

# The 10% 2022 Challenge

This year we want to expand our online presence to try and reach 5 million people - that's 10% of the UK Facebook population! We don't know how long we have before Facebook decides it will no longer allow the Christian message of hope to be proclaimed through it's online adverts, and so we are very eager to make the most of this opportunity before the door closes!

Online advertising is amazing value, and so we have the opportunity to interrupt millions of people on social media with God's message that hope and peace can only be found through Jesus.

In the first 4 months of 2022 we reached 590,000 people and spent £2,260. We currently have about another £9,000 to spend which will hopefully see us impact 3 million people - but we would really like to reach our target of 5 million people while the opportunity is still available.

**Would you partner with us to make this happen?**

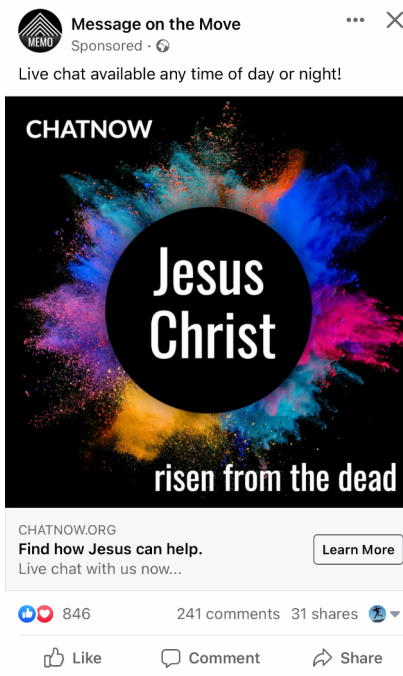
£50 will enable us to reach 12,500 people  
£100 will share hope with 25,000 people

**New website: me-mo.org**

At the beginning of 2022 we launched our new MEMO website. You will find many examples of the social media adverts we have used, information about our campaign plan for this year, and also how to make a donation to partner with us to reach the 10%. Please take a look and tell others at your church.

**To sponsor an online poster please donate at me-mo.org  
or send a cheque payable to MEMO**

**PLEASE PRAY** that the millions of people, who see our online posters as they scroll through social media, would be stirred in their hearts to think about the message of hope and then click to find out more.

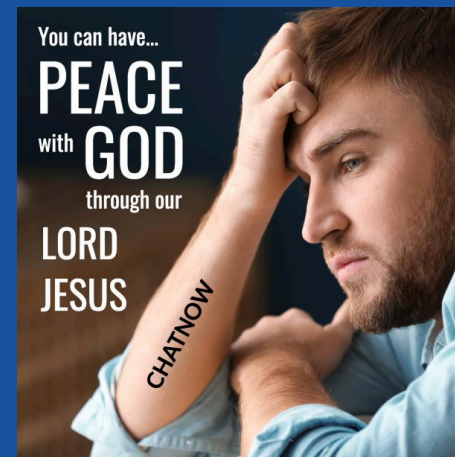


# MEMO

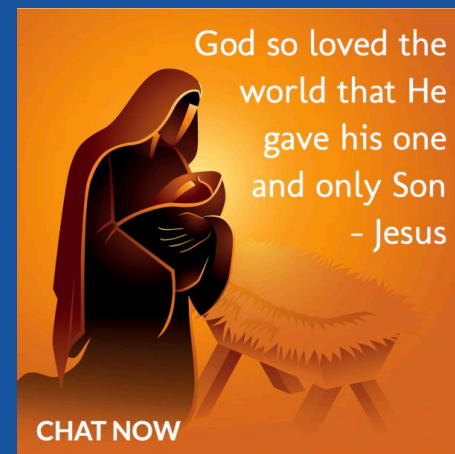
*Message on the Move*

# 2022 REPORT

ME-MO.ORG



## A message of hope to the 10%



# MEMO Chairman's Report



It may seem like a cliché, however, few can doubt we live in challenging times. Whether it's the continuing impact of Covid in people's lives, the war in Ukraine, increasing prices and inflation, many around us have very little PEACE or HOPE.

Yet, we have "Good news of peace through Jesus Christ, who is Lord of all" (Acts 10:36, NIV).

In 1883 the founders of Message on the Move were given the vision to reach the public with the Christian message, and for nearly 140 years we have continued this ministry. Our desire is to bring the Good News of the

Lord Jesus Christ to people across the UK, and to use the best opportunities available to do this. The Word of God is powerful, has significance and relevance today, and is still a means by which people are brought into a personal relationship with the Lord Jesus Christ. 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"

As we are burdened by the urgency of this mission, and keen to take every opportunity so "that by all possible means we might save some" (1 Cor. 9:22) we plan to invest some of our reserves each year for the next few years, however, without partners this will not be possible. We continue to be excited about the opportunities for people to partner with us 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*



## Financial Summary and Poster Responses 2021

INCOME		EXPENDITURE	
Donations	£6,094	Charitable Activities	£7,951
Investments	£984	Management	£1,808
Fund transfer	£6,500	Other	£146
<b>TOTAL</b>	<b>£13,578</b>	<b>TOTAL</b>	<b>£9,905</b>

*We anticipated expenditure to be £6,500 more than income. However due to income received for our 2022 campaign our expenditure only appears to be £3,405 more than income. Our investments are currently at £20,600.*

### Social Media Campaign

In 2021 our online posters were viewed more than 2 million times by people in the UK. The posters were interacted with online 44,000 times including being shared with friends 2,500 times and commented on 5,100 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. 21,166 times the posters were clicked on to take the person to our partner Chatnow.org where they could interact in real-time with a typed private chat with a Christian at any time of day or night.

We were so encouraged by the responses in 2021 that we decided to make 2022 an even bigger and more exciting campaign online. Bringing God's word in front of more people than we have ever attempted before.

2 million views from a total spend of £9,905 is only 0.5p per view. 15,800 people clicking to go to Chatnow.org works out at only 63p per person!

One lady came to chat even though she had turned her back on the church ten years ago. She left having re-discovered a saviour who had not rejected her but was drawing her back to Himself.

A man clicked to chat who had recently lost his job and had lost confidence and hope. He discovered there was a bigger picture to life and a new hope in Jesus.

Please pray that people who click on the posters would have their lives changed by believing in the risen Lord Jesus.

