



## DO NOT BE AFRAID

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### FOCUS

1. ENGAGE 1,000,000 Arabic-speaking Muslims on the internet
2. DISCIPLE 15,000 new believers from Muslim background

### FUNDRAISING

\$500,000 Goal

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*“There is no fear in love. But perfect love casts out fear...” – 1 John 4:18*

## “I have had dreams of Christ, but I am very fearful...”

The Muslim world is gripped by violent conflict and the **people are suffering both physically and psychologically**. Many have fled their home countries and find themselves as refugees—sometimes in large and frightening camps, and sometimes in Western countries where they do not feel welcome. All of these difficulties have brought unprecedented challenges.

But these circumstances also provide extraordinary opportunities to reach Arabic-speaking Muslims with the love and message of Jesus as the Messiah.

**The revolutionary message God has given us to declare at this time is: “Do not be afraid.”**

Fear has people worldwide in its grip. While on the surface it seems there is much to be afraid of, Jesus Himself comes to us with an invitation to walk with Him fearlessly.

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*“Peace I leave with you; my peace I give to you. Not as the world gives do I give to you. Let not your hearts be troubled, neither let them be afraid.” – John 14:27*



*The internet allows people to learn and talk about Jesus safely.*

### **How are we reaching people with this message of hope?**

The gospel message reaches millions of Arab-world Muslims each year through the ministry endeavors of Arab World Media. Many thousands engage with the message by watching a video, commenting on social media posts or downloading a Bible. It is all part of their journey to discover spiritual truth.

Toward the end of their search, many contact us to ask personal and private questions about Jesus. Currently, about 1,000 new personal contacts are made to Arab World Media each month. For a growing number, the end of their search is the beginning of a new life in Jesus Christ.

In 2018, an emerging, urgent need is to see those who have come to Christ rooted and established in their faith. In order to raise up disciples who live in love and not in fear, we will model the Christian life through teaching the true Word and entrusting new believers to the work of the Holy Spirit in their lives. To this end, Arab World Media is launching the 2018 Do Not Be Afraid Initiative. This initiative seeks to:

1. Engage 1,000,000 Arabic-speaking Muslim seekers on the internet
2. Disciple 15,000 new believers

The only way we can do this is to trust in Him who leads us as a faithful shepherd.

A man from Egypt contacted us saying, *“I have had dreams of Christ, but I am very fearful and afraid even to talk about Christianity.”*

Not long ago in one Arab country a seeker was taken away by police as the worker approached for a prearranged meeting. On advertised contact numbers, some response workers have received calls from government officials asking about their activities. Also, fundamental Muslim groups have threatened workers with horrific consequences if they do not stop proclaiming Jesus.

**Arab World Media cannot take away the fear, but God can.** 1 John 4:18 tells us that *“Perfect love casts out fear.”* The Apostle Paul tells us in Romans 8:37-39: *“...we are more than conquerors through him who loved us. For I am sure that neither death nor life, nor angels nor rulers, nor things present nor things to come, nor powers, nor height nor depth, nor anything else in all creation, will be able to separate us from the love of God in Christ Jesus our Lord.”*

We embrace the challenge to speak a relevant message of God’s kingdom in the context of cultural, social and technological evolution. The majority of interaction and personal engagement with seekers now happens on mobile devices, where millisecond response times, seamless user experience and consistent presence on relevant platforms are essential to the way the message of Truth is proclaimed and received.

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## I. Engage Arab-World Muslims

A member of Arab World Media's response team shared this about a Syrian man after they connected on WhatsApp:

*"Abdallah has suffered a lot. He hates Islam because of the violence. He is attracted to Christianity because of love. He asked questions about evil and suffering. We explained the gospel to him and sent him a New Testament."*

**God continues to draw more and more people like Abdallah** out of Islam and toward Himself.

In order to increase the number of Muslims we engage, we will equip two additional response workers with the specialized training needed to best care for and guide Muslims on their journey toward a life in Jesus.

Arab World Media will also implement four strategic persona campaigns to identify and engage seekers that may be fearful or anxious and two strategic local campaigns to identify and engage seekers in such places.

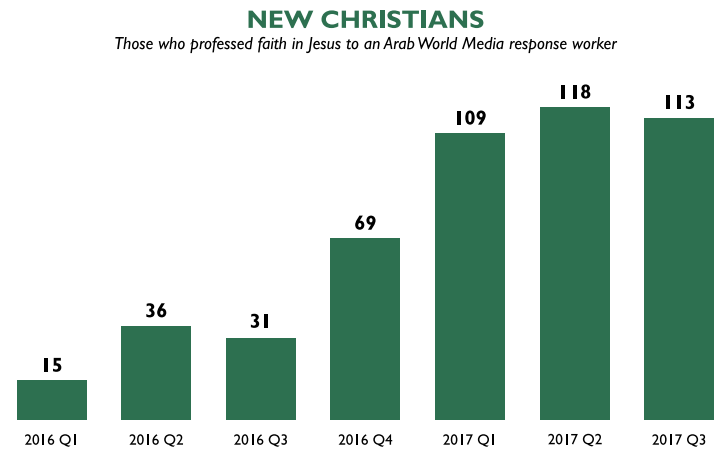
For each campaign, our team must: design the media campaign, source or produce appropriate content, create the corresponding advertising campaign, run advertising, train local teams on the ground to implement media strategies alongside church-planting activities, evaluate advertising and make adjustments, provide first response and continued response, arrange face-to-face follow-up, evaluate, report and even re-market (attempt to re-engage using digital tools) if appropriate.

## 2. Disciple New Believers

A woman from Iraq contacted us saying, *"I am from a Muslim family and I've recently become a Christian. My family are very strong Muslims. I would like to get away from them, but I can't."*

Since January 2016, we have seen a marked increase in the number of Muslims choosing

to pray with an Arab World Media worker to commit their lives to Jesus. The chart below shows that during the first three quarters of 2017, **more than one Muslim prayed to accept Christ each day!**



However, once a former Muslim becomes a believer, he or she often faces persecution, rejection and even danger. They need encouragement to persevere in their faith decision in spite of hardship. In order to disciple new believers, Arab World Media will operate through several avenues on the internet.

We will establish small online study groups of new believers as a way to show Arab believers that they are not alone in their social struggles. To do so, our team must identify, test and deploy an appropriate platform to host the study groups, as well as prepare materials and facilitate the groups themselves.

Utilizing the popularity of the YouVersion Bible smartphone app (available in over 1,100 languages), we will promote our 50-day Arabic-language Bible study plan that equips new believers when faced with persecution.

To run this campaign, we must: design the media campaign, source or produce appropriate content, create advertising campaign, run advertising, evaluate advertising and make adjustments, provide first response, provide...

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*Mobile phones bring the power of the internet to everyone*

...continued response, arrange face to face follow up, evaluate, report, re-market if appropriate.

### Ministry Focus: *Rooted in the Word* Web App

In 2018, we plan to develop and distribute a web app—*Rooted in the Word*—to be used by new believers, helping them connect meaningfully with the basics of the Christian faith and to apply what they learn in their daily lives.

*Rooted in the Word* will feature a variety of courses. The first course, an overview of the Bible, takes new Christians on a journey of discovery over a 12-month period. Lessons included in this first course are: God the Creator, Adam & Eve, Noah and the promised Messiah.

Our desire with the *Rooted in the Word* web app is for new believers from Muslim background to learn:

1. God created everything
2. God is all powerful
3. God is our provider
4. God created everything by His Word
5. God created humans in His image

## Join Us

Arab World Media is launching the 2018 Do Not Be Afraid Initiative because we realize that as the world grows more technologically advanced, so too must our methods of extending the reach of the gospel message to Arab-world Muslims.

We also realized that new believers need encouragement and mentorship if they are to grow and mature in the midst of a society hostile toward Christianity.

**Will you join us today?**

## GIVE NOW

**Give online** at [Pioneers.ca/give](https://Pioneers.ca/give)

**Give by mail** with cheques payable to Pioneers. Include a separate note that directs your gift to the 2018 Do Not Be Afraid Initiative (account #P165). Mail to:

*Pioneers  
51 Byron Avenue  
Dorchester, ON N0L 1G2*

**Give creatively** by contacting us about giving stocks or planning gifts by will.

**Contact us** if you have any questions about the 2018 Do Not Be Afraid Initiative or the work of Pioneers around the world:

866-268-8778 // [susan@pioneers.ca](mailto:susan@pioneers.ca)

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