND

Reaching Souls International™ exists to reach the maximum number of people for Christ in the least amount of time in the most efficient way. Reaching Souls believes that when it comes to sharing the Gospel with the world, there is no time to waste.

For more than 35 years, Reaching Souls has provided essential evangelism tools and support that empower thousands of missionaries around the world to reach their own people with the gospel. Reaching Souls believes that partnering with local leaders who are relationally connected to their communities is not only the most effective way to share the Gospel, but also the most affordable.

Reaching Souls works to make the name of Jesus and His Gospel known all around the world. Currently, they're working across Africa, Asia and Latin America, with a goal to continue expanding into new territories, new countries and new continents.

Reaching Souls' approach to missions focuses on equipping local Christians with the resources needed to effectively share the Gospel with their own people group. After more than 35 years of partnering with nationals, Reaching Souls reached its 100 millionth salvation decision in the summer of 2022. Additionally, in 2022, the organization is adding women to its team of National Missionaries for the first time in the organization's history.

Reaching Souls understands the importance of positioning its resources where the harvest is ripe. To steward the harvest, they focus on evangelism, discipleship and church-planting, while prioritizing the support and development of their National Missionaries.

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BACKGROUND

Reaching Souls works to achieve their mission by focusing on these priorities:

Evangelism: If believers do not tell the story, it will not be told. Reaching Souls supports evangelists around the world who go out every day so that others may hear.

Exploration: To reach the greatest number of souls possible in the most efficient manner, Reaching Souls recognizes the importance and effectiveness of exploration and evaluation. They continually position their resources where the harvest is the greatest, and that may include areas where the harvest is just beginning.

National Missionaries: Reaching Souls' National Missionaries are equipped with the local language and the cultural and spiritual context of their communities, which provide strong foundations for evangelism to take root and discipleship to occur naturally.

Church Planting: Once Reaching Souls' National Missionaries identify areas without churches, they begin "preaching points" where regular evangelism takes place. As individuals come to Christ and believers gather together, a new church is quickly established.

Training and Discipleship: Reaching Souls believes in the importance of one-on-one discipleship, and just as Paul challenged and mentored Timothy, they expect their National Missionaries to train and disciple other growing believers.



**Mischelle Manis,
Director of Women's Ministry**

Mischelle Manis serves as the Director of Women's Ministry at Reaching Souls International, currently leading its efforts to begin supporting women evangelists around the world to reach their own people for Christ as National Missionaries. This year's travels will take her to Africa five times and Cuba twice.

Manis believes that women are of great worth, uniquely created for life and for ministry. She has led teaching teams around the world to train thousands of pastors' wives and women church leaders in evangelism and discipleship.

Throughout these years, she has walked countless dirt roads and city streets locked arm in arm with women evangelists around the world, encouraging them and simultaneously learning from them.

Manis taught at a high school for several years and homeschooled her four children for many years as well. She has volunteered at dozens of free seminars for college-aged women and women-based nonprofit organizations.

Although she has walked through great personal heartache, Manis carries a message of hope, both in this life and in the one to come for eternity. Mischelle is known to call it like it is, but speaks the truth with grace.

Manis is a mother of four grown children, the oldest of whom is waiting for her in heaven. She has been married to Dustin Manis, President and CEO of Reaching Souls, for 30 years.



Dustin K. Manis, President and CEO

As President and CEO at Reaching Souls International, Dustin Manis believes there are numerous ways to help others in need, but the best thing you can do for someone is to help secure their place in heaven.

As Manis has experienced God move in his own life and through the lives of others, he believes no one is a lost cause, regardless of how far they seem from the Lord. He carries a message of hope as he sees some of the most unlikely people turn their lives around and follow Christ.

Manis' vision for Reaching Souls is to help national evangelists around the world reach their own people with the Gospel of Jesus Christ.

Over the last 25 years, Manis has seen the ministry grow from \$200 in the bank to supporting over 2,000 National Missionaries in 13 countries across three continents. This year, Reaching Souls will see nearly 8 million decisions to follow Jesus Christ and will plant nearly 5,000 churches.

Although he has walked through great personal heartache, Manis lives with an eternal perspective, focused on the things that matter most to God. He leads Reaching Souls with passion and boldness, pursuing its mission in ways that are efficient and produce much fruit. Awaiting Christ's soon return, Manis believes that there is no time to waste and that our efforts should be focused on ministering to lost souls.

God has gifted Dustin with an ability to motivate and inspire high levels of team productivity and success. His motto is "hustle and pray" and during his tenure as CEO, he has seen the faithfulness of God proved over and over again.

Manis' travels have taken him from being near the U.S. Embassy bombing in Kenya to the peak of Mt. Kilimanjaro. Serving as the chief spokesperson for Reaching Souls, he is eager and ready to share about the mighty things God is doing through the ministry.

Dustin has a MA in Philanthropy and Development from Saint Mary's University of Minnesota and a BA in Organizational Communication from the University of Oklahoma.



**Odus L. Compton,
Chief Operating Officer**

Odus L. Compton currently serves as the Chief Operating Officer at Reaching Souls International, where he oversees all international and domestic operations. As a strategic and experienced leader within ministry organizations, he understands the unique challenges and opportunities presented within ministry work.

Since the early 2000s, Compton has served in a variety of leadership roles across different ministries. He has created and implemented multiple events, activities and programs, which have provided growth opportunities in both numbers and spiritual maturity.

With a passion for discipleship and evangelism and a love for the local church, Compton has played an integral role in state, national and international organizations by integrating intentional and purposeful programs.

Additionally, he has been a part of global mission opportunities in 27 different countries and domestic mission opportunities in 13 different states. Notably, Compton has also owned and operated multiple businesses and served as an interim pastor at 18 different churches.

Compton is an effective leader and manager when it comes to developing processes and procedures that establish common languages and practices across a workplace or organization. He uses these processes to increase efficiency and effectiveness, allowing for a stronger team culture and a more efficient workflow across daily tasks.

Compton has a Master of Divinity in biblical languages. He has used his education and experience to further the Gospel in local and global aspects.

- In June 2022, Reaching Souls International reached the incredible milestone of its 100 millionth salvation decision, further motivating them to remain steadfast in their mission to spread the name of Jesus and His Gospel known all around the world.
- This year, Reaching Souls will see nearly 8 million decisions to follow Jesus Christ and plant nearly 5,000 churches.
- Over 50,000 churches have been planted in foreign countries over the past 35 years because of Reaching Souls' work and partnerships.
- Reaching Souls is adding female National Missionaries to its team in fall 2022.
- Reaching Souls partners with more than 2,000 missionaries in 13 countries across three continents.
- Reaching Souls' ministry is currently working across Africa, Asia and Latin America.
- Reaching Souls is actively exploring new missionary partnerships in two countries, with seven countries on the horizon.
- While no equation can quantify the eternal value of salvation through Christ, Reaching Souls has calculated that for every \$0.65 invested by donors, an individual comes to know Christ.



SUGGESTED INTERVIEW QUESTIONS FOR MISHELLE MANISIS

- What led you to ministry?
- After experiencing the personal trauma of losing your son, how has ministry helped in your own healing?
- What would you say to someone who has experienced a similar loss?
- How has God been able to use that tragedy in your own ministry with women?
- Why are women so crucial in the mission to reach those who are lost?
- What doors are open for women that are typically closed to men?
- What should people know about women serving in the mission field?
- What impact have you seen in the mission field since launching Women National Missionaries?
- What are your hopes for these women as they take on the responsibilities of reaching the world for Christ?



SUGGESTED INTERVIEW QUESTIONS

- What is the mission of Reaching Souls International?
- What sets Reaching Souls International apart from other mission organizations?
- How did Reaching Souls International begin?
- What is strategic evangelism?
- Why does Reaching Souls International engage local missionaries rather than sending missionaries from another place?
- In what ways does Reaching Souls International support its national missionaries?
- Why does Reaching Souls International focus on counting the number of salvations?
- Now that you've reached 100 million salvation decisions, what is the next milestone your organization hopes to reach?
- Why do you think your organization has been so successful in its mission?
- How has your focus on efficiency impacted your ministry?
- A lot of evangelical organizations are focused on the 10/40 window. How is Reaching Souls' approach similar or different?
- How do you hope to expand your organization's impact into more countries and continents?
- How can people come alongside Reaching Souls International and its mission?
- What new initiatives are on the horizon for Reaching Souls International?