



Evangelism App Helps Spread the Word with MapQuest for Business

When an organization's mission is to deliver a service in residential areas, manually mapping out a territory and defining the most effective routes can be incredibly laborious and time-consuming. To save tremendous time and effort, DoorJam.org chose MapQuest for Business to power its web-based application, designed to help over 300,000 religious organizations nationwide visit surrounding neighborhoods and invite residents to get involved with their local church.



A Biblical Technique in a Modern World

Like their biblical forebears, thousands of Christian churches throughout the U.S. still canvass neighborhoods on foot to knock on doors and spread the gospel of Jesus Christ. Jeff Criswell founded DoorJam.org to make it faster, easier and more efficient for evangelical churches nationwide to reach potential churchgoers by leveraging the latest in mobile, web and geospatial technologies.

Spreading the Word on a National Scale

As the former owner of a very successful business, Criswell envisioned the DoorJam app from his own personal experience as an evangelist. "Over the years, I found door-to-door evangelism to be very rewarding," said Criswell. "The gospel addresses the hopelessness that plagues so many American families. So I started wondering if it was possible to build an app to make it faster, easier and more efficient for folks throughout the country to evangelize in their own neighborhoods."

Objectives:

- Locate and display more than 300,000 Christian churches on a map.
- Enable churches to identify, claim and commit to evangelizing these neighborhoods.
- Map the most efficient route path to canvass neighborhoods on foot.

Partnering with MapQuest for Business

In May 2017, Criswell turned to MapQuest as his geospatial service provider for the DoorJam.org online application. Today he leverages MapQuest's Geocoding API, Search API, Directions API and Static Map API in the DoorJam.org online app.

DoorJam's ultimate goal is to coordinate an annual evangelism event, starting in May 2018, to include thousands of churches nationwide. Criswell's vision is for the online map and mobile app to enable any Bible-believing church in the U.S. to:

- Display a user's location on a map
- Identify the surrounding neighborhoods
- Claim a territory and commit to evangelize the area
- Map the most efficient routes to canvass neighborhoods on foot

A Heavenly Beginning

Criswell is highly optimistic about the future of DoorJam.org, thanks to MapQuest. "I love working with these guys, who have taken my (sort of) rough draft idea and are turning it into a powerful tool for the organization."