

Case Study



From TV Screen to Heartfelt Prayer: THE IMPACT OF ANYONE PRAY ON THE PERSPECTIVE

What began as a weekly TV show has blossomed into *The Perspective*, a daily television program hosted by Dr. Mike Sherbino that dives deep into social, spiritual, and ethical topics from a Christian viewpoint. Over time, this dynamic platform has become more than just a show; it has become a lifeline of faith and connection. And now, thanks to the partnership with Anyone Pray, it's also a place where viewers can find 24/7 spiritual support through personal prayer.

FROM VISION TO LAUNCH: A STEP TOWARD MORE CONNECTION

When Dr. Mike Sherbino first discovered Anyone Pray, he immediately recognized its potential. Already offering an email prayer option for his viewers, Mike wanted to take things a step further offering people the chance to receive live and personal prayer anytime, anywhere. That's when Anyone Pray stepped in to help make his vision a reality.

Through Anyone Pray, *The Perspective* introduced a powerful prayer line, promoted in every episode of the show, on social media, through their website, weekly newsletters, and even their monthly devotional. The launch included special episodes with Sherry Stahl and Joel Bradley from Crossroads Anyone Pray team, ensuring the prayer line was introduced with purpose and heart.

But the reach didn't stop with viewers. Guests on the show, including world-renowned surgeons, took note of the prayer line, sharing it with patients and colleagues. The impact extended further as *The Perspective* helped other ministries such as Agora Network Ministries set up their own prayer line with Anyone Pray, multiplying the ability to provide spiritual care.



A GROWING IMPACT ON FAITH COMMUNITIES

Since its launch, the prayer line has received hundreds of calls—each one a moment of connection and care. *The Perspective* has embraced the role of spiritual encourager, using the prayer line to meet people where they are, regardless of their background or faith journey.

"Our hope is that the Anyone Pray prayer line gives our viewers a sense of support as they navigate life," Mike shares. "It's why we promote it so much—we truly believe in the power of prayer and community."

Through the Anyone Pray platform, *The Perspective* has provided spiritual support to viewers across Canada and the United States. Whether through an inspiring episode, a heartfelt conversation, or the prayer line itself, the show continues to be a beacon of hope and faith.

CREATIVE OUTREACH: BUILDING BRIDGES OF SUPPORT

Promoting the prayer line hasn't just been a routine task—it's become an integral part of *The Perspective*'s ministry. From their innovative monthly devotionals to mentions on every episode, the prayer line remains front and center. And as the show expands to more networks across Canada, the potential to connect even more people to God through prayer is immense.

WHY CHOOSE ANYONE PRAY?

Dr. Mike Sherbino has a simple message for those considering Anyone Pray: "Why not give your viewers or congregation another way to receive prayer when they need it most? It's a great tool for strengthening relationships with Christ and reaching people who might be too intimidated to approach a pastor for prayer."

Anyone Pray isn't just a service; it's a ministry of presence, ensuring that no matter where someone is or what they're going through, they can find spiritual support.

LOOKING AHEAD

As *The Perspective* continues to grow, so does its vision to reach more people. With its partnership with Anyone Pray, the program is more equipped than ever to answer the call—providing comfort, connection, and community to viewers across the globe.

Whether you're a church, school, local business, or organization, Anyone Pray can help you create meaningful connections and offer 24/7 spiritual support. Join the movement and experience the power of prayer without limits.

anyonepray.com