

# MEMO

## Message on the Move

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Dear friends,

Winter 2022

What an exciting year 2022 has been for the work of MEMO. In 2021 we placed the challenging and encouraging Word of God in front of one million Social Media users, and so this year we set a high aspirational target of how many people we would like reach. We are excited to say we are on target to have reached 3¼ million UK Facebook users with God's Word. This is a staggering number of people and we want to thank those of you who partnered with us to make this a possibility. Some of these people will have seen our online posters featuring God's Word multiple times - on Facebook, on Instagram and others while playing Meta's games.

The number of people seeing our online posters isn't the only exciting news we want to share. Those that see the posters are wanting to know more. By the end of the year 50,000 people will have clicked the posters to find out more.

In 2023

How much does it cost to place a poster in front of 20,000?

How much to get 200 people to click to find out more?

Only £50

We are aiming to engage with 10% of UK Facebook

## God's Word to five million?

Many are choosing to chat with a Christian via our partner Chatnow.org. This means that £50 not only places God's Word in front of 20,000 people but the same £50 also results in an average of 200 people clicking on the poster because they want to discover more.

Even though there is so much to be thankful for we aren't content and want to go further in 2023. Will you join with us in seeking to place God's Word in front of even more people next year. Our aim is to reach 5 million people in 2023, interrupting them as they scroll through Social Media with the life changing Word of God. If you also think this is an exciting opportunity and would like to partner with us to achieve this then we would love to hear from you.

Will this be the last year Facebook allows our posters? We don't know, but the direction of travel of society with its increasing distaste for what God's Word says makes us concerned that this online opportunity could very easily come to an end. So we want to make the most of this while it's there. We'd love to think that 1 in 10 of those scrolling through Facebook next year would come across God's Word, His hope and the encouragement to find out more and chat with a Christian. Please pray for us and maybe partner with us as we point people online to Jesus,



seeking to make the most of this great opportunity. Thank you for your prayers and support.

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

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

Name:

I pay enough Tax so please Gift Aid my gift: YES / NO

Address:

Tel:

email: