

# ARAB WORLD MEDIA

2024 CAMPAIGN

## Outcomes

1. Engage over a million Arab-world Muslims online
2. Actively dialogue online with 12,000–15,000 men and women
3. Lead an average of one Muslim a day to faith in Jesus Christ

## Fundraising

\$600,000 fundraising goal

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

*“But this is the new covenant I will make with the people of Israel after those days,” says the Lord. “I will put my instructions deep within them, and I will write them on their hearts. I will be their God, and they will be my people.” – Jeremiah 31:33*

## Belonging to Christ

“Mustafa” is a young man from Egypt. He was eager to gain a deeper understanding of Christianity. In his search for answers online, he came across one of our websites and connected with “Mira,” one of our digital responders. She sent Mustafa a Bible, and he began reading it, realizing the importance of having a personal relationship with Christ.

### ***“I want to leave Islam and belong to Christ!”***

Mira walked alongside Mustafa for eleven days, answering the many questions he had. Eventually, he gave his life to Christ! Mira shared in Mustafa’s joy and connected him with a local network of believers.

It did not take long before this new faith led to a series of challenging situations at work.

Seeking guidance, he relied on his discipleship group. His trust in God grew stronger by sharing his struggles with fellow believers and praying. Despite persecution, Mustafa remained steadfast in his faith and continued to pray.

***“Every time I prayed, I received an immediate answer!”***

Mustafa’s work situation continued to deteriorate, and he had to leave his job. This forced him to move back in with his family, who lived in another part of Egypt. Because of the distance, Mira lost contact with him for a few months. Then, finally, he reached out to her...

***“Please put me in contact with a believer in this area.”***

Tapping into Arab World Media’s network of believers again, she connected Mustafa with another group of local believers who are discipling him and keeping him rooted in scripture.



## ***Making a Way***

Arab World Media uses strategic digital media to present the truth of the gospel to Arab-world Muslims. This coming year, our heart is to care for people like Mustafa. Jeremiah 31:33 says, “...I

*will be their God, and they will be my people.”* God does not leave or forsake us, even when we face persecution. Therefore, we want to stand beside all those who come to faith in the Arab world. And there are many!

In just one 30-day period this past year, the digital media strategies of Arab World Media led to the following results:

- 115,018 Facebook engagements
- 1,908 Bible downloads
- 2,261 seekers in active contact with our response team
- 49 people coming to faith in Jesus
- 14 people from a Muslim background joining a discipleship group

It is the generosity of donors like you who make these results possible, extending outreach to people like Mustafa. In 2024, Arab World Media’s goal is to continue 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 2024 Campaign . This coming year, you can be a part of furthering the Good News into unreached communities.

### ***I. North Africa: New campaigns in Morocco, Tunisia, Algeria, Mauritania and Libya***

North Africa has a population of around 107 million people and includes 126 of the most unreached people groups in the world. Recent natural disasters in Morocco and Libya underlined that there is no time to lose in sharing the gospel here. Since there is no historic indigenous church in these countries, it makes it especially difficult for people to hear the Good News. Many North Africans are online and...





... finding ways to connect with others outside their immediate environment. They do not, however, find a lot of content online in their language. Engaging with them on felt needs in their dialect provides great opportunities to share the gospel.

## *II. Shi'a Muslims: New outreach tailored to the Shi'a*

The Shi'a Muslim sect of Islam includes about 10% of Muslims worldwide. In the Middle East, the only Arabic-speaking countries that have a Shi'a majority are Iraq and Bahrain. Many other countries have a Shi'a minority. Most evangelistic ministry is directed towards the majority Sunni Muslim beliefs with little Arabic content directly relevant to the Shi'a minority. We have researched the spiritual needs and touchpoints of Shi'a Muslims, created relevant content and trained our response team to answer the specific questions and concerns of Shi'a Muslims. In 2024, we will run a series of online evangelistic campaigns to connect with Shi'a Muslims across the Arab World.

## *III. Islamic Leaders: Campaigns to engage Islamic leaders with the gospel*

We have witnessed several Muslim leaders, devout Muslims and Islamic radicals coming to

faith. We believe this represents a fraction of the people whom we could potentially reach if we communicate with them in a personal way. To this end, we are developing a new website specifically tailored to connect with devout Muslims, Muslim leaders and Islamic radicals. Specialized responders are in place to talk one-on-one. Together, we can bring Islamic leaders to Christ. These individuals will then impact their communities and influence other leaders who have doubts about Islam.

## *IV. Arab Women: Empowering content for women in the Arab world*

We face difficult challenges in reaching Muslim women. Arab women are hidden, not just with a veil, but with laws, social rules and family traditions. Some are not even allowed to meet other women outside of their homes. While we know their hunger for the Good News of freedom through Jesus Christ, the sad reality is that women only represent 8% of the total number of people who engage with Arab World Media online. We are committed to changing this trend, which is why we want to develop specific campaigns focused on the spiritual questions of Arab-world women.



## Will You Join Us?

You can release the Good News across the Arab world by funding Arab World Media's plans to aid God's people in 2024. We are asking God and His people to provide \$600,000 for the online engagement and discipleship of seekers in the Arab world. Will you join us?

- **\$20,000** employs a believer from the Arab world to respond to new seekers and disciple them toward faith.
- **\$10,000** deploys the digital ad sets needed to initiate online, spiritual conversations with around 2,000 seekers.
- **\$5,000** covers the costs involved in developing new content to share online across the Arab world.

## Give Now

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

**Give by mail**, making checks payable to [Pioneers](https://Pioneers.org). Include a note designating your gift to the [Arab World Media](https://Pioneers.org), #151245, A24AWPDDM1.

**Mail to** Pioneers, P.O. Box 621329  
Orlando, FL 32862.

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

