

## TESTIMONIALS

"I had a couple of late 20s guys return to Lutheranism from the Reformed tradition because of Just & Sinner's work regarding the Sacrament. One ended up becoming an elder."  
-Rev. Erik Johnson, LCMS Pastor

"Just & Sinner, both the podcasts and the publishing house, have been invaluable in parish education. Dr. Cooper has touched on virtually every subject that parishioners ask questions about, and hard-to-find authors such as H.E. Jacobs are wonderful tools for adult Bible classes. This resource is a wonderful blessing!"  
-Rev. Neil Cadle, Pastor of Bethel Lutheran Church AALC, Rowland, PA

"Just & Sinner videos have been one of the most important and influential resources in shaping and catechizing the many converts we have in our Lutheran church plant. Dr. Cooper's videos provide faithful Lutheran theology in an understandable way, and with a gracious tone, that makes me optimistic for the future of American Lutheranism."  
-Rev. Matthew Ballman, Church Planter AFLC, San Antonio, TX

## MAKE A DONATION

Thanks to generous donations from individuals, churches, and families, Just & Sinner continues to provide FREE Lutheran resources.

Make a contribution in support of our work to bring Confessional Lutheran thought to America and to the world by visiting our website [www.JustandSinner.org](http://www.JustandSinner.org), or by sending a check to the P.O Box listed below.

Just and Sinner is a 501(c)3 nonprofit organization. Any and all gifts that you give are tax deductible.

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# JUST & SINNER



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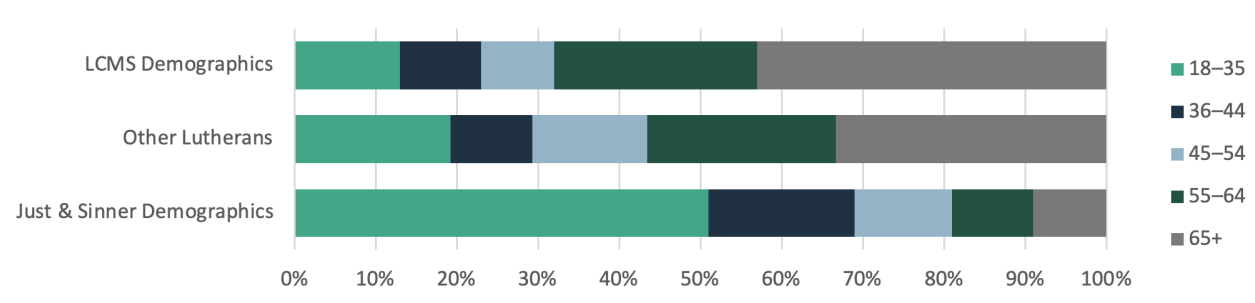
Traditional Lutheran Thought  
For a Modern Age

# Reversing the Decline in Attendance in Confessional Lutheran Churches

It is a well-attested-to reality that church membership has been in significant decline among younger generations. While this is true across denominations, church decline is impacting Lutheran congregations more than those of other Christian traditions. For example, in his article titled "The LCMS in the Face of Demographic and Social Change: A Social Science Perspective," George Hawley notes the following regarding membership decline in the LCMS:

While there was a decline in every decade since 1971, about half of that decline occurred between 2000 and 2010—the number of LCMS adherents dropped by 250,000 people over that ten year period.\*

According to one study from Harvard University,\*\* the age distribution of the Lutheran Church-Missouri Synod is the oldest of any major Protestant group in the United States. The chart below shows the age distribution among Lutheran church bodies in the United States compared to that of the Just & Sinner audience.



Just & Sinner is reaching younger generations through Confessional Lutheran YouTube channels, podcasts, and resources—all available for free online. Just & Sinner Publishing, likewise, reprints, creates, and distributes accessibly priced Confessional Lutheran books.

As Martin Luther used the new technology of his day, the printing press, to spread the Gospel, we too can use innovative technologies like the internet to reach those who need to hear faithful biblical teaching. Prayerfully consider a donation to support Just & Sinner today, and help us reach the next generation.

Dr. Jordan B. Cooper  
Executive Director

\*Hawley, "Social Change," <https://resources.lcms.org/newsletters/journal-of-lutheran-mission-december-2016/>

\*\*Cooperative Election Study, [https://cces.gov.harvard.edu/home?fbclid=IwAR0k9ziBTH0UnT7QmQbRozHnGBFRAM0m02pidNsnGU5ENf-kAL1RUI2G\\_eA](https://cces.gov.harvard.edu/home?fbclid=IwAR0k9ziBTH0UnT7QmQbRozHnGBFRAM0m02pidNsnGU5ENf-kAL1RUI2G_eA)

## ENCOURAGING LOCAL LUTHERAN CHURCH ATTENDANCE THROUGH...

### YouTube

**260,000** views per month  
**150,000** unique viewers per month  
**44,000** YouTube subscribers  
**32,000** hours of watch time per month

### Podcast

**12,000** listeners per month  
**600,000** all-time downloads  
**480** episodes available

### Publications

Just & Sinner Publishing makes quality Lutheran resources—both new and old —available for affordable prices, reaching theologically-interested individuals with Confessional Lutheran thought.

### Courses

With five knowledgeable Fellows of various theological disciplines, courses on important cultural and theological topics are made available online through the Weidner Institute.