



INDIANAPOLIS OVERVIEW

All roads may not lead to Indianapolis, but many, many do. Wherever you live, you're likely not far away from the "Racing Capital of the World." It's one of the most accessible cities in the United States.

More than two out of three Americans live within a day's drive of the city, and more highways cross it than any other city in the U.S. It's truly the "Crossroads of America."

Now it's time for Southern Baptists to use those roads to carry the gospel to "Indy" like never before.

With more than 800,000 people in the city itself and close to 2 million people in the metro area, Indianapolis is the 11th largest city in the U.S. It's also one of the most unchurched. Only one out of five "Indy" residents go to church each weekend. More than a million people are not affiliated with any religious group.

Yet it's the kind of metropolitan area where you'd want to raise a family—the perfect balance of cosmopolitan style and small-town charm. In metropolitan Indianapolis you'll find good schools, conservative values and a deeply held patriotism. Recreational and professional sports have been woven into the fabric of the city.

The good, clean living from many in the city may have become the greatest stumbling block for the movement of the gospel. Many Indy residents believe they're "good enough" and have no need for a Savior. Their search for the "American Dream" has drowned out their overwhelming need for Jesus.

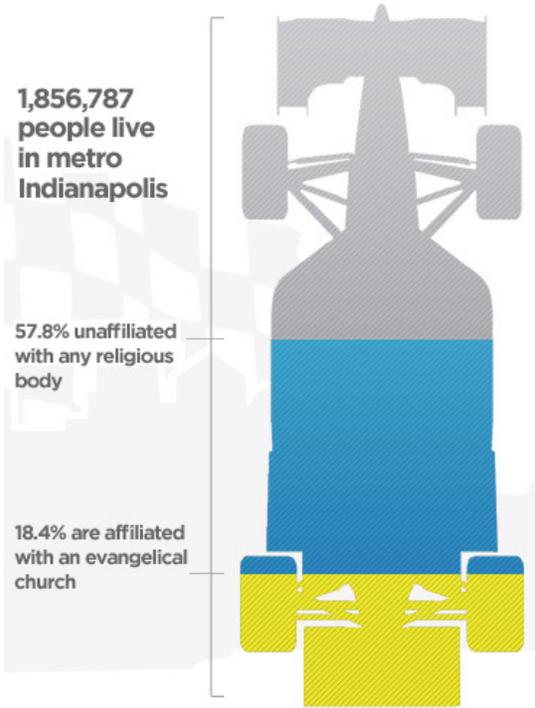
The only long-term answer to the city's spiritual needs is to start reproducible church plants to creatively engage the community with the gospel. Through Send North America: Indianapolis, Southern Baptist church planters are doing just that.

But these church planters can't reach the city alone. They need the support of other Southern Baptists with a passion to permeate the city with the gospel.

They need the help of churches like Highview Baptist in Louisville, Ky. Highview has been helping church planters with financial and human resources for several years. Close to 200 people from Highview have traveled to Indianapolis to help church planters.

For Southern Baptist church plants to make a dent in the need for SBC churches in Indianapolis, more strong supportive churches from across North America will be needed—more churches like yours.

Together we can do this. Visit namb.net and click "Mobilize Me."



FAST FACTS



1,856,787
People

Population Indianapolis

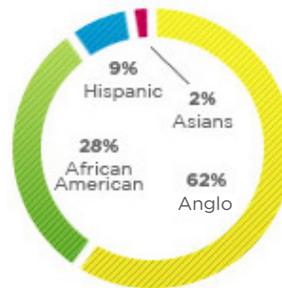
1.8 million people live in the metro Indianapolis area.

1 >> 19,965



SBC Church-Population Ratio

There is one Southern Baptist Convention church for every 19,965 metro Indianapolis residents.



Ethnic Diversity

(61.6 percent Anglo, 9.4 percent Hispanic, 27.5 percent African American, 2.1 percent Asian/Pacific Islander)