

WHILE IT IS DAY

Overview

2016 While it is Day

Project Focus:

- Muslims seeking truth
- Believers from a Muslim background
- Churches ministering to Muslim refugees

Project Approach:

Tailored media content shared via social media and Arabic-language websites, with personal follow up

Fundraising Goal:

£100,000

Arab World Media is a ministry of AWM-Pioneers. Since 1881, we have carried the gospel to difficult and unreached places. Today, the wider Pioneers family has grown to include 3,122 total members around the world. These teams serve over 207 people groups in 108 different nations. Ministry to the Arab world is one of our key priorities.

KHALIL'S STORY

'I believed that God is like a trap, waiting for the smallest sin so He could throw me in hell, curse me, and cast me away from his mercy.'

Khalil was born to an Egyptian mother and Omani father. After his parents divorced, he moved with his father to Oman, where he spent years adhering to strict Muslim teachings. But as time passed, he felt drawn to the Jesus of the Bible. He began to question the Qur'an and Islam. He admitted, 'I was holding on to the last straw, hoping Mohammed would still meet my expectations.'

The Arab world is at war. Its social fabric is being torn apart by violence and extremism. Due to ISIS and other Muslim groups, Europe is facing a refugee crisis on a scale not seen since World War II. Many no longer expect to find life and fulfilment in their Islamic faith.

Today, Christians have a powerful message of hope for people like Khalil living in the Arab world.

Arab World Media has an unparalleled opportunity to share the gospel of Jesus Christ with millions of weary Arabs. Muslims put their faith in Jesus because they find in him unspeakable love, a healing of their wounds and a hope for the future. It is truly an unprecedented time for Muslims, and we need to act now.

Through our 2016 campaign, **While It Is Day**, Arab World Media will seize Muslim openness by:

- I. Bringing the gospel to Muslims who are ready for change and seeking truth.
- II. Strengthening and discipling believers from a Muslim background.
- III. Empowering the global church to minister to Muslim refugees more effectively.

WHILE IT IS DAY: A 2016 MEDIA INITIATIVE

I. Muslims Seeking Truth

A recent BBC article tells the story of a former Muslim girl now living in the UK. The young woman said that after she renounced Islam, her dad threatened to kill her by holding a knife to her throat and saying, 'We might as well do it if you're going to bring this much shame on the family.'

Violent ideologies and infighting among various Muslim factions have exposed the worst of Islam. Many Muslims live in dark and perilous situations. One woman from Saudi Arabia admitted to us, 'I have no freedom. My whole life has been dominated by my family. My work takes all my time. I failed in my education. I sense darkness all around me.'

Since the Arab Spring in 2011, the Arab world has come online. Now, most people have access to the internet through their smartphones. Arab World Media is taking advantage of this connectivity by harnessing media to reach people across the Arab world, including where missionaries can no longer have a physical presence.

The Lord is blessing our efforts! In the first nine

months of 2015, we saw:

- 1.5 million Arabic speakers (mostly Muslims) connected with Arab World Media's evangelistic websites and social media platforms.
- 577,000 victims of war engaged with us from war-torn countries like Syria and Iraq.
- 57,000 made use of our self-help modules online, and 36,000 modules were downloaded.
- 11,000 people made personal contact with our media responders.
- 2,500 studied the Bible with us, in spite of living in hostile environments.

Through **While It Is Day**, we want to build on this momentum in 2016. Using the internet and social media (such as Facebook, Twitter, YouTube, Paltalk and Live Chat), we will engage Muslims who are ready for change by sharing messages of truth and hope in Jesus.

II. Believers from a Muslim Background

Muslims who come to Christ face ostracism, exclusion and persecution for their faith, like the girl mentioned earlier who was threatened by her father.

A man from Egypt experiencing persecution for his Christian faith recently shared with us, 'It is only the Lord who strengthens me, because I don't think that any words can describe the fear, anguish and inner struggles that we go through as believers from a Muslim background. We ask that you all pray for us.'

In 2016, Arab World Media has the privilege of walking alongside these new believers to equip, strengthen and disciple them by:

- Producing and posting video testimonies of living heroes of the faith who are following Christ in hostile countries like Saudi Arabia.
- Connecting directly with those who are seeking help.
- Facilitating online chat rooms and live discussions on a range of relevant topics.
- Providing online content and phone apps for new believers to study the Bible.
- Linking up new believers with missionaries

and Arab-world nationals who have a heart to serve.

By connecting new believers with other Christians in their community or region, we are providing them a safe place to experience God in spite of persecution, ultimately strengthening the local body of believers.

III. Churches Ministering to Muslim Refugees

As millions of migrants reach Europe and North America, we face a huge challenge – but also a once-in-a-lifetime opportunity. Arab World Media will empower the church to receive refugees and migrants, understanding that while many are concentrating on physical needs, emotional and spiritual needs desperately need to be addressed as well. Arab World Media will equip the church in Europe and elsewhere to confidently and effectively share the gospel to Arab-world Muslims by:

- Providing culturally relevant resources for churches to use with refugees and migrants.
- Promoting the use of Al Massira, an Alpha-style Bible study for and by believers from a Muslim background.
- Continuing to build multi-agency cooperation, pooling resources to more

effectively minister to refugees.

By strengthening and equipping the church, we can ensure that refugees will experience a culturally-appropriate message of love steeped in God's truth. This can ultimately lead to numbers of unreached Muslims coming to faith and starting church-planting movements.

JOIN US

The collapsing states of the Arab world perfectly illustrate the disrupted, crumbling faith of thousands of Muslims in the region. God is using chaos and destruction to expose Islam as an empty and hopeless religion. We need to work while it is day, because 'the night is coming when no man can work' (John 9:4b).

Will you join us in reaching the Arab world while it is day? As a partner, you can directly impact the lives of Muslims in the Arab world. Together we can shine the light of Jesus' love into the lives of Muslims who live in the darkness of Islam.

Arab World Media needs to raise £100,000 for our 2016 campaign, While It Is Day. Will you give sacrificially for the cause of the gospel in the Arab world?

TAKE THE NEXT STEP

Give online at www.arabworldmedia.org

Give by mail with cheques payable to Arab World Media. Be sure to include a separate note designating your gift to the While It Is Day 2016 Initiative. Mail to:

Arab World Media

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