

# 24:14 – The Last Lap

January 2019



**24:14**

# The Problem – Losing Ground

One out of every three people has **never heard the name of Jesus** and has no access to the gospel message.

**3.2 billion**

Lost souls in 1985

**5 billion**

Lost souls in 2000

Evangelism of unreached peoples is **not keeping pace** with the population growth rate



# The Solution - Movements

- Church Planting Movements (CPMs) grow rapidly and often **exceed the population growth rate**.
- In the last 20+ years, the **number of movements has increased dramatically**, spreading to every continent.



# Movement Markers

1

Reproductive

To consistent 4  
Generations  
(in multiple streams)

2

Rapid

Reaching 4+ Generations  
3-5 years from 1<sup>st</sup>  
Generation

3

Level 5+ on  
CPM Continuum



# The 7-stage CPM Continuum

1 - **Moving purposefully (G1)** Team on site trying to consistently establish NEW 1<sup>st</sup> generation believers & churches

2 - **Focused (G2)** Some 2<sup>nd</sup> generation churches (G1 believers started them)

3 - **Breakthrough (G3)** Consistent G2 & some G3 churches

4 - **Emerging CPM (G4)** Consistent G3 & some G4 churches

————— ↓ **ESTABLISHED CPM** ↓ —————

5 - **CPM** consistent 4<sup>th</sup>+ generation churches; multiple streams

6 - **Sustained CPM** Visionary, indigenous leadership leading the movement with little/no need for outsiders. Stood test of time.

7 - **Multiplied CPMs** Catalyzing new CPMs in other unreached peoples and places



# At-a-Glance Statistics

2,909

reports of active CPM  
engagement

707

Stage 5 CPMs: 4+ gen

69.1 million

believers in all CPM  
engagements

4.4 million

known churches in  
all CPM  
engagements

96k

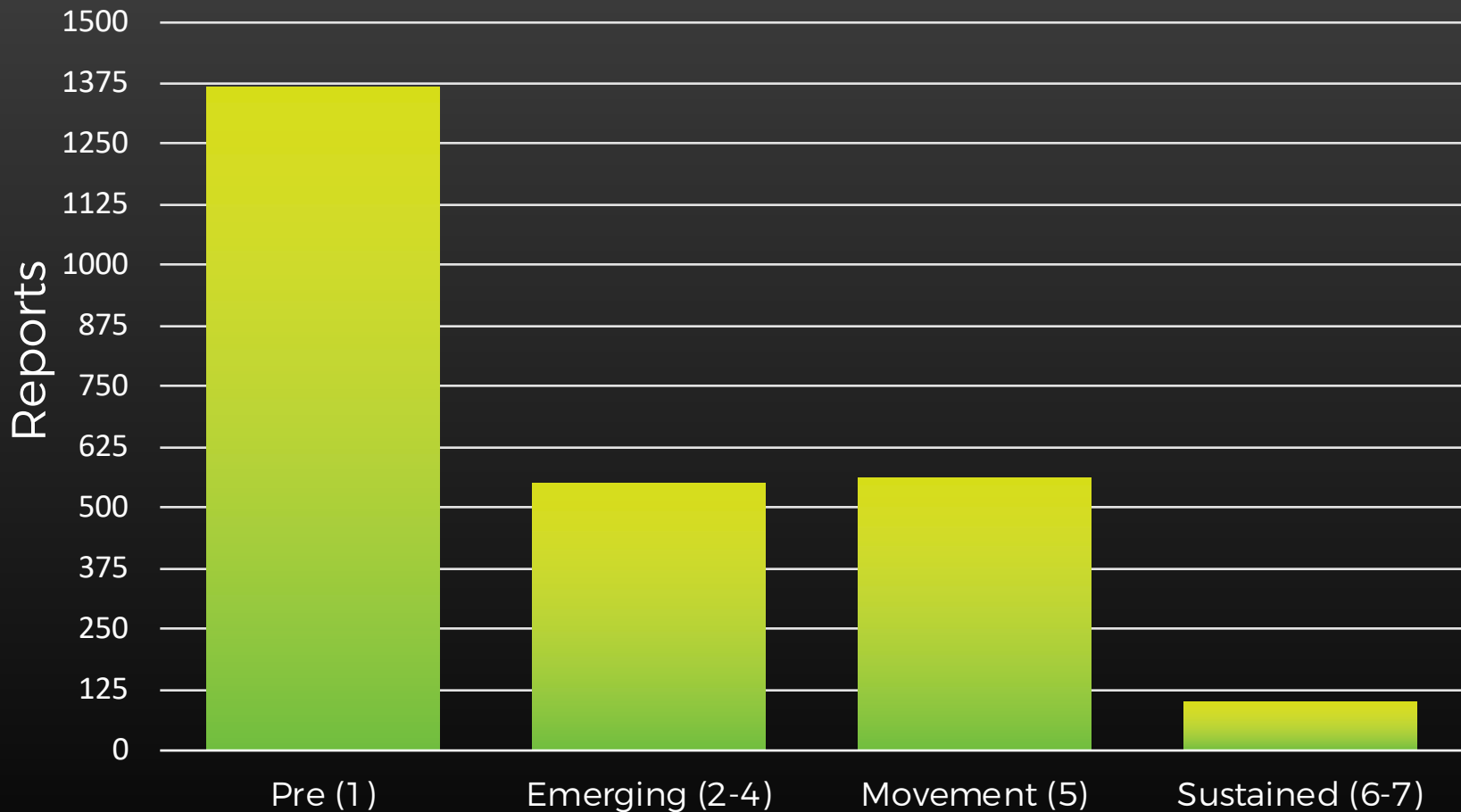
believers per Stage  
5+ CPM, average

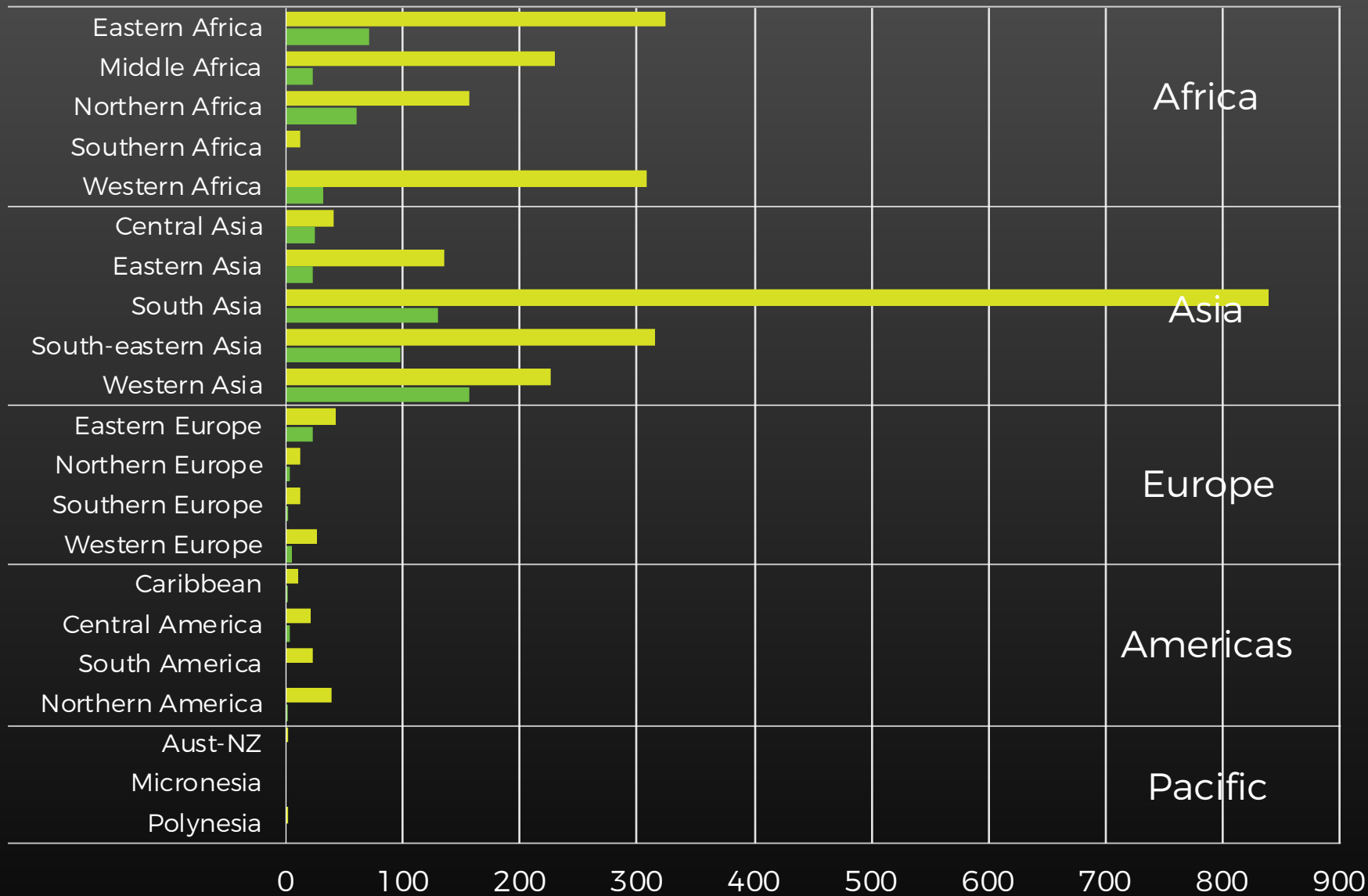
15

average believers per  
church, per Stage 5+  
CPM



# Number of Engagements per Continuum Stage



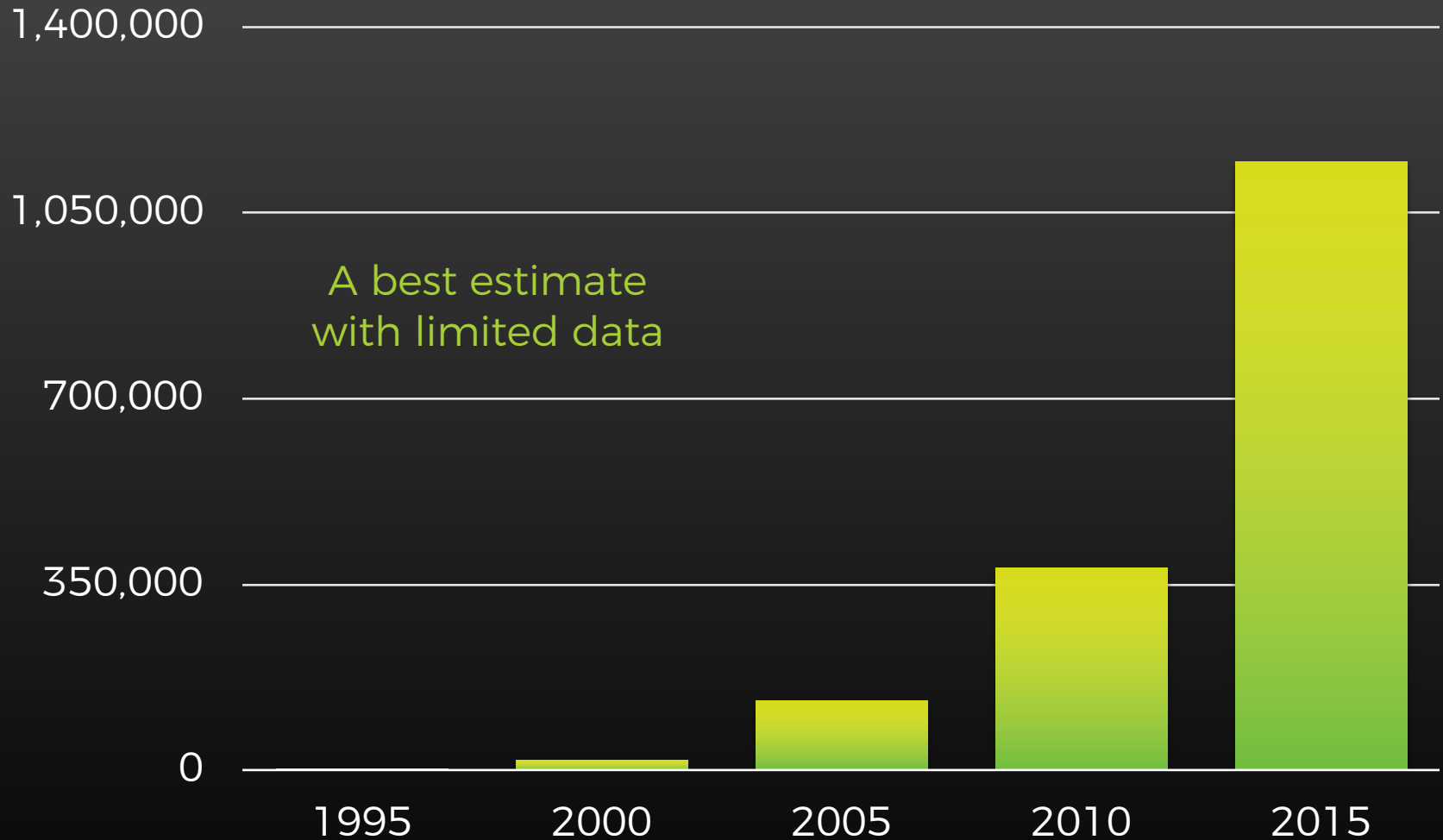


Yellow = CPM Engagements    Green = CPMs





# Increase in Churches



# 24:14's Vision

Vision: No more unreached peoples and places – every person with access to the gospel and the church in every tribe, tongue, nation, language and place

Mission: Kingdom movements in every unreached people and place

Initial Goal: Movement engagements in every unreached people group and place by December 31, 2025



# 24:14's Values

- Fully reaching the **UNREACHED** peoples and places of the earth
- Reaching them through **CHURCH PLANTING MOVEMENT** strategies
- Engaging them through movement strategies with **URGENT SACRIFICE** by 2025
- **COLLABORATING** with others in the 24:14 community so we can make progress together



# Join the 24:14 Community

- Join the 24:14 Community at: [2414now.net/connect](http://2414now.net/connect)
- Questions? Contact: [info@2414now.net](mailto:info@2414now.net) or view our FAQs: [2414now.net/faqs](http://2414now.net/faqs)

To report CPM engagement or progress contact Justin D. Long  
[justin@justinlong.org](mailto:justin@justinlong.org)



“And this good news of the King’s reign will be heralded throughout the whole world as a sacrificial witness to every people group, and then the end will come.” –  
Matthew 24:14

