

# How Digital Media Accelerating Disciple Making Among The Unreached



# Session Flow

- ◆ Learn about the strategy and best practices
- ◆ Hear stories from the field
- ◆ Hear the results of recent research from over hundred practitioners
- ◆ Learn how your team and organization can take next steps

# Training Coalition Partners



To Learn More

[mediatomovements.org](https://mediatomovements.org)

[visualstory.org/mtm](https://visualstory.org/mtm)



A photograph of a crowded train interior, likely in Japan, with many passengers. Some are looking at their smartphones. The image is overlaid with a semi-transparent blue filter. The text is white and centered over the image.

# 84.5%

of the world's unreachable population live in countries where YouTube is either the #1 or #2 most visited website.

# Total Global Internet Users

**1991–2007 = 1 billion users**

**2013 = 2 billion users**

**2020 = 4.5 billion users / 60%**

**Current growth rate**

**1 billion users every 2.7 years**

**2030 = 100%**



**LEVERAGE MEDIA  
TO START**

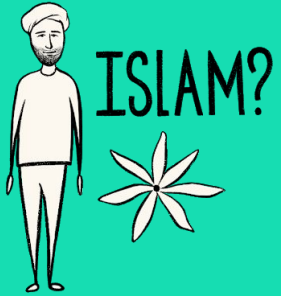
DISCIPLE-MAKING

**MOVEMENTS**

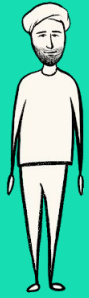
**Media to movements is the strategic use of digital media that identifies people on a spiritual journey to Christ and connects them with local disciple makers, equipping them to reach their family and friends with the gospel**







BELIEF  
DISRUPTION



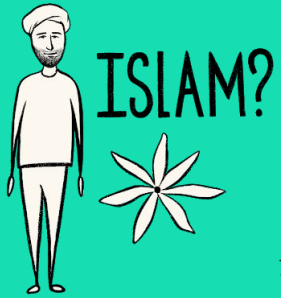
ISLAM?



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BELIEF  
DISRUPTION

COGNITIVE  
OPENING



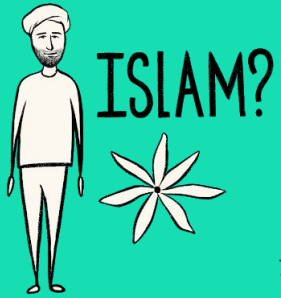
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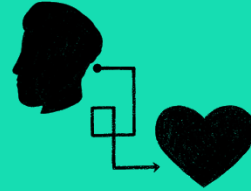
BELIEF  
DISRUPTION

COGNITIVE  
OPENING

RELIGIOUS  
SEEKING



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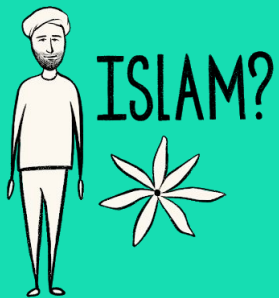


BELIEF  
DISRUPTION

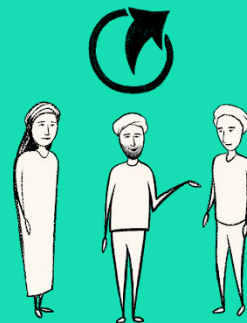
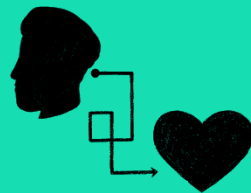
COGNITIVE  
OPENING

RELIGIOUS  
SEEKING

FRAME  
ALIGNMENT



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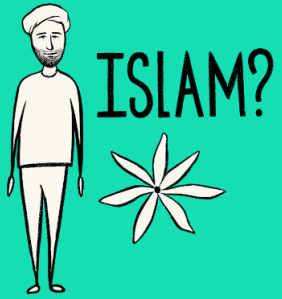
BELIEF  
DISRUPTION

COGNITIVE  
OPENING

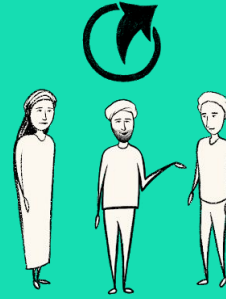
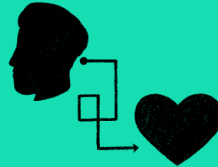
RELIGIOUS  
SEEKING

FRAME  
ALIGNMENT

SOCIALIZATION



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BELIEF  
DISRUPTION

COGNITIVE  
OPENING

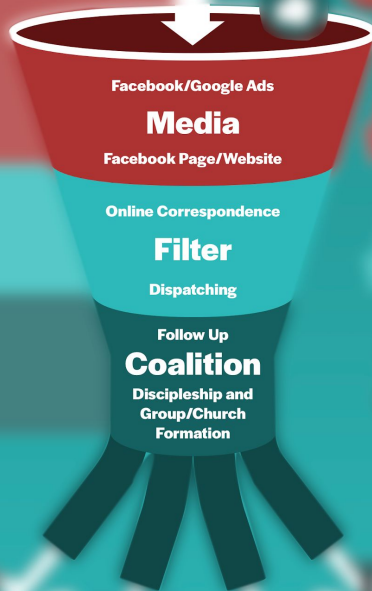
RELIGIOUS  
SEEKING

FRAME  
ALIGNMENT

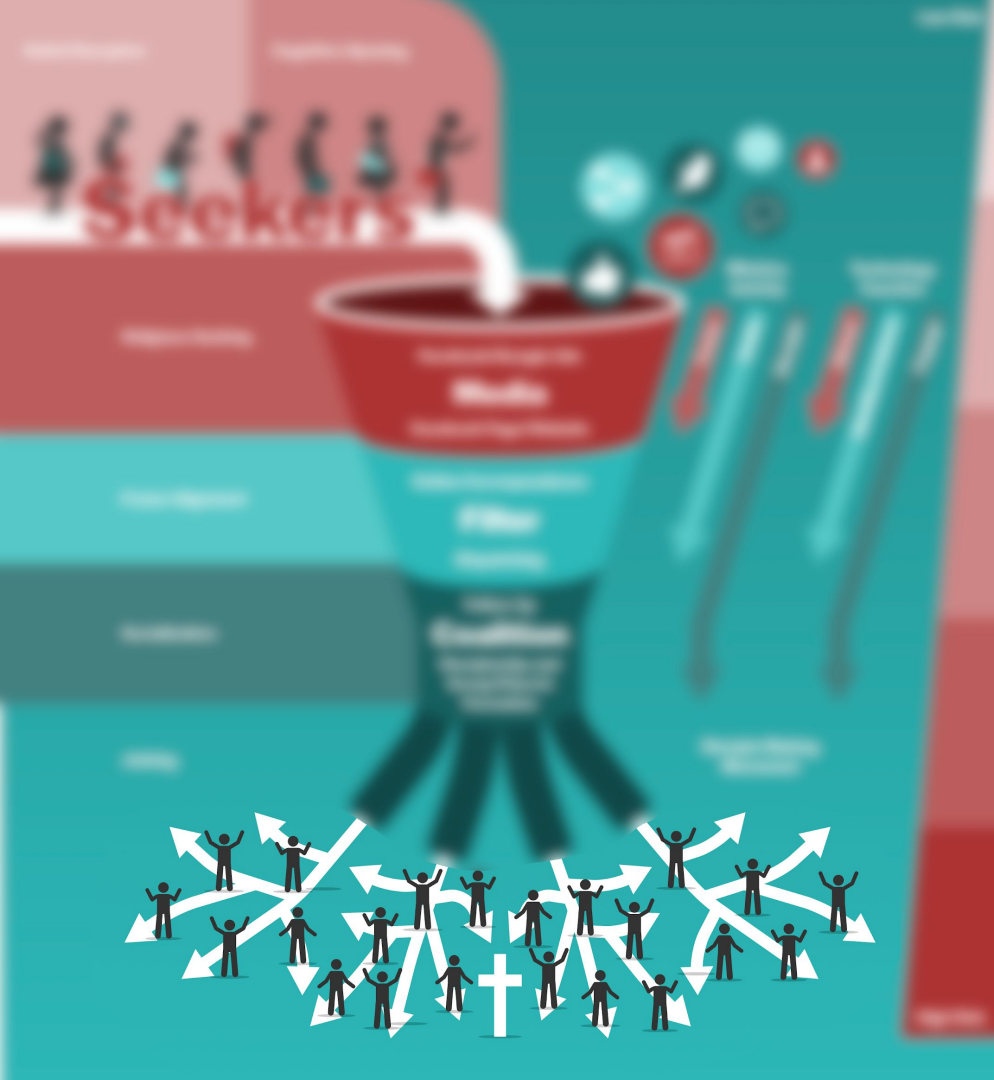
SOCIALIZATION

JOINING

# MTM Overview







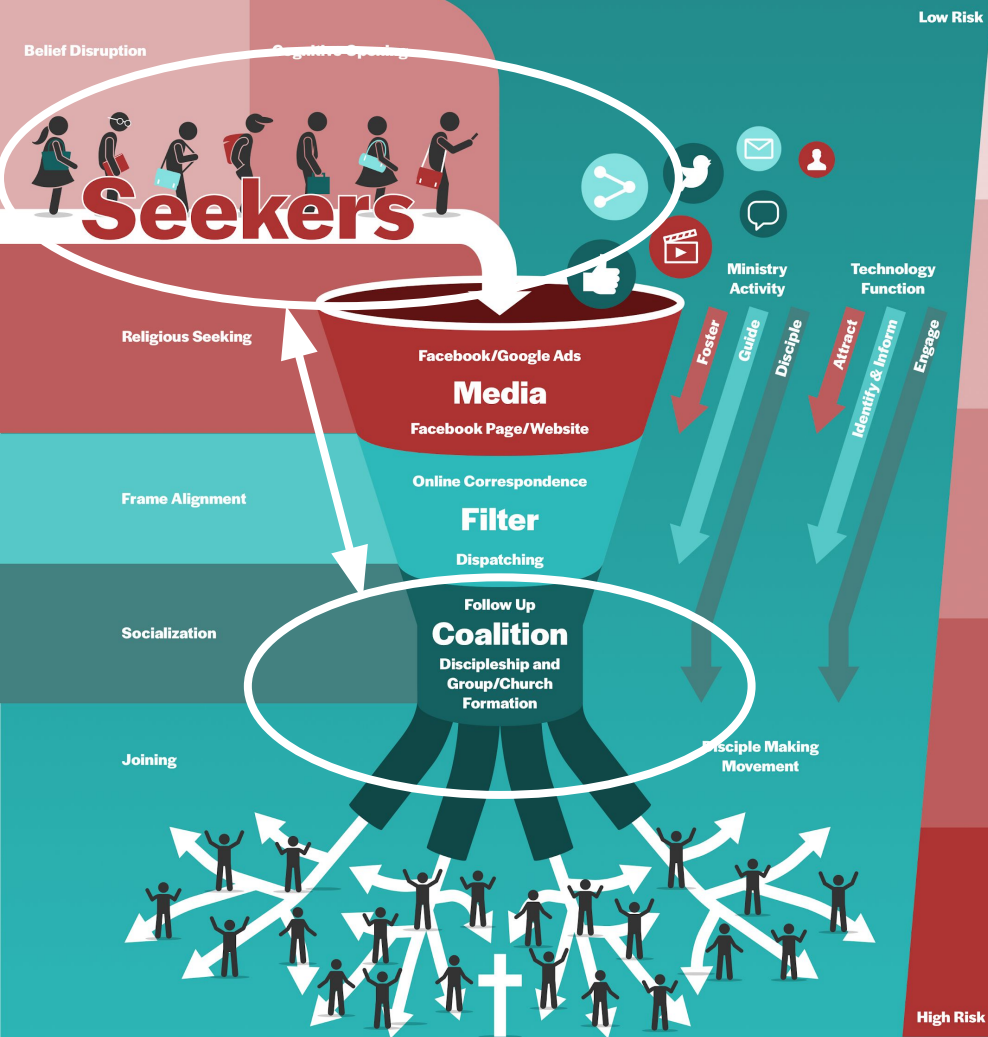
# MTM Overview

Shared vision and commitment



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Shared vision and commitment

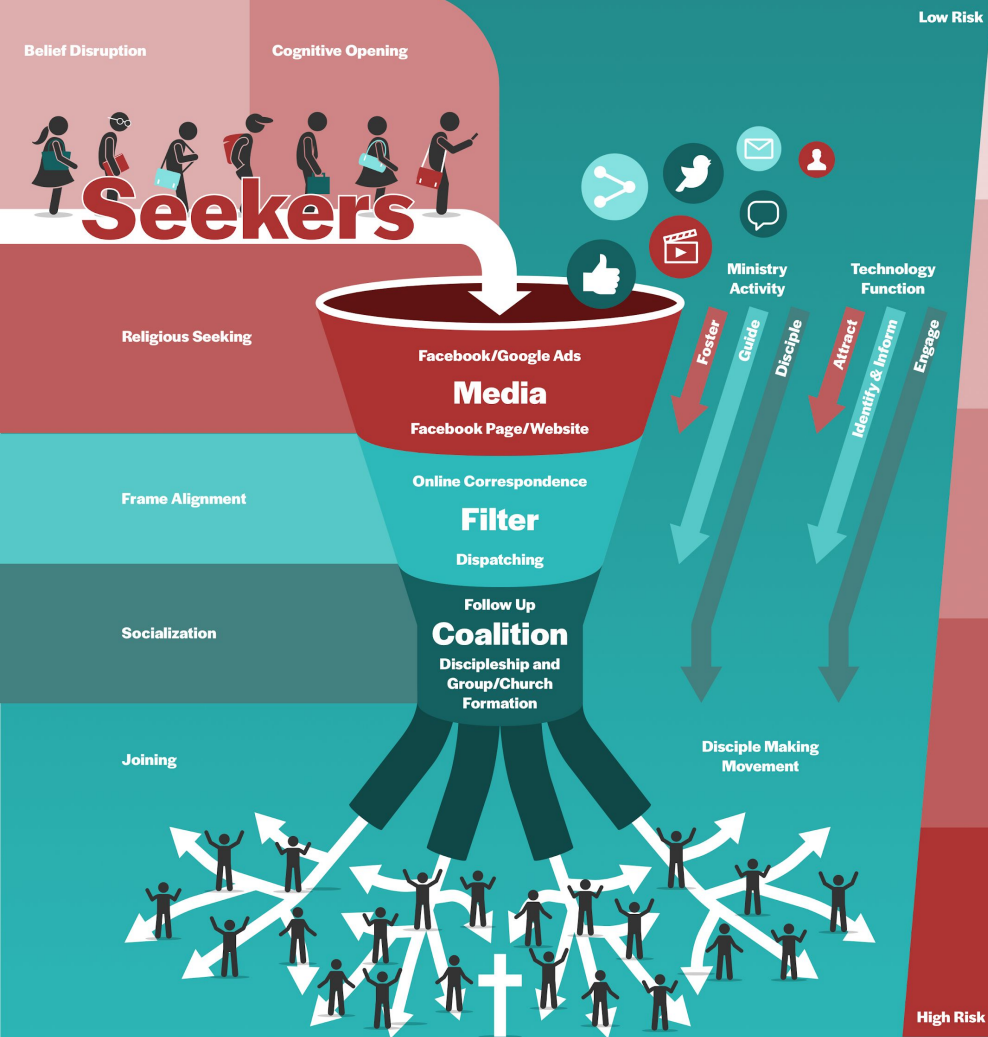


# MTM Overview

Shared vision and commitment

Making connections:

- Seekers with disciplers
- Disciplers with seekers



# MTM Overview

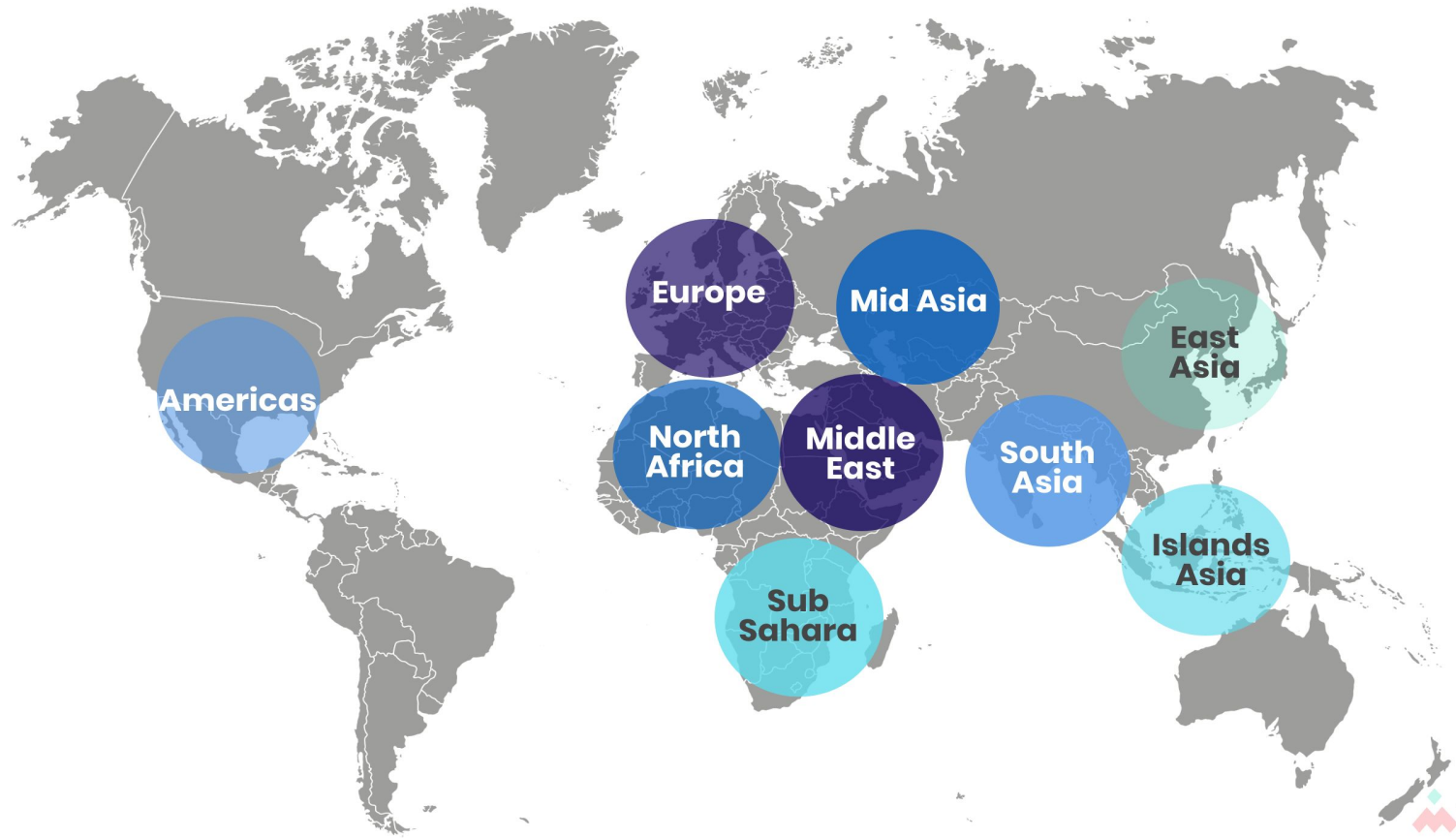
Shared vision and commitment

Making connections:

- Seekers with disciplers
- Disciplers with seekers

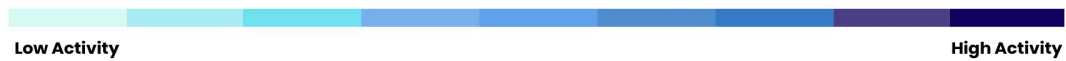
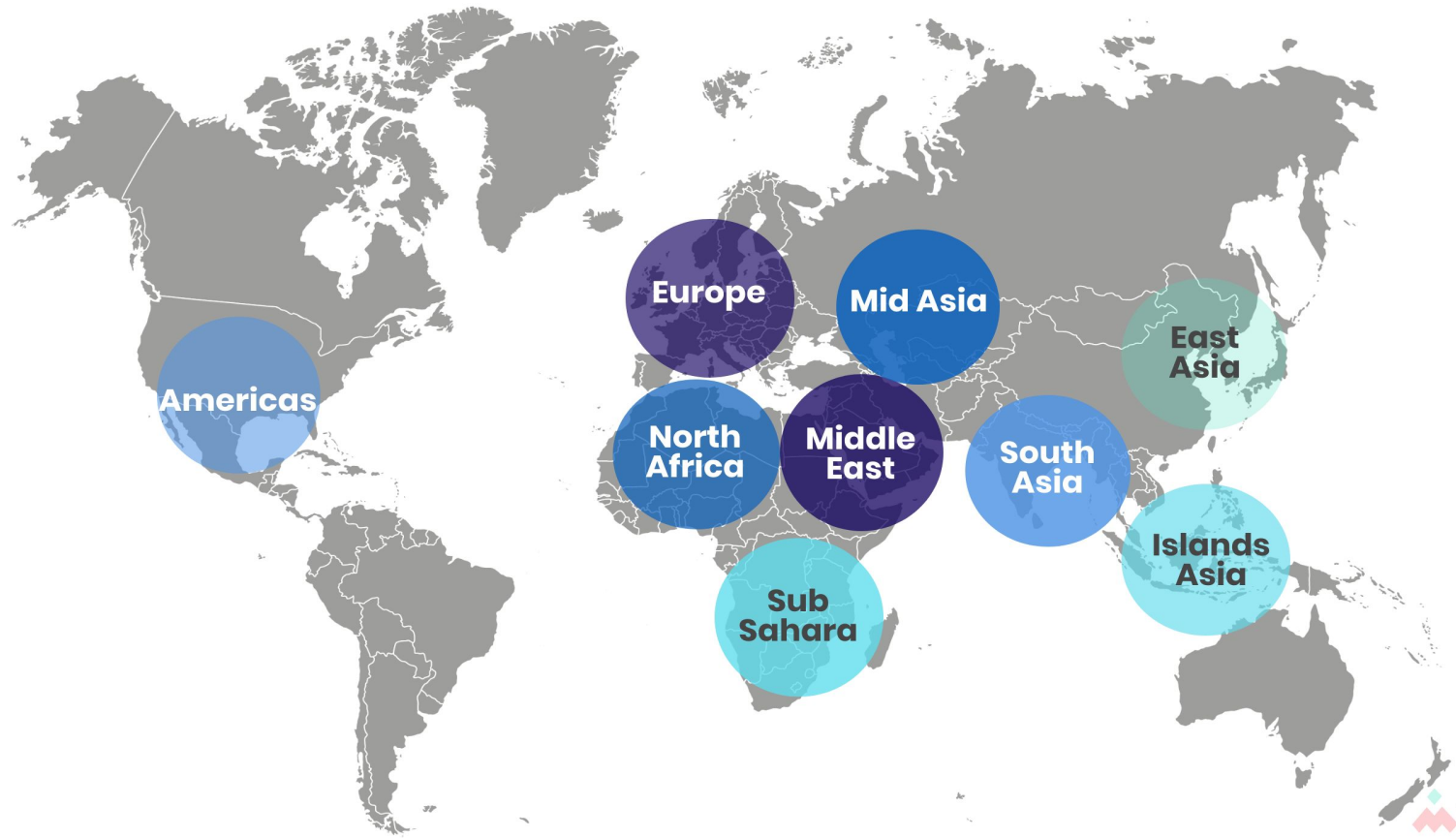
Each piece is important and interdependent

A picture, not a prescription



# Six Characteristics of a Launched Team/MTM initiative

- A trained core team (2+) with a defined vision, mission and church planting strategy
- Activated a plan to catalyze extraordinary prayer
- Contextualized branded website and/or social media platform
- Begun to have digital conversations with seekers to filter for spiritual openness
- A system (CRM) to organize and manage seekers
- Disciple makers ready to meet face-to-face to help seekers discover, share and obey Jesus and His word.







# Case Study

## Europe

# Bosnia: February 20 - April 20



# Serbia: March 2020



**1,274,560**

NUMBER OF SCREENS OUR ADS  
AND POSTS WERE ON



**27,910**

REACTIONS, COMMENTS,  
SHARES AND CLICKS



**497,503**

NUMBER OF PEOPLE WHO  
STOPPED TO VIEW OUR ADS



**141**

SHARES



**204,416**

NUMBER OF PEOPLE WHO VIEWED  
MOST OR ALL OF OUR ADS



**313**

PEOPLE MESSAGED US  
DIRECTLY VIA MESSENGER



**1,325**

NEW PAGE LIKES



**13**

BIBLE REQUEST



**14,952**

LINK CLICKS



**12**

REQUESTS FOR FACE TO FACE



# Case Study

## Middle East

# Stats in 2019 (launched in 2017)

**11**

Core team  
-six are  
full-time-

**6-7**

Average new  
seekers online  
engagement  
per day

**122**

Total  
face to face  
meetings

**9**

Baptised



# Case Study

## Middle East

# Stats Since 2019

(are not exact but close estimates)

**34k**

Private Messages

**87**

Requested &  
attempted for  
Face to Face  
meeting

**39**

Actual first  
face to face  
meeting

**18**

Ongoing  
meetings, or  
have met  
more than  
4 times

**2**

Baptisms





# Case Study

Asia

# Asia: Stats in Since 2018

**1,621**

Seekers identified  
online

**318**

Met  
face-to-face

**298**

Involved in  
an offline  
Discovery  
Bible Study

**36-50**

Average  
monthly  
spiritually  
open people

**1/3**

of whom are  
going on to be  
disciples who  
make disciples

# Filtering questions

- ◆ Spiritually open
- ◆ Willing to meet face to face
- ◆ Give location (Province, City, Area)
- ◆ Willing to share with others



# Case Study

MENA

# MENA Stats since 2014

**7-8**

Current Daily  
online seeker  
engagement

**6-15**

Average  
Monthly face  
to face  
meetings

**200+**

Baptised

**36**

Pre-active  
churches

**5**

Active  
churches



From Media to Movements:  
**Study Suggests  
Best Practices and  
Room to Grow**

By Dr. Frank Preston  
in partnership with the MDMM Ad Hoc Coalition with Marti Wade

**Full report**



**Reader  
Friendly  
Article**



**Global  
Survey  
Report**

Frank Preston, PhD

[mediatomovements.org/global-survey-report](https://mediatomovements.org/global-survey-report)

# Survey Co-Sponsors





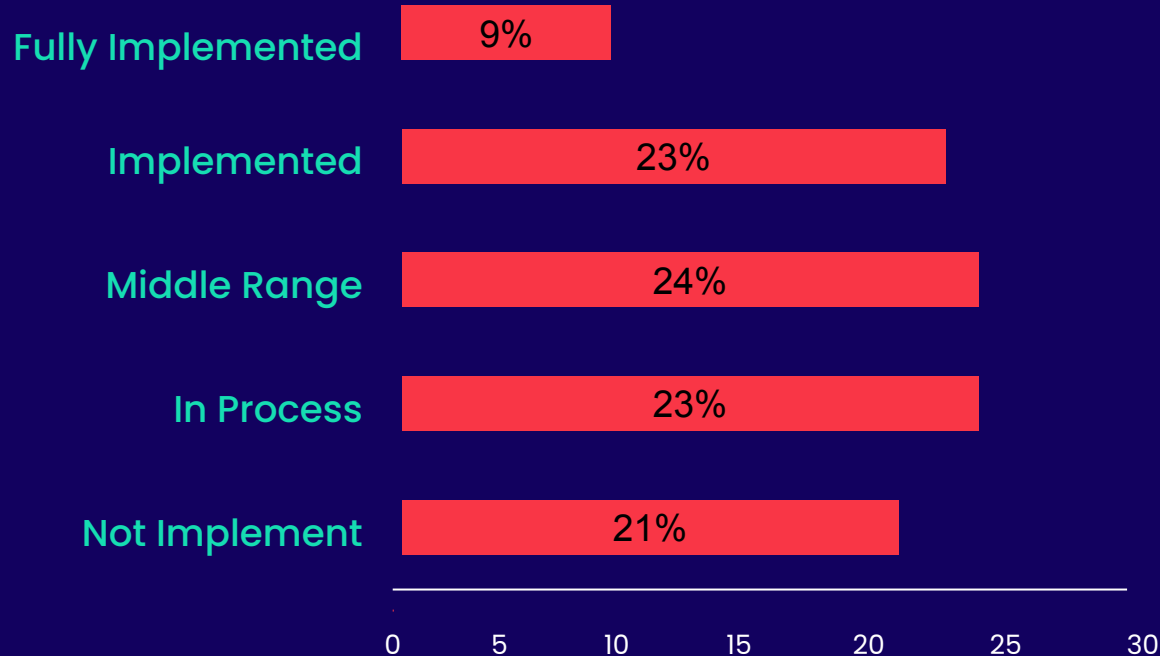
# Media to Movements

## Trainee research activity

- ◆ **Mixed Methods:** Quantitative survey + qualitative follow-up interviews
- ◆ Surveyed **131** people in Nov-Dec 2019
- ◆ Nearly **2/3** of survey respondents were expatriates; **1/4** were nationals
- ◆ Most were focused on Middle East, followed by Southeast Asia
- ◆ Nearly **3/4** focused on Muslim outreach

# Implemented in Media Strategy

“What is the current level of implementation of your media ministry initiative?”



**56%**

Implementers of a  
media to movement  
Strategy

**24%**

Are in process

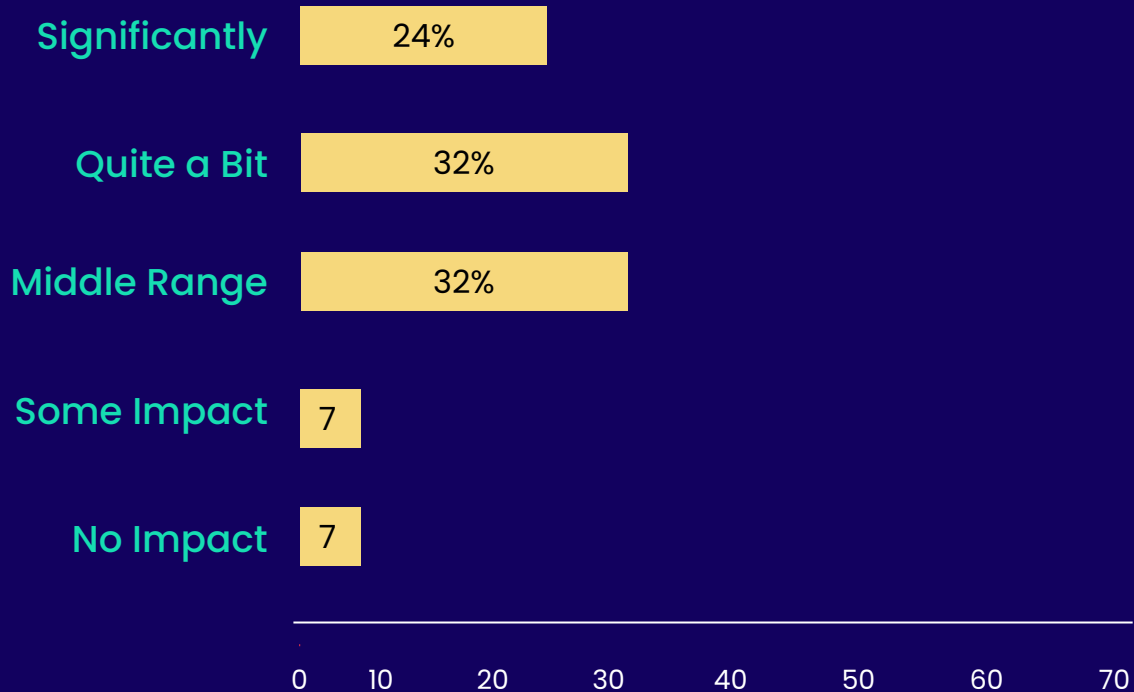
# Observations of Best Practices:

Effective teams...

- ◆ Are motivated
- ◆ Are cross-trained and coached
- ◆ Do their homework
- ◆ Just start
- ◆ Are multi-organizational and indigenous

# Impact Ministry Practice

“How much did the media training(s) impact your ministry practice?”



“As a result of faithful sharing on-the-ground coupled with employing media to cast a wider net and identify seekers in key areas, we have seen more movement toward healthy, reproducing churches among dispersed Middle Eastern and North African peoples in the last two years than we had seen in the previous six years.”

MTM Practitioner  
European Diaspora

# Application and Next Steps

# Organization Leader

- ◆ Take a **short quiz** to evaluate your organization's level of awareness and application in digital strategies: [mediatomovements.org/leader](https://mediatomovements.org/leader)
- ◆ Set up a call with Aicha  
[calendly.com/nomadicpadawan/40min](https://calendly.com/nomadicpadawan/40min)
  - Coaching your field members
  - Network on a regional basis
  - Help you champion MTM strategies in your organization

## Disciple Maker

- ◆ Take a **short quiz** to discover your next steps towards implementing a media to movements initiative in your context: **[mediatomovements.org/disciple-maker](https://mediatomovements.org/disciple-maker)**
- ◆ Visit **[visualstory.org/mtm](https://visualstory.org/mtm)** and discover other training resources



# MTM Practitioner

- ◆ Fill out the **MTM Inventory Form** to evaluate your progress & identify gaps: [mediatomovements.org/coaching](https://mediatomovements.org/coaching)
- ◆ Visit [visualstory.org/mtm](https://visualstory.org/mtm) and discover upcoming events
- ◆ Connect with other practitioners in your region  
[mediatomovements.org/contact-us](https://mediatomovements.org/contact-us)

To Learn More

[mediatomovements.org](https://mediatomovements.org)

[visualstory.org/mtm](https://visualstory.org/mtm)





**Final thoughts, comments,  
questions?**