

TEN CULTURAL POINTERS TO EFFECTIVELY REACH FILIPINOS

1. Filipinos love to hear other nationalities speaking a bit of Tagalog. If you can say “Kumusta ka?” (How are you?) or “Salamat” (Thank you), you can easily win their heart.
2. Filipinos love to gather together for parties. If you have a chance to attend a Filipino Party, whether for a birthday, wedding or even just a little get-together, they would love to share their culture with you
3. Most Filipinos are Catholic and they love their religion, so don't criticize or speak against it. Instead, use their love for the Catholic faith as a stepping-stone to bring them to Apostolic faith.
4. Filipinos have a deep love for their country. A little historical research will tell you the Philippines and United States have had a great relationship since the Second World War, when Filipinos fought side by side with American Troops to defend their country from Japanese attack. This shared history may help you find common ground.
5. Filipinos are humble and submitted. Respect them and you will win their loyalty for life. Show them love and return it with faithfulness.
6. Filipinos are easily offended if someone makes fun of their nose, height, their national clothes or their food. Instead, demonstrate goodwill by willingly sharing their food and occasionally wearing a “barong” (a lightweight embroidered shirt), and they will love it.
7. Filipinos love to talk about their families since they are family-oriented people. They will appreciate you for taking time and showing interest. If they have family problem or illness, assure them you will pray about the problem or ask God to heal their family member.
8. Filipinos are hardworking people. Give them a job and they will do it with all of their heart. Train them to do the work of the Lord and they will become excellent soul winners.
9. Filipinos are sensitive so be careful not to offend. They will not express their hurt to your face about what was said or done, but you will certainly lose them.
10. Preach and teach the Word to them. The Word of God is powerful enough to convince them if they are hungry enough to be saved.



Filipino Evangelism Ministry