

Alliance for the Unreached Names Executive Director

Colorado Springs, CO: A coalition of some 70 ministry organizations focused on international missions has selected long-time board member and advisor Jeff McLinden of Colorado Springs as its new executive director. The Alliance for the Unreached was founded in 2015 to “advocate for the cause of peoples unreached by the Gospel message.” McLinden’s task is to lead the organization’s efforts to engage Christians in North America in “Great Commission awareness and activism” on behalf of the estimated 3 billion people who have little or no access to the gospel of Jesus Christ.

“The Alliance for the Unreached was formed by a coalition of ministries committed to taking the gospel message in various ways to unreached peoples across the globe,” says McLinden. “Some are sending agencies that place missionaries in remote nations. Others provide specific resources, such as gospel radio broadcasts in dozens of languages, or translations of Bibles and Scripture portions used for evangelism. What makes the Alliance unusual is the sheer number of creative agencies and organizations that have come together with the single purpose of engaging people in the broader task — to see that those who have no exposure to the message of salvation in Christ can have that opportunity.”

The Alliance for the Unreached is the parent organization for several initiatives including the International Day for the Unreached, observed each Pentecost Sunday, and the “Third of Us” media campaign, which stresses that fully one-third of the world’s population has no exposure to Christianity.

“We emphasize that more than three billion people live in regions where there are no Christian believers, no churches and no Bibles. They’ve never heard the message of hope offered by the gospel,” McLinden stresses. “Yet the Great Commission — Jesus’ final words to His followers — commands us to take that message to all peoples, to the very ends of the earth. Our role as an alliance of ministries is to engage people in that task.”

McLinden comes to the Alliance after having worked for Christian nonprofit institutions since 1979 including senior roles in resource development, marketing and management for Campus Crusade for Christ (now Cru), The Christian Broadcasting Network, and Bible Literature International. For twenty years he was vice president of a consulting group that helped a broad variety of ministries. In 2015, as vice president of Bibles For The World, McLinden was one of the founding members of the Alliance for the Unreached and served on its board of directors for five years. He and his wife live in Colorado Springs.

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