



God's Word to the World: Bibles for the Under-resourced Church **Fall 2020 Radio Campaign Overview for Participating Stations**

Why are we holding this radio promotion?

How do you hide God's Word in your heart if you've never even held it in your hands? The majority of Christians worldwide do not have a Bible in their language and at a level they can understand. Our aim with this campaign is to send God's Word to the World so that the words of the prophet Isaiah (55:11) are realized: "My Word goes out and will not return empty, but accomplishes that which I purpose and succeeds in the thing for which I send it." Other notable points include:

- Many new Christians often begin their new spiritual life without a Bible, and many pray many years before receiving theirs, because it is often unavailable, inaccessible or unaffordable
- The growth of God's Church is weakened by inadequate discipleship and leadership training
- The influence of other major religions, like Islam, Hinduism and Buddhism, exists on virtually every continent
- Christians need God's Word to resist the pull of traditional religious beliefs, occult practices, secularism, materialism and other influences
- Illiteracy is a worldwide issue, and nearly two out of every three illiterate adults are women
- Persecution of Christians is increasing around the world
- Bible League International is serving in some 50 countries across Africa, Asia, Europe, Latin America, the Middle East and the U.S., and 2020 marks our 82nd year in ministry.

What is the cost to provide Bibles?

The average cost of placing one Bible worldwide is \$5.00. This includes evangelism and discipleship resources for local churches to use in placing the Bibles. In order to reach your station's goal, we recommend (urge) using larger ask amounts, based on the cost of providing multiple Bibles:

- A gift of \$35, for a new giver, sends 7 Bibles for a Bible study group in Africa
- A gift of \$100 sends 20 Bibles for a newly planted church in Latin America
- A gift of \$500 sends 100 Bibles for a community of believers in Asia

Gifts can also be given monthly at any amount that donors wish. The suggested monthly gift amount is \$30.00, which will provide 72 Bibles over the course of twelve months. Your station's fundraising goal will be expressed in sending Bibles at \$5.00 per Bible.

Special Offer – Limited Time Match

Limited-time matching funds, provided by friends of Bible League International, are available to encourage listeners' generosity. These matching funds are in place so that every gift given will be

matched, dollar-for-dollar. This multiplies the power of each gift by two, so that twice as many Bibles are sent while the match is available. With the matching funds applied:

- A gift of \$35 sends 14 Bibles
- A gift of \$100 sends 40 Bibles
- A gift of \$500 sends 200 Bibles, and so forth

Matching funds are limited, and they can be fulfilled at any time by your station and/or other stations participating in the campaign. If listeners want their gifts doubled to send twice as many Bibles, they need to act quickly. Please note that matching funds will **not** be added to your station's results. They are an incentive only to help boost response and to help you reach your goal faster.

How will the money be collected?

Listeners will be encouraged to call 1-800-YES-WORD (1-800-937-9673), available 24 hours a day. Operators will accept gifts via credit/debit card and bank transfer, or either send donors a mail-in form or direct them to the form online, so that they can mail a check for their gift amount. Alternately, listeners can go to your station's website, click on the Bible League International banner provided to you with our campaign resources, and give their gift securely and quickly online at a special campaign landing page. Online gifts can be made using credit/debit cards or bank transfer.

How will we monitor our campaign progress?

Every day during the campaign, the results from giving by phone, online and mail will be processed. The totals will be emailed to you in a report each weekday, except major holidays. Single gifts are reported immediately. Monthly pledges will be credited at 80% of full year's total. Any single pledges will not be counted until they are fulfilled.

You will also receive log-in instructions, provided to you with our campaign resources, to access online reporting from the call center, as well as online gifts credited to your station. Please note that these reports may include gifts made by credit/debit card or bank transfer that are declined by the donor's bank. The daily report emailed from us is the **best** way to gauge your campaign progress.

How will the campaign be conducted and how long will it last?

Campaign resources will include pre-recorded 60-second spots, live liners and talking points, long form radio program, live push/radio-thon, web banners, pre-roll video, and regular updates and guidance provided by Bible League International staff.

The campaign will be held according to the terms of the contract agreed upon by your station and Bible League International. The length is typically over multiple weeks and may be extended if your station fails to meet the goal by the formal ending date in the contract (please refer to contract for details). The "God's Word to the World: Bibles for the Under-resourced Church" campaign ends February 21, 2021.

What if I have additional questions?

Please contact Michael Woolworth, Senior Director of Broadcast Media, at Bible League International at 708.367.8721, or mwoolworth@bibleleague.org.