

Why? Why did a college student in your church start attending the nearby Mormon singles congregation? Why does the elderly widow in your neighborhood spend hours with Mormon missionaries a couple of times every week? Why did the Buddhist family ask the Mormons to teach them the gospel? Why did your friend say he'll never be a Mormon himself, but doesn't see anything wrong with the Book of Mormon or the Mormons he knows?

A person may be converted privately and emotionally before formally joining the Mormon church, or may become a passive supporter or sympathizer. Even a professing Christian's friends, family members, pastors and church members may be oblivious to the emotional struggle that precedes the convert's baptism and open association with Mormons. Among non-Christians, Mormons stress their commonalities: religious prayers, books, and clothing; respect for the elderly and deceased; and, above all, a yearning for peaceful lives and happy families.

Suggestion: To understand the emotional appeal of Mormon proselyting among Christians (whether they convert or not) and others, look at these messages.

This Mormon church video, "Finding Happiness,"¹ attracts converts with a brief, family-centric, culturally relevant message. On a DVD produced in 2005 the church's 5-minute message is delivered in English and four East Asian languages (Japanese, Korean, Mandarin, and Cantonese), with scenes from [Japan](#), [Korea](#), and [China](#). The message? Everyone is a child of a loving Father in Heaven. He loves us and

THE MORMON ATTRACTION: EMOTION

- STUDENTS, YOUNG ADULTS
- SINGLES, COUPLES
- THOSE SUFFERING LOSS, LONELINESS
- DIVERSE ETHNIC AND RELIGIOUS POPULATIONS
(AND CHRISTIANS TOO)

wants to help us follow His plan for our happiness. We want to live as families with our ancestors and Heavenly Father forever. Prophets help us. New scriptures teach us.

This video, "Together Forever,"² highlights a theme common throughout Mormon religion: families can be happily intact forever if each family member joins the Mormon church and lives properly in mortality. In the video four professionally acted sketches focus on common problems: the stress of integrating work and

family life, an unsatisfying marriage but a desire to avoid divorce, the disillusion of youth who do not find acceptance by others in an immoral lifestyle, and parents struggling with the accidental death of their young daughter ([the most emotionally gripping scenario, beginning at 17 minutes](#)).²

In this video, "Our Heavenly Father's Plan,"³ the Mormon church asks what might be the purpose of life. Its answer is: to live life happily. God's plan of salvation is His "plan of happiness." The video prompts viewers to ask themselves: Who am I? Where did I come from? Why am I here? Where will I go eventually? The video suggests that the Mormon church and Jesus Christ can help, but ultimately a person must find out privately, prayerfully, emotionally "what I must do to live with Him someday." Often Mormons cite their private emotional experiences as confirmation that their religion is true. Their church has taught them that their feelings leading to conversion are given to them by the Holy Ghost, and they are not to be doubted and cannot be disproved.

This video and the others are professionally scripted and acted. For spontaneous real-life testimonies extracted from an official Mormon church website, visit the Immanuel Bible Church website. Everyday Mormons express confidence in their feelings: <https://immanuelbible.church/images/ibc/mission/moq/ps032.pdf>