



Arab World Media

PIONEERS

Light in the Darkness

Outcomes

- I. Engage over a million Arab world Muslims online
- II. Actively dialogue online with 12,000 men and women
- III. Lead 360 Muslims to become followers of Christ

Fundraising

\$600,000 Fundraising Goal

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Jesus spoke to the people once more and said, "I am the light of the world. If you follow me, you won't have to walk in darkness because you will have the light that leads to life." – John 8:12

Community in Christ

What was it that first sparked your curiosity about the story of Jesus?

For "Hamees," a young man living in the Middle East, it was the friendship of a Christian man and his family. Their deep love and acceptance of others made him curious about what enabled them to live and love so freely.

As he searched for answers online, he came across our Arabic ministry website and began chatting with "Habib," who is one of our digital responders. He expressed his keen interest in becoming a Christian and asked Habib for spiritual help. Together, they began to read the Bible and discuss many theological topics. Hamees' desire to know more about Christ continued to grow, but he was hesitant to meet a believer in person. In his country, it could be life-threatening if someone from his family or community discovered that he was questioning his...

...current Islamic faith. So, Habib suggested that he join one of our online groups. This gave Hamees a chance to connect with other seekers who found themselves on a similar journey to his own.

After meeting for a time with this online group, Hamees wanted to meet with other believers face-to-face. He declared,

“I feel ready to take the next step and meet others here in my community who follow Jesus.”

Jesus said that we don't need to walk in darkness because He is the light of the world (John 8:12). It is incredible how God has used the power of media outreach to shine His light into the lives of people who are desperate to hear the gospel. Because of Hamees' connections through Arab World Media platforms, he now attends a local church and has strong relationships with other believers. They have been a great source of encouragement for him as he now faces persecution from his family and friends because of his new faith in Jesus.

Light that Leads to Life

Arab World Media uses strategic digital media to present the truth of the gospel and engage Muslims who are seeking, open and ready. In addition, we support believers in the Arab world through online discipleship and by connecting them with other believers near to them.

Right now, these digital strategies are giving us this type of monthly impact:

- 93,000 Facebook engagements
- 950 Bible downloads
- 1,100 seekers in active contact with our response team
- 8 people from a Muslim background joining a discipleship group
- 20 people give their lives to Jesus

The generosity of donors like you made it possible to reach people like Hamees and connect him with other believers who help him grow in his faith. In 2023, Arab World Media's goal is to continue shining light into unreached communities by building capacity in digital media strategies, leading to more churches multiplying in the Arab world.

That is why we would like to invite you to give to Arab World Media's continuing work in 2023. Here are the focuses that will provide us with the opportunity to bring Jesus' light into darkness:

I. Expand: We will focus on increasing outreach to Arabs in Sudan, Chad and Egypt.

These countries are growing in their online access, which creates new opportunities to connect with spiritually open seekers on digital platforms. In Sudan and Chad, we will promote at least 20 recently completed video testimonies of local believers from Muslim background, and we will share their spiritual journey online. These testimonies will engage our audience through a variety of short videos and messages addressing different topics. In Egypt, we will increase capacity for advertisements due to the high rate of responses. In addition, we will expand our strategies in new areas, such as the Delta region, because we've established and equipped Christians with the proper training in this region.

II. Empower: We will have a special emphasis that increases our engagement with Arab women.

Arab women represent 10% of our total engagement with people who become Christians. In order to increase this, our team will conduct market research on the issues women are searching about on the internet. Then, we will...
...develop campaigns focused on these issues so

we can connect with more Arab women online. For example, Algerian women are very frustrated at the negative way they have been treated since their vibrant participation in the war of independence in 1962. Now, grandmothers who fought and led in that war are demonstrating side by side with daughters and granddaughters for basic human rights that were stripped from them. We have a powerful message of love, acceptance and purpose to share with them from God's Word.

III. Equip: We will seek the opportunity to hire more believers from Muslim background as our digital responders.

Believers from Muslim background are people that grew up as a Muslim and then became a Christian. This is significant because Muslim seekers will have a manner of connection with our responders who were formerly Muslims themselves, providing the opportunity to share the gospel in a more personal and culturally relevant way. Right now, there are four former Muslim responders in our ministry. We have

seen great progress in engaging with Muslims through their roles as digital responders, and we see a growing number of believers who have a heart to witness to other Muslims. In 2023, we plan to recruit former Muslim followers of Christ from Algeria and Morocco as digital responders.

Taking the Next Step

Arab World Media needs partners like you to multiply the body of Christ in the Arab world. Will you join us this year as we draw seekers into the light of the gospel and equip new believers to share the Good News?

- \$20,000 can employ a believer from the Arab world for a year to provide online follow up and discipleship with new contacts.
- \$10,000 spent on digital advertising can initiate online spiritual conversations with 2,000 new seekers.
- \$5,000 can cover the cost of developing new online content to engage thousands of new contacts across the Arab world.



Give Now

Give online at
Pioneers.org/ShiningLight.

Give by mail, making checks payable to [Pioneers](https://Pioneers.org). Include a note designating your gift to Arab World Media, #151245 AW23PD.

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

