



## Mega City Media Saturation Campaign

### Campaign Goals:

“To reach the people of Dar es Salaam, former capital city of Tanzania, with the message: God gives you the power to change.”

### Expected Start Date:

October 2019

### Duration:

30-day campaign

### Location, Number of People

Population:

Dar es Salaam: 4,364,000

Tanzania: 55,572,000

### Estimated Budget Amount

\$900,000 CAD

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## Mega City Media Saturation Campaign Dar es Salaam, Tanzania



### OPPORTUNITY

This is an opportunity to reach the 4 to 5 million people living in and around Dar es Salaam 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.

Many of the local churches and prayer groups will join together with GCM Ministries in conducting this campaign in Tanzania.

## THE PLAN

To reach the population of city of Dar es Salaam and most of Tanzania 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, Radio, 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

\$900,000

Evangelistic books	51% = 219,300
TV (possibly)	21% = 90,300
Call centre	10% = 43,000
Media production/placement	12% = 51,600
Church mobilization	5% = 21,500
Volunteer training	1% = 4,300



How many people in Dar es Salaam will be impacted by the Gospel for an investment of: 21¢ per person

Investment	People Impacted
\$1,000	4,762
\$5,000	23,810
\$10,000	47,620
\$25,000	119,050
\$50,000	238,100
\$100,000	476,200
\$200,000	952,400



## THE PEOPLE AND THE REGION

Dar es Salaam is a major city and commercial port on Tanzania's Indian Ocean coast that grew from a fishing village. As the former capital it retains most government offices and is the country's largest city and leading commercial centre.

It borders Kenya and Uganda to the north; Rwanda, Burundi, and the Democratic Republic of the Congo to the west; Zambia, Malawi, and Mozambique to the south; and the Indian Ocean to the east. Mount Kilimanjaro, Africa's highest mountain, is in north-eastern Tanzania.

Over 100 different languages are spoken in Tanzania, making it the most linguistically diverse country in East Africa. Approximately 10 percent of Tanzanians speak Swahili as a first language, and up to 90 percent speak it as a second language.

Almost 50% of the population in Dar es Salaam is Islamic.



## PROJECTED SATURATION

80-90% of Dar es Salaam, as well as most of Tanzania.

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.



Tanzania has hundreds of kilometres of beach as well as coral and limestone scarps along its coast allowing safe and significant amounts of diving and snorkeling.



## STRATEGY AND THE CHALLENGE

a) To reach the population of Dar es Salaam in a limited period of time using a well thought-out, well executed strategy. Media to be used includes Television, Radio, 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



## 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

Colourful street markets are everywhere in Tanzania.

## 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