

The 5 million Challenge

This year we want to expand our online presence from reaching 3 million in 2022 to reaching 5 million people in 2023! We don't know how long we have before Meta decides it will no longer allow the Christian message of hope to be proclaimed through it's online adverts on Facebook and Instagram. So we are very keen to do as much as we possibly can before they change their mind and stop this cheap opportunity we have for spreading the Gospel.

Online advertising is such incredibly good value, making it possible for us to interrupt millions of people with God's message. Our posters appear on people's screens as they scroll their way through Facebook and Instagram. Each of our posters contains words from God's Word and the encouragement to find how Jesus can help.

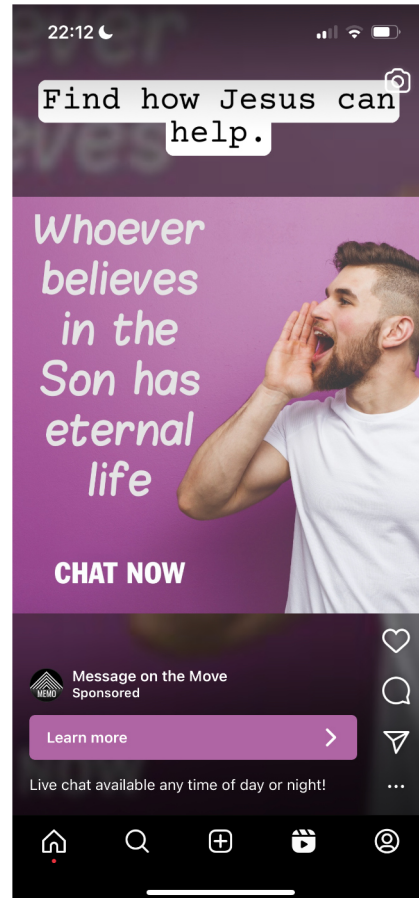
In the first three months of 2023 we have already reached one million people, this means we are on schedule to reach four million by the end of the year - but we would really like to push this further to hit our target of five million in 2023.

Would you like to help us reach 5 million?

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

PLEASE PRAY that the millions of people scrolling through social media would stop, read and then think about their need for the Saviour when they see our posters appear before them on their screens.

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



MEMO

Message on the Move

2023 REPORT ME-MO.ORG



A message of hope to 5 million?



MEMO Chairman's Report



In 1883 the founders of Message on the Move (MEMO) had the vision to reach the public with the Christian message, and for 140 years we have continued this ministry. We continue 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.

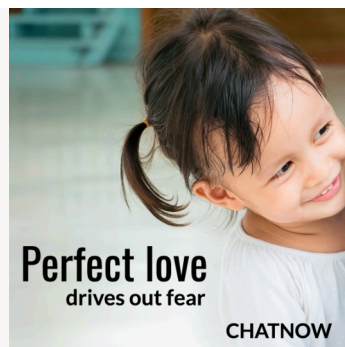
Recent years have continued to bring change into our lives. In 2020 and 2021 we faced Covid, with our churches not able to operate in the usual ways. Then in 2022 the war in Ukraine, brought inflation, and fear and concern for the future. In recent months we have seen the death of a Queen and the Coronation of a new King.

Yet, we rejoice at the continued opportunities we have to share the Good News of the Gospel. As people continue to spend time online, and engage in social media activities, so the ministry of MEMO has been able to continue to reach new people with Good News. We give thanks that God prepared us in 2019 to move our Gospel posters from buses, to online social media posters where in 2020 and 2021 we were able to reach 2 million views, then in 2022 over 3 million views.

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
- 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 2022

INCOME		EXPENDITURE	
Donations	£10,896	Charitable Activities	£15,346
Investment income	£977	Management costs	£2,183
Investment transfer	£2,500	Other costs	£111
Other income	£358		
TOTAL	£14,731	TOTAL	£17,640

Expenditure in 2022 was £5,409 above income but we only transferred £2,500 from investments because we had additional gifts towards 2022 adverts at the end of 2021. Investments are currently at £17,354.

Social Media Campaign

In 2022 our online posters were viewed more than three million times. These posters were interacted with online 86,000 times, including being shared with friends 2,700 times and commented on 6,800 times.

Each online poster showed words from the Bible, a relevant image and an encouragement to click on the poster to chat now. It has been so exciting to see that the images were clicked on 45,879 times, taking the person to our partner Chatnow.org where they could interact in real-time in a typed private conversation with a Christian at any time of day or night. 3 million image views from a total spend of £17,640 was less than 0.6p per view. 45,879 people clicking to go to Chatnow.org worked out at only 38p per person!

Since beginning our partnership with Chatnow.org they are experiencing many more people from the UK chatting with them as a result of our adverts as people look through their social media updates. People like a lady who was playing a game on Facebook when our poster interrupted her so she clicked to "find out more" and heard for the first time about Jesus' sacrificial love for her. Another man was scrolling through his Instagram stories when our poster appeared encouraging him to "Find how Jesus can help", he was overwhelmed to discover there were Christians to chat to who really cared.

The responses were so encouraging that we have plans to make 2023 even bigger - placing God's Word in front of 5 million.

Please Pray that those who click on the images will have their lives changed through the conversations they have about Jesus.

