



Arab 22 Campaign

Outcomes

- I. Engage 14 million Muslims across the 22 nations of the Arab world.
- II. Disciple more than 10,000 men and women from the Arab world.
- III. Introduce 800-900 people to local believers for face-to-face discipleship.

Fundraising

\$600,000 Fundraising Goal

For more, visit Pioneers.org/Arab22

“On each side of the river stood the Tree of Life... and the leaves of the tree are for the healing of the nations.” – Revelation 22:2

Pursuing the Arab Nations

Since 1959, Arab World Media has worked to see mature, multiplying churches among the peoples of the Arab world. Starting out as a small radio production program in North Africa, Arab World Media has dramatically grown into a global and multinational team engaging the digital generation through platforms like YouTube, SMS messaging and social media. The generosity of many donors has led to much fruit: stories of thousands of people who have come to know Jesus personally!

Mafaza was once an atheist. But life eventually brought her to a point where she could no longer deny the existence of God. As she looked online for answers, she found an Arab World Media website and asked for help. After one of our responders answered her questions about the gospel, eternal life and the Christian faith, we connected Mafaza with a Pioneers...

...team in her town. We later heard good news from the missionary who met with her:

“Mafaza is now a believer! She chose to follow Jesus and is bold about her faith. She openly shares with her family and friends. We have planned her baptism next week.”

For over six decades, we have been using media to reach Muslims in all 22 Arab nations. **In 2022, would you renew your commitment to reaching these people and join us as a financial partner with Arab World Media?** Together, we can continue pursuing those whom God is drawing to Himself and help them mature into believers who can lead multiply churches throughout the Arab world.

Healing the Nations

Revelation 22:2 says, *“On each side of the river stood the Tree of Life...and the leaves of the tree are for the healing of the nations.”*

In the midst of the pandemic and geopolitical instability, we know that the hope of the gospel can bring healing and transform the nations. That is why we would like to invite you to participate in the **Arab 22 Campaign**. This campaign has three focuses:

- I. Perseverance: Creating digital content to engage Muslims throughout all 22 nations of the Arab world**
- II. Innovation: Leveraging new digital platforms and technologies to share biblical truth and help navigate through false ideologies about Christianity**
- III. Empowerment: Discipling new believers and connecting them with Christian communities in order to expand the Arab world church**

I. Perseverance

Ministry in the Arab world comes with an array of challenges. We constantly hear distressing stories about rebel groups, war, poverty and mass migration happening in many countries. This brings much opposition to the gospel, including families who will isolate other family members who come to faith.

Yet, despite the harshest situations and circumstances, every day we hear evidence of God’s work in the lives of people across the Arab world! In 2021, we have seen an average of five new decisions to follow Jesus per week.

Romans 5:3-4 says, “...we know that suffering produces perseverance; perseverance, character; and character, hope.” We persevere in our mission each year because our ministry brings hundreds of new believers to faith annually. Throughout 2022, we will persevere by laboring unceasingly to find those men and women who will come to know Jesus Christ as their Savior. This means we will:

- **Continue to use country-wide digital campaigns to engage all 22 Arab nations.**
- **Create content reaching specific people groups like Syrian refugees in Turkey.**
- **Engage 14 million Muslims across the 22 nations of the Arab world.**

II. Innovation

As we persevere, we will lift our eyes to God to see what new works He has planned for us. We innovate because we are made by a creative God, and changing times demand new methods.

Since the start of 2021, our current digital content and strategies have led to 9,223 seekers being in constant communication with our team. A total of 510 Bibles were downloaded!

As the men of Issachar were commended for knowing how to prepare for their unique situation, we too should “understand the times” and continue to reach people in ways that are relevant to them (1 Chronicles 12:32). This means that, in 2022, we will:

- **Experiment with new platforms like TikTok.**
- **Leverage new technologies like virtual reality and augmented reality.**
- **Develop a “360 Video Project” showcasing the historicity and authenticity of the scriptures, addressing Muslim objections to Christianity.**

III. Empowerment

All our steadfast labor and creative innovations are committed to empowering others. Our goal is that every contact who comes to faith in Jesus Christ will be placed in one-on-one discipleship. In this way, new believers may be empowered to persevere and become the leaders of a multiplying church in their area.

We also are sharing all of the lessons we learn about digital media outreach with the global missions community. By equipping other teams with these strategies, we will further carry out the mission of Mathew 28:19-20, “Therefore go and make disciples of all nations...teaching them to obey everything I have commanded you.” This means that, in 2022, we will:

- **Work to see over 10,000 disciplined online.**
- **Pray that God will lead as many as 800-900 to seek face-to-face discipleship.**
- **Help expand the use of digital media outreach to all nations through membership in the inter-agency collaborative, Media to Movements.**

Will You Join Us?

The Arab 22 Campaign is a life-changing opportunity to multiply the body of Christ in the Arab world. Countless Muslims are still desperate for hope and seeking the truth. You can help missionaries persevere in ministry to Muslims. You can fund the innovations that will lead many more to faith. And you can empower new believers to lead Arab churches into the future.

Would you please give today? Together, our giving can take care of needs like the following:

- **\$20,000 employs a believer from an Arab Muslim background for a year to provide follow up and discipleship with new contacts.**
- **\$10,000 spent on digital advertising can put missionaries in contact with over 4,000 more seekers.**
- **\$5,000 can cover the cost of developing new online content to engage more people.**

Give Now

Give online at Pioneers.org/Arab22.

Give by mail, making checks payable to [Pioneers](https://Pioneers.org). Include a note designating your gift to the Arab 22 Campaign, #151245 AW22PD.

Mail to: Pioneers, 10123 William Carey Drive, Orlando, FL 32832.

Contact us with any questions at 407-581-7311 or development@pioneers.org.

