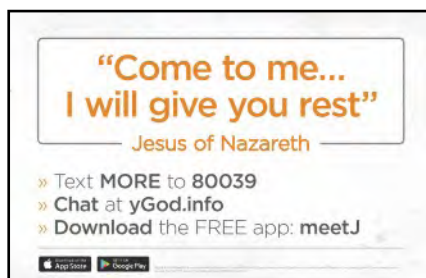


# Poster Campaigns for 2017



Our strategy for the year is to increase our presence in areas of the country where there is the highest proportion of other faith groups.

In 2017 we are planning to place more than 1,900 posters in these hard to reach areas - twice as many posters as last year and five times the number of posters as 2015.

## Would you like to help us reach people in these areas with the truth about Jesus?

We have negotiated a very special rate for this year that means we can place one poster in a bus for 4 weeks for only £12.50... would you like to sponsor some of our posters? £50 would pay for 4 buses to have a poster about Jesus, 10 buses would each have a message from Jesus in them for £125.

In May we plan to place our new "Come to me... I will give you rest", posters in some of the buses in - Birmingham, Bradford, Blackburn, Croydon, Leicester, London, Luton, Manchester and Slough. Then in October we will place a second poster, using the "Loved?" design in buses in Birmingham, Bradford, Leicester, London and Manchester.



We are also continuing partnering with churches to offer them free posters in their local buses. However, this year there is a limited number of opportunities for a church to have 15 free posters or we will double this to 30 free posters if the church donates a one-off gift of £100 to have their local church details designed into the posters. Please visit [www.me-mo.org](http://www.me-mo.org) to fill in the application form.

New in 2017 is that we will be offering the free app, **meetJ** on all our posters. If you have a smartphone or tablet why not download it and take a look: [www.meetj.org](http://www.meetj.org)

**Can you help? We are looking for people to sponsor posters !?**

**To sponsor a poster please donate online at [me-mo.org](http://me-mo.org) or send a cheque payable to yGod? to...**

**MEMO, Green Garth, Lowick Green, Ulverston, Cumbria LA12 8DT  
07527 525223 [office@me-mo.org](mailto:office@me-mo.org)**



# News 2017

looking back - looking forward

[me-mo.org](http://me-mo.org) [yGod.info](http://yGod.info)

Promoting the Good News of the Kingdom of God to the travelling public by displaying scripture text posters within public transport



## Continuing to shine a light in the dark



*yGod? - Message on the Move  
- registered charity 233136*

# yGod? Chairman's Report



Acts 15 tells us about the Council in Jerusalem because, unexpected by many in the early Church, lots of people who were not Jews were becoming Christians. The Council had to resolve the two challenges of the matters in dispute: who is salvation for, and what does it look like?

The Council was wisely led to declare that salvation is open to anyone who believes because "it is through the grace of the Lord Jesus we are saved" (v11) and if you want to know what it looks like then see what the Holy Spirit has done in their lives (v9).

The Holy Spirit has done in their lives (v9).

It is often the way that we have to affirm again the truths of Acts 15 as we engage in mission in our Nation with its growing preponderance to atheistic secularism and different religions among a changing multi-cultural and religious population. It is through the neighbourhoods of our changing society that buses travel and we are able to display posters declaring God's word to everyone who travels with them. The gospel is for those people, most who do not know what it is about. Through God's word declared on the posters and with the means to find out more from the yGod? website or engage in on-line chat, it is the Holy Spirit who knows the heart and draws the seekers to the God and Father of our Lord Jesus Christ.

During 2016 we placed 954 posters and particularly selected bus routes where the people mix tends to have few evangelical churches. For 2017 we will go again where we went last year with a different text and poster design, and for some locations a second campaign later in the year with a previous text and design. This year we are expecting to place over 1,900 posters and also to offer an app for free download called meetJ written by Matt Rich, which takes an enquirer through Mark to meet the Jesus of the Gospels.



Thank you for your support and prayers. Thank you for joining with us as we engage with the wider mission of declaring the message of the Gospel trusting God that people, whatever their background, may believe (v7).

*Leslie Lucas*

## Financial Summary and Poster Responses 2016

INCOME		EXPENDITURE	
Donations	£7,200	Charitable Activities	£16,644
Investments	£3,886	Management	£4,904
Fund transfer	£6,000	Other	£451
<b>TOTAL</b>	<b>£17,086</b>	<b>TOTAL</b>	<b>£21,999</b>

*Income was about £11,000 less than expenditure this year and so we sold some of our investments to make up the shortfall for 2016. Expenditure was twice that of 2015 and we placed three times the number of posters.*

**Poster Campaigns:** In 2016 we displayed 954 posters inside buses throughout the UK. We used 3 different posters encouraging people to text or visit our website to chat or find out more. (1) Jesus said, "I am the way, and the truth and the life. No one comes to the Father except through me". (2) "May the God of HOPE fill you with JOY and PEACE as you trust in Him". (3) Loved? "We know what real love is because Jesus gave up his life for us"

We received 10 direct responses for every 100 posters we displayed inside buses this year, this was lower than last year's rate, but consistent with what we were expecting because we had deliberately chosen to place most of this year's posters in areas where there was the highest percentage of people who followed a different religion.

This year's strategy has highlighted one of the struggles with quantifying the value of the posters we display in buses. For example, we are convinced of the significant value of a poster stating that "Jesus said 'I am the way, the truth, and the life. No one comes to the Father except by

### Quantifying the value? →

	Posters displayed:	954
	Direct responses:	100
	clicks to live chat:	46
	UK visitors to website:	665

me", which is seen by 1000 people from a culture that never hears that truth - even if it doesn't produce a text, or email to us! The words of the Bible can have a life changing impact directly and can cause someone to want to secretly find out more about the Jesus of the Bible. These impacts can't be represented in reportable statistics - but the value could be equally great if not greater if a poster is the only contact someone have with the hope of knowing Jesus.

Our website received 72 UK visitors for every 100 posters displayed and 5 people per 100 posters wanted to have a live online chat with someone from our partner Chatnow.org.