



“Open the Floodgates: Bibles for Africa” – Spring 2021 Radio Campaign Overview for Participating Stations

Why are we holding this radio promotion?

In Africa, the expansive continent with the world’s poorest and youngest populations, too many people have known only despair and live without hope. They struggle to survive each day in the face of extreme poverty, drought and famine, the threat of starvation, tribal and civil wars, crime and political corruption. Traditional beliefs, ancestral worship, and Islam’s growing presence make it difficult for people in Africa to understand and believe the Gospel. Truly, it is a dry and thirsty land.

Seeing the Church grow and people reached by the Gospel is an effort that you and your listeners can participate in through “Open the Floodgates: Bibles for Africa.” With your help, God’s Word will reach adults, youth, children and inmates in twelve African nations, including Burundi, Democratic Republic of the Congo, Ethiopia, Ghana, Kenya, Malawi, Mozambique, Rwanda, South Africa, Tanzania, Zambia and Zimbabwe. When believers in the under-resourced Church are empowered with Bibles and training, they will reach their families and communities with the hope of the Gospel.

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. 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 Kenya
- A gift of \$100 sends 20 Bibles for a newly planted church in Ghana
- A gift of \$500 sends 100 Bibles for a community of believers in South Africa

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 of \$155,000 (available to all participating stations), provided by friends of Bible League, 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 "Open the Floodgates: Bibles for Africa" campaign ends August 13, 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.