

December 2025

TARGET
DAYTON
MINISTRIES

*"I bring you GOOD NEWS
of great joy that will be for
all the people..."*

Luke 2:10

GOOD NEWS MISSION

Dear Friend,

As we enter this holy Christmas season, my heart is deeply moved and filled with joy, by the message of the good news we proclaim every day at Target Dayton Ministries.

Two thousand years ago, the angel said, *"I bring you good news of great joy that will be for all the people..."* (Luke 2:10). And that good news— which was first proclaimed by angels to poor shepherds— is now proclaimed by us, to the poor and the homeless!

This month, more than any month in our 26-years of ministry, God has placed a fire in our hearts to preach the good news to the poor so they can be born again, transformed, set free, and made ready for heaven.

December has always been a powerful month of ministry. But this December will be unlike any we've ever experienced. Because this December we will preach to and lead more people to Christ than in any previous month in our history!

And in just a few weeks, on Christmas Day, 4,000 poor and homeless men, women, and children will fill the Dayton Convention Center for our Christmas Day... *continued >*



...Crusade- the largest gospel event we have ever done. Their hearts are hungry. Their lives are broken. But they will hear the gospel. And their lives will be forever changed!

Our Mission Has Always Been the Good News

Jesus Himself declared His mission priority when He said, *"The Spirit of the Lord is on me because He has anointed me to preach good news to the poor..."* (Luke 4:18). Those words still burn in our hearts today.

For 26 years, Target Dayton has followed that same mission priority: **to preach the good news to the poor**. Not just to feed or clothe or comfort them- though we do all of that with love- but to share the gospel with them so they can be saved. Because *"how can they hear... and believe... without us preaching to them?"* (Romans 10:14) This is the very mission for which God has raised up this ministry. This is the mission God has called us to!

Every day at Target Dayton, we look into the eyes of men and women whose spirits have been crushed by sin, poverty, addiction and homelessness. They feel rejected and hopeless. The world has given up on them. But Christ has not! And we have not!

And when they hear the gospel- the true good news that God loves them, that Jesus died for them, that they can be forgiven and made new- they believe. They open their hearts. And Jesus does what only He can do: He saves them, changes them, and fills them with His Spirit.

This is our top priority. This is our calling. This is our **Good News Mission**.

December is Our Most Harvest-Filled Month!

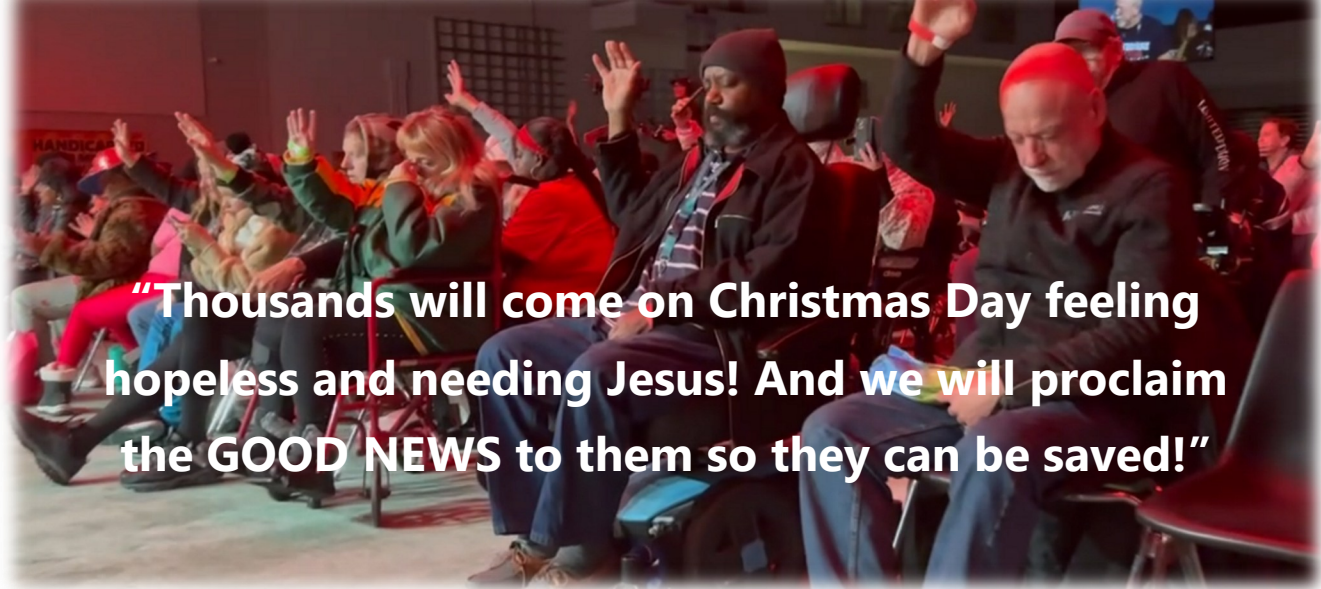
Every December is full of ministry- packed services, daily meals, long lines of people in need, and hearts softened by the Christmas season. But this year is different. All year long we have been sensing that God is preparing us for a historic, miraculous December of salvation.

We are praying- and fully expecting- that we will preach to more people, reach more hearts, and lead more souls to Christ this month than in any previous December in our history. Why? Because the need has never been greater. And God is opening doors like never before.

Each morning this month, our sanctuary will fill early with people trying to warm up from the freezing night. They will come in from the streets shivering, tired, discouraged, and depressed. But during worship and the preaching of the gospel, their hearts will soften. Hands will lift. Tears will fall. And people will surrender to Christ.

Every weekend, hundreds more will pour in from shelters, low income housing, and the streets. They will sit down to a free hot meal prepared by volunteers who love them. And when the gospel is shared- often for the first time in their lives- they will believe.

Every day in December, the harvest fields will be ripe for harvest! The crowds will be bigger than ever and the needs will be greater than ever. And we are preparing to do everything we can to bring the harvest in!



More people than ever will pray to give Jesus their hearts on Christmas Day. Nearly 700 precious souls filled out "Yes! I gave Jesus my heart today!" cards at the end of the service in 2024.

Thousands Will Come on Christmas Day

On **Christmas morning**, thousands of people who have no home, no family, no gifts, and nowhere to belong will step into the Dayton Convention Center to experience something they rarely feel: love, dignity, hope, and the presence of God. Many will come simply for the Christmas Gift Box, the lunch, or the warmth of kindness. But once they are inside, they will hear the gospel—clearly, passionately, and lovingly preached.

We are preparing for **4,000 people** to be in the room. That means 4,000 souls hearing the good news. 4,000 souls within reach of being born again. 4,000 souls eternally precious to Jesus. They will hear the Christmas message of salvation. They will hear that Jesus came to save sinners. They will hear that they can be forgiven. They will hear that heaven is real, hell is real, and they can choose Christ today.

And we are praying- and believing- that more people will be saved on Christmas Day this year than on any other single day in Target Dayton history.

We Must Do All We Can This Month

Most of the men, women, and children we minister to live in unimaginable hardship. Many sleep in tents in the freezing cold. Many walk miles in worn-out shoes. Many have been rejected by family, betrayed by friends, and beaten down by life. Many are struggling with addiction and see no way out.

But this month, their hearts are open. This month, they are searching. This month, they are willing to listen. This month, the harvest is ready. We have never felt such urgency. We have never had such opportunity. And we cannot miss it.

That is why we are preaching every day with fresh passion. It's why we have expanded our services. It's why we are doing more outreach than ever before. *continued >*



And it's why we are preparing for the largest Christmas Day Crusade in our history. And because of your partnership, thousands will hear the gospel this Christmas- many for the very first time. Lives will be changed. Souls will be saved. Families will be restored. Chains will be broken. And heaven will be filled with the fruit of **your generosity and love.**

Will You Please Help As Much As You Can?

Will you please pray for a great harvest of souls this month? Will you please volunteer if you can- especially on Christmas Day? And will you please consider making a generous investment in our **Christmas Day Crusade** and our expanded December outreach?

The cost of the Christmas Day Crusade alone is over \$300,000, but the eternal return is beyond price. Your gift- large or small- will help us preach the gospel to thousands of precious people who desperately need Christ.

Together, let's make this the greatest soul-winning month in Target Dayton history. **Thank you for your prayers, your support, and your love for the poor.** And may you and your family experience the joy of the good news this Christmas: *"A Savior has been born to you; He is Christ the Lord."* (Luke 2:11) **God bless you and Merry Christmas!**

Pastor Mark & Cindi ❤️

YOU MAKE IT POSSIBLE!

Through your service & monthly support...

YOU BRING THE POOR: You give them a ride to get the help they need...

YOU FEED THE POOR: You feed them with free hot breakfast or dinner...

YOU CLOTHE THE POOR: You clothe them with shirts, socks, shoes, hats, gloves & coats...

YOU SAVE THE POOR: You preach the good news to them & they are saved...

YOU DISCIPLE THE POOR: You disciple them & give them a place to serve Christ...



OUR GIFT TO YOU! Receive a free Target Dayton **sweatshirt** with John 3:7 imprinted on the back when we hear from you this month! Show your support of Target Dayton and share Christ's word everywhere you go!

Did you know that you can make a secure gift online at TARGETDAYTON.COM or by scanning this code?



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