

# YOU ARE NOT alone



## YOU ARE NOT ALONE

### FOCUS

1. Create media strategy to engage key Arab cities
2. Encourage and disciple new believers through our new discipleship app
3. Improve face-to-face follow-up of media inquirers through training and technology
4. Enhance our entire media engagement process by improving data analysis

### FUNDRAISING

- \$1,650,000 Goal

**For more, visit [Pioneers.org/NotAlone](https://Pioneers.org/NotAlone)**

*"And behold, I am with you always, to the end of the age." Matthew 28:20*

## I WILL UPHOLD YOU...

Isaiah 41:10 says, *"Fear not, for I am with you; do not be dismayed, for I am your God, I will strengthen you, I will help you, I will uphold you with my righteous right hand."*

This beautiful promise from our Lord is fitting for new believers and Muslim seekers from the Arab world. We at Arab World Media have heard the phrase "You Are Not Alone" in many powerful testimonies recently.

We know that many Arab-world believers experience persecution, rejection and isolation. Yet, despite their circumstances, they draw significant encouragement from reminders and promises in Scripture that tell them they are not alone.

For example, Fuad in Egypt contacted our responders because he had some personal questions about Christianity. His son was sick and Fuad felt he had nowhere to turn. So, in desperation, he prayed for a miracle in Jesus' name. When his son was healed, Fuad began to wonder who Christ was. It wasn't long before he gave his life to Jesus. This is what he prayed: "Oh Jesus. Who else should I cry to? I was wrong, confused...

... and in despair. I needed you and there you were beside me. I was wrong, so forgive me, my Lord. Accept me in your kingdom. Deliver me.”



*The internet allows people from the Arab world to learn and talk about Jesus safely and anonymously.*

## YOU ARE NOT ALONE

2019 is Arab World Media’s 60th anniversary. There’s no better time to remind people of God’s faithfulness through our generous supporters. Without our partners, people like Fuad would not have connected with us to gain understanding about Jesus.

During this anniversary year, we invite you to join us in our latest campaign, called *You Are Not Alone*. Through this campaign, we will use digital media to remind the people of the Arab world that God has not abandoned them.

Since last year, we have seen a marked uptick in the number of Muslims coming to faith. But we realize that many of these new believers are scattered around the Arab world, living in isolation and fear and without the encouragement of fellowship with believers.

This campaign addresses these challenges through four main focuses and a \$1,650,000 fundraising goal.

1. **Create a media strategy to engage key Arab cities**
2. **Encourage and disciple new believers through our new mobile discipleship app**
3. **Improve face-to-face follow up through training and technology**
4. **Enhance our entire media engagement process by improving data analysis**

## 1. CREATE A MEDIA STRATEGY TO ENGAGE KEY ARAB CITIES

According to the UN, 68% of the world’s population will live in urban areas by 2050. If Arab World Media is to continue innovating and renewing itself in order to effectively reach the people of the Arab world, we must develop strategies to engage key cities in the Arab world. In 2019, we will identify specific cities with the prospect of seeing the birth of local, indigenous fellowships.

As we identify the right urban areas to engage, we will create and sharpen our media strategy and related content to appeal to people of influence or groups of people that are open to the gospel. Online digital media allows for a narrow, focused approach to reach the right people.

Our goal is to identify 12 key cities and launch a media campaign in each of these cities over the next three years. We will create a tailored media campaign with media content that is specific to each city. Our desired outcome is to see five groups of believers and seekers studying the Bible together in each city, and that these groups would reproduce new groups who are studying the Bible as well.

## 2. ENCOURAGE AND DISCIPLE NEW BELIEVERS THROUGH OUR NEW DISCIPLESHIP APP

We long to see Arab world Muslims come to faith and gather in multiplying groups. However, we are grateful for those who choose to follow Jesus even in their isolation. We desire to see them mature in their faith and to be witnesses in the places where they live.

To help these individuals grow spiritually, we are creating a mobile discipleship app, which uses a blended learning approach that combines online lessons and mentorship interactions with a mentor. The first lessons address questions most relevant for a new believer, such as:

- **How can I be sure I’m a Christian?**
- **I’ve become a Christian. What does that mean?**
- **How can I talk to God?**
- **How do I approach reading the Bible?**

We plan to launch this app in 2019 with the first five lessons available during its pilot phase. After we have gathered feedback during the pilot phase, we will create additional lessons to add to the app. Over 40 lessons are planned to be launched over the next couple of years!

### 3. IMPROVE FACE-TO-FACE FOLLOW UP THROUGH TRAINING AND TECHNOLOGY

Our initial response to Muslim seekers who want more information about Jesus is crucial. This year, we want to enhance our first response to seekers by incorporating the concepts of formation and multiplication of Bible study groups. We will be in frequent dialogue with Pioneers teams on the ground to improve the in-person follow-up process.

In 2019, we also plan to develop another mobile app that will help simplify the process of connecting field workers with seekers and new believers. This app will also make it easier for them to mark key faith milestones such as baptisms and group formations.

By using media and technology to improve the follow-up process, we hope that every person who connects with Arab World Media is properly attended to, and that more people are encouraged to take a step towards faith in Jesus.

### 4. ENHANCE OUR ENTIRE MEDIA ENGAGEMENT PROCESS BY IMPROVING DATA ANALYSIS

Arab World Media's approach to media strategies has been very effective over the last two years, resulting in greater numbers of engagement across all channels of communication. However, we know that the context on the ground and on social media is always shifting. Therefore, we assume a posture of continual learning and adaptation.

This includes increasing our content creation and execution efforts on two social media platforms. We will also aggregate our data to create live digital dashboards that will allow us to respond faster to changes and trends.

We hope that through data analysis, feedback loops and ongoing monitoring, we can not only maintain the momentum of the past two years by adapting to this changing landscape, but we can improve our overall effectiveness of pointing Arab world Muslims to the truths of Jesus.

### JOIN US

*You Are Not Alone* cannot be a success without partners like you. Will you join us this year as we seek to draw seekers into the light of the gospel and encourage new believers to remain strong in their faith?

**\$10,000 covers the cost of developing two full video lessons for our new discipleship app.**

**\$6,000 enables an Arabic response worker to engage with inquirers for six months.**

**\$1,200 provides twenty days of digital advertising in a key Arab city.**

### GIVE NOW

Give online at [Pioneers.org/NotAlone](https://Pioneers.org/NotAlone)

Give by mail with checks payable to Pioneers. Include a separate note to direct your gift to **You Are Not Alone** (account #151227).

Mail to Pioneers at 10123 William Carey Drive Orlando, FL 32832

Contact us with any questions at 407-581-7311 or [development@pioneers.org](mailto:development@pioneers.org)

