


# CHANGE YOUR SHIRT CHANGE THE WORLD!

HOW ORDINARY PEOPLE ARE USING CHRISTIAN T-SHIRTS  
TO SHARE THEIR FAITH—AND HOW YOU CAN TOO!

*The purchase of this book*  
helps save the lives of vulnerable  
babies, toddlers and expectant mothers  
through the Child Survival Program of



Compassion<sup>®</sup>  
in Jesus' name

**BY VIC KENNETT & FRIENDS**  
FEATURING 25 DEVOTIONS FROM SOME OF TODAY'S BEST-KNOWN AUTHORS AND ARTISTS

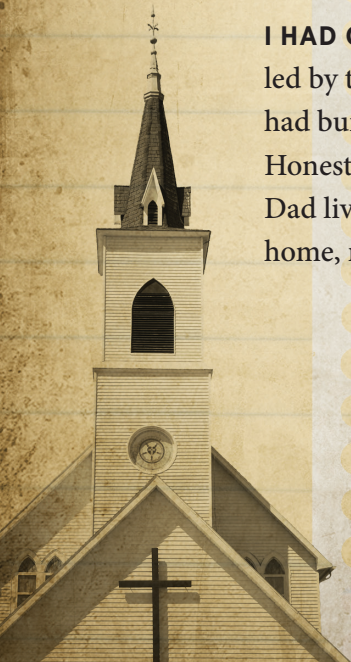
TURN  
→

# GOD IS AWESOME!

## TEN-YEAR-OLD ATHEIST

**I HAD GREAT PARENTS. I WAS BLESSED TO GROW UP IN A HOME** led by two amazing people who had overcome the Depression, who had built good lives, and who had given back to the community. Honest and hardworking, helpful to their neighbors—Mom and Dad lived this. My parents were really good people. But in this good home, raised by good people, I grew up not knowing God.

We did attend church, but for me church was more about ceremony and ritual. It wasn't "real" to me, and almost nothing about it made a lasting impact on my young heart



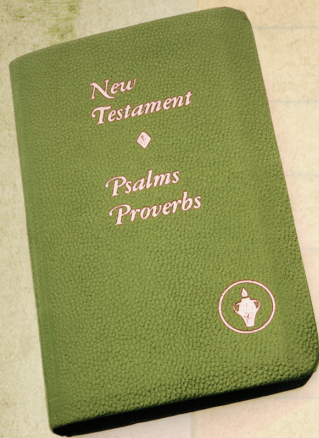


10-year-old atheist



With my family as Dad receives the  
Boy Scouts of America Silver Beaver Award for  
his years of service to the Scouts

and mind. As a boy of ten I had already decided that science could “prove” that the stories of creation, miracles, and wonders in the Bible were just that, stories—not truths. When the Gideons visited our school and handed out pocket Bibles, I took one just like



everyone else even though it cost me some ribbing from my fellow “atheist” buddy. I didn’t believe it was true, but I didn’t want to stand alone by not accepting one. I took that Bible home and left it to gather dust, unread in my room.

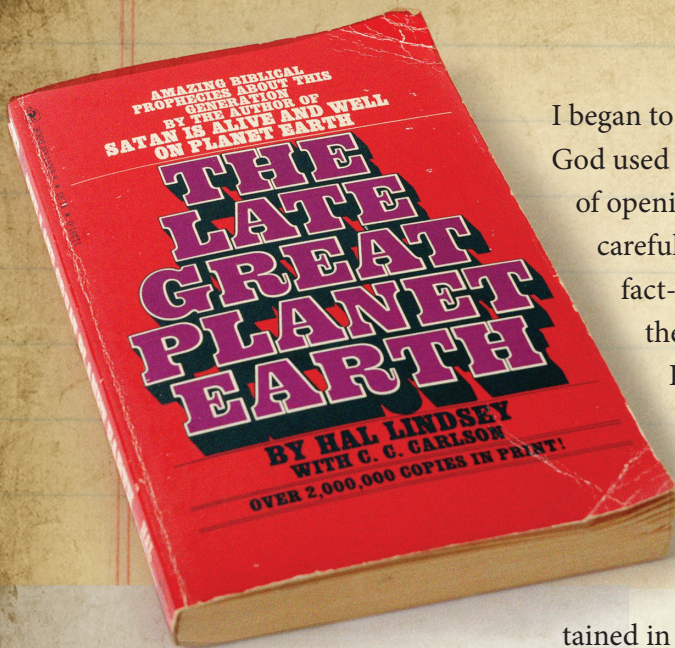
Somewhere inside me the battle was raging. A gnawing fear of death gripped me as I tried to sleep at night. I feared the death of my parents, my friends, and myself. It never occurred to me to look to that small Bible for answers.



## YARD SALE OF DESTINY

**ONE DAY, WHEN I WAS ABOUT FIFTEEN, MY LIFE TOOK AN UNEXPECTED** turn. It was an ordinary day, and my mom asked if I wanted to go to a yard sale with her. “A yard sale?” I was busy skateboarding, listening to Boston, and playing Atari on that day. Why would I want to go to a yard sale with my Mom? But I did go. At the sale I looked at all the stuff and picked through the kinds of things you’d normally find at family yard sale—old clothes and shoes, some tools, a plastic flower arrangement, a blender, and a table full of old paperback books. Even though I wasn’t much of a reader, the cover of one of those books caught my eye. It was a well-worn copy of Hal Lindsey’s *The Late, Great Planet Earth*. I paid a quarter for it and took it home.





I began to read that book, and God used it to begin the process of opening my eyes. Lindsey carefully laid out logical fact-based evidence that the Bible, from Genesis to Revelation, is a trustworthy, historical document. He also brought my attention to the mountain of prophecies contained in it that were fulfilled in

the person and life of Jesus of Nazareth. This made me really think about the odds of all these pieces coming together in one person.

“Impossible,” I thought—unless there is an all-knowing, all-seeing God who knows the end from the beginning. It is statistically impossible that all the fulfilled prophecies about Jesus, foretold in the Old Testament hundreds of years before He was even born, could be explained as a random series of coincidences! *(continued on page 12)*

## THE AMAZING MESSIANIC PROPHECIES

**I'VE FOUND THAT PEOPLE IN OUR** country today don't know much about the Bible. Obviously, then, they don't know much about the amazing Bible prophecies found there.

My own journey to faith in Jesus Christ began when I discovered the so-called "Messianic prophecies," those predictions in the Old Testament that Jesus would come to earth.

There are over 300 of them! I want to focus on only a couple here, but I encourage you to learn more for yourself. You'll be glad you did.

In the tiny book of Micah, we learn about the little, dusty town of Bethlehem located south of Jerusalem. Interestingly, God spoke through the prophets that He planned for the Savior to come from Bethlehem. In just verse 2 alone, we learn three big things:

- *He will be born in a largely unknown town.*
- *He will be a Ruler.*
- *His "origins are from old."*

You need to know that Micah the prophet wrote this 700 years before Jesus was born! If you choose not to believe that, you need to know that the Dead Sea Scrolls, which contain the book of Micah, were copied at least 200 years before the birth of Jesus!

The New Testament record of the fulfillment of His birth is found in Matthew. In Isaiah 9, we learn that Jesus's ministry will begin in Galilee. This was fulfilled, and we see this in the New Testament in Matthew 4:13–15!

These are but two of hundreds of prophecies announcing Jesus Christ, the Hope for the world. I encourage you—urge you—to check these out for yourself.

*Continued from page 10*

My thinking was changing. If the Bible was a historically accurate and trustworthy text and all these prophecies were true, that obviously pointed to an all-knowing Creator God who knows everything that ever has or will happen. So if there was an all-knowing, all-powerful God and He penned a book (through man) that contained His will for mankind, then I decided I should know what His will was for me.

I learned about God's plan of salvation for mankind and for me personally. I accepted Jesus as my Lord and Savior.

**My intellectualized questions faded into knowledge that God loved me and wanted me to live for Him.**

My fears of death evaporated.

I was born again!


Soon I dug out that old Gideon Bible and began to read it. The Word of God opened up a new world to me—a world of absolute truth. One of those truths is found in Mark 16:15. It's a verse that has shaped my life, "He told them, 'Go into all the world and preach the Good News to everyone'" (NLT).



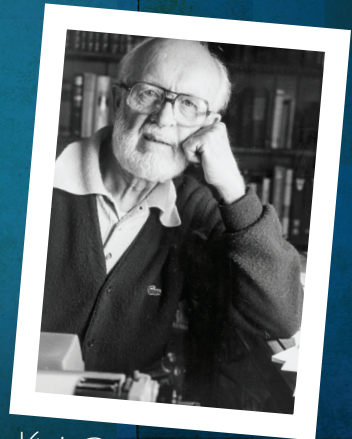
## SAVIOR—NOT LORD

**LIKE MANY YOUNG BELIEVERS, I WASN'T LIVING OUT MY** newfound faith. I wasn't aware of any friends who were living for God that I could fellowship with or going to a church where my faith could be nourished. My heart was changed and my spiritual eyes were open, but the cares of this world and teenage desires were drowning out that still, small voice of the Spirit that was calling me to live a life that pleased God. I hadn't really made Jesus my Lord.

After finishing high school I began attending the **UNIVERSITY OF ARKANSAS**, where I majored in Business and minored in "partying." I also spent some time on the university's short-lived intercollegiate boxing team, fighting in the middleweight division. After a few years I lost sight of the value of a higher education. My enthusiasm and my grades were really low, so I dropped out of school and into business.



**I credit my dad for instilling a strong work ethic and “can do” attitude in me from a very young age. He told me that I could pretty much accomplish whatever I put my mind and efforts to. Dad taught me the values of hard work, paying my own way, saving my money, keeping my word, and a lot of other things that have served me well in my life. I started working at my uncle’s motel when I was just twelve years old. From age twelve on, I always had at least one summer job and usually two. In addition to the various day jobs I had over the summers, at night I was a cast member of the Great Passion Play in Eureka Springs Arkansas, where I lived.**



*Vic's Dad, Don Kennett*

## “COME TO JESUS” MEETING

AFTER LEAVING THE COLLEGE LIFE, I decided to open a fitness center. Fitness and bodybuilding were passions of mine and something I did and read a lot about, so I thought it was a natural thing for me. I was only twenty years old when I opened *Fit for Life Fitness and Racquet Club* using up all the money I'd saved from my summer jobs over the years. I worked a ton of hours and was open seven days a week.



**FIT FOR LIFE**  
family health club  
and racquetball



**FIT FOR LIFE** 09-84  
FAMILY HEALTH CLUB AND RACQUETBALL  
1 VAN BUREN PH. 501-253-8578  
EUREKA SPRINGS, AR 72632

PAY  
TO THE  
ORDER OF

*Newlyweds Vic and Melody  
at Fit for Life.*

**Bank  
of EUREKA  
SPRINGS**  
EUREKA SPRINGS, AR 72632

FOR

⑆00070⑆ ⑆0829

⑆0008⑆302⑆2⑆

VOID \* 2

APR 17 1985



One Sunday morning I was watching a TV preacher. In my wandering years, pretty much ever since I'd accepted Jesus as Savior, I was always aware of God being with me and in me, even if I wasn't being obedient to Him. But that Sunday morning God really got my attention. Although it wasn't an audible voice, it was a very clear voice that said, *"You've said you're a Christian all these years; it's time to start living like one."* I thank God for His wake-up call that day in the spring of 1985. I've never regretted saying "Yes, Father, I will."


I went broke in the fitness business after only a couple years; our small community just couldn't support it. After that I had a couple of different sales jobs but finally settled into working as a carpenter—how ironic!

I liked building things—always have—but I wasn't content with my work path and felt God moving in me to pursue something else. As I worked I would think about that verse from Mark 16 and think about ways that I could use my life to “Go into all the world.” I'm no writer or preacher and didn't think I was called to a foreign mission field—I needed to find something that suited my skills and interests. One of the summer jobs I held as a teenager from ages 15–19 was store manager of a small T-shirt shop.... the kind you might find in a resort town where you pick out a “transfer” and they press it on to a T-shirt with a heat press. So I guess you could say I had a little bit of a T-shirt background and always paid attention to them.

One day, as I was on my hands and knees scraping up old tile during a renovation of public restrooms, I saw a tourist wearing a T-shirt with a Christian message on it. I don't remember what it said, but I remember thinking, “Wow, that's really cool—that's what I want to do!” Later I looked again to that verse in Mark and learned that the Greek word for preach was *kerusso*: *Jesus said unto them, “go into all the world and ‘kerusso’ the Good News to everyone.”*

And that's how Kerusso was born. I began a journey filled with testing and triumph—always leaning on Jesus, the Carpenter from Nazareth.



The background is a historical map of Europe, showing various regions and cities. The map is rendered in shades of brown and red. On the right side, there is a vertical decorative border with a repeating floral or scrollwork pattern. The text is overlaid on the map.

Jesus said,  
“Go into all the world and  
*‘kērussō’*  
the Good News to everyone.”

*(“kērussō” is the Greek word for preach)*

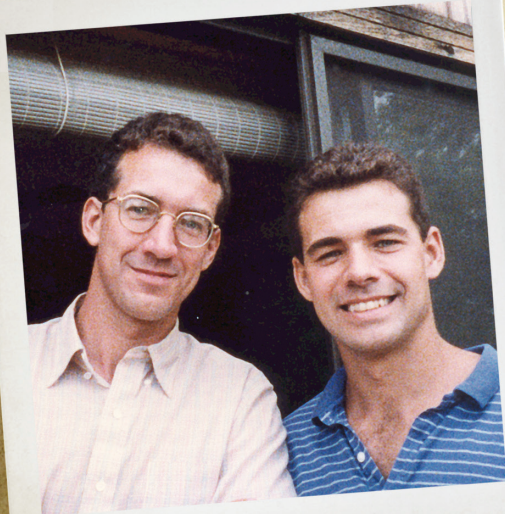


DO YOU  
“*kérussó*”  
?

## DUMPSTER-DIVING FOR JESUS

**WITH THE VISION FOR KERUSSO NOW IN HAND, IT WAS TIME TO** get to work! Still stinging from the failure and financial loss of Fit for Life, I vowed that I wouldn't take on any "real" debt to get the new business going. Flat-broke and living meager paycheck to paycheck, I borrowed \$1,000 in seed money from my brother Al.

I developed a few designs and decided to sell them directly to consumers through small ads in *Campus Life* magazine. I'm sure some of you remember those days before the Internet when you actually had to mail in a check or money order to an address and wait 3–6 weeks for your merchandise. Well, that was the process in our early days. Someone had to see our little 1/6th of a page black-and-white ad (color ads were too expensive for our start-up), fill out the tiny order form, and mail



*Al and Vic*

us a check. Still working in construction at the time, I would go to the post office on my lunch break and check the mailbox to see if I had any orders. In the orders came! Just a handful at a time, not much—but pretty exciting for our fledgling company. I saved up the orders until I had enough to meet the minimum-order requirements of our local screen printer. Then, at night, when my day job was over, I would pack them up and ship them out. Not able to afford the luxury of buying shipping boxes, I would go dumpster-diving at the local drugstore and hardware stores. I'm sure many of my customers had some puzzling experiences.

“Martha, did you order a box of baby food and nails?!”





Orders were coming in pretty well from the first few ads, but after that things slowed to a trickle. With just a few orders in hand, not enough for the minimum print runs, I considered throwing in the towel. But my sister Cynthia (God bless her!) gave me a pep talk and said, "Just hang in there and give God a chance to make it work." And that's what I did! Right after that God led me to go out and try selling our T-shirts wholesale to some local Christian book and gift stores. I took a day off from construction and visited several local stores

within a 60-mile radius. With a few samples and one of my wife's waitress pads in hand, I was actually able to write some orders! Kerusso was saved and I was able to fulfill that handful of consumer orders. Praise God!

With the new approach of selling to retail stores in play, I was off and running!

The orders became consistent enough that I decided to start printing my own shirts. With a small press and some homemade dryers I set up shop in a spare bedroom of our home. Basically self-taught, I printed thousands of shirts by hand with that equipment. My mom would come by and help fold the shirts from time to time so I could keep printing, selling, and shipping.

My wife Melody was the real breadwinner in those days, so she wasn't able to join in on all the fun.



*Judah St. — Kerusso's first home*



*Vic's Mom and first "employee"*

I found a small sales rep group who specialized in the Christian retail market. They took on Kerusso as one of their lines and represented us in about six states. To help them market our shirts, I took on the task of making brochures. I did my own product photography and pasted up a one-page brochure

that was printed by our local printer.

Eventually a larger rep group that covered all fifty states approached me, and they went to work selling Kerusso nationwide.

After that I was too busy with Kerusso to keep my job as a carpenter, and I hung up the hammer for the good.



Let Your Light Shine! Radiate to the World in Great Looking Contemporary T-Shirts & Sweat Shirts – with a Message!

				
#D2 Adult T & Sweat	#D7 Youth & Adult T & Sweat	#D11 Adult T Only	#D4 Adult T & Sweat	#D3 Adult T Only
				
#D4 Youth & Adult T	#D1 Adult T Only	#D5 Youth & Adult T Sweat - Adult Only	#D3 Adult T Only	#D9 Adult T & Sweat
				
#NA Youth T & Sweat	#AC Youth & Adult T & Sweat (Youth Sweat on White)	#LV Adult T & Sweat	#D6 Adult T Only	#D10 Adult T Only
				
#MC Adult T & Sweat (Front)	#MC (Back)	#D12 Adult T & Sweat	#LO Adult T Only (Front)	#LO (Back)
				
#FL Adult T & Sweat				

According to "Strong's Exhaustive Concordance of the Bible," the Greek word "kerusso" means: to herald (as a public crier), especially Divine truth (the gospel). This is our purpose and desire behind the T-shirt designs of Kerusso Activewear.

**Kerusso Activewear**  
P.O. Box 13, Eureka Springs, AR 72632 • (501) 253-8459

*My last carpentry  
project before going full  
time on Kerusso — A  
floating gazebo on Lake  
Lucerne near Eureka  
Springs, Ar.*



Soon we outgrew the print shop at home and moved into half of a small metal building next to a car-repair service. Our new space seemed cavernous compared to the space we started in.

Before long we would need every inch of that spacious 1,500 square feet to set Kerusso on the path to long-term success. We doubled our space when the other half of that building became available, and we doubled again a few years after that when we built our own building in nearby Berryville, where Kerusso is located today. Since then we've added on many more times to that original 6,000-square-foot building and purchased two surrounding properties. Today Kerusso fills over 60,000 square feet of warehouse, production, and office space in three buildings sitting on our 10-acre campus. God has brought us to this place, and He has allowed us to come here debt-free. God is so good!





## NO SUCH THING AS A “SELF-MADE” MAN

Owning my own company has taught me so much. I've had to learn every aspect of business. From designing and product development, sales and marketing, to operations, finance, and human resources management, I've gained an incredible education.

Looking back at it now, it's amazing to me that Kerusso survived those early years. I really didn't know what I was doing, but God was faithful as I did my best to serve Him.



I don't pull the squeegee in production or move the mouse in graphic design anymore, but I'm still very hands-on in the development of every single product we make and in running the company. God has blessed me beyond measure, and this journey would have been impossible in my own strength.

Today the Kerusso family has grown to over one hundred team members who are passionate about what we do. It's their dedication, passion, and hard work, along with the grace of God, that continues to make us a success. It really is true that God is able to do exceedingly abundantly above all that we ask or even think!



# Kerusso

Proclaiming the Good News to the world,  
through products about Jesus.



# TEAM KERUSSO

A globe of the Earth is shown, tilted on its axis. The map is color-coded by continent. Overlaid on the globe is the text: 

**Kerusso has  
shared the gospel  
on every continent  
and in over  
100 countries.**

Over the last twenty-five years we've developed nearly 1,000 designs and printed over 14 million T-shirts. Our shirts are sold everywhere, from my hometown to places as far-flung as Lebanon and Malaysia. People like you put them on and share the gospel while they wait in line at the supermarket or any place their day takes them. Every day we hear from Kerusso wearers who have used our products to share the Good News. These reports gladden our hearts and confirm our calling.




Sharing the Good News of Jesus Christ is what Kerusso has been about from the start. “Proclaiming the Good News to the World, through Products about Jesus” is our company’s mission statement and why we exist. We use our products to tell the world that there is a God who loves them and wants a relationship with them and that Jesus is the only way. We have shared this story on every continent and in over one hundred countries.





PUBLIC  
RESTROOMS





I thank God He reached out to me and put *The Late, Great Planet Earth* in front of me when I was a teenager.

I thank Him for imparting the vision for Kerusso in my early twenties.

I thank Him for all the wonderful people He sent to join us over these twenty-five years.

I'm grateful for all the retailers who carry our products to the world, and I thank God for every believer who decides to change their shirt and change the world!

*Vic Kennett—today, standing where the vision for Kerusso was imparted—holding what's left of one of their first t-shirts.*

# T-SHIRT EVANGELISM

**IN 1955 JAMES DEAN WORE A SIMPLE WHITE T-SHIRT IN THE** landmark film *Rebel without a Cause*. Almost overnight the sales of this staple piece of men's underwear went through the roof—the T-shirt which had, up to this time, been strictly an undergarment had now become a symbol of individuality. All the cool cats and those who aspired to be cool wore them. By the 1960s a cottage industry selling airbrushed tees had sprung up at hot-rod shows, and by the end of the decade the technology had been developed to mass-produce screen-printed tees. From the very beginning, printed tees have been a way for us to make a statement about all kinds of things—humor, politics, beer, revolution, movies, stars, cars, kittens, and yes, even Jesus. If it matters to you, you want to wear it on a T-shirt. They have become a staple of our wardrobes that let us express ourselves without saying a

word. I don't care if you are two or ninety-two, you probably have a few in your drawer, and they are likely to be some your favorite things to wear.


When we wear printed T-shirts we are expressing ourselves, we want to be heard...but are we saying anything that really matters? Did you know that a graphic tee will be read as many as three thousand times



in its lifetime before heading to the rag box!? A printed T-shirt turns us into effective walking billboards, marketers of whatever we are wearing on our T-shirts. Is wearing a “***Just Do It***” shirt going to make a difference in the world—or just help Nike sell more sneakers? Now, don’t get me wrong, I like Nike! I’m not saying you should feel badly if you don’t wear a witnessing T-shirt all the time! I’m saying, why not use the opportunity to make a statement about something that really DOES matter? Why not say something that can change a person’s life for all eternity?


## **WHY NOT BE A T-SHIRT EVANGELIST FOR GOD?**

So what is T-shirt evangelism? T-shirt Evangelism is purposefully choosing to wear a Christian T-shirt while going about your everyday life and expecting to make an impact on those who see your shirt. You may even choose to wear them to locations your regular day wouldn’t normally take you, being lead by the Spirit in your approach. I’ve seen and heard of some really cool divine appointments that God has orchestrated in the lives of people who wear our shirts. Sometimes you’ll get the opportunity to expand upon the message on your tee with someone who asks you about it, and sometimes you won’t speak to anyone at all. But the wonderful thing is that as you go about your day, you will have many witnessing opportunities when someone simply reads what your shirt says—without even saying a word. Remember, studies estimate that the average printed T-shirt is read as many as three thousand times before it wears out. That’s life-changing and world-changing potential!

A white t-shirt is centered in the foreground, laid flat. The background is a dense, out-of-focus crowd of people, likely at a sporting event, with many wearing blue and white clothing. The text on the t-shirt is printed in a bold, black, sans-serif font.

**DID YOU  
KNOW?  
A T-SHIRT  
WILL BE READ  
AS MANY AS  
3,000 TIMES!**

When you stand in line at the store, cheer at your child's soccer game, or walk the halls of your school, you are sowing seeds of God's grace, love, and truth. That kid sitting behind you in school is soaking in the truth of the gospel right there in class. Your neighbor who is going through a family crisis can see words of encouragement as you chat across your driveway—these encounters are often more powerful than you will ever know. You and your T-shirt may be the only “Jesus” they will see. The Scripture on your shirt may be the only “Bible” they will read.



No nails held Him to the Cross,  
His love for you did  
He could have called on the angels to rescue Him,  
but He stayed there. They beat Him, spit  
on Him, ripped His beard out and still  
He forgave them.  
He has forgiven you.

## HOW EFFECTIVE IS T-SHIRT EVANGELISM?

# Survey

### WE'VE ALWAYS KNOWN THAT

Christian T-shirts with God's Word on them make an impact because of personal experiences and the many letters and emails we've received from wearers over the years describing how Christian T-shirts have helped them share their faith. But we wanted know more about their effects. Not long ago we conducted a survey among people who regularly wear Christian T-shirts and asked them several questions about their motives and results of wearing them.



We learned some remarkable things from our survey! We learned that 98 percent of those surveyed wear Christian T-shirts in order to share their faith and not just as a fashion statement. Almost half the people surveyed said they've been able to share Christ with an unbeliever because the message on their T-shirt sparked a conversation. And get this! One in fourteen reported that they've helped an unbeliever reach a decision to accept Jesus Christ as their Savior after having a conversation that began because they decided to put on a Christian T-shirt!

Why do fellow believers wear our products? It's not just because they're cool or because they love the designs—it's because overwhelmingly they want to share the gospel. They see the act of putting on that T-shirt as a step in the process of fulfilling that "Great Commission"—telling the world about God and the relationship available with Him through His Son, Jesus. They are T-shirt Evangelists! As you read some of their stories, it's our hope that you will want to be a T-shirt Evangelist too!



## GO FOR IT!

**THERE IS NOTHING SO ENCOURAGING AS HEARING FROM A** “Kerusso Wearer.” Sometimes we get a letter or an e-mail; sometimes someone takes the time to visit our Facebook page and post a note telling us of his or her experiences while wearing our apparel. Sometimes we get to hear it straight from their mouths. I was doing an interview on a radio call-in show when Jerry called the station to share his experiences as a T-shirt evangelist;

*“I wanted to take the opportunity to encourage all the listeners to take their witness to the next level—to encourage them not to be intimidated or timid about it. Look around you. Guys are wearing T-shirts showing beer ads and things you really don’t want to see, and we need men coming from a godly perspective to counter this culture. I started wearing Christian tees a few years ago, and at first I was worried about what people would think about me when I was wearing them. The good news is that the responses that you get are not at all fearful. People will come up to you and even ask what the shirt message means. Sometimes they tell me that they like my shirt. These conversations that I have had in the last 2-3 years have*

given me more opportunities to share the gospel than I can even count. One of the things I do before I put on a Christian T-shirt is to talk with God and say, 'God, who do you want me to visit today with this message?' My heart is saying, 'Okay, Lord, I'm ready!' If someone you know has even mentioned the idea of wearing a Christian T-shirt—go get it for them. It could be the step forward they need to get started in sharing the gospel.

*Be encouraged, guys. Don't be afraid. Go do it!"*

JERRY—T-SHIRT EVANGELIST



ON  
AIR





## NOT EVERYONE SHARES THEIR FAITH IN THE SAME WAY, AND NOT

everyone does T-shirt evangelism the same way either. Jerry prays up and heads out, prepared to have a conversation—the message on his T-shirt the conduit for his boldness. He is looking for specific opportunities. Some people, like Harry Pinchon, just want to wear the message and see what happens, ready to talk about Jesus and take the Good News wherever he goes.

*"I'm 68 years old and have been 'born again' about forty years. I have been sending out printed tracts for years, but I like sharing the gospel by wearing tees about Jesus too. I take the city bus to do my errands. We have a transfer center downtown, and I get to talk to a lot of people about my shirts. I like **"In God I Trust"** because it has a very bold appearance and a rich color that makes it stand out. **"Sweet Savior"** is colorful and you can read it from a distance. I also like **"Jesus Is our Hope."** It's very colorful and gets the message across in a unique way."*

HENRY PINCHON—T-SHIRT EVANGELIST



**+** A Blood Donor  
Saved My Life!  
Matthew 26:28

This is MY  
BLOOD  
of the  
**covenant** WHICH IS  
POURED  
OUT for  
**YOU**  
for the  
FORGIVENESS  
OF YOUR  
**SINS**



## A LITTLE LIGHT AT THE BEAUTY SHOP

“I have a wonderful testimony from wearing Kerusso shirts! I attend a cosmetology school. Everyone knows that beauty shops are known for their gossip. On Saturdays we get to wear a black T-shirt of some sort. This past Saturday I wore my Kerusso shirt that says ‘A Blood Donor Saved My Life’ on the front and a cross with Matthew 26:28 written inside it on the back. I was just minding my own business and doing my work when a fellow student said, ‘Candice, did a blood donor really save your life?’ I said ‘Yes!!’ She was like, ‘Well, when, and who was it?!’ I said, ‘A little while back, and His name is Jesus.’ She didn’t know what to say just looked at me funny; then she began to read the back of my shirt and it hit her, Jesus Christ! So I got to minister to her and the clients that were there about Jesus and how He died for all of us! It was a wonderful time and a great conversation-opener about Jesus! So thank you all for the shirts you make. I enjoy being a ‘walking ministry’ for Jesus!”

CANDICE—T-SHIRT EVANGELIST VIA FACEBOOK

## DIVINE APPOINTMENT

**SOME STORIES JUST BLOW ME AWAY. THEY REMIND ME THAT** we serve a God who has impeccable timing. How incredible is it that someone is in just the right spot at just the right time. How amazing is it that we produce that particular shirt at just the right time. How humbling to be part of God's plan!

*"God works in amazing ways! Little did I know that the bright red 3:16 Numbers of Hope T-shirt I decided to wear one day was going to make such a difference to a person's life. A woman approached me while we were at McDonald's and asked me without hesitation, 'What does 3:16 mean?' I was somewhat surprised, completely caught unawares, and before I could answer, she explained that for the past two weeks prior to that moment, she had had the same dream every night...with the numbers 3:16 distinct in all of them! So I shared the verse and turned around for her to read it as it was written on the back of the shirt. I told her that it was probably the most famous Scripture and where she could find it in the Bible. This whole encounter took only 5 minutes, but that's all that was needed for the Lord*

*to do His work! It left me in goose bumps and still does every time I share this small but awesome testimony. Praise God! He totally orchestrated the whole thing...and a humble T-shirt was instrumental in bringing a seeking heart to Him!"*

ESTHER RONDAY—T-SHIRT EVANGELIST,  
NEW SOUTH WALES, AUSTRALIA



## ARE YOU A CHRISTIAN?

*"I was wearing a Kerusso T-shirt while out shopping the other day. A lady was looking very lost and despondent, so I stopped and offered her some help. I ended up talking with her for about five minutes—you know, just chatting. She read my shirt and asked if I was a Christian. That let me open the conversation about Jesus. That dear lady ended up giving her life to Christ!"*



**SOMEONE IS SEARCHING FOR YOU**

For the Son of Man has come to seek and to save that which was lost.

Luke 19:10

*"You guys have taken sharing the word about Jesus to a whole new level. Your products make it easy to share the Word in my everyday life. I own your "How Jesus Saved the World" T-shirt, and it reminds me every day who I should keep first in my life and who I should keep praising in everything that I do. Thank you for helping me to spread the word of our Savior."*

ANOTHER T-SHIRT EVANGELIST

## HOW JESUS SAVED THE WORLD



Christ died for our sins according to the Scriptures, He was buried, and He was raised on the third day.

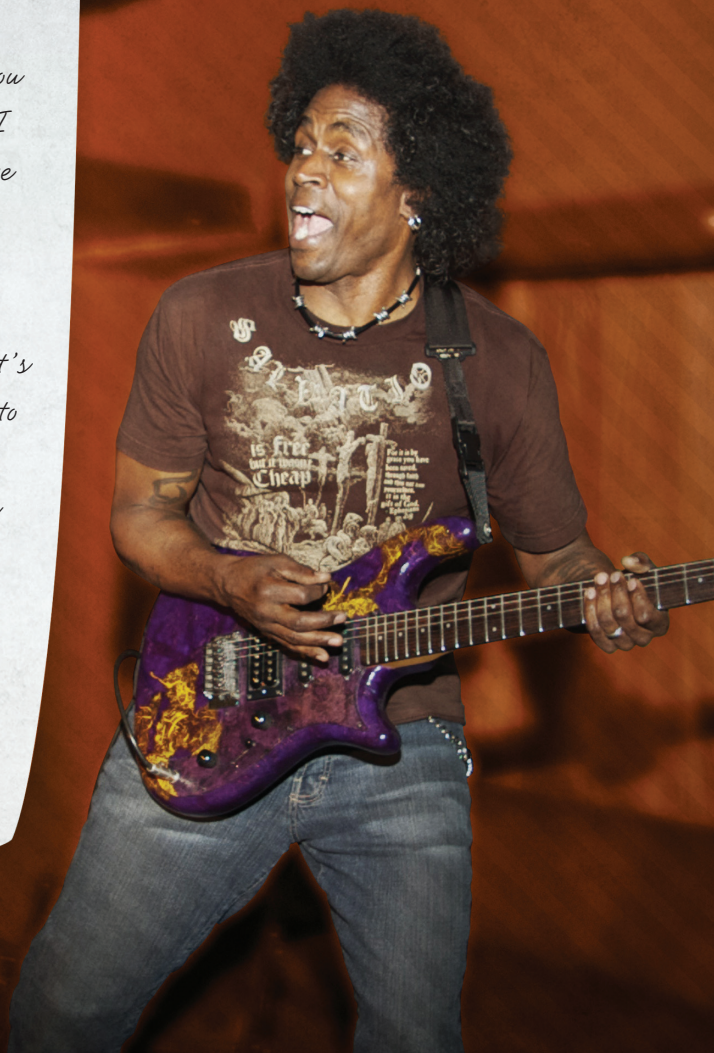
1 CORINTHIANS 15:3,4

  
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## “DO YOU REALLY BELIEVE THAT STUFF?”

*“Your company and products are a real answer to my prayers! I’ve had people read my shirts and say, ‘Do you really believe that stuff?’ and then I get to tell them about the hope we have as Christians. Wearing your shirts allows me many more opportunities to share the good news of Jesus Christ than I would have had otherwise. That’s why I love to wear them! It is going to be a very rare occasion that I’m ever caught wearing anything other than a Kerusso Christian T-shirt.”*

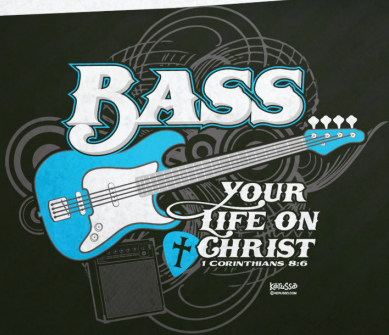
JEFF HARRIS, WORSHIP  
LEADER AND LEAD GUITARIST  
FOR SADDLEBACK CHURCH’S  
OVERDRIVE VENUE.



*"Thank you, Kerusso, for your musically themed Christian T-shirts! My son Trey and I play and attend various music events. We wear them and give some away as part of our ministry. It's amazing to see conversations develop with the recipients regarding God and their faith. Jesus said He would make us fishers of men. We view sharing the shirts as throwing the hook in the water; God's will through the conviction of the Holy Spirit takes it from there! We simply study to show ourselves approved unto God to be prepared to share the hope that is within us. Thank you for your obedience to the vision God gave you by providing T-shirts that honor Him and help build the kingdom of God by ministering to others.*

*May God continue to bless your business abundantly!"*

DON SEARCY—CARROLLTON, TX



*"My mom isn't a big T-shirt fan—I guess she just doesn't like the way they look on her, but I gave her one of your tees anyway and she felt obligated to wear it.*

*She wore it to her exercise class one day and it sparked up a conversation with one of the other ladies there. One thing lead to another and Mom invited her to church. The lady she met and her husband ended up coming to church and home fellowship with my mom because she decided to wear the shirt I gave her. I thought that was pretty cool and had to share it with you! God is really working on that couple."*

PAUL BASS—T-SHIRT EVANGELIST



I don't need an IDOL, I have a SAVIOR.

karess®  
www.karess.com

HOLY BIBLE

HYMNAL

## “JESUS JUNK”?

**IN THE LATE '90'S, WE DECIDED TO EXPAND OUR PRODUCT OFFERING** to include non-apparel items. We began to develop jewelry, gifts, and accessories using the same impactful messages that adorned our shirts and caps. Today we offer a wide range of products that unashamedly share a message of truth and hope with a world that is hurting and broken. Our tote bags, drumsticks, wallets, bracelets, necklaces, guitar picks, guitar straps, and more—are all designed to be a witness to the world and an encouragement to the user. Some have carelessly labeled this sort of thing as “Jesus junk,” but we certainly don’t see it that way. The intent and often-produced result is a conversation about Jesus.

What follows is a great example of how God uses all kinds of things to reach those in need.

On Wednesday, March 30, 2005, Preston Repass of Richmond, Va., began his day like he has many others—connecting Christian bookstores with the products they need—when he was interrupted by the ultimate sales call. This was a divine appointment where the words he spoke and product he delivered brought life to an unknown bystander in need.

The 47-year-old sales rep was traveling scenic Interstate 64 between Beckley and Covington, Va., en route to customers. As he approached a bridge, he

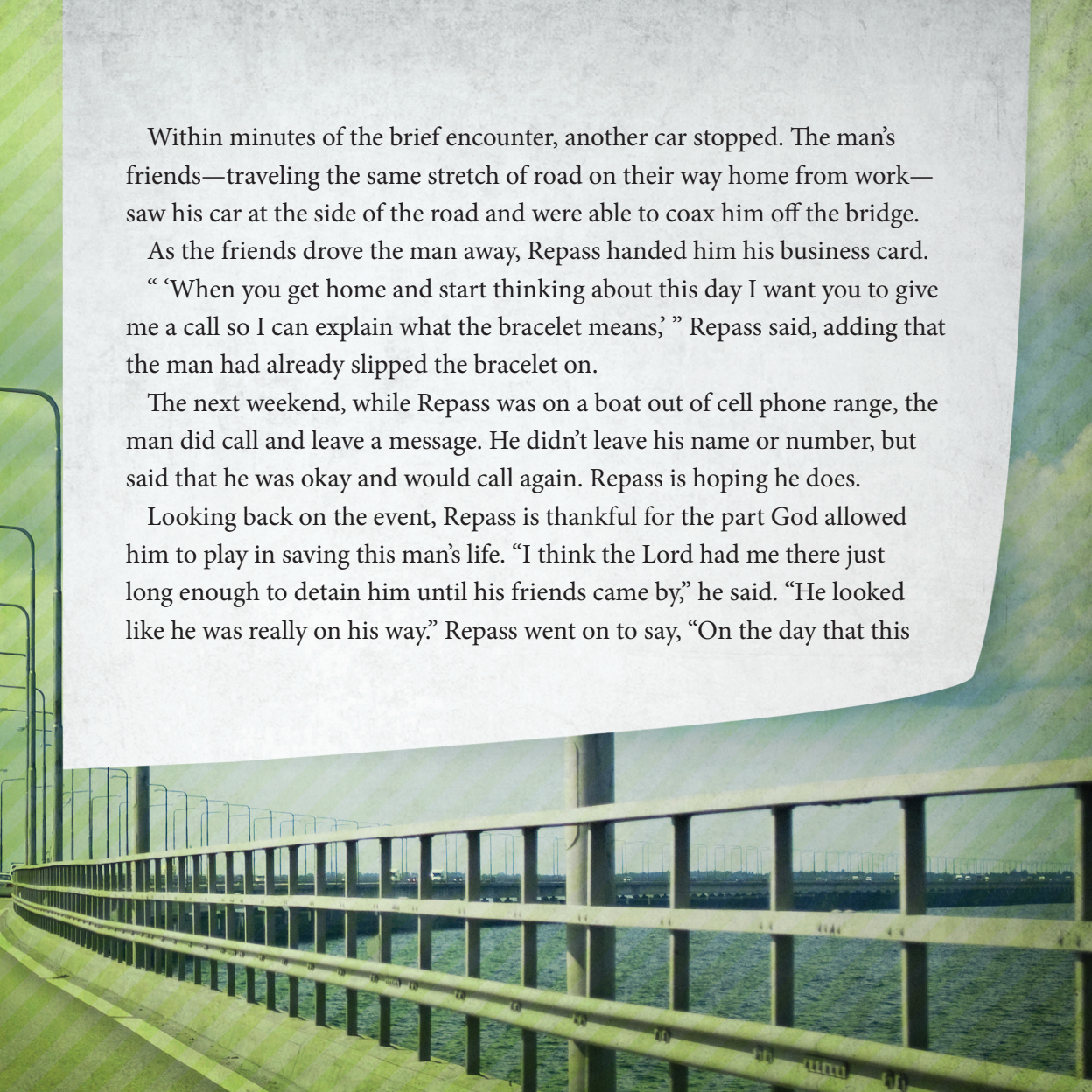
noticed a young man running down the side of the road toward his car. As his car edged closer, the man jumped over the bridge's railing and stood facing the river below.

Repass quickly pulled his car to the side of the road and jumped the railing too.

The troubled man in his mid- to late-20s blurted out, “ ‘Leave me alone; I have nothing to live for;’ ” Repass recalled. “As soon as he said that, ‘Live for Him’ hit me,” Repass said, referring to Kerusso’s “Live for Him” red wristband project with those words etched in rubber. “I said, ‘Hang on, I’ve got something I want to show you in my car.’ ”

Repass stepped back over the railing, popped his trunk, pulled out a bracelet, and cautiously edged closer to the man until finally he was able to hand it to him. “ ‘Look at what this says,’ ” he remembered. “ ‘It says to live for Him. Everybody has something to live for.’ ”





Within minutes of the brief encounter, another car stopped. The man's friends—traveling the same stretch of road on their way home from work—saw his car at the side of the road and were able to coax him off the bridge.

As the friends drove the man away, Repass handed him his business card.

“When you get home and start thinking about this day I want you to give me a call so I can explain what the bracelet means,” Repass said, adding that the man had already slipped the bracelet on.

The next weekend, while Repass was on a boat out of cell phone range, the man did call and leave a message. He didn't leave his name or number, but said that he was okay and would call again. Repass is hoping he does.

Looking back on the event, Repass is thankful for the part God allowed him to play in saving this man's life. “I think the Lord had me there just long enough to detain him until his friends came by,” he said. “He looked like he was really on his way.” Repass went on to say, “On the day that this



happened I was actually feeling a bit down myself, so to think that God would use me to reach someone who was a lot more down than myself was a huge encouragement.”

The son of a preacher has often had the opportunity to share his faith, but never when combined with his profession. “I’ve never had the opportunity to use a product that I’m selling to witness to anyone on a one-on-one basis,” he said.

Repass looks at his job as his ministry and is always looking for ways to minister through his job. He tells people, “We’re going to heaven and we need to take someone with us.”

The Kerusso wristband that he gave away that day was a sample, the only one he had with him after the popular wristbands continuously sold out at the stores he served.

“I’m proud to have that product in my bag,” Repass said. “It’s amazing, the impact that a \$1.99 bracelet can have on a single life.”

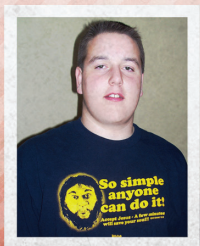
The “Live for Him” red wristband continues to minister and touch lives here in the states and abroad. To date, Kerusso has sold over 1.3 million wristbands, raising over \$375,000 for Compassion International.

## CHANGE YOUR SHIRT—CHANGE YOUR SCHOOL...

### **Tyler's #1 goal was to win more of his friends to Christ.**

*"I wanted to thank you for giving my son, Tyler, a resource to show his faith! The first day of 8th grade last year, Tyler was given a project in Language Arts. He had to write down two goals they had for that year and how they were going to accomplish them. Tyler's #1 goal was to win more of his friends to Christ. How was he going to accomplish this?—He was going to wear a Christian T-shirt to school every day. He has worn a Christian T-shirt to school every day since the 8th grade. He just started high school, and I asked him if he was going to continue wearing his T-shirts to school. His response was, 'Yeah, Mom, don't you think high schoolers need God in their lives even more than middle schoolers do?' Well, that's my boy! Always thinking of others. Well, Tyler is continually working on his friends and trying to be a role model to his peers. He gets questioned about his shirts a lot and it gives him an opportunity to share his faith. I could go on and on about his servant's heart. But my main purpose of writing this letter was to thank you for providing a way for Tyler to share his faith with other students! You are such a blessing! Thanks for listening, and keep up the good work!"*

TAMMY CROWDER ABOUT HER SON,  
TYLER—T-SHIRT EVANGELIST



***“I only wear Christian shirts to school...”***

*“I love all your shirts! I think they are ingenious and the perfect way to spread the Word. I only wear Christian shirts to school, and every day my classmates look forward to seeing my shirts. Yet some kids complain and always ask me when I will ever wear just a plain shirt. But that doesn't stop me and I wear them anyway. I think they're starting to like my shirts too!”*

MATT RIVERA—T-SHIRT EVANGELIST



## ***“Why are you wearing such a lie?”***

*“I live in Australia and my friend got me a T-shirt from Kerusso, and I just want more of them... They are really awesome. I love seeing the look on people’s faces when they see a young teenager walking down the street with a T-shirt that tells people that Jesus died for us and he loves us. I have even had a few encounters with people who ask, “Why are you wearing such a lie?” and they have gone away considering what I say to them. It’s amazing how much a few words on a T-shirt can change a person’s perspective on life forever.... :)”*

LYNDAL WILSON—T-SHIRT EVANGELIST



**“You CAN change the world!”**

*“Kerusso T-shirts have been a great way for me to witness at school. People comment on them almost every day. I found out that a student in my school was saved recently, partly because of seeing my shirts on a daily basis! I truly believe that by changing your shirt, you CAN change the world!”*

HIGH SCHOOL T-SHIRT EVANGELIST



## NOT AFRAID

*"I'm a 35-year-old resident of Carlyle, IL, and I love to wear your T-shirts! It's great to see people take that second glance! By wearing your shirts I've really multiplied the amount of people that I expose to Jesus on a daily basis. Even if it's only a glimpse at a T-shirt, people get exposed, and that's what it's all about anyway, right? I look forward to adding more shirts to my collection. Thank you all for not being afraid to stand up for what we believe in. It helps empower me to do the same. God bless you all."*

CHRISTIAN HOLLENKAMP—T-SHIRT EVANGELIST



## LOVE BUILT A BRIDGE

*"I wanted you to see what kind of an impact we are having with your products.*

*A teenage girl and her mother were walking past my store in the mall. The young lady wanted to stop and look at the Kerusso shirts I have on display. Her mother did not want to stop and look. I could gather by the comments I overheard that it was because of their Christian content.*

*I asked the mom to read the back of the "Love Built a Bridge" shirt in an attempt to slow her down and allow her daughter some time to look. As she read it, her face clouded and she started to cry. I asked her if I could pray with her. She said yes and accepted Jesus Christ as she stood here in front of my store!*

*When she regained her composure a bit, she related to me that in the past year, her husband had walked out on the family. Her tears began to flow again as she described finding her 17-yr-old daughter dead in her room just four months ago.*

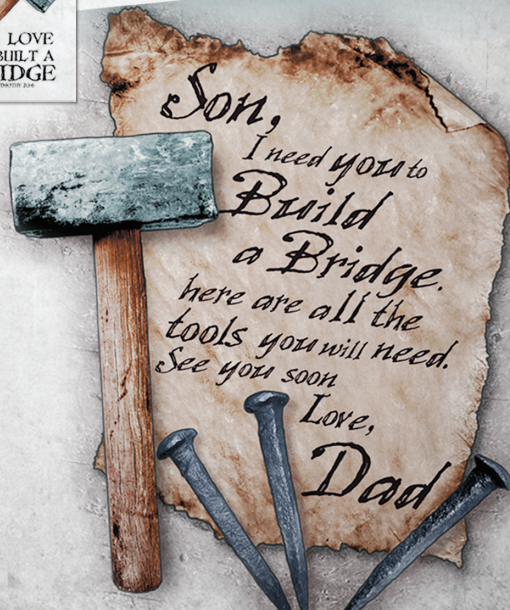
*She had approached the brink of suicide often in the past months and felt that her 13-year-old daughter was the only reason she had to continue living.*

*Mother and daughter went on their way through the mall.*

*The exuberance that young girl showed at her mom's transformation was the most precious gift I'll receive this Christmas. Before they left the mall that day, they came back and brought me a cookie from the food court and many, many thanks for being there with that shirt and my prayer.*

*Keep up the good work, all! "*


BILL SULLIVAN—STORE OWNER





## HEAVY DRINKER?

**I LOVE HEARING THESE STORIES** from friends and fans who wear our shirts! To actually get to hear about the fruit of your kingdom labor is an honor and a treat.



I wear our shirts a lot but get the most reactions to them when I travel. I love seeing people's eyes as they read my shirts! Most of the verbal responses I get are simple *"I like your shirt!"* comments, usually from fellow believers voicing their support. But I've also had my share of other interactions, like the time I was in Las Vegas for a trade show with my wife.

We were staying at one of the hotel and casinos on the strip and I was walking through the lobby, heading to the gym for a workout. I was wearing one of our shirts, which, like many, is intended to get a good "double take" from whoever might read it. The shirt I put on that day wasn't chosen by accident. The front of the shirt said **HEAVY DRINKER**, with the Scripture reference of John 7:37 boldly underneath it. The intent of the front of the shirt is to get that double take and really turn a head yet hint that this is no ordinary "drinker's shirt." The back of the shirt has the last half of John 7:37 (κῆρ) written out for the world to see:

**"IF ANY MAN THIRST,  
LET HIM COME UNTO  
ME, AND DRINK."**

So on my way to the gym, walking through the lobby of the casino, a guy who had clearly been doing drinking of another kind read the front of my shirt and said, “Right on, man! That’s what I’m talkin’ about.” I told him he wasn’t getting the point, and I turned around to let him read the back of my shirt. With a much less boisterous reply he said, “Yah, I guess that’s cool too.”

### **SEED SOWN!**

This guy wasn’t expecting a sermon that day—not even a mini sermon delivered by a T-shirt and the guy wearing it! But that’s exactly what he got.

Did his life change? Maybe, maybe not. But I know this—he had to deal with what he read on my shirt, and here’s what God has to say about that:



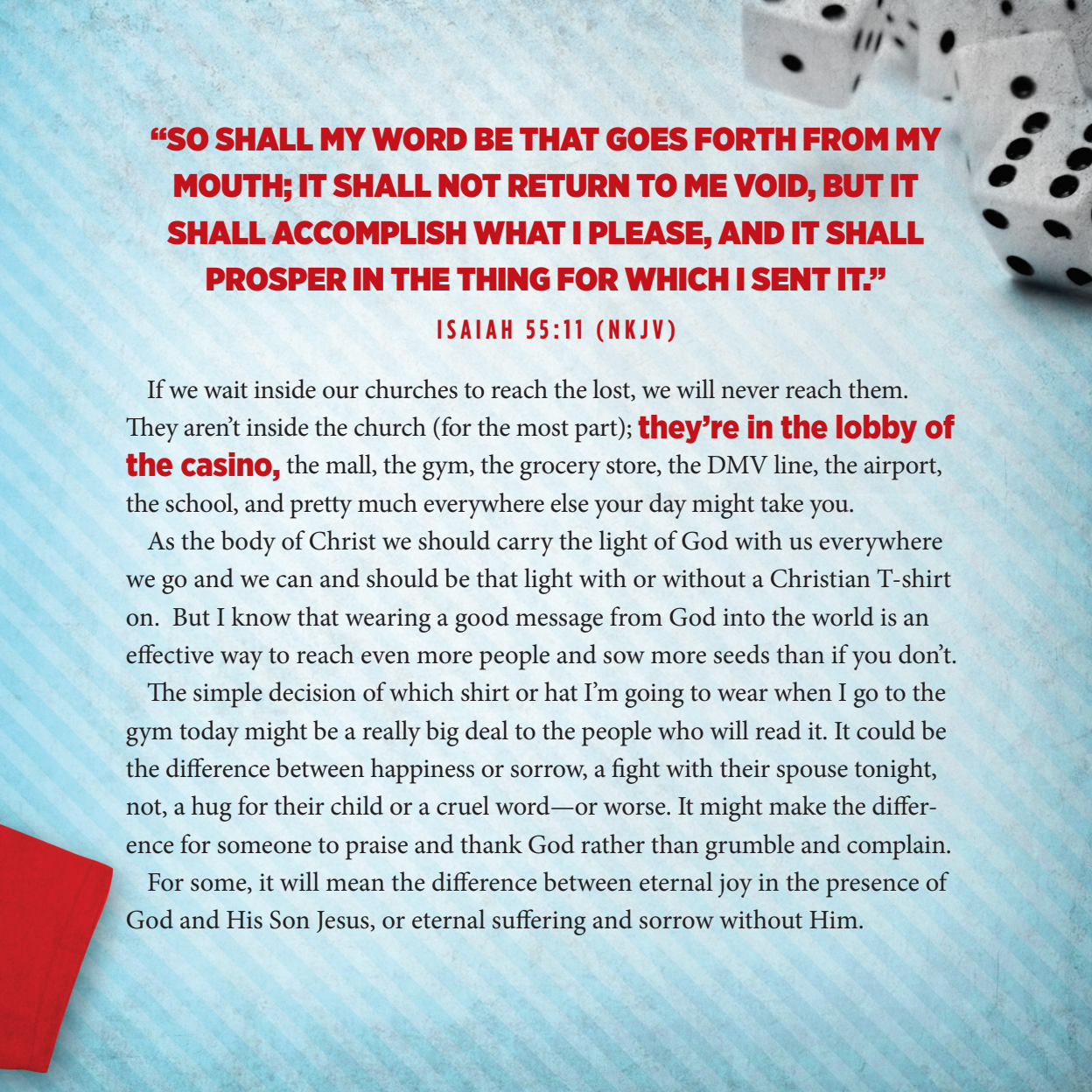
**HEAVY  
DRINKER**

**John 7:37**

MSOP



**"IF ANY MAN THIRST,  
LET HIM COME UNTO ME,  
AND DRINK."  
-JESUS**

The background features a light blue and white diagonal striped pattern. In the top right corner, there are several white dice with black pips. In the bottom left corner, there is a red triangle pointing towards the center.

**“SO SHALL MY WORD BE THAT GOES FORTH FROM MY MOUTH; IT SHALL NOT RETURN TO ME VOID, BUT IT SHALL ACCOMPLISH WHAT I PLEASE, AND IT SHALL PROSPER IN THE THING FOR WHICH I SENT IT.”**

**ISAIAH 55:11 (NKJV)**

If we wait inside our churches to reach the lost, we will never reach them. They aren't inside the church (for the most part); **they're in the lobby of the casino**, the mall, the gym, the grocery store, the DMV line, the airport, the school, and pretty much everywhere else your day might take you.

As the body of Christ we should carry the light of God with us everywhere we go and we can and should be that light with or without a Christian T-shirt on. But I know that wearing a good message from God into the world is an effective way to reach even more people and sow more seeds than if you don't.

The simple decision of which shirt or hat I'm going to wear when I go to the gym today might be a really big deal to the people who will read it. It could be the difference between happiness or sorrow, a fight with their spouse tonight, not, a hug for their child or a cruel word—or worse. It might make the difference for someone to praise and thank God rather than grumble and complain.

For some, it will mean the difference between eternal joy in the presence of God and His Son Jesus, or eternal suffering and sorrow without Him.

Friends, God doesn't charge us with the results of preaching His Word—He just said to do it!

1 Corinthians 3:6 KJV says, ***“I have planted, Apollos watered; but God gave the increase.”***

You see, God takes care of the results; He just wants us to preach—to ***“kerusso”*** the good news.

Consider Romans 10:13–15: ***“For ‘Everyone who calls on the name of the Lord will be saved.’ But how can they call on him to save them unless they believe in him? And how can they believe in him if they have never heard about him? And how can they hear about him unless someone tells them? And how will anyone go and tell them unless they are sent?” (NLT).***

If you’re a child of God, you’ve been sent! Jesus said in Mark 16:15 to GO into all the world and tell the good news to everyone! **So let’s do it!**

**Let’s change our shirts and change the world!**

# PARTING THOUGHTS

## **I HOPE YOU ENJOYED THIS LITTLE BOOK, MY LABOR OF LOVE.**

I hope you enjoyed reading about a kid who went from atheist to follower of Jesus Christ and on to become a worldwide preacher of the gospel.

If you are already a T-shirt Evangelist, I pray that this book and the testimonies of fellow believers have deepened your resolve to continue sharing our faith with the world. The time is short.

If you're a believer but have never tried fulfilling the Great Commission in a specific and personal way, I hope this book has inspired you to try T-shirt evangelism as a way to do that. I know it will be a rewarding and fulfilling experience.

I hope you were edified by the wonderful devotions contributed at no cost by my artist and author friends. Please look into their most recent and upcoming works as the Lord leads.

If you are not yet a believer, I hope this book and my personal story are causing you to rethink that position.

What's holding you back? For me it was false "knowledge." I believed the lie the world and the devil have been telling us for centuries: "There is no God." Friends, I'm here to tell you that the mountain of evidence points in exactly the opposite direction.

If you feel uneasy about your current belief that He isn't real or isn't worth serving, then I urge you to investigate my claims more deeply. You have nothing to lose—and everything to gain.

If God is speaking to you in your heart and you're ready to answer Him right now, then pray this prayer to God. Be reborn to a new life in Him;

God, I feel You calling me and I want to be Your child.

I've changed my thinking about some things, and You are changing my heart.

I want You more than I want my way or my sins.

God, Your Word says in Romans 10:9 that if I declare with my mouth, "Jesus is Lord," and believe in my heart that You raised him from the dead, then I will be saved.

So God, right now I declare out loud that Jesus is Lord! He is Lord of the universe and Lord of my life from now on! God, I believe in my heart that You raised Jesus from the dead after He paid for my sins by dying on the cross. From this moment on I know that I am saved, because Your Word is true! No matter what—I will hold fast to my confession of faith in You! You are now my Father, and I am now Your child. I know that You love me with all Your heart, and nothing can ever change that.

In Jesus' Name, amen.



Praise God! Congratulations! You have made the most important decision of your life. Now go and grow in the knowledge of Him. Start reading the Bible, beginning with the New Testament. Go to someone you respect that you know to be an honorable believer and tell them about your new life in Jesus. Find a good Christian radio station and listen as you can. There are many anointed preachers of the Word of God who will build you up in your new faith. Find a Bible believing and preaching church to attend. We weren't meant to go this new life alone. You have new brothers and sisters to meet who will help you in your walk with Jesus!

Thank you all so much for purchasing and reading this book.

If you liked it, please recommend it to your friends and loved ones.

Don't be strangers! Please e-mail and share your T-shirt Evangelism stories with us. We feed on good words from the field.

Also, let me know if you prayed that prayer above and began your new life in Christ. I want to rejoice with you!

**GOD BLESS YOU, MY FRIENDS!**



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**Kerusso**

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***How can they believe in Him if they  
have never heard about Him?***

***And how can they hear about Him  
unless someone tells them?***

From Romans 10:14

**Change Your Shirt.  
Change The World!**

**“A lady began reading my ‘Love Built a Bridge’ t-shirt, as she did, her face clouded and she started to cry.... I asked if I could pray with her. She said yes and accepted Jesus Christ right there in the mall as we prayed together.”**

*Change Your Shirt. Change The World!* emphasizes what Millions of believers do every day by wearing Christian T-shirts – namely “T-shirt Evangelism.” This gift book is presented in a beautiful full color graphic style and encourages current T-shirt Evangelists while inspiring new ones! Part “how to,” part biography, part testimonial, and part daily devotion, *Change Your Shirt. Change The World!* is another great way to witness and encourage from Kerusso!

Features 25 devotions from some of today’s bestselling artists and authors, including; **Max Lucado, Michelle Duggar, Tim LaHaye, Stephen Baldwin, Jane Kirkpatrick, Hal Lindsey, Francis Chan, Jennifer Rothschild, Kirk Cameron, Ray Comfort, Josh and Sean McDowell, Kerri Pomarolli, Alex and Stephen Kendrick, Charlie Ward,** and many more!

*“Change Your Shirt. Change the World!* is a fantastic tool for evangelizing a lost and hurting world. Perfect for youth and adults, this book is a great witnessing tool to put into someone’s hands.”

**— RAY COMFORT**

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