

Project Mark

A project proposal on sharing the Gospel in Libya

Arab Vision herewith presents its *anniversary project*, Project Mark.

We will produce **6 episodes of 5 minutes each** on the spreading of the Gospel to Libya and beyond, starting with the evangelist Mark.

The programs will be produced in **docu-drama format, featuring Mark himself**, who will be sharing the story of the Christian roots in Libya.

The docu-drama series will be followed **testimonies/devotionals by Libyan Christians**.

Background

What do we remember about Libya in the Bible? Most of us know of Simon of Cyrene, carrying Jesus' cross. Mark 15:21 writes: "And they forced a passer-by, a certain Simon of Cyrene who came from the field, the father of Alexander and Rufus, to carry his cross." Mark calls him the father of Alexander and Rufus, who must have therefore been known to his readers; he may have been the same Rufus mentioned by Paul in Romans 16:13, where Paul writes "Greet Rufus, chosen in the Lord, .."



And among the representatives of many different people groups mentioned in Acts 2 are those that come from "Cyrene in Libya." Mark's' mother Mary is mentioned in the context

of Libya as is Mark himself (not in the Bible), as the one having spread the Gospel first in Egypt, then in Libya.

Theological ideas of well-known names in the Early Church, such as Origen, Augustine and Athanasius, first spread in Egypt and Libya, after that further in North-Africa. In the first five centuries of the Christianity, this region was characterised by Christian leadership developments. We owe those Early Church theologians a lot! When 'we in Europe' were still ignorant about scriptural exegeses and biblical ethics, Leptis and Cyrene were well-known for developing these.

After a century of Islam having become the dominant religion, unfortunately there were not many Christians left in Libya, and now, centuries later, we have almost forgotten that we, Christians in Europe, owe it to Libya/North Africa that we believe what we believe.

Yet now, in the 21st century, there are still Christians in Libya. Not many, and they struggle, but the Libyan church is growing. Recently we had the privilege to be in a partnership conference with missionaries, Christian organisations, and Libyan Christians, to share about what is happening today in Libya. It was encouraging to learn that more and more Libyans become followers of Christ. Also, we could connect to a Libyan couple, already active in media, who will partner with us in our project Mark. It is essential for our project that the voices in the programmes are speaking the Libyan Arabic dialect. Libyans will recognise them as 'their own people'.

The Libyan couple joined our 25-year Anniversary Celebration on 7 October, together with our Executive Producer and our head of Social Media and Follow-up ministry. They discussed further cooperation, and ideas for supporting our joint ministries for Libya/Libyans.

By presenting project Mark, we want to show the Christian roots of Libya: both Christians and Muslims often have no idea that the very country they live in, for centuries had such a thriving Christian community. The country is still full of - largely undiscovered - remains of this Early Church. Our desire is to affirm Libyan Christians in their historical Christian identity, to support and encourage them, and raise the profile of Libya as one of the ancient Christian countries in the world.

Need

As we follow the news on (the Church in) Libya, we find that there is a growing openness for and interest in the Gospel of Jesus Christ. It is almost impossible though to have Christian missionaries on the ground. We feel the time is ripe to use our digital ministry platforms to reach out to the Libyan people. Online we can present the Gospel, and online our follow-up workers can interact with responders. Face-to-face meetings are complicated but since there is a growing number of indigenous believers in-country, not impossible.

Social Media Platforms

'Light of the world' is one of the social media ministries of Arab Vision, using Internet, Facebook, Instagram and Youtube. We use these platforms to connect with our target audience in such a way that we can develop deeper conversations and provide content that will help people meet Christ for the first time or go deeper in their spiritual journey and relationship with him. Once produced, Project Mark will be used on those Light of the World platforms.



Follow-up

It is our desire to present our video and other content online in order to meet the felt needs of the people in the Arab World who are searching for answers to their questions of faith. As men and women connect with this content, they often start sending us direct messages. Our goal is to connect with people in these direct messages to further clarify



and answer their questions, start discipleship relationships, and share the Good News. Our follow-up team is highly trained to connect with the people that come to our page. When people start responding they are ready to listen and to support them in their journey of discipleship and discovering more about Jesus for the first time. All of our posts on the page from video content to picture posts are designed to

draw people into these life giving conversations where we see personal growth and change that can impact the Kingdom.

Satellite TV Distribution

We expect our satellite TV broadcasting partners like Sat7, StoryChannel, and others, to be interested in broadcasting the program series, besides broadcasting ourselves through YouTube, and implementing the programs on our social media platforms Facebook and Instagram.

Project Budget Requirements - Summary - in €uro

Pre-production	884
Production	20,426
Post-Production	3,474
Social Media	4,953
Office and Management	1,749
Total	31,486

A line-item budget will be found as a separate document. To date (13 October 2022) € 22,500 had been contributed to this project.

Appendix - Project Mark Output and expected outcomes

Social Media Activities

Website

- Create discipleship courses based on the video content for people to enroll in.
 - 2 discipleship courses

Facebook/Instagram

- Create and implement a content plan and campaign strategy for 2 months
- Post video content and picture posts
 - 1 picture post per day (60 posts)
 - 1 video per week (6 videos total)
- Respond to Comments on posts
- Respond to Private Messages

- Encourage people to enroll in our discipleship courses
- When possible refer individuals to local churches/small groups of believers in their country

Expected Outcomes

- Video views: 20,000 per month
- People to visit and engage on our Facebook page: 20,000 per month
- Engagements with content on Social Media Channels: 11,000
- Conversations with individuals: 350 per month
- Starts for discipleship course: 30
- Course completions: 15
- We expect to enter into discipleship relationships with 10 people per month over the course of the campaign.
- Bibles distributed: 50 per month
- Gospel presentations in private messages: 30 per month
- Expected professions of faith in 2 month campaign: 4