

They've



Waited long enough...

for one chance to know Jesus



Closing the Gap

With Cutting-Edge Evangelism



с 10 НОЯБРЯ
ИСТОРИЧЕСКИЙ
ХУДОЖЕСТВЕННЫЙ ФИЛЬМ
ПО СКАНПЕДИОС-ПЛАНУ
Иисус
СМОТРИТЕ В КИНОЗАЛАХ
ВХОД СВОБОДНЫЙ

888-220

“The vision for reaching the world’s billions through Mega City Media Saturation Campaigns has been the vision of Dr. Bill Bright, founder and president of Campus Crusade for Christ, since 1951. It was clear to him that the life-changing message of Jesus Christ could reach the world’s cities with greater impact through the medium of a multi-media strategy.”

—Dr. Hannu Haukka

Our History

- 1970 A Soviet medical student, *Laura*, finds a living faith in God at a Soviet State university.
- 1976 Laura, married to Canadian citizen *Hannu Haukka*, obtained an exit permit and entered Christian radio ministry to the Soviet Union from Europe.
- 1986 *IRR/TV USA* and *IRR/TV Canada* is founded by businessman *Gordon Donaldson*, *Hannu* and *Laura Haukka*.
- 1990 In a single month IRR/TV received over one million letters in response to *Superbook*, a children's Bible cartoon series aired on Soviet State TV—Channel One.
- 1998 Production for 20 unreached minority languages is launched in the former Soviet Union. • IRR/TV forms the *Association of Christian Broadcasters of Russia*.
- 2002 Arabic TV department founded. TV program production begins in Arabic and Farsi languages for the Middle East.
- 2003 Powerful 30-day Mega City Media Saturation Campaigns in major cities of Russia begins.
- 2005 Television ministry expands in Southeast Asia. • Humanitarian aid to India and Indonesia devastated by the 2004 Tsunami. • Food, clothing and the Gospel message taken to 38 children's prison camps in Russia.
- 2006 IRR/TV's ministry centre expands to accommodate increase in missions projects. • Ministry and aid to 70 Children's prison camps in Russia.
- 2008 Mega City Media Saturation Campaigns for the first time ever in Israel.
- 2009 14 simultaneous campaigns throughout Russia • Evangelistic Somali language TV programs produced.
- 2010 Renamed as **Great Commission Media Ministries**. Main focus on Mega City Media Saturation Campaigns.
- 2011 Trains thousands of pastors and leaders in six leadership training events held in Russia, Kazakhstan, Kyrgyzstan, Uzbekistan, Tajikistan. Attendance: 4,000 Christian leaders • Mega City Campaigns expand to Nepal, India, Europe, and Africa in 2012.
- 2012 Mega City Media Saturation Campaigns in India, Israel • One million evangelistic books to missionaries in Russia.
- 2013 - 2015 Over 5 million evangelistic books, St. John's Gospel, & 150 thousand Bibles printed in Russia to help local churches reach their nation. • Mega City Media Saturation Campaigns have expanded to countries such as Finland, Iraq and Lebanon.
- 2016 500,000 New Testaments supplied to Russian churches • Our first Spanish language mega city campaign conducted in Paraguay, South America.
- 2017 Miraculously, Havana, Cuba hosted a Media Campaign. Also, a campaign was conducted in Calcutta, India.
- 2018 Mega City Media Saturation Campaign held in South Sudan, using MegaVoice audio playback units for the illiterate.
- 2019 A new ministry center was built near Helsinki, Finland to accommodate our expanding ministries. A media saturation campaign was conducted in Dar es Salaam, Tanzania, where tens of thousands called to find the power to change.
- 2020 Media saturation campaign ready to go in the war-zone of East Ukraine and Russia. World-wide spread of corona virus pandemic.

Great Commission Media Ministries Today

Great Commission Media Ministries is a modern media missions organization, founded in 1986 as International Russian Radio/TV. Our focus is on ministering through the media in Russia, Central Asia, Nepal, China, Israel, India, Laos, Middle East and Africa.

GCM Ministries is:

— conducting highly effective, 30-day evangelistic Mega City Media Saturation Campaigns in Russia, Asia, Europe, India, Nepal and Middle East.

— distributing humanitarian aid to people in areas devastated by natural catastrophes and war.

— delivering aid and the Gospel to children in Russia's children's prison camps.

— a registered charity organization in the USA, Canada, (IRR-TV in Finland), Sweden, Russia and Ukraine. Its support comes from Christian businessmen, churches and individual donors.

— recognized as one of the most significant Christian media organizations in Europe & Asia employing 100 people in 10 countries, training indigenous media workers in their respective cultures.

An Urgency to See Lives Changed—Forever!



Dr. Hannu Haukka
Founder/President
Great Commission
Media Ministries
Canada & USA
IRR-TV Finland

Hannu's bio briefly:

- Born in Finland and grew up in Canada. Moved to Finland at age 20
- Married to Laura, whom he met and wed in Russia during the Soviet era
- They have two adopted sons from Russia—Jaakko and Yuri, who in turn have blessed them with grandchildren
- He is an avid fisherman, when time allows

Dear Friend of the Great Commission Media Ministries:

Can we still shake whole cities with the Gospel as in the days of the Apostles? Can we still see large numbers of people turning to Christ? I truly believe “Yes.” If the desire of your heart is to see these results in this generation, then please read on.

I quote Bill Bright: “The majority of the people living in the industrialized world and developing nations, for whom Jesus Christ died, are packed into cities. It is crucial for the fulfillment of the Great Commission that these people are the focus of our prayers and a carefully thought out strategy.”

Let me note that for the first time in history over 50% of the world population live in cities. By the year 2020 that figure will be 75%. Cities are the number one challenge for missions today.

Today, there are 450 cities the population of which is over 1 million. Most of these cities are not located in the industrialized world. A steady growing number are located in nations that have no Christian heritage. Great Commission Media Ministries conducts a high impact media campaign strategy that incorporates stories of changed lives blanketing an entire city with the gospel of Jesus Christ. This is done by using a “symphony of media” proclaiming one message, “God gives you the power to change” simultaneously through all media for 30 days in a given city.

The results are astounding. What would normally take a church 100 years to do by conventional means of ministry can be done in 30 days. We have seen this happen in 50 cities in Russia, Ukraine, Israel, Kazakhstan, Kyrgyzstan. There are more coming...

A handwritten signature in blue ink, appearing to read 'Hannu Haukka', with a long, sweeping underline.

Dr. Hannu Haukka, President/Founder
Great Commission Media Ministries
Canada & USA
IRR-TV Finland

ACCELERATING THE GREAT COMMISSION

Media Saturation of Mega Cities

This high-impact media saturation campaign:

- Saturates the target city with the message that God gives the power to change
- Mobilizes the Church to share the Gospel
- Equips the Church with the tools, “know how” to carry on with high-impact evangelism and follow-up long after the campaign is over
- The campaign incorporates testimonies of local people having experienced dramatically changed lives through a personal relationship with Jesus Christ. These testimonies reflect felt needs of the target region

GOALS:

- To produce long-term fruit: church growth, new church plants
- 90% reach within the target area with the Gospel message
- High-visibility, high-impact presentation of the Gospel to a whole city in a way not experienced before
- To increase the number of people involved in a movement of evangelism/discipleship
- To change the atmosphere in the city during the campaign
- To minister to the business and political leadership of the city
- To bring churches together in a spirit of unity
- To cast the vision of the possibilities in the future
- The success of the campaign is based on the mobilization of the Church to share Christ in the power of the Holy Spirit, and then leave the results to God.
- GCM maintains that if the campaign does not work in the local church, it does not work
- GCM seeks to assist the local Church with its evangelism goals
- GCM believes that evangelism is at the heart of God’s vision for the Church



PEOPLE SEARCHING FOR FAITH

The testimonies presented in the media campaign give people an opportunity to openly consider a relationship with Christ who can provide the power to change their lives.

BELIEVERS WHO DESIRE TO SHARE THEIR FAITH

The quality and saturation level of the media encourages believers to be willing to identify with the campaign. The media message allows believers to initiate conversations based on the “power to change” theme. Because of the saturation level there will never be a better time to “take the initiative” to share your faith.

BASIC STRATEGY

There are four basic strategies which have proven to be effective. Churches are encouraged to take advantage of the media message to mobilize their people in sharing their faith in ways that have not been tried.

Neighborhood Strategies

Personal Opportunities Strategy

Special Events Strategy

Call Center and Internet



CUTTIN EVANG



DELIVERY SYSTEMS

- 100-page, 4-color, high quality, campaign book
- Prime Time Television—full-length programs with powerful stories of changed lives and 30-second spots on secular channels
- Prime Time Radio—full-length programs with powerful stories of changed lives and 60-second spots on secular channels
- Daily Newspapers—full page campaign ads; stories of changed lives
- Local Magazines—full page campaign ads; stories of changed lives
- Billboards at high exposure intersections
- Banners over high traffic areas
- Mega video screens (Jumbotron)
- Public transport systems, buses, metro, taxis
- SMS: massive distribution of campaign text messages
- Outdoor ads—light boxes, posters
- Brochures, flyers to every home
- Internet—in the language of each country
- Call Center—operates 24/7 receiving thousands of calls from target area
- Personal evangelism—one on one outreach
- Special events—concerts, etc

WHAT ABOUT FOLLOW-UP?

Follow up is foundational to our strategy

New believers, like children, need nurturing in their faith. Great Commission Media Ministries has developed follow-up strategies to help assure lasting results following a Mega City Campaign.

- Local churches are recruited in advance to help promote the campaign book and provide follow-up volunteers.
- Follow-up volunteers meet and visit with those who have called the call center and personally deliver the campaign book.
- Bible Study groups are formed to enfold and disciple new believers. Teachers from participating churches lead the groups.
- Bible Study groups are combined to plant new churches
- Bible Study groups help prepare leadership for these new churches
- Call Centers coordinate follow-up for television and radio presentations of the 100-page personal testimony book, as well as answer responses from *Power to Change Book* distribution conducted by local church volunteers



THE MEGA CITY CAMPAIGNS

ACCELERATE

CHURCH PLANTING

AND

CHURCH GROWTH

THROUGH MINISTRY PARTNERSHIPS

WITH LOCAL CHURCHES

NEW CHURCHES IN...

Russia

Dozens of home churches in Volgograd and over 30 churches planted in Central Asia after mega city media saturation campaigns.

Ukraine

15 new churches have been planted by one church in Kiev with the help of GCM Ministries and the mega city media saturation campaign held in November 2007. Over 3,000 people have come to faith in Christ and 800 have been baptized. Attendance at services since the campaign has been tremendous.

India

Approximately 100 home churches have been planted resulting from the Hyderabad and Chennai campaigns. GCM Ministries is aiming for 1,000 home church plants as a result of the massive Mumbai campaign.

Nepal

Scores of home churches have sprung up as a result of the Kathmandu and East Nepal campaigns.

Israel

The Rehovot congregation was planted as a result of our first Israel campaign and they have, in turn, spawned five home churches.



After the Mega City Campaigns, trained church volunteers follow up new believers. Local churches experience growth in their congregations, and new churches are planted.

OVERCOMING REMAINING **BARRIERS** TO WORLD EVANGELIZATION

The Compelling Vision Ahead

- Reaching 450 cities of the world with populations over 1 million
- Reaching the 3 billion people who still have not heard the good news of Jesus Christ
- Reaching millions of children a year who haven't heard the Good News
- Reaching women who are treated as second class citizens of many nations and cities.

A Commitment to Penetrate the Barriers:

When Jesus commissioned His disciples, He didn't say, "Go into all the easy parts of the world and make disciples."

His Great Commission commands us to take the Gospel everywhere, including the

resistant, the unyielding, and the uncomfortable places—where Satan has erected barriers to keep us out!

In obedience to God, we are obliged to go everywhere.

CUTTING-EDGE EVANGELISM



One Chance to Know Jesus...

The Evangelism Plan



for 2018 - 2023

Prime-Time Television	500,000,000
Daily Newspapers	200,000,000
Internet	150,000,000
SMS Text Messages	100,000,000
Public Transport System, Taxis, Buses, Trains	75,000,000
Local Magazines	50,000,000
Prime-Time Radio	10,000,000
Power to Change Book	5,000,000
Billboards	5,000,000
Banners	2,500,000
Mega Video Screens	2,000,000
Call Center	2,000,000
Personal Evangelism Outreaches	1,000,000
Special Events	500,000



...in Russia



...in Nepal

Great Commission Media Ministries Business Model

In order for the vision to become a reality, GCM Ministries is using a new model of Kingdom business:



Relational

Connecting God's people and organizations in North America, gifted with resources, to people and organizations overseas doing His work on the frontlines.

Strategic

Adopting a Mega City Media Campaign or a portion of a project. Expediting the process-getting on with the task.

Entrepreneurial

In Faith, taking on new Kingdom ventures, taking responsibility for outcomes, knowing they will be challenging for all involved.

Results-based management

At the same time being as strategic as possible, setting goals and measuring results. Results-based management is a life-cycle approach to management that integrates strategy, people, resources, processes and measurements to improve decision-making transparency and accountability. The approach focuses on achieving outcomes, implementing performance measurement, learning and changing, and reporting performance.

What do donors receive?

We believe that ongoing, transparent communication and trust-building are vital to a healthy relationship. To ensure that happens, we offer donors a wide variety of ways to deepen their experience of Kingdom giving:

- Semi-annual updates
- DVD's and CD's
- Prayer requests
- Team photos and info
- Annual business report
- Opportunity to visit their project

Strategic Investment/Priceless Results

When did Jesus say he was going to return for His second coming? When there are people who call out in His name among every tongue, tribe and nation.

An investment in a Mega City Media Saturation Campaign through Great Commission Media Ministries is strategic, especially when only one percent of financial resources among Christians goes toward closing the gap in world evangelization.

After all, we must do what we can to speed His second coming.

Invest in adopting a Mega City Media Saturation Campaign.

In many cases, these campaigns serve a million individuals or more. That means we can bring God's Word and His Good News to people in cities for pennies on the dollar per person. An entire city can be changed forever.

Today you can make history by partnering with a Mega City Media Saturation Campaign through GCM Ministries. Begin exploring a partnership with a mega city campaign that is planned soon. One city campaign, one North American partner, one goal, one Bible and thousands or millions of lives changed for eternity.



Why not make your business a Kingdom business?

You can choose an investment option that fits you. Many businesses, churches and foundations choose to adopt a project, committing to completely or partially funding and praying for one project.

This is a Kingdom investment with incredible potential. Imagine impacting an entire city with God's Word in their own language. This is hastening the second coming of Christ. This can change a culture, a nation, a city...this can change the world for Christ.

Together, we can make this happen.

“...what sort of people ought you to be in holy conduct and godliness, looking for and hastening the coming of the day of God...”
2 Peter 3:1b,12a
(NASB)



GREAT COMMISSION MEDIA MINISTRIES HIGH STANDARDS OF STEWARDSHIP

The strict standards of stewardship applied to all donations put more of your resources to work in the field. We provide accountability reports to all major donors, showing the results of how their donations are used.

- GCM is governed by a Board of Directors made up of Business Professionals and leaders from across North America.
- GCM is audited annually by KPMG and Drache Aptowitzer, Ottawa, a Charities Specialist Firm.
- Audited financial statements are available upon request each year.
- GCM does not initiate new efforts until funding is secured.
- Member of National Religious Broadcasters (NRB) in USA; International Committee Board member

GCM Ministries — References

Dr. Pat Robertson, Founder and President, Christian Broadcasting Network
Dr. Marvin Kehler, President (1974-2002) Campus Crusade For Christ, Canada
David Mainse, Founder and President, Crossroads, Canada
Dr. Frank Wright, National Religious Broadcasters

ROI

RETURN ON INVESTMENT

For every dollar invested in Great Commission Media Ministries (GCM Ministries) at least ten people have been exposed to the Gospel of Christ.

Historically, one out of ten have indicated a decision to receive Christ as a direct result of being affected by one of our powerful Mega City Media Saturation Campaigns and its presentation of the Gospel.



Affirming the MEGA CITY MEDIA CAMPAIGNS

My Life Was a Shambles

I cannot deny the power that changed my life. I am a housewife that has done much sin. I was a heavy drinker. My life was in shambles. I went out to the meeting and they prayed for me. I cried all the way home. I was delivered from alcohol and fear. Now I can live a new life!

Power That Flashed Through My Being

I called my friend who was working in the campaign. I confessed my sin. We went to a meeting and there I went forward in response to the invitation. There in front of everyone I experienced a power that flashed through my being. That was my first step in my new life. We need this campaign in our city!



On Drugs for Four Years

I called the number on the screen. I went to visit the call center. There my life changed. I was freed from addiction. God delivered me from bondage!

Ex-Mafia Man

I thought I was living a life style that was OK. I figured that stealing and violence was OK too. But then God stopped me and freed me. I experienced the power to change!

Healed and Saved

I was saved and healed. I had gone to all the psychics, spiritists and so-called healers looking for healing. I had committed a lot of sin. Now I want to live differently. God has given me a new life. I am so happy because I know that God loves me and cares for me.



“This Gospel of the Kingdom shall be preached in the whole world for a witness to all the nations, and then the end will come.”

Matthew 24:14
(NASB)

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