



Mega City Media Saturation Campaign Project Proposal

Campaign Goals:

"To reach the people of Kolkata, formerly Calcutta, with the message: God gives you the power to change."

Expected Start Date:

October 15, 2017

Duration:

30-day campaign

Location, Number of People

Population:

Greater Kolkata:
approximately 20 million

Estimated Budget Amount

\$1,200,000

Contact:

J. Brian Vaughan
Chief Executive Officer (CEO)
Great Commission Media Ministries

5200 Weeden Place
Chilliwack, British Columbia
Canada V2R 5T9

604.793.5636 Cell
604.858.8154 Office

brian@gcmministries.com

www.gcmministries.ca
www.gcmministries.com

Calcutta (Kolkata), India

Mega City Media Saturation Campaign



OPPORTUNITY

This is an opportunity to reach the 20 million including about 2 million homeless people of the Greater Kolkata (formerly known as Calcutta) area engaging 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.

Three hundred churches have indicated they will join forces in the execution of this campaign.

Great Commission Media Ministries

Canadian Charity Number: 82864 9467 RR0001

USA EID Number: 81-3853764

THE PLAN

To reach the population of city of Kolkata in a limited period of time using a well thought-out, well executed strategy.

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 that is available for our use.

A symphony of media will be simultaneously used including TV, Newspapers, Magazines, Fliers, 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 counselors from local churches and prayer groups receive calls directed by the advertising and programs.

COST OF PROJECT

\$1,200,000	
Prime-time TV	20% = \$240,000
Evangelistic books	20% = \$240,000
Billboards	10% = \$120,000
Call center	10% = \$120,000
Newspaper ads	10% = \$120,000
Volunteer training	10% = \$120,000
Website & social media	10% = \$120,000
Church mobilization	10% = \$120,000



Colorful flower market.

How many people in Kolkata will be impacted by the Gospel for an investment of 13¢ per person:

Investment	People Impacted
\$1,000	7,692
\$5,000	38,460
\$10,000	76,920
\$25,000	192,300
\$50,000	384,600
\$100,000	769,200
\$200,000	1,538,400



Many people live along the railway tracks.

THE PEOPLE AND THE REGION

Kolkata is the capital of the Indian state of West Bengal. Located on the east bank of the Hooghly River, it is the principal commercial, cultural, and educational centre of East India, while the Port of Kolkata is India’s oldest operating port and its sole major riverine port.



Bengali Hindus form the majority of Kolkata’s population; Marwaris, Biharis and Muslims compose large minorities. Bengali, the official state language, is the dominant language in Kolkata. English is also used, particularly by the white-collar workforce. Hindi and Urdu are spoken by a sizeable minority.

Around 14% of the households in Kolkata are poor, while 33% lived in slums. About 2 million people are homeless, living mainly along canals, railway lines and roads.

PROJECTED SATURATION

80% of Kolkata.
Elements (Media Buy): Radio, Newspapers, Magazines, Flyers, Billboards, Outdoor Ads, Ads in Public Transport System, Internet, Social Media, Campaign Book.

CAMPAIGN CALENDAR

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.



Homes in the poor areas of Calcutta.

STRATEGY AND THE CHALLENGE

a) To reach the population of Kolkata in a limited period of time using a well thought-out, well executed strategy. Media to be used includes Television, Newspapers, Magazines, Fliers, Billboards, Outdoor ads in Public Transport System, Internet, Social Media, Campaign Book.

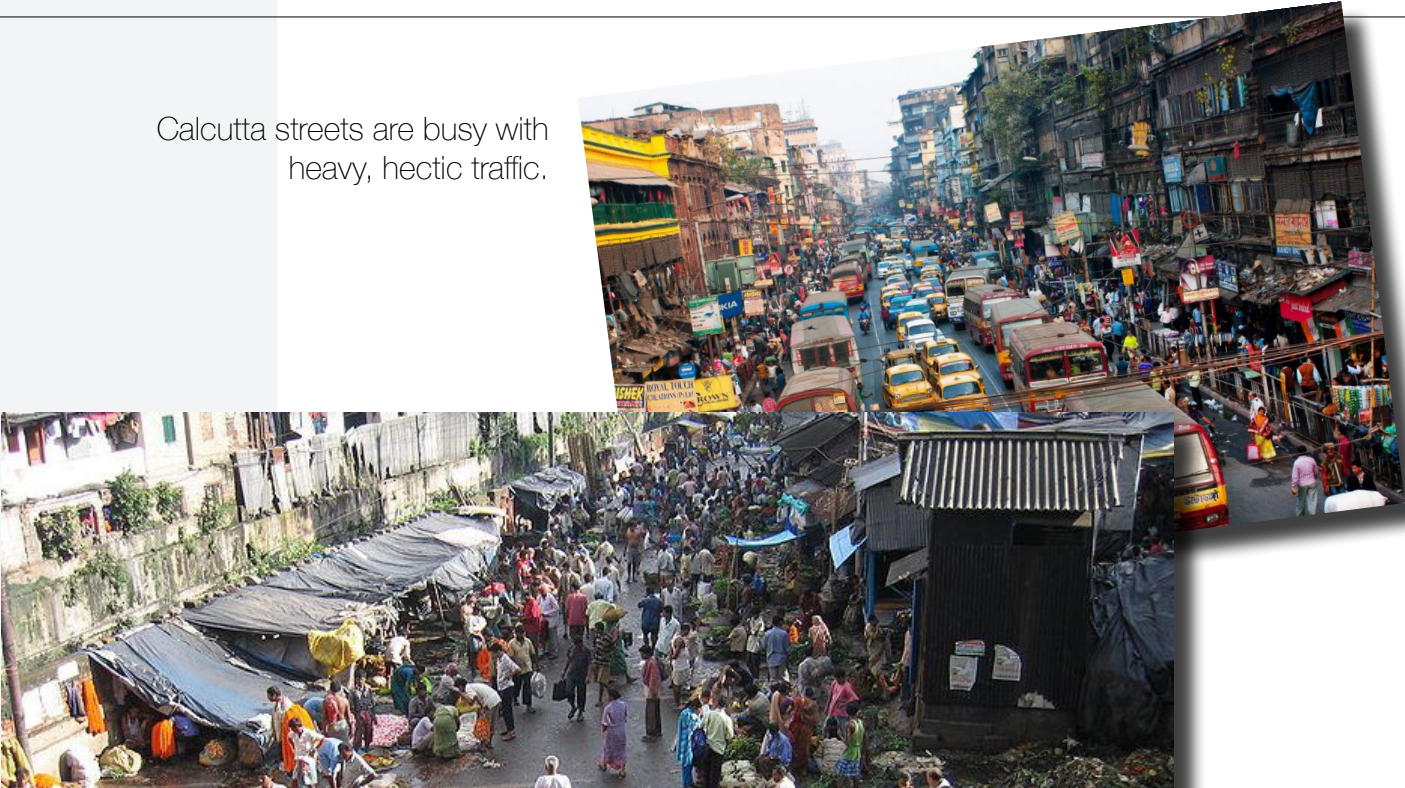
b) Dynamic testimonies of local believers who have experienced God's power to change in their lives, through a personal commitment of faith to Jesus Christ, are used in all media available to us.

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."

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

Calcutta streets are busy with heavy, hectic traffic.



A market place in Calcutta.

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 targeted 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



The rickshaw is a popular form of transport in many cities of India.

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