

# Online Campaign in 2021

This year we are planning to spend £4,000 online to point people to Jesus and His wonderful Gospel of hope and peace with God. Would you like us to specifically aim these posters at people where you live?

Using advertising on social media enables us to target our campaigns to a very small area. We are able to aim our posters at the nearest 5,000 social media users in any location.

## Will you help us to grab this amazing opportunity?

£50 will enable us to reach 5,000 people living near you.  
£100 will show our online posters to 10,000 people near your home, your church or place of work.

We change our posters each month and use a new design and different words from the Bible. A gift of £25 per month for a year (or a one-off Gift Aid donation of £250), would enable us to show our posters to the nearest 5,000 people near a place of your choice with a new message every month for a year.



## Would you like to be involved in the future of MEMO?

This year we have updated the charity and transferred everything into a new CIO (Charitable Incorporated Organisation). Now we are looking for some new Trustees to help take MEMO forward. If you would like to find out more about this please get in contact.

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

Remember to let us know us where you would like your posters displayed.

**PLEASE PRAY** that the thousands of people who see our posters every day would think about what they read about God and click to find out more.

# MEMO

*Message on the Move*

# 2021

## REPORT

ME-MO.ORG



## The unchanging Gospel to a changing world



# MEMO Chairman's Report



For many of us the past year has been like none we have ever known, or could have predicted. Our churches have not been able to be open in the usual way, and many of us have not been able to have close contact with neighbours, friends or family.

However, we rejoice at the continued freedom and new opportunities we have in the UK to share the good news of the Gospel. As many people have been forced online, and to connect with our communities in new ways, so the Ministry of MEMO has been able to adapt in an amazing timely way. We give thanks that God prepared us in 2019 to move our Gospel posters from buses, on which almost no passengers were travelling in 2020, to online social media posters where over 2 million views were possible.

Just as Paul in Athens (Acts 17) "looked carefully" (v.23) around and saw a new opportunity, we do the same today and pray that people "would seek him and perhaps reach out for him and find him" (v.27).

We are excited about the opportunities for people to partner with MEMO and are looking for:

- Prayer supporters to pray for the impact of the online posters;
- Churches that have a heart for their community and would like to connect with new people by sponsoring online posters in their area;
- Like-minded gospel organisations with a shared vision to partner with MEMO;
- Financial partners to sponsor online adverts in their area;
- People who will have a heart for the Gospel, living anywhere in the UK, and able to help with future vision to share scripture by becoming a trustee.

*Jonathan*

**Message on the Move**  
Sponsored · MEMO

Live chat available any time of day or night!

**SEEK and you will find JESUS**

CHATNOW

CHATNOW.ORG  
Find how Jesus can help. [LEARN MORE](#)  
Live chat with us now...

353 103 comments 56 shares

Like Comment Share

## Financial Summary and Poster Responses 2020

INCOME		EXPENDITURE	
Donations	£4,643	Charitable Activities	£10,585
Investments	£1,085	Management	£1,698
Fund transfer	£5,000	Other	£113
<b>TOTAL</b>	<b>£10,728</b>	<b>TOTAL</b>	<b>£12,396</b>

*Expenditure was £6,668 more than our income this year and so we sold £5,000 of our investments which are now at £25,000. If we were to continue to do this we would run out of funds in 4 or 5 years time.*

### Social Media Campaign

In 2020 our online posters were viewed more than 2 million times by people in the UK. The posters were interacted with online 51,000 times including being shared with friends 1,700 times and commented on 3,000 times.

Each online poster we used showed words from the Bible, a relevant image and an encouragement to click on the poster to chat now. 39,000 times the posters were clicked on to take the person to our partner Chatnow.org where they could interact privately in real-time with a typed private chat with a Christian at any time of day or night.

This "trial year" of doing something new has proven to be very successful. The gospel message doesn't change, God's Word hasn't changed, but the way we choose to communicate the message is so important in bringing the unchanging Gospel to a rapidly changing world.

2 million views from a total spend of £12,396, is only 0.6p per view. 39,000 people clicking to go to Chatnow.org works out at only 32p per person!

One man was struggling with a sense of deep guilt for living what he previously considered a care-free lifestyle. The Lord led him to chat and to discover the true freedom of peace with God & sins forgiven.

One lady came back to say thank you that the chat had saved not just one life but also the life of her unborn child. "I hope you keep doing this", she said, "thank you for telling me about someone who loves me."

Join us in praying that people who click to chat would become disciples of Jesus.

