



**fishwrappers**

*Start a Conversation.*

## FACTSHEET

### *“Cool shirt! What’s it about?”*

Fishwrappers tees help people tell others about Christ, His work in their life and how He can change others’ lives. The t-shirt does the hard work by sparking questions about faith.

### WHAT IS FISHWRAPPERS?

Fishwrappers designs and manufactures t-shirts that creatively illustrate biblical ideas to start conversations about Jesus Christ. Because Fishwrappers’ tees have been intentionally designed as tools for **conversational evangelism**, the t-shirts do the hard work by starting the conversation. The apparel makes it easier for Christians to share their faith—in a fun and non-threatening way—with people they know and those they don’t know, yet.

Fishwrappers tees have been intentionally designed to spark questions about Jesus; [www.Fishwrappers.com](http://www.Fishwrappers.com) equips people with appropriate answers for those who are unsure about how to continue the conversation about Christ. The Fishwrappers’ Tackle Box connects customers to resources—including ministries and organizations—for conversational evangelism.

The Tackle Box features:

- Proven strategies from Christian leaders, ministries and organizations that are passionate about equipping others to share the Good News through daily conversations
- Tips for sharing their faith
- Answers to tough questions.
- Q&A for continuing the conversation.

Fishwrappers tracks its success through Fish Stories: recounts of how God is changing lives and how Fishwrappers is helping people share their faith with others in everyday conversations.

#### Quick Facts

- **Conversational evangelism tools:** T-shirts intentionally designed to start conversations about Jesus Christ
  - [A single T-shirt may be seen 1,000 times in a year](#)
- **Made responsibly:** Printed in the USA with water-based inks for a softer feel
- **Gives back:** Donates 10 percent of net proceeds from each shirt to ministries that share the practical love of Christ with people in need
- **Price:** \$20-\$24 each
- **Founded by:** Matt Mitchell, an Atlanta architect and corporate refugee-turned-entrepreneur
- **Headquarters:** Alpharetta, Ga.
- **Website:** [www.Fishwrappers.com](http://www.Fishwrappers.com)

## **WHY T-SHIRTS ?**

Fishwrappers T-shirts can open a door for Christians who want to participate in evangelism but don't because they [fear rejection](#) or because they [feel unqualified](#). While 78 percent of Americans (303 million people) identify themselves as Christian, only two percent regularly share their faith\*. Fishwrappers—as a conversational evangelism tool—aims to increase this number.

## **WHO CREATED THE NEW CONVERSATIONAL EVANGELISM TOOL?**

Fishwrappers was founded in 2009 by Matt Mitchell. This Atlanta architect and corporate refugee-turned-entrepreneur has leveraged his passion for art, expertise in design and life-application of Biblical ideas to develop original art and graphics that are intentionally designed to start conversations about Jesus Christ.

Mitchell was surprised to learn that only two percent\* of Christians regularly share their faith in Christ with others. To help Christians who want to participate in evangelism but don't know how to start, Mitchell created Fishwrappers.

## **FISHWRAPPERS:**

Founded in 2009 by Atlanta architect Matt Mitchell, Fishwrappers produces and distributes t-shirts that creatively illustrate biblical ideas to inspire relevant discussions about the Gospel of Jesus Christ. The high-quality t-shirts—specifically designed as tools for conversational evangelism—are manufactured following fair-labor standards, ethical principles and are printed in the USA. As a tithing organization, Fishwrappers donates 10 percent of the net proceeds from every order to organizations that provide physical and Christ-centered spiritual care. Visit [www.Fishwrappers.com](http://www.Fishwrappers.com) for the full story.

\*[Source: Bill Bright, *The Coming Revival*, NewLife Publications, p. 65].