

HOPE



IN THE DARK

Hope of North Africa's (HONA's) mission is to bring the hope of Jesus to North Africans by strategically reaching them online with the gospel and giving every online seeker the opportunity to meet in person with a believer and join a healthy church. Paul S Martin* gives insight into how it works.

POWER OF MEDIA

HONA harnesses the power of media to bring the gospel to places that are difficult to reach. When people don't have access to a Bible or don't know any other Christians, we can reach them through their smartphones. We use media as a workforce multiplier – it uses a small team to impact a country in a way that we simply couldn't do otherwise.

POWER OF PARTNERSHIP

HONA believes in the power and potential of healthy partnerships. Local churches often recognize how helpful the internet can be for finding seekers, but don't have the time or technical ability to implement strategic media campaigns. On the other hand, our media team wants to bless the local church with its gifts, so that we can entrust the seekers that we find into the hands of local believers and let them focus on what they do best: sharing the gospel, discipling individuals and welcoming them in their local church.

HOW IT WORKS

HONA works in partnership with North African churches in a four-step process:

A. Mass Proclamation

We run online ads and organic content targeting millions of people around North Africa, using chat bots, websites, Google Ads, Facebook, Instagram, and Messenger. These ads make up-front statements about the Christian faith. As a result, most who click on the ads have some true interest in engaging with gospel content.

B. High and Small-Scale Filtering

We look for seekers and open minds, and not arguers. This happens in two stages:

High-scale filtering: We first expose the user to Bible-driven content in the local

language, to help us determine who is interested. Then we offer the possibility of engaging online with a believer for further conversation.

When someone requests to be contacted, we ask specific, strategic questions that help reveal the person's motivations and true interest. We'll only respond to those who seem to be open-minded and genuinely interested.

Small-scale filtering: Once we're in contact through instant messaging, a brother or sister continues filtering the contact's motivation at a more personal level. This is also a wonderful opportunity to further proclaim the gospel and to correct the contact's misunderstandings about the Christian faith.

C. Personal Follow Up

After a period of conversing online, genuine seekers can meet with local Christians. We have established a strategic network of Christians who will follow up with our contacts with in-person meetings and personal discipleship.

D. Long-Term Growth Through the Local Church

These local disciplers are able to introduce these new believers to a local healthy church for long-term nurturing growth. It is not HONA's intent for discipleship to happen online. We believe in the centrality of the local church as one of the major means of grace the Lord has established.

For more information about Hope of North Africa visit honaproject.com

