

# MEMO

## Message on the Move

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Winter 2021

Dear friends,

2021 has been another exciting year for MEMO as we are on target for 1 million UK social media users seeing our online posters. Some of these Facebook users will have seen our message about Jesus multiple times, with our posters appearing on their 'news feed' on many occasions.

More people than last year are interacting with our posters, 'liking' them, sharing them with their Facebook friends or disagreeing with them. By the end of the year there will have been more than 4,000 comments left, with many Christians using our posters to engage in conversation with other Facebook users to defend the truths we have shared from God's Word. There have also been thousands of people clicking to go to Chatnow.org where they can have a live chat with a Christian.

## 2022

Planning to reach  
**10% of UK Facebook**

Aiming to engage with  
**5 million users!**

Only costing  
**£10 for 2,500 people**

## Reaching the 10% in 2022

We don't know how long Facebook will allow posters like ours to be displayed as it would only take a small change in advertising policy for this avenue of outreach to be closed forever. We, therefore, want to make the most of the opportunity before any change of policy, and so next year we are aiming to reach 10% of the UK Facebook population with a message of hope from the Bible. Facebook is still the most popular social media platform in the UK with nearly 50 million registered active users and we would like to reach 5 million of them in 2022. Wouldn't it be wonderful to think that 1 in 10 of those scrolling through Facebook next year will be interrupted with God's amazing message of hope and the encouragement to chat now with a Christian.

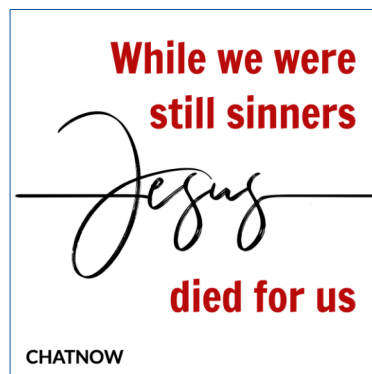
To place a poster about God in front of 5 million people would cost a lot of money using any other media but using Facebook Ads it can be achieved for a very reasonable amount... £10 would reach 2,500 people! To achieve our target we need people to join hands with us in Gospel partnership as we take God's Word online to those in need.

Would you like to be involved in this project? Could you tell your church or friends about what we are aiming to do? Please pray for us as we seek to make the most of this great opportunity while Facebook still allows the Word of

God to be promoted to it's users.

Thank you for your prayers and support.

Another way to help MEMO is by ordering from the enclosed Gospel Cards Christmas catalogue. We receive a donation from each sale.



To seize this opportunity while Facebook still allows it please make your cheque payable to MEMO

Name:

Gift Aid my gift: YES / NO

Address:

Tel:

email: