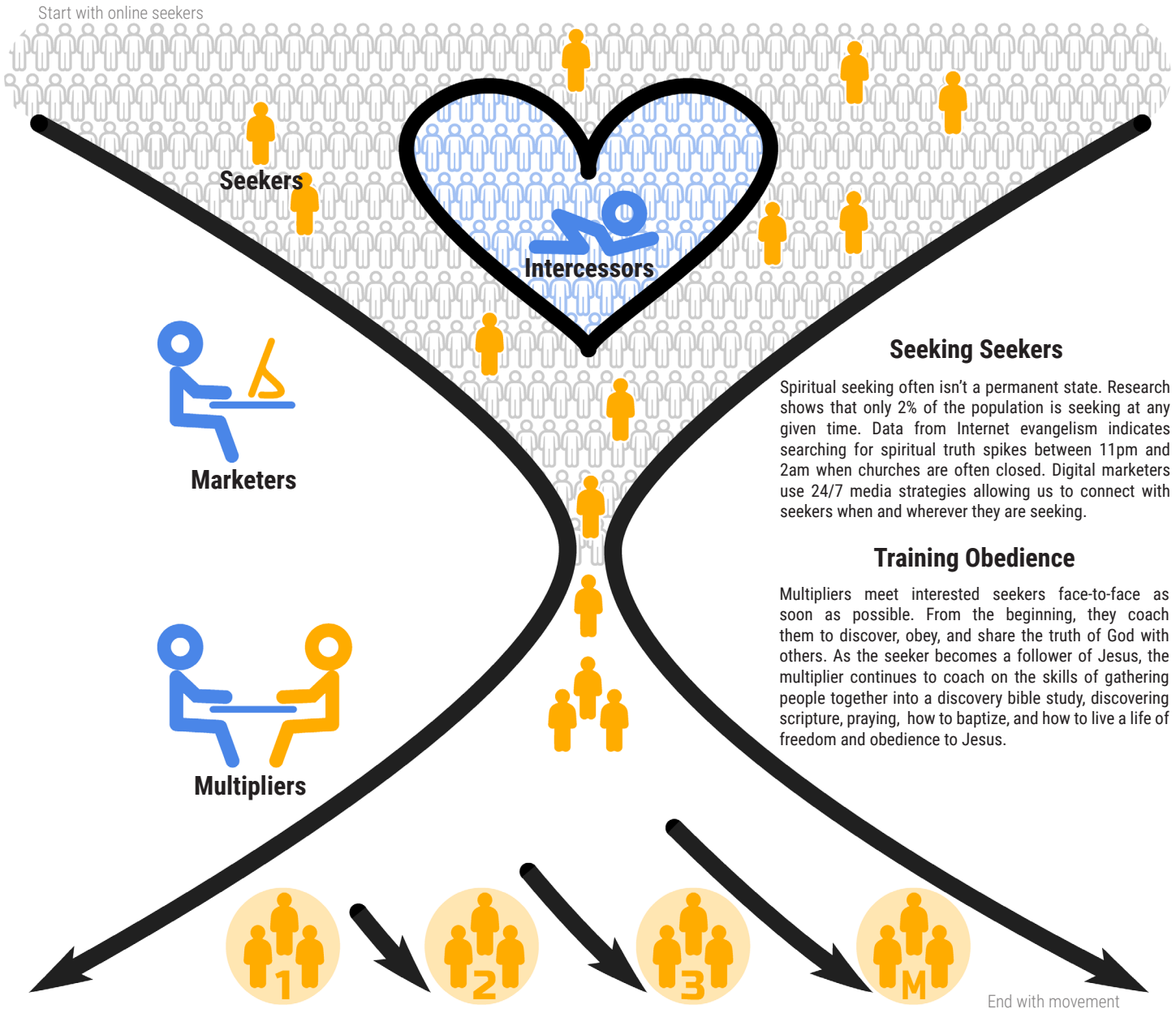


Media to Movement

A plan for using digital marketing to accelerate disciple making movements

Praying for Movement

Salvation is a gift from God, not a result of works. Therefore, prayer for movement is asking God to give what only He can give. Missions research confirms that at the heart of disciple making movements there is found extra-ordinary prayer.



Seeking Seekers

Spiritual seeking often isn't a permanent state. Research shows that only 2% of the population is seeking at any given time. Data from Internet evangelism indicates searching for spiritual truth spikes between 11pm and 2am when churches are often closed. Digital marketers use 24/7 media strategies allowing us to connect with seekers when and wherever they are seeking.

Training Obedience

Multipliers meet interested seekers face-to-face as soon as possible. From the beginning, they coach them to discover, obey, and share the truth of God with others. As the seeker becomes a follower of Jesus, the multiplier continues to coach on the skills of gathering people together into a discovery bible study, discovering scripture, praying, how to baptize, and how to live a life of freedom and obedience to Jesus.

Multiplying Simple Churches

The next step for a discovery bible study is to become a simple, 1st generation church. All the members of that 1st generation church seek to lead others to discover, obey, and share the truth. They also encourage new believers to not join their church, but they coach them to start their own church. A 2nd generation church. The 2nd generation is coached to form a 3rd generation. And then by 4th generation, research attests, you have a movement.

Nathan's Story

Illustrating Media-to-Movements
(from our partners)

Media to Movement Explanation

Praying for Movement: In faith, we know that as we pray anything according to God's will, we will receive it. As we pray for movement and God to send out workers into the harvest, we expect one day to hear stories like this of the answers to our prayer.

Seeking Seekers: The hidden work behind the phrase "Nathan was able to meet with a Christian" involved marketers creating, posting, boosting Facebook content, then taking his interested lead and connecting him with the nearest partner in the multiplier partner network. These follow-up systems facilitated his ability to "meet with a Christian."

Training Obedience (Self-feeding & Discovery): Nathan "began to understand" under the coaching of a multiplier who showed him how to discover the truth for himself in the scriptures.

Training Obedience (Baptism): For a Muslim, baptism is a major step of commitment. Because Jesus is a revered prophet, there might be a lot of "Jesus fans" among Muslims, but baptism is a costly declaration of loyalty to Jesus.

God has been pursuing *Nathan for some time. Jesus appeared to him in a dream as a child, again as a teenager, and in a third dream as an adult. In his third dream, Jesus told him that he loves him. He showed him His nail pierced hands, the holes with blood flowing out. Jesus told him he would be His child, he would do His work, and be His missionary. Nathan told Jesus he was scared. Jesus told him He would always be with him, He would send the Holy Spirit, and He loved him.

Nathan was able to meet with a Christian, and began to understand how Jesus loves him and what He's done for him. Nathan wept and wept as he heard the truth of the Gospel. He was given a New Testament, and encouraged to read the Gospel of Matthew. That night he wrote, "I finished Matthew, and cried so much because the Lord suffered for our sins. God is great and He has really risen from the dead. I want to share God's Word with others. I have to be like the good servant who took the money from his master and brought fruits, not like the one who hid the money. I have to share the word of Jesus. He's my God and Father and everything in my life."

The next day, Nathan said the New Testament was the best gift he's ever received. Through tears he said, "Jesus is the Savior; He died in my place. He is the Son of God! He's not just a prophet. I want to get baptized. I want to do it tomorrow! Praise God for His goodness to me." The man was broken by his sin, willing to follow Jesus no matter what, and kept praising God over and over for what He had done for him. Nathan was baptized at the beach.

That week, Nathan was downtown and saw a man, *Adam, with a broken arm. He felt led to talk with the man and asked if he could pray that his arm would be healed. When Nathan finished praying, Adam told him his arm felt healthy and he could move it easily. Nathan shared his testimony and the Gospel with Adam. Adam was very interested to

learn from the New Testament.

The same day, Nathan's cousin came up from the south of the country for a visit. His cousin, *Henry, told Nathan, "I want to share something with you, but please don't reject me..." Henry then told him, "I am not a Muslim. I want to be a Christian. Do you know any Christians?" Nathan replied, "I was baptized yesterday. I am a Christian!"

Nathan gave Henry a New Testament and had him begin reading in Matthew. The two began studying together in Nathan's home.

A few weeks later, six of Nathan's brothers came from his hometown to visit their brother. They asked Nathan and Henry if they are Christians. The men replied, "yes". They asked Nathan if he had shared about Christ with Henry, and when he said yes, they entered Nathan's house and began destroying several things and threw the men's Bibles in the toilet. The brothers threatened to kill Nathan unless he returned to Islam. Nathan responded that he would never do that. He told them that he has found a safe place in heaven and that he was not afraid to die. Both Nathan and Henry were able to escape from the house while the men were still threatening them. They both found safe places to live until the men returned to the south.

The same day that the brothers left the city and Nathan was able to return to his home, Adam called Nathan and told him he wanted to meet up and discuss things. After Nathan prayed over Adam, the doctors told Adam that he no longer needed the surgery he had been needing to fix his arm. Nathan met up with Adam and began sharing truth with him and studying the Word.

Nathan, Henry, and Adam are now regularly reading the Word together, and Nathan is excited about the vision for having a church in his home.

*names changed for security reasons

Media to Movement Explanation

Training Obedience (Sharing & Multiplication): A key feature in movement is setting and maintaining the DNA of sharing. Multipliers establish from the beginning to truth that "this message is not just for you, but Jesus expects you to share it, as his follower."

Training Obedience (Persecution): Nearly every new disciple who has come through the outreach in the past couple years has suffered moderate to severe persecution. Multipliers train new followers to expect persecution, so they are not shocked when it comes.

Multiplying Simple Churches. Setting the vision for church multiplication is something done in the first weeks of following Jesus, not after years and years of training. The training that is provided for the growing leadership networks happens iteratively while the young church planters are serving.