

# The challenge of AI Bots!

We don't really know why, but the Artificial Intelligence bots that automatically check our Facebook and Instagram adverts regularly don't like what we do and prevent our ads running - but then when we ask for a review, a real person takes a look and approves them and allows them to run again.

One of the social media company's advertising policies is that adverts must not discriminate or encourage discrimination against people based on personal attributes such as race, ethnicity, colour, national origin, religion, age, sex, sexual orientation, gender identity, family status, disability, medical or genetic condition.

When our adverts use words to express or imply that Jesus is the "only way" we are aware we are walking along the edge of some of their policies. Also, it is not only the advert that is assessed but the advert's landing page, which for us is the website Chatnow.org, where the trustworthiness of all that the Bible teaches is promoted including that Jesus is the only Saviour. We are aware that some people would consider this discriminatory and offensive.

We are very keen to keep making as much use as possible of this way of bringing the hope in Jesus to people who are spending time scrolling social media on their phones. Online advertising is incredibly good value, making it possible to reach millions of people with God's message. If you'd like to be involved and help us bring hope then please pray or consider donating. Last year... £50 reached 25,000 people £100 brought 285 people to Chatnow.org

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

Message on the Move  
Sponsored · 🌐  
Live chat with us now...

Live chat available any time of day or night!

**Jesus**  
Died for our sins  
He was buried  
He was raised  
on the 3<sup>rd</sup> day  
chatnow

chatnow.org  
Find how Jesus can help [Learn more](#)

👍❤️ You and 1.7k others 165 comments 91 shares

👍 Like    💬 Comment    ➦ Share

**Jesus** said  
Don't be afraid  
just believe  
chatnow

**Jesus**  
will wipe away every tear  
chatnow

## How many people can we reach together?

Whoever believes in the Son has eternal life  
CHATNOW

**Jesus** said  
Whoever follows me will not walk in darkness  
chatnow

# MEMO Chairman's Report



As we look back on another year it's difficult not to focus on yet another economic recession in the UK; the continued war in Ukraine, and conflict in the Middle-East. Yet we have a message of hope.

Those around us may focus on future elections in the UK and across the world, and other important decision in their lives. But for us, the first bible passage I was taught was, "Trust in the LORD with all your heart and lean not on your own understanding; in all your ways submit to him, and he will make your paths straight" (Prov. 3:5-6), as well as to "Always be

prepared to give an answer to everyone who asks you to give the reason for the hope that you have." (1 Peter 3:15).

Our desire, for those who don't yet know Jesus, is alongside Peter who (Acts 2) pleaded with the people "Repent and be baptised, every one of you, in the name of Jesus Christ for the forgiveness of your sins. And you will receive the gift of the Holy Spirit. The promise is for you and your children and for all who are far off - for all whom the Lord our God will call". This includes those who are seeing the MEMO adverts today, and tomorrow.

MEMO would like to express it's very grateful thanks to Leslie Lucas, for all his input serving the charity as a trustee for 25 years. Leslie had now retired as a trustee. In addition, MEMO welcomes Mike Thomas on to the trustees.

We continue to seek opportunities for:

- Prayer for the impact of the online posters;
- Churches to connect with people in their area by sponsoring online adverts;
- Like-minded gospel organisations to partner with MEMO;
- Financial partners to sponsor online adverts;
- People who will have a heart for the Gospel anywhere in the UK, to assist with future vision to share scripture by becoming a trustee.

Thank you for your prayers and support.

Jonathan



## Financial Summary and Poster Responses 2023

INCOME		EXPENDITURE	
Donations	£6,799	Charitable Activities	£8,498
Investment income	£701	Management costs	£2,338
Investment transfer	£2,500	Other costs	£265
Other income	£228		
<b>TOTAL</b>	<b>£10,229</b>	<b>TOTAL</b>	<b>£11,101</b>

*Our income in 2023 was £7,729 and so in order to display all of the planned online adverts we transferred £2,500 from our investments. Our investments finished the year at £14,562.*

### Social Media Campaign

In 2023 our online posters were viewed more than six million times. These posters were interacted with 65,000 times by people on social media, including being shared with friends 1,700 times and commented on 4,000 times.

Our online adverts appear on people's social media feeds and show words from the Bible, a relevant image and an encouragement to click on the poster to "chat now". It has been very encouraging to see that our adverts were clicked on 31,693 times, taking the person to our partner website Chatnow.org where they could interact in real-time in a typed private conversation with a Christian at any time of day or night. There were 6.4 million image views from a total MEMO spend this year of £11,101, working out at less than 0.2 pence per view. The number of people who clicked to go to Chatnow.org were 31,693, a cost of only 35p per person! We thank the Lord for all He is doing online.

There is one Kingdom of God that all Christian labourers play a part in. As the Apostle Paul wrote in 1 Corinthians 3.6: "I planted, Apollos watered, but God gave the growth". MEMO is successfully providing one part of the journey to faith for many people - including "N" whose journey so far, looks like this...

N first heard the Gospel at the age of 5 at a Billy Graham Crusade. But then as a teenager she turned away from God after experiencing some sad and tragic events in her life and there she remained for many years. Three months ago a Christian invited N and her children back to her home but when the topic of God came up N didn't want to join in. Later N saw the opportunity to chat online with a Christian, and decided to click to chat - she is now re-assessing her beliefs, asking some great questions and has begun to walk towards Jesus.

