



Journey to Truth

Homegroup and Evangelistic Course Quote



Ep 1 - Forgiveness is always costly

Four Muslim guys go on a journey and discuss the nature of forgiveness and how it costs God. Join us on the Journey to Truth.



Ep 2 - Why did God choose sacrifice?

What is the purpose of sacrifice? How can sins be atoned for? The guys discuss the role of sacrifice and why God chose for it to make atonement for our wrongdoing.



Ep 3 - Is the Bible (Injil) corrupted?

All corners Abdullah and asks him where he's getting these ideas... They discuss whether the Injil (Bible) has been corrupted. Listen to the evidence and make up your own mind.



Ep 4 - Is the Messiah the Son of God?

What do Christians mean by the Messiah being the Son of God? What does the Bible (Injil) actually say about it? Watch these four friends discover the answer.



Context

Quality videos for engaging Muslims and tackling questions in an appropriate and culturally sensitive way

Aim

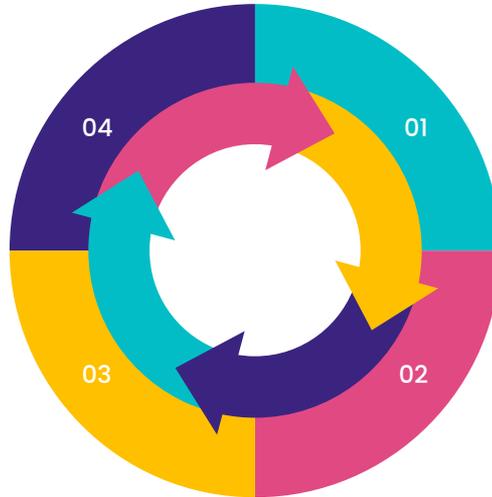
For Muslims to have a meaningful friendship with a Christian where they study the Injil together, so that they can make that journey to truth

Muslims Exploring

For Muslims to explore the Injil with the Discovery Bible Studies

Muslims Watching

For Muslims to watch videos that are culturally sensitive and in their language



Christians Envisioned

To get Christians excited about this as a ministry on their doorstep

Christians Trained

To equip and train Christians to walk alongside Muslims and tackle tough questions

The Go Chatter Team

Dan Rackham - CEO - Project Manager (Theology degree)

Mike Ashelby - CTO - Developer (Maths degree)

Polly Standing - Director of Photography & Copy (English Literature degree)

Ceri - Video Editor (Music degree)

Lanz - After Effects Animations (Animation degree)

Tabitha - Design & Marketing (Illustration degree)

Sofina - Frontend Website & Marketing (Economics degree)



Go Chatter in numbers

Our progress to date

4.4m

Views on our
2 YouTube
channels

54.8k

Unique users
on the site in
last 12 months

2.8k

Paid sales
in the last
12 months

6k

Newsletter
Subscribers

600+

Videos

7.5k

Churches
served



Three Main Sections



Homegroup Course

Five week course to envision and train Christians in small groups to reach their Muslim neighbours



Evangelistic Course

Eight week evangelistic group course for churches to run with related short talks and studies



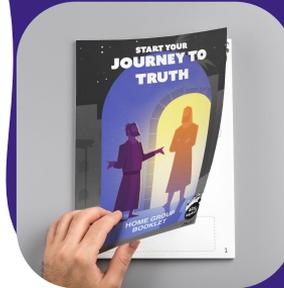
1-2-1 Evangelism

Eight videos for a Christian to watch with a Muslim friend, as they study the Injil together on their Journey to Truth

Homegroup Course

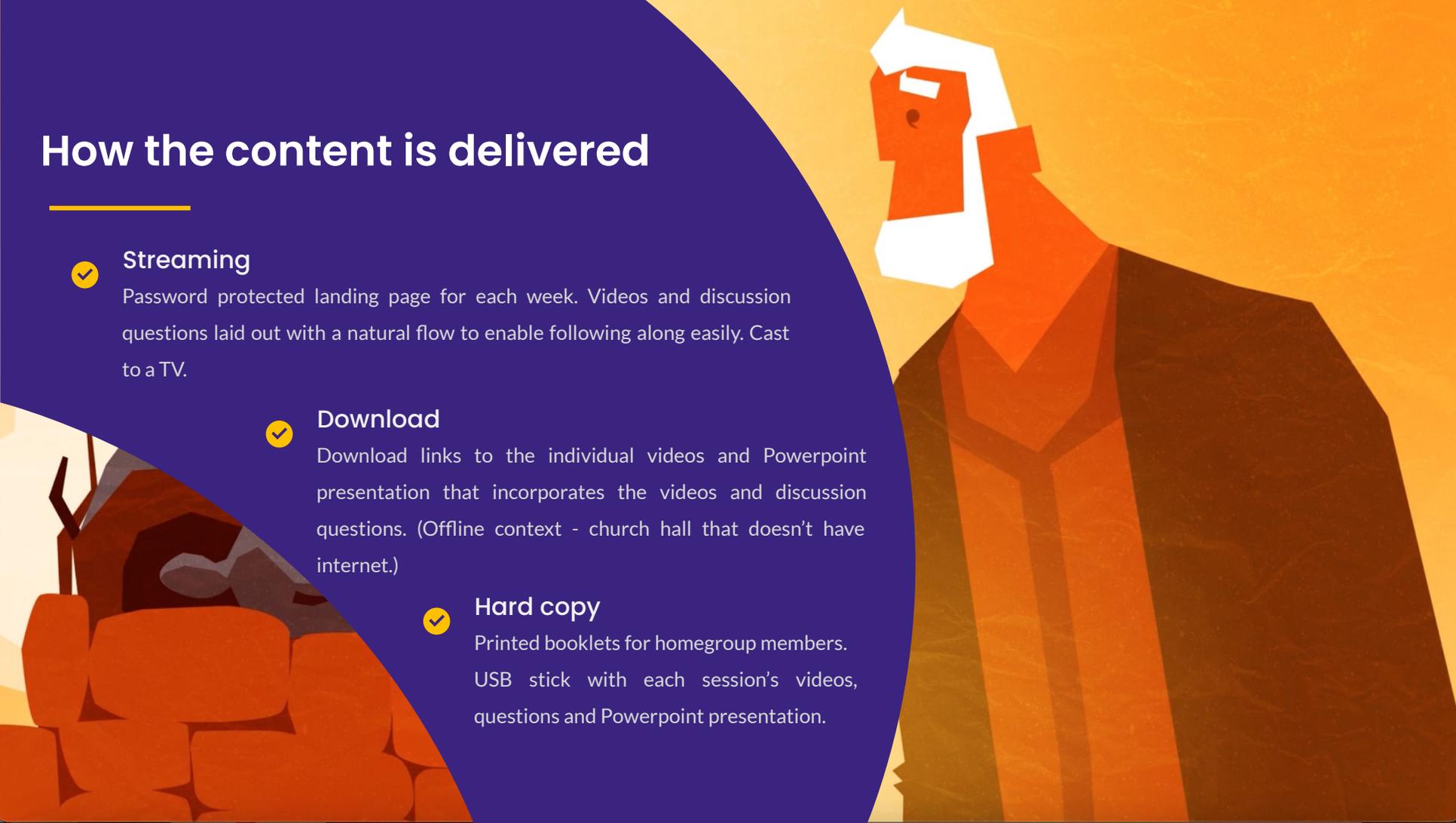
- Discussion notes / question time (intermingled throughout)
- Explanation video (presented by 2 people) (10-15 min)
- Study Bible passage that is also in the Quran
- JTT video (8 min)
- How do you connect with Muslims? (4 min)
Short videos highlighting an individual's story of connecting with their Muslim neighbours
- Understand Muslim culture better (4 min)
Suggestions of food to try, music to listen to, art to appreciate, traditions to understand
- Homegroup members: Booklet (printed or PDF)
- Leaders: Video on how to use the resources, aims

Explanation video



Course Booklet

How the content is delivered



Streaming

Password protected landing page for each week. Videos and discussion questions laid out with a natural flow to enable following along easily. Cast to a TV.



Download

Download links to the individual videos and Powerpoint presentation that incorporates the videos and discussion questions. (Offline context - church hall that doesn't have internet.)



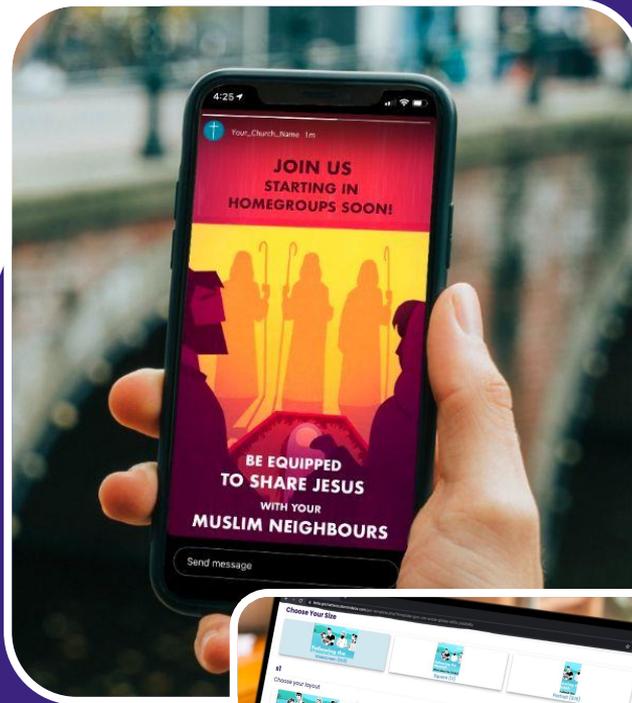
Hard copy

Printed booklets for homegroup members.
USB stick with each session's videos, questions and Powerpoint presentation.

Motivating your church family to join the homegroup course

Customisable Content (Add your church's details)

- 30-45 second trailer video for your church's notice time
- Flyers
- Social media images
- Posters to display in church

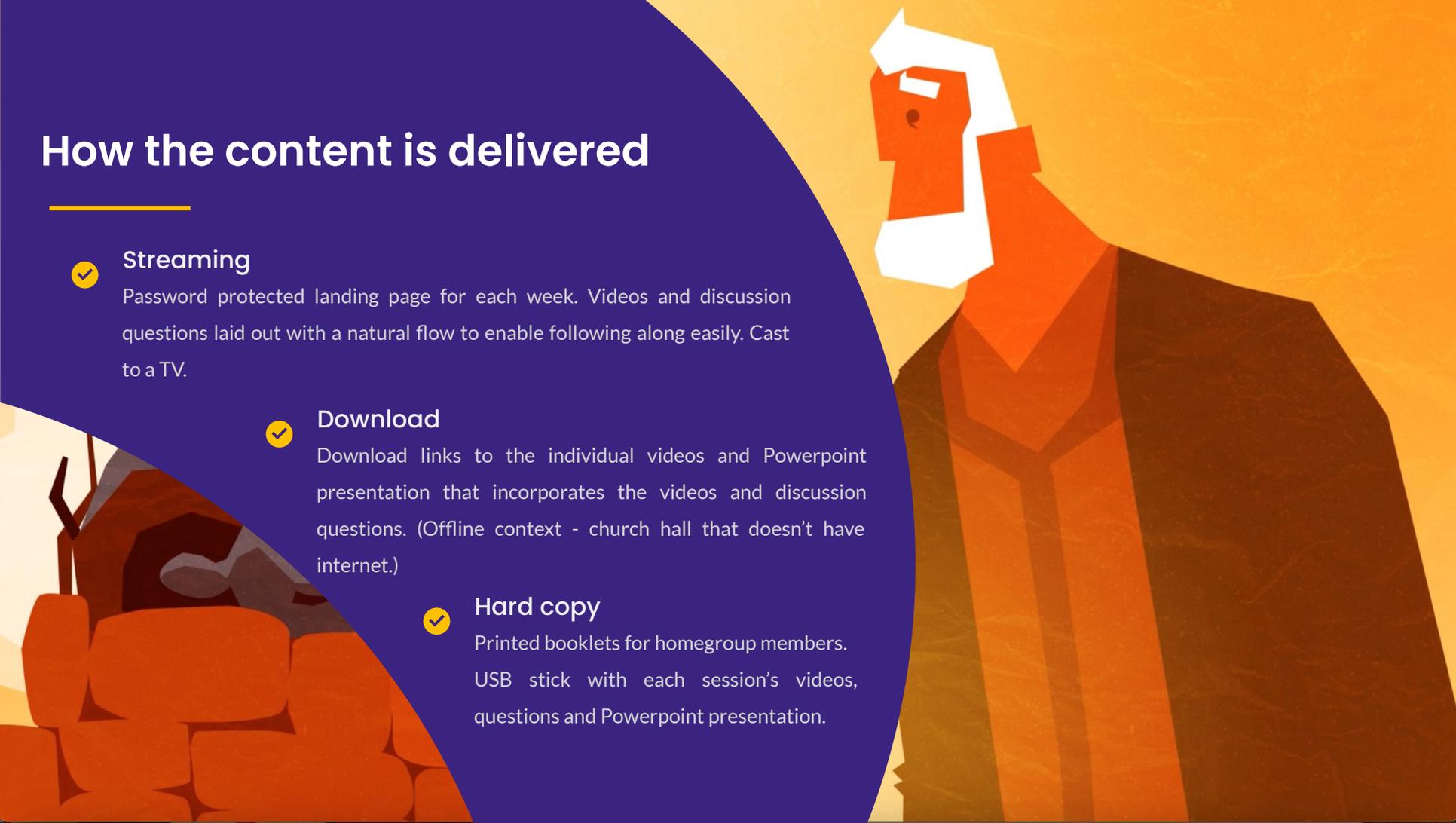




8 Week Evangelistic Course

- Weekly small group course with Halal food
- Watch the Journey To Truth video
- Discuss some simple questions (translated into multiple languages)
- Listen to a talk (via a video) by a Christian from a Muslim background that is linked with the JTT video and the Bible passage (8 weeks)
- From Week 3 onwards look at a passage from the Injil (Injil in English with other languages side by side)

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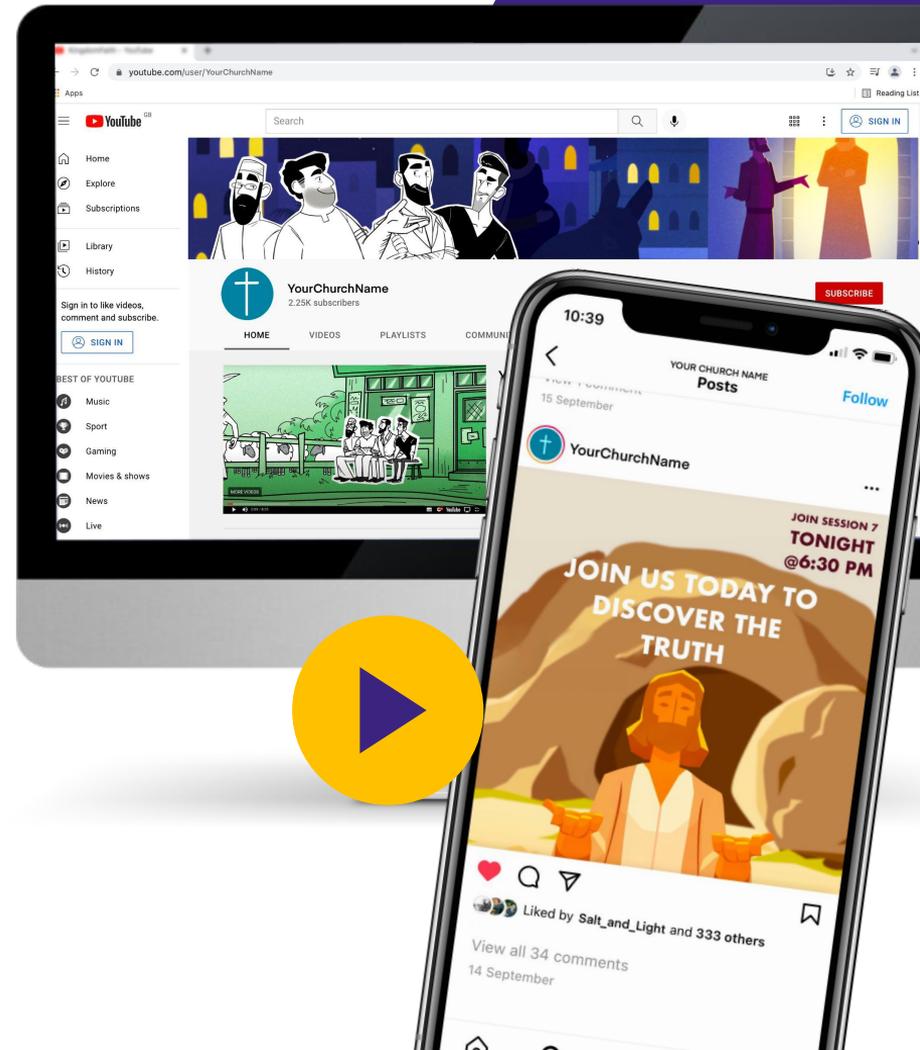
Hard copy

Printed booklets for homegroup members.
USB stick with each session's videos, questions and Powerpoint presentation.

Promoting JTT in your local area

Customisable Content (add your event details)

- Trailer for the evangelistic course (social media, share on Whatsapp with friends)
- Customisable trailer video
- How-to video explaining how to target your local area with paid promotions and create the customisable assets



Customisable Flyers



Customise high quality images
ready-made for printing
personal flyer invites to your
local community

Customisable Posters



Customisable Banners



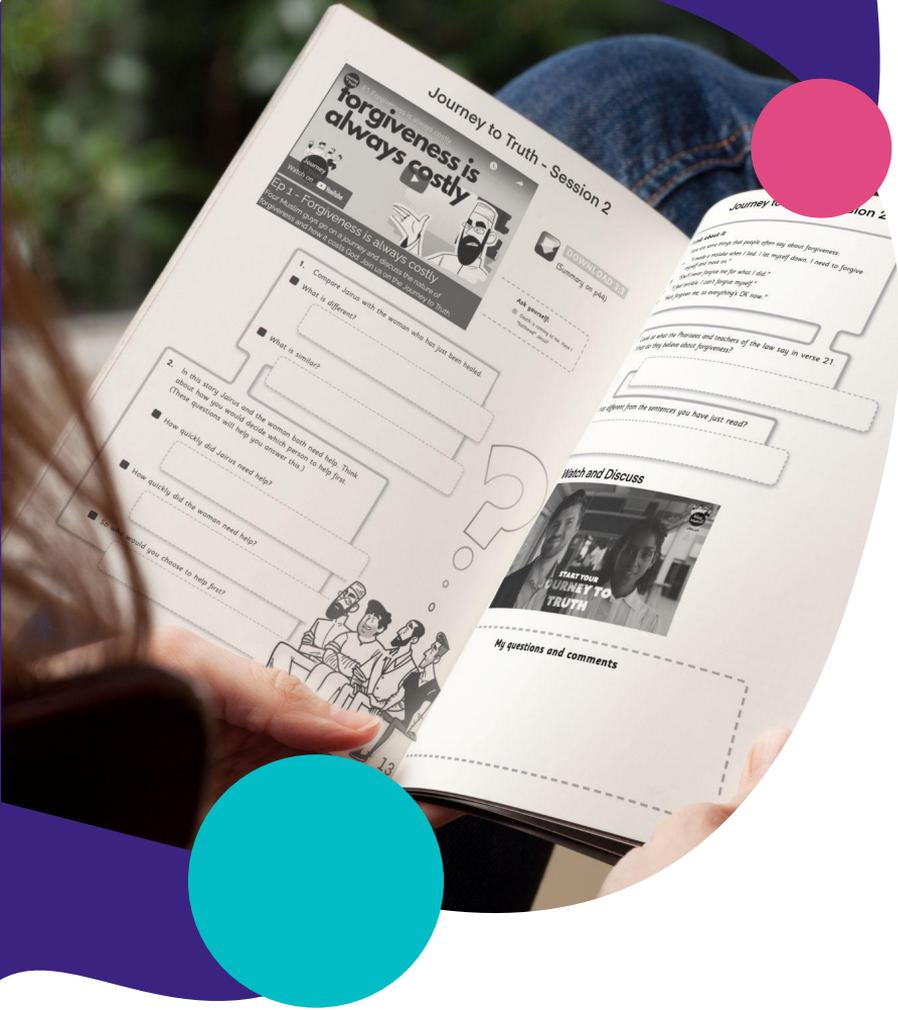


1-2-1 Evangelism

Watch the video in a cafe (or another neutral setting) with a Muslim friend using our mobile web app.

- Watch that week's video
- Discuss some simple questions
- Perhaps look at a Bible passage together from Week 3 onwards

Aim: 1-2-1 Discovery Bible studies



Testing and refining

Focus groups with homegroups will help Christians understand what they find hard and what they need to be equipped

Iterative process developing the video and booklet content (main teaching pre-filmed and edited)

Small groups to try it out and give feedback

Work with other organisations

Marketing & Promotion

Creation of a marketing plan including:

Pre-Launch

- ✓ Pre-promotion at conferences (3 day AoE conference in Jan, Kinetic Network conference Feb)
- ✓ Actively involved in Facebook groups seeking feedback during development
- ✓ Actively asking organisations for feedback as we develop the resource
- ✓ Email newsletter and social media showing progress, filming and building anticipation towards launch

Social Media

- ✓ Live social media interviews with organisations / individuals featured
- ✓ Polls, Q&A sessions and other engaging posts
- ✓ Highlighting churches using the homegroup course
- ✓ Social media paid advertising: Facebook and Instagram

Marketing & Promotion Continued...

Teaching & Coaching

- ✓ Webinars
- ✓ Speaking at seminars at conferences or training colleges (Premier Digital Conf, St Mellitus, Oakhill)
- ✓ Drop-in Sessions

Christian Press and Media

- ✓ Radio Station interviews - UCB, Premier
- ✓ Press releases and editorial content (newspapers and blogs)
- ✓ Paid promotion in Christian newspapers and blogs

Marketing & Promotion Continued...

Email

- ✓ Email newsletters
- ✓ Prospects list - contacting churches in areas with large Muslim populations
- ✓ Paid space in organisations email newsletters

Conferences

- ✓ Stands at conferences and Christian festivals
- ✓ Festivals: New Wine, Spring Harvest, Word Alive, Big Church Day Out
- ✓ Conferences: HTB Leadership conference, FIEC Leaders conference, Evangelist conference

Marketing & Promotion Continued...

Other Paid online advertising

- ✓ Google adwords
- ✓ Google remarketing
- ✓ Christian websites

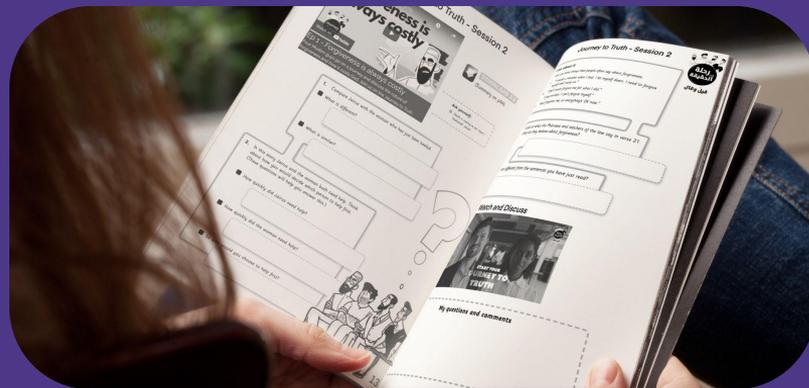
Misc.

- ✓ Posting out letter with flyer to church contacts
- ✓ Distribution through a publisher (printed version)
- ✓ Christian leaders and organisations - sending them a physical copy to review / use

Homegroup Assets

- Course booklet
- 5 Main teaching / explanation videos
- 5 How do you connect with Muslims? videos
- 5 Understanding Muslim culture better videos
- 1 Leaders training video on how to use the resources and the aims
- Develop streaming site
- Develop functionality to cast to a TV
- PPT containing questions and videos
- Customisable homegroup trailer video
- Customisable flyers
- Customisable social media images
- Customisable posters

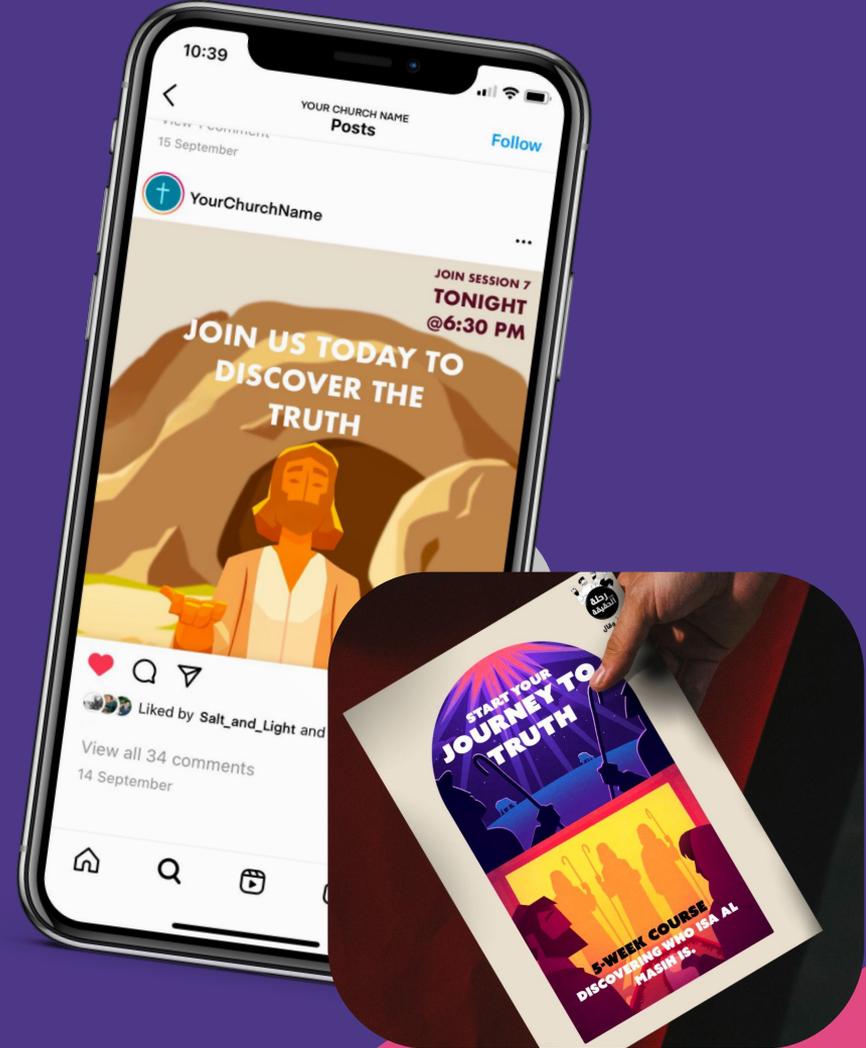
£35k



Evangelistic Course Assets

- 8 main teaching videos presented by a Christian from a Muslim background
- Discussion questions booklet
- Injil booklet - translated passages side by side
- Streaming site
- PPT containing questions and videos
- Customisable evangelistic course trailer
- Customisable flyers
- Customisable social media images
- Customisable posters
- Customisable banners
- Leaders training video: Paid promotion and create customisable assets

£20k



1-2-1 Evangelism

- Mobile web app

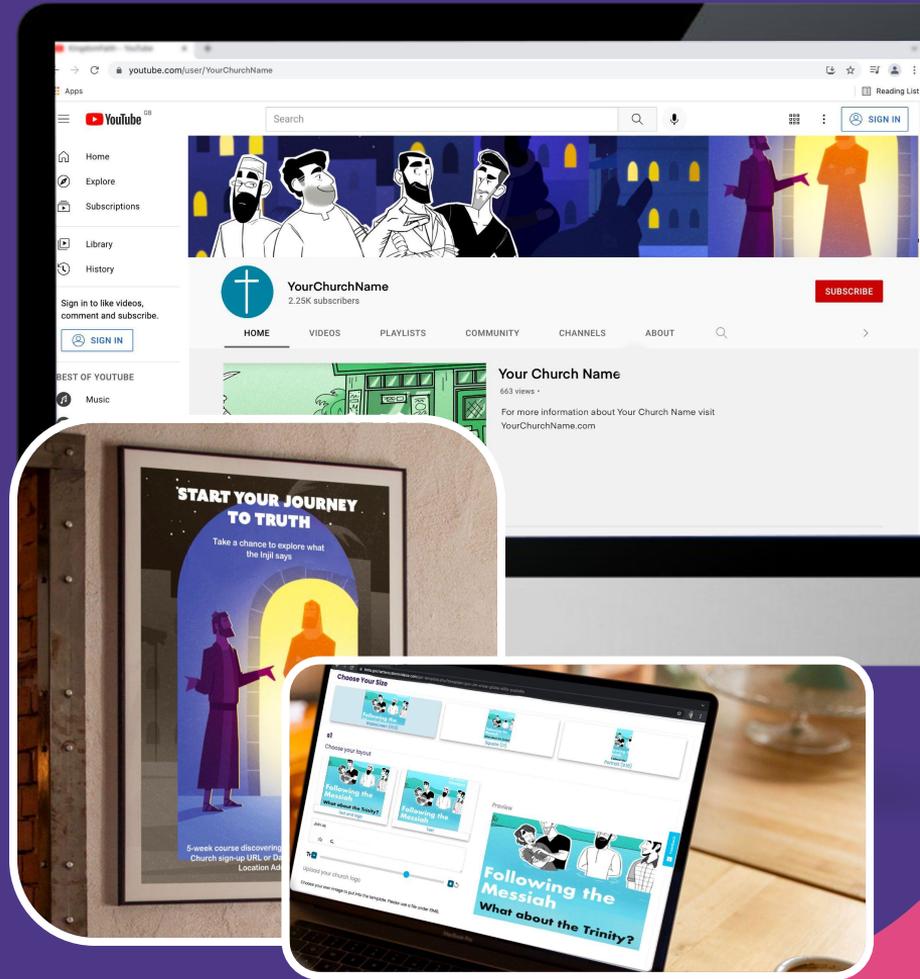
£5k



Marketing Assets

- Main trailer video to encourage initial purchase
- Design of an exhibition stand for conferences
- Various social media assets (images & video) which will be used in promotion/launch
- Facebook and Instagram adverts (carousels/videos)
- Google display adverts (multiple ratios)
- Webinar presentations
- Press releases
- Editorial content
- Adverts for print
- Email newsletters
- Creating prospects list
- Flyer and letter for sending to churches

£14k



External marketing costs

- Exhibition space at conferences and festivals
- Printing of display stands
- Facebook and instagram advertising budget
- Google advertising budget
- Print advertising budget

£13k

- External marketing agency

£8k





£35k - Home group Course

£20k - Evangelistic Course

£5k - 1-2-1 Mobile Web App

£27k - Marketing

£8k - External Marketing agency

£95k Total



Thank you for your time

*We're excited to help the
Journey To Truth videos be
widely used to equip Christians
and reach Muslims*