

# Media Outreach



## Pioneers Media Outreach

### Focus

1. Coaching missionaries to use digital media strategies
2. Identifying spiritually open people in unreached communities
3. Connecting 30,000+ spiritual seekers with missionaries annually

### Fundraising

\$2,600,000 Fundraising Goal

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

“I looked, and behold, a great multitude that no one can count, from every nation...”

– Rev. 7:9

## A Radical Opportunity

**In a hospital room with his dying mother, a young Al Qaeda member began to question Islam.** His faith had been shaken when he heard a Christian share facts about Muhammad that his Islamic teachers had hidden from him. Zealously seeking the truth about who God really is, this young man landed on Pioneers’ main Arabic-language outreach website.

**Desperate to talk with someone about Jesus, this man called our media headquarters.** He honestly confessed that he was a member of Al Qaeda. He asked to meet with a believer because he truly wanted to understand Jesus’ claims. After careful consideration of the risk involved in arranging a personal meeting, we sent a seasoned missionary to meet him in a coffee shop. The missionary answered his questions, gave him a Bible and invited him to attend a local church. **This young man responded by giving his**

**life to Jesus!** Now, he wants to be used by God to open his home country to the gospel.

## Pioneers Media Outreach

### Do you have a heart for the lost?

The “lost” are all around us, but most non-Christians you know have access to the gospel in one way or another. On the other hand, there are places where the gospel still is not preached. In fact, more than 40% of the world’s population still has little or no access to the gospel.

Pioneers’ vision is that no people group remains unreached. Our commitment is to relentlessly pursue God’s promise of “...*a great multitude that no one can count, from every nation, tribe, people and language, standing before the throne and before the lamb.*” (Revelation 7:9)

If you want to seize the role God has for you in reaching the unreached, Pioneers wants to partner with you! As Pioneers missionaries go out to share the gospel around the world, they run into many challenges that you can help remove. For example, in many unreached places, the government or radical groups make it dangerous to share the gospel.

**In the face of these barriers, God has given us an amazing opportunity through digital media!** Today, smart phones are reaching every corner of the earth. Websites and social media platforms provide new means for believers to reach those once considered unreachable. This how Pioneers has seen members of Al Qaeda and even ISIS come to faith. You can fund the use of digital media platforms—like Facebook—to confidentially connect those who are seeking spiritual Truth with missionaries and local believers on the ground. In fact, for every \$6 spent on Facebook

right now, you can help Pioneers move another person to download and read the Bible.



*Scan the QR Code or go to [Pioneers.org/PMOexplainer](https://Pioneers.org/PMOexplainer) to see how media strategies work!*

Over the last 12 months, donors who gave to Pioneers Media Outreach funded the coaching of 100 missionary teams and the engagement of millions through digital media strategies. As a result:

- **Pioneers is seeing around 30,000 people start spiritual conversations with missionaries and their partners annually.**
- **At least 4,000 digital Bibles are downloaded and read by seekers every 12 months.**
- **There is an average of one new believer a day!**

If we can equip today’s global missionary workforce to use these digital media strategies around the globe, experts predict that the global missionary movement could engage one billion unreached people by 2025, offering them a chance to connect with a local believer.

***“This [gospel] is a very beautiful message. Why didn’t someone come to our country and share this message with our people a long time ago?”***

## Partnering Together

**Pioneers can’t tackle the problem of three billion unreached people without you.**

But together, God can use us to do incredible work. Today, Pioneers has over 3,000 members around the globe who are positioned among 510 different unreached people groups. Can you imagine if every Pioneers missionary was

connected each week with new contacts who were truly seeking to know about Jesus?

Additionally, Pioneers is extending coaching in digital media strategies to missionaries from other agencies who want to partner with us. In Balkans, for example, we partnered with another team and trained them to use digital media strategies. In 20 days, they had more engagement with spiritually open people than that team had seen in the last 10 years. **Such partnership is how the Global Church can engage one billion unreached people by 2025!** Around the world, missionary teams are reporting the same results, seeing 2–10 times the number of spiritual conversations than they had before the use of digital strategies.

In 2022, you can help expand Pioneers Media Outreach around the globe. Here is a snapshot of what we could accomplish together:

- **Provide seed funds and coaching to new pilot projects:** New focuses include West and Central Africa.
- **Help new projects move into a second year:** In the first 12 months, our Nepali project saw 87 Bible studies started!
- **Scale follow-up networks where we are seeing breakthroughs:** In one Asian country, new contacts have increased by 200%.
- **Share 30,000+ new contacts with missionaries and national partners:** This is resulting in an average of about one new believer a day!

## Will You Join Us?

**Let's partner together in relentless pursuit of God's glory among the unreached!**

We need to raise \$2,600,000 for Pioneers Media Outreach in 2022. Your gift can make an incredible difference, as it only

takes \$6 on Facebook to move someone to read the Bible for the first time. But there are billions still unreached. Here is a breakdown of our financial goals:

- \$1,300,000 for mature outreach in the Arab world
- \$600,000 for coaching missionary teams around the globe
- \$300,000 for developing supporting software and technology
- \$200,000 for launching new media outreach projects
- \$100,000 for scaling follow up in South East Asia
- \$100,000 for continuing the Nepali project

## Give Now

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

Give by mail: Checks payable to [Pioneers](#). Include a note designating the gift for [Pioneers Media Outreach, #151230 PM22PD](#).

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

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

