



FOLLOW ME

OVERVIEW

FOCUS

- Muslim seekers in the Arab world
- Believers of Muslim background

APPROACH

- Share Jesus through media with Muslims of the Arab World
- Disciple believers of Muslim background (BMBs) to persevere in their new faith

GOAL

\$500,000

www.Pioneers.org/FollowMe

I am really interested in Christianity, but I'm nervous about meeting someone face to face. It would be better if we kept in touch through Facebook or email. I couldn't risk going anywhere suspicious. I'm from a conservative Muslim family. You know the attitude of our society towards Christians.

– Amir from Algeria

God is at work in the Arab world.

We constantly hear distressing stories about the state of the world and growing geopolitical instability. News about the Islamic State (ISIS), rebel groups, war, poverty and mass migration make daily headlines and feed fear.

Yet, despite the harshest situations and circumstances, every day we hear evidence of God's work in the lives of people across the Arab world. We shouldn't be surprised, because Jesus assured us that "my Father is always working, and so am I" (John 5:17 NLT). In a broken world, this assurance certainly offers us hope.

Within this dichotomy, Arab World Media has unprecedented opportunities to share the message of Jesus with Muslims of the Arab world. With a smartphone in the pocket of young, old, and refugee alike, the accessibility of media means we can go further than ever before and make a greater impact in people's lives with the gospel.

Muslims are discovering the reality of Christ for themselves through access to the digital world. We are seeing increasing numbers of new believers from Muslim background (BMBs) deepen their knowledge and understanding of what it means to be true followers of Jesus. While we rejoice, we know that God's work is not yet complete. Jesus said, "I have other sheep that are not of this fold; I must bring...

...them also, and they will listen to My voice. So there will be one flock and one shepherd" (John 10:16a).

Therefore, Arab World Media's 2017 initiative, called **Follow Me**, will focus on two core objectives:

- I. Share Jesus with Muslims of the Arab world
- II. Disciple BMBs to persevere in their new faith

BMB: a believer from a Muslim background; a person who was formerly a Muslim but has converted to Christianity.

When a Muslim decides to leave Islam, incredible conflict takes place.

Both internal and external factors, emotional and spiritual struggles abound. Islam pervades every aspect of culture, lifestyle and behavior—far more than simply a religion. Unlike the individualism of Western culture, Arab identities are intrinsically linked to family and authority. Respect for hierarchy, including religious leaders, is of the utmost importance. To question the decisions of leaders or challenge authority results in fierce disapproval. The forceful elements of honor and shame are such powerful features of Arab culture that when a person makes the radical decision to follow Christ, it challenges every aspect of their life, often bringing great shame to the entire extended family and discrimination in their community and workplace.

Persecuted, ostracized and physically punished for their faith, BMBs pay the highest price for following Christ. Some are unable to sustain their faith amidst

such difficult environments. Jesus knew that many would struggle when he said, "If any of you wants to be my follower, you must give up your own way, take up your cross, and follow me" (Matthew 16:24 NLT).

Hoda (name changed for security) is one of these staunch believers in the face of adversity. A young Iraqi woman, she accepted Christ after hearing the testimony of a BMB on our website. She contacted our responders and was growing in her faith through online discipleship resources available to her.

When she told her family about Jesus' love in comparison to the hatred in Islam, her father threatened her. Despite this, she persisted in her faith. She was locked in her room and had her phone taken away. For weeks we heard nothing from her; then we received a brief message sent from a computer at her university, saying, "I am not well. Please pray for me."



Media is often the safest, and sometimes the only, Christian fellowship BMBs will have when they decide to follow Jesus. Providing resources, creating private spaces, and offering support for Muslims to question Islam and explore Christianity empowers the faith of seekers. Within the formats we provide, BMBs can read the Bible, join online study groups, ask questions, receive support and grow deeper in their faith, all without the shame of public ostracism.

Arab World Media now has the opportunity to build on solid foundations, laid by years of faithful sowing. From January to September of 2016, we saw:

- 2.8 million visits to our website
- 1.6 million new views on our YouTube channel
- 68,500 people download the Bible
- 12,800 begin online Bible studies
- 195 contacts met face-to-face with local believers
- 82 Muslims make professions of faith in Jesus



The harvest is plentiful, and we want to ensure the sustainability of believers coming to faith. In 2017, we want to see an increase in each of the numbers listed above. The **Follow Me** campaign will:

I. Share Jesus through media with Muslims of the Arab world

- Create a simple Bible landing page on the internet, for quick Bible download
- Launch a 10-part animated series called *Word of Truth* to present the message of the Bible clearly and simply
- Develop regional personality profile projects to reach out to specific people according to their specific questions and needs

II. Disciple BMBs to grow and persevere in their faith in Jesus

- Develop and launch the *Tower of Knowledge* e-learning app, which will provide 50 in-depth Bible studies for BMBs to access via their smartphones
- Run online Bible study groups, providing a group environment where seekers and new believers can explore the claims of Christianity from their Arab Muslim cultural perspective
- Provide online resources for Bible study
- Respond and counsel through online discipleship

The world claims that battlegrounds are in the physical realm. As Christians, we know they are won and lost in the spiritual realms. Together we can boldly declare the love of Jesus to Muslims

of the Arab world who are broken-hearted, lost, traumatized and disillusioned with Islam.

Will you partner with us in sharing the love of Jesus by supporting the Follow Me campaign financially? Our goal is to raise \$500,000 for the campaign. Here is how your gifts help:

- \$2,000 creates new videos for Muslim seekers to learn about Jesus
- \$1,000 enables staff to help BMBs grow in their newfound Christian faith
- \$500 promotes Arab World Media's content on Facebook and Google Ads.

GIVE NOW

Give online at Pioneers.org/FollowMe

Give by mail with checks payable to Pioneers. Use the enclosed slip and envelope, or include a separate note that designates your gift to **Follow Me** (account #151218). Mail to:

Pioneers
10123 William Carey Drive
Orlando, FL 32832

Give creatively by contacting us (see info below) about giving stocks, planning gifts by will or donating non-cash items like smart phones or vehicles.

Contact us if you have any questions about **Follow Me**, or the work of Pioneers around the world. Call or email the Advancement Team at:

407-581-7311 // development@pioneers.org



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