



Outreach to Jewish Population Jewish people in Israel, Europe and Russia

Project Proposal by
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Project Proposal

Campaign Goals:

To conduct special outreach campaigns, retreats, events and projects to Jews living in Israel and in Europe and Russia, exposing them to the Gospel message.

Expected Completion Date:

Ongoing

Location, Number of People

Population: Approximately
6,238,300 Jewish people
living in Israel, Russia, Europe.

Budget Amount

\$500,000 annually

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Mega City Media Saturation Campaigns in Israel

Special Events for Jews in Russia and Europe

Ministry Center in Israel

OPPORTUNITY

This is an opportunity to reach the Jewish population centers spread out around Europe, Russia and in Israel. Mega City Campaigns engage all available media for a 30-day period using life-changing stories and dynamic testimonies of local believers who have experienced God's power to change in their lives.

GCM Ministries works with Messianic believers in other outreach opportunities which helps the body of Christ come together in prayer, fellowship with each other and unite their resources to share the Gospel with their own people.

THE PLAN

To conduct various outreach projects throughout the year to Jews living in Europe and Russia through special outreach events targeting those Jews exposing them to the Gospel message.

To reach the Jewish population in Europe, Russia and Israel using a well thought-out, well executed strategies.

Mega city campaigns in Israel: A symphony of media will be simultaneously used including Radio, Newspapers, Magazines, Flyers, Billboards, Ads in Public Transport System, Internet, Social Media, Campaign Book to proclaim the Gospel through life-changing personal testimonies. A call center, operated 24/7 by volunteer counsellors from 15 local Messianic churches receive calls directed by the advertising and programs.

COST OF PROJECT

\$500,000 annually

Total annual costs for all Jewish outreach including mega city campaigns.

1. \$120,000 Staff in ministry center.
2. \$ 80,000 Staff and office costs in Israel.
3. \$100,000 Special events, concerts, Bible camps and retreats.
4. \$100,000 Production costs for TV & radio programs.
5. \$100,000 Office rent and overhead, Studio costs and equipment.

How many people will be impacted by the Gospel for an investment of:

Investment	People Impacted
\$1,000	12,500
\$5,000	62,500
\$10,000	125,000
\$25,000	312,500
\$50,000	625,000
\$100,000	1,250,000
\$200,000	2,500,000
\$300,000	3,750,000
\$500,000	6,250,000



THE PEOPLE AND THE REGION

The presence of Jewish people in the European part of Russia can be traced back to the 7th–14th centuries CE.

In the late 1980s and early 1990s, many Soviet Jews took the opportunity of liberalized emigration policies, with over half their population leaving, most for Israel, the United States, Germany, Canada, and Australia.

The current Jewish population of Europe is estimated at 2 million. Hundreds of Russian Jews have moved to Finland since 1990 and have helped to stem the negative population growth of the Jewish community there.



PROJECTED SATURATION

As many as possible of approximately 6,238,000 Jewish people in Israel and in Europe and Russia.

Elements: Special retreats for Jews. Mega city campaigns: Radio, Newspapers, Magazines, Flyers, Billboards, Outdoor Ads, Ads in Public Transport System, Internet, Social Media, Campaign Book.

CAMPAIGN CALENDAR FOR MEGA CITY CAMPAIGNS

Month One

CAMPAIGN PREPARATION STARTS: Final meeting of Pastors and P2C team; Champion assigned; IRR-TV leaders lay out campaign calendar to the churches; City wide prayer campaign gains intensity.

Month Two

CALL CENTER, MEDIA BUY: Call Center is set up; Negotiations with Media agencies for media buy commence; Outstanding local testimonies selected for campaign book and other media; Brainstorming session with local evangelists to define most common social woes in the city. City officials invited to round table meeting.

Month Three

TRAINING: Training of telephone counselors, literature couriers, leadership skills for pastors, possible humanitarian projects.

Month Four

MOBILIZATION: Mobilizing of Church members stepped up; Corporate prayer intensifies; Campaign media content production moves ahead at full speed.

Month Five

LAUNCH: Campaign is launched; All media is activated simultaneously for 30 days, ads appear in all major media; Call center is activated; Campaign books delivered to office; Churches embark on ministry in the city (primarily outside church facilities); Special events; Home visits by couriers.

Month Six

FOLLOW UP: Follow-up becomes the priority; Churches provide follow up and discipleship; Accumulated database distributed to participating churches; Evaluation of Campaign; Joint thanks giving/worship service; Special events, special interest groups, focus groups, continue to take place on a church by church basis.

Duration of the Campaign

The duration of the campaign is 30 days with a possible extension to 45 days.

The campaign can be broken down to three distinct phases:

- Preparation: three months
- Execution: one month
- Follow-up: 6 to 18 months.

STRATEGY AND THE CHALLENGE

To reach the population of the Westcoast of Israel in a limited period of time using a well thought-out, well executed strategy. Media to be used includes Radio, Newspapers, Magazines, Flyers, Billboards, Outdoor Ads, Ads in Public Transport System, Internet, Social Media, Campaign Book with a tweaked message for Jews: "Choose Life".

- a) To reach the population of the Westcoast of Israel in a limited period of time using a well thought-out, well executed strategy.
- b) Dynamic testimonies of local believers who have experienced God's power to change in their lives, through a personal commitment of faith to Jesus Christ, are used in all media available to us.
- c) Using local testimonies of known and unknown people chosen by campaign church pastors creates ownership in the churches of the city. Among non-believers this projects relevance that "this is my city, these people live in my city, they work here, go to school here. Their experience can be mine as well."

MEGA CITY MEDIA SATURATION CAMPAIGNS IN ISRAEL

Key elements of the strategy are a presentation of the Gospel as follows:

- 1) Convenient Time—the recipient's down time, time of rest/least external pressures
- 2) Convenient Location—where external disturbances are at a minimum
- 3) Convenient Language—the mother tongue of the recipient
- 4) Cultural relevance—indigenous content
- 5) Multiple Opportunity—repetition of presentation with a “symphony” of media presenting the message



Advertising spread throughout targeted regions during recent mega city campaigns in Israel.



RESPONSE MECHANISMS

- 1) Call Center: Toll free number
- 2) Website
- 3) Social Media
- 4) Campaign Book
- 5) One-on-one contact
- 6) Special events

SUCCESS CRITERIA

- 1) Change the area's atmosphere
- 2) Reach majority of targetted people
- 3) Touch government
- 4) Create unity of Pastors
- 5) Vision casting—broaden horizons
- 6) Growth—increase
Church membership
- 7) Plant new churches
- 8) Discipleship
- 9) Equip—training churches
to use media



Volunteers from local churches meeting and talking with Rabbis in Jerusalem during a recent mega city campaign in Israel.

FOLLOW-UP

Campaign success criteria and measurable results:

- a) The campaign causes the media, the people of the city to start talking about the campaign message
- b) Total exposures to the campaign message are to be provided by area's media agencies data
- c) The campaign database will contain data showing how the campaign has reached people that the Church will not normally reach.
- d) Judging by past campaigns one will see pastors commenting on how the campaign has created unprecedented unity among participating churches
- e) Churches will see the unmatched firepower of the media in reaching a whole population of a whole city
- f) Churches will be asked to submit information to measure increases in Church attendance and consequent growth
- g) Churches will be asked to submit information to document new groups, cells, churches resulting from the campaign