



## Mega City Media Saturation Campaign

### Campaign Goals:

"To reach the people of South Sudan with the message: God gives you the power to change and forgive."

### Expected Start Date:

Fall 2018

### Duration:

30-day campaign

### Location, Number of People

Population of Juba:  
Estimated 500,000

Population of South Sudan:  
Estimated 12,000,000

### Estimated Budget Amount

GCM: \$700,000 CAD

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## Project Proposal



### Mega City Media Campaign

## Juba South Sudan



## OPPORTUNITY

This is an opportunity to reach the over 500,000 people who have suffered inconceivable and severe hardship in Juba and 12 million in the rest of South Sudan in past years. We will use all available media for a 30-day period highlighting life-changing stories and dynamic testimonies of local believers who have experienced God's power to change in their lives.

Many evangelical churches have indicated they will join together with GCM Ministries to conduct this campaign.

## THE PLAN

...is to reach the population of the city of Juba, South Sudan in a 30-day period of time using the campaign book that will be printed in three major languages of Sudanese and the English language.

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 during the campaign.

A symphony of media will be simultaneously used including TV, Radio, Fliers, Outdoor ads such as billboards, Internet, Social Media, MegaVoice solar-powered audio players and the 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

\$700,000 CAD

Radio	\$20,000
Prime-time Juba TV	\$40,000
Outdoor ad, billboards	\$30,000
Evangelistic P2C books	\$25,000
MegaVoice Audio players	\$500,000
Call centre	\$29,000
Volunteer training	\$30,000
Website & social media	\$13,000
Humanitarian aid	\$13,000

How many people in South Sudan will be impacted by the Gospel for an investment of less than 6¢ per person:

Investment	People Impacted
\$1,000	16,666
\$5,000	83,333
\$10,000	166,666
\$25,000	416,666
\$50,000	833,332
\$100,000	1,666,664
\$200,000	3,333,328
\$400,000	6,666,656
\$500,000	8,333,320
\$700,000	11,666,648



The people of South Sudan have suffered 50 years of attacks, fighting and starvation during the ongoing civil war.

## THE PEOPLE AND THE REGION

Juba is the largest city and still the capital city of South Sudan despite the government's plan to move their capital in 2011.

The 50-year civil war has left a huge mark on Sudan. Over two million Sudanese have died and millions have fled for their lives. South Sudan has a population of over 12 million people but about 3 million people have been displaced in the country, with about 2 million internally displaced and about 1 million having fled to neighboring countries, especially Kenya, Sudan, and Uganda.

The Sudanese people have also had to endure starvation and famine, lack of medical supplies, shelter education and healthcare. The UN is trying to bring in much needed supplies to the people.



Gangs of soldiers like these shoot innocent people indiscriminately.

## PROJECTED SATURATION

80-90% of Juba and South Sudan

Elements (Media Buy): Radio, Newspapers, Magazines, Flyers, Internet, Social Media, Campaign Book. To add to the effectiveness of this particular campaign we will include the distribution of MegaVoice solar-powered audio players.

## 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. Humanitarian aid GCM Ministries will have 15 tons of rice distributed to the most needy in Sudan.

### 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, campaign book 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: no time limit



Friendly locals come out to meet visitors.

## STRATEGY AND THE CHALLENGE

- a) To reach the population of Juba in a limited period of time using a well thought-out, well executed strategy. Media to be used includes MegaVoice solar-powered audio players, Television, Radio, Newspapers, Magazines, Fliers, Internet, Social Media and the 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



Typical straw huts at a camp right in the capital city of Juba.

## RESPONSE MECHANISMS

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



Many Sudanese people live in primitive housing to this day.

## 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

## 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 of campaign message are to be provided by area's media agencies data (if applicable).
- 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