



# KAVANAH MEDIA

PARTNERSHIP

**2024**

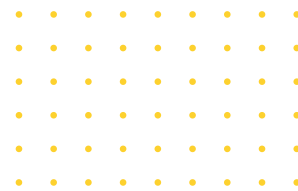
Prepared By:  
**Kavanah Media**

**OPPORTUNITIES TO PARTNER**

Prepared For:  
**Donor Opportunities**

We love the work that you do to spread the Gospel throughout all nations. Our mutual heart to see this happen is why we would be honored to partner in Kingdom work with you. We appreciate the time you take to hear our story and vision for 2025 and beyond.

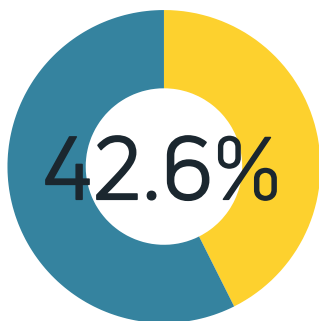
# The Task Ahead



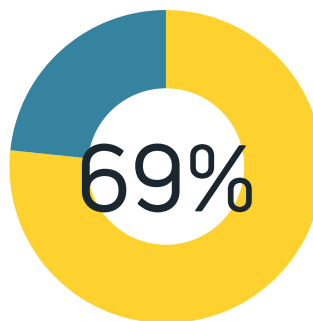
## Acts 15:19

“It is my judgment, therefore, that we should not make it difficult for the Gentiles who are turning to God”

## The Brutal Facts



of the world does not have access to the Gospel



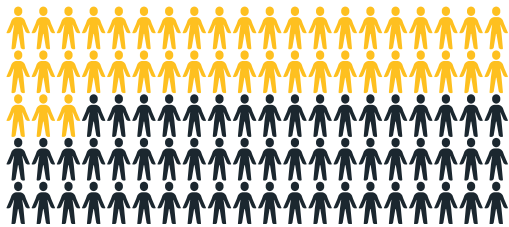
of the world owns a smartphone

There is a striking discrepancy between the millions of people who lack access to the Gospel and the vast number of individuals with access to the internet. While many are still unreached with the message of Christ, the internet offers a powerful tool to bridge this gap. **Digital media can transcend geographical and cultural barriers, allowing us to share the Gospel with those who might otherwise never hear it.**

# The Opportunity



A significant portion of the world lacks access to the Gospel, yet most of these unreached individuals are active internet users with smartphones. Mission teams overseas often face the challenge of not wanting to learn and keep up with rapidly changing social platforms and digital environments, especially when doing so could compromise their security. There is a critical need to connect people to Jesus Christ and foster discipleship and community growth, and Kavanah Media exists to effectively leverage digital tools without risking the safety of overseas teams or diverting focus from their core mission.



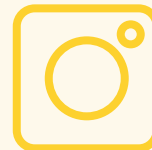
**42.6%** of the world's population live in unreached areas



3.03 B



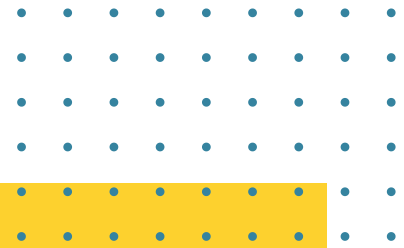
2.70 B



2.35 B

Monthly Active Users Worldwide

# Digital Engagement **Vision**



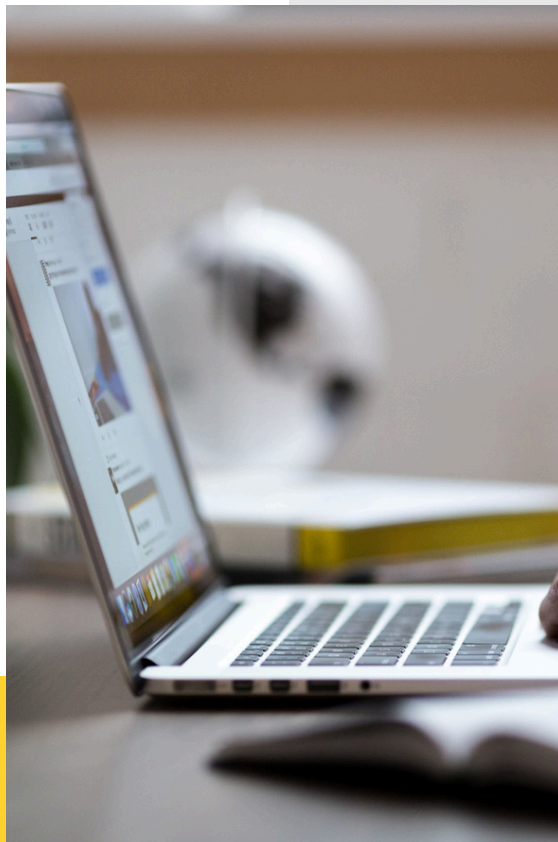
## **Our Prayer**

Imagine a world where someone searching for answers like "How do I become a Christian?" or "How do I get a Bible?" in their local language can not only find relevant content but also connect directly with a local believer who can guide them in their journey to know Jesus. This vision is at the heart of our mission to empower teams and organizations through strategic partnerships and innovative digital engagement. By leveraging technology, we aim to strengthen and expand faith communities, particularly in regions where the Gospel has yet to reach. Your support can help us create these vital connections, enabling the church to grow and thrive in even the most challenging environments.

How will we accomplish this?

## Our Strategy

**Our strategy is to equip missionary teams with the tools and knowledge they need to effectively engage in the digital space.** We provide comprehensive training through various channels—podcasts, email newsletters, in-person cohorts, and hands-on experience—ensuring that teams are well-prepared to navigate the complexities of digital outreach. Alongside training, we offer a rich library of resources, technical support, and monthly coaching calls to help teams create impactful content and maintain secure online accounts. By facilitating partnerships and knowledge-sharing with similar teams globally, **we empower missionaries to amplify their reach and effectiveness, all while safeguarding their digital presence.** Your support will help us continue to provide these essential services, enabling missionaries to spread the Gospel more effectively in the digital age.



## Our Services



### Training

- Christian Media Marketing Podcast
- Marketing Rundown Newsletter
- Cohort trainings



### Resources

- Ad Resource Library
- Technical support
- Digital Engagement Coaching



### Creation

- Creation of secure accounts
  - Websites
  - Ad accounts

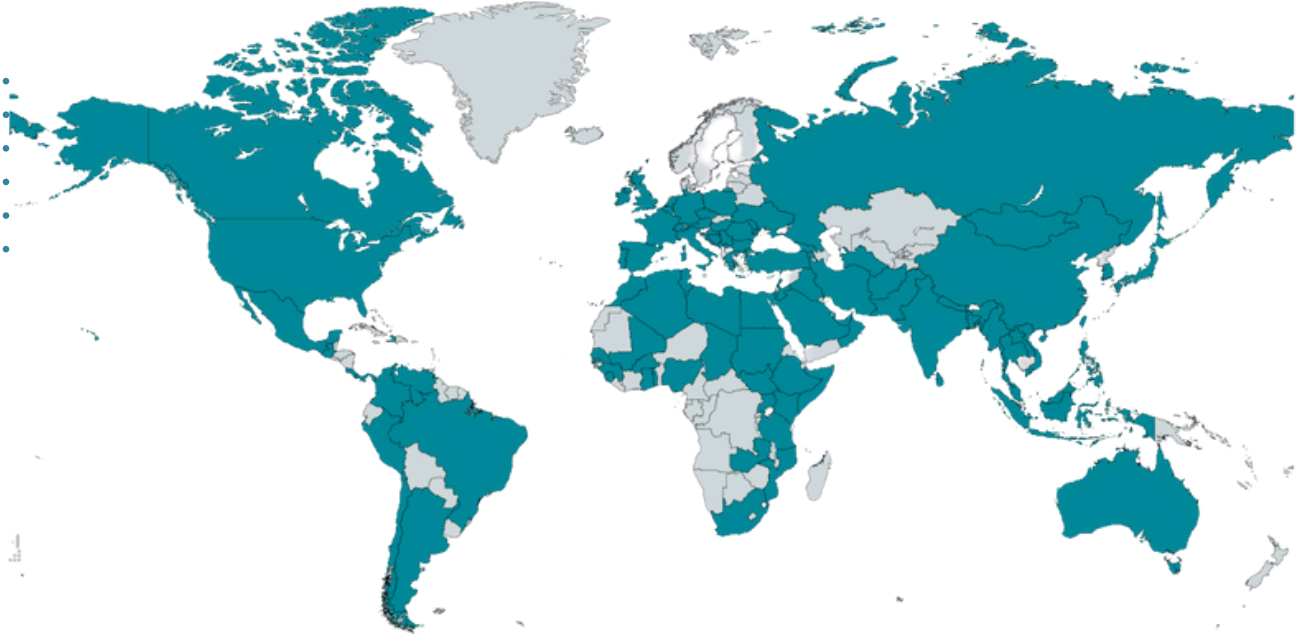


### Partnership

- Opportunities to learn from hundreds of teams
- Global Partnership through Discover Jesus Initiative

# Digital Impact

By God's grace, Kavanah Media has reached people in over 100 countries with Gospel content. The blue countries are all places that we have run ads since 2021.



## Where We Are

With a heart of service, our company has supported over 100 mission teams globally, focusing on using Gospel-centered content to reach the lost and unreached. Our role is to come alongside these teams as humble partners, equipping them with the tools and resources to share the love of Christ in their unique contexts.



## Where We Want to Go

Our desire is to reach the most difficult places in the world with the Gospel. To do this, we hope to partner with a variety of organizations and teams through prayer and digital efforts.

## Trusting God

Our approach is grounded in trust—trusting that God will use the content, connections, and conversations to touch hearts and transform lives. While we work diligently to empower mission teams, we ultimately place the results in God's hands, knowing that He is the one who brings people to Himself. By serving with humility and faith, we aim to be faithful stewards of the opportunities God has given us to support His work around the world.

# Looking Ahead



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“DJI Türkiye has played a pivotal role in enhancing our digital evangelism strategies. We embarked on (M2M) initiatives four years ago, but were constrained by budget limitations that restricted our efforts to the city of Izmir. Since the inception of this project, we have successfully partnered with six additional organizations and church networks, further amplified by our association with numerous local churches through our broader network.”

## Moving to Non-Profit Status

Looking ahead, Kavanah Media aspires to be a leading force in the digital transformation of Christian missions. As a non-profit, we are committed to expanding our reach and supporting even more organizations globally with the tools, knowledge, and strategies to navigate the complexities of digital engagement. **Our goal is to build a network of empowered Christian organizations working together to bring the message of Christ to every nation, tribe, and tongue.** We believe the Lord is pleased when we work in unity (John 17), and we are confident that this focused effort can multiply the impact of the Spirit's work in the hardest-to-reach regions. As we dedicate ourselves to innovation, collaboration, and excellence, **we seek to grow our donor base, inviting partners to join us in equipping every organization we serve to fulfill its God-given mission.**

The Plan

## 2024-2025 Goals

As we seek to make Jesus known around the world, we believe the opportunities for growth are unlimited.



### Teams Served

Grow from serving 110 teams to 200 teams

### Discover Jesus Initiative

Have active DJI projects in 12 unreached nations

### Grant Opportunities

Provide service at no cost to field teams

### Support Network

Grow prayer and financial support network

## Keeping Focus

As Kavanah accomplishes goals, we will keep our focus on serving the field. None of what we accomplish is possible without the Lord and the teams we work with, so our goals are created with the priority of serving them.



# How to Partner with Kavanah

**Kavanah Media is setting a goal to raise \$550,000 by the end of 2025.** This funding will allow us to provide cutting-edge resources, training, and coaching, empowering mission teams to share the Gospel in even the most challenging regions. **We invite you to partner with us in this mission, knowing that your support will help bring the message of Christ to those who need it most. Together, we can make a lasting difference for the Kingdom of God.**



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“This summer, many people came to Christ and were baptized on the island, even in some new regions, which was our hope from the beginning. The digital engagement ads definitely contributed to the work God did in Socorro. Many people saw the ad, and it helped in the broad seed-sowing push we were hoping for!”

# Where Your Impact Goes



As with most great things, the work we do requires resources. Though our team is “lean”, our impact can be vast with your support.



## Field Team Coaching

The cost of serving one field team with comprehensive digital engagement support is approximately \$5,000, covering training, resources, and ongoing coaching to ensure their success in spreading the Gospel.



## Discover Jesus Initiative

Engaging a new country through DJI costs around \$50,000, which includes expenses for responder salaries, running targeted ads, and providing the necessary digital tools to reach people effectively.



## Secure Infrastructure

Fees associated with web hosting, security, and project management tools, ensuring robust digital infrastructure and seamless management for our outreach efforts.



## Expansion

Expanding our knowledge base through trainings, traveling to serve teams, funding ad expenses, and exploring other growth opportunities

# Our Team



**Jon Ralls**

Founder and Executive Director



Casey, Stuart, Amanda, Cody, Allen, Cherry and Amy

# Our Board

## Directors

- David Goldfein - Owner of Cereal Agency
- Hans Rempel - Owner of Diode
- Jon Ralls - Executive Director, Kavanah Media

## Advisors

- Kari Kennedy - Jesus Film Project
- Don Martin - Digital Engagement Sr. Advisor, IMB
- Allan Witkowski - Director of Marketplace Ministries, Team Expansion
- Mike Schrage - Director of GNPI, Good News Productions International

# Get Involved



## Join Us

Finally, we invite you to join us in transforming the way Christian missions engage with the world. Your donation will be instrumental in helping us expand our reach, support more mission teams, and navigate the complexities of digital outreach. By contributing, you become a vital part of our mission to bring the message of Christ to every corner of the globe, empowering teams with the tools, knowledge, and resources they need to make a lasting impact. Together, we can amplify our efforts, reach the unreached, and advance the Kingdom of God. Every gift, big or small, brings us one step closer to achieving our goals and making a difference in the world. Thank you for considering partnership with us in this important work.



## Contact Us :



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**[jralls@kavanahmedia.com](mailto:jralls@kavanahmedia.com)**



Checks Payable to  
**516 Crooked Stick Dr., Maryville, TN 37801**



# Stories from the Field

# MYANMAR

This team uses locally made content and has a responder team of over fifteen people. **The Lord has allowed them to see many people enter the Kingdom and experience discipleship opportunities!**



## 2023 at a Glance



**1.7 M**

Reach



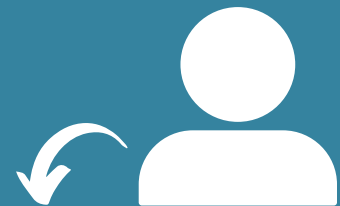
**11,500**

Hours Viewed



**6,700**

Conversations



**73**

Persons of Peace





## TESTIMONY

I want to put in the work for digital because I've seen it work. When we go out on a given night, I'll spend 4 hours and best case scenario have three good conversations. Digital helps us cast that wide net to see who is searching and how we can engage with them.

# DIGITAL ENGAGEMENT

## TESTIMONY

This last Ad resulted in over 800 messages. We have 7 face to face meetings happening as a result and two of those are already regularly meeting



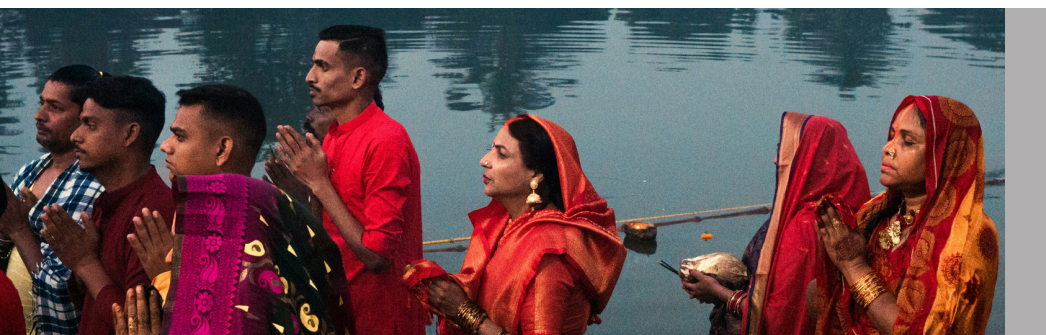
**UNITED ARAB  
EMIRATES**

# West Bengal

P\* is a 27-year-old Electrical Engineer living in West Bengal. Until a few months ago he had only heard the name of Jesus but knew nothing about the Gospel. One of our ads came across his Facebook feed with a video about Jesus and he was intrigued. He responded to the messages button in the ad and began a conversation with our digital responders.

After several days and many messages back and forth, P\* said he wanted to meet someone to learn more about Jesus. He began meeting with Believers for Bible Study and soon committed his life to Christ.

Our follow-up team has continued to disciple P\* and he has just started a Bible study group in his home to keep passing on what he is learning. Now P\* has also committed to be a follow-up discipler for contacts in his area found through our digital engagement strategy.



# 2024 OLYMPICS



**189**

Digital Responders



**62**

Ads



**131**

Bible Downloads



**22,008**

YouVersion Subscribers



**8.8M**

Impressions



**170,664**

Engagement



**7,491**

Messages



**1,019**

Requested  
Prayer



**330**

Gospel  
Conversations



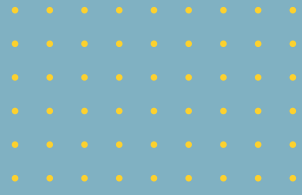
**43**

Professions  
of Faith



# OUR PARTNERS

# FIELD PARTNERS



INTERNATIONAL  
MISSION BOARD



# MEDIA PARTNERS



## JESUS FILM PROJECT

Our teams utilize various video content from the Jesus Film, a Christian media ministry that connects millions with Jesus in their native language. This media has opened doors to connect with seekers who have never heard of Jesus Christ or have limited knowledge of His teachings.

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## LUMO

Teams worldwide have used LUMO video content to connect with their audiences, as it is an innovative, multi-language biblical resource crafted to transform how people engage with, discover, and study the life of Jesus through the Gospels, while also aiding ministries in promoting global biblical literacy.

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## TWR MOTION

TWR provides animated video content that enables teams to create culturally relevant, gospel-centered videos that align with their digital strategies.

# OUR PARTNERS TEAMS



TEAMS	AFFINITIES
Hoffnungfinden - Germany	EURO
Slowo Nadzei - Poland	EURO
Engage Vienna - Austria	EURO
Ontdek het Verhaal - Netherlands	EURO
Missão Evangélica Baptista Carvalhos - Portugal	EURO
FindPurpose - Czech Republic	EURO
Zhivotat... Life Is - Bulgaria	EURO
Hope for Georgia - Georgia	EURO
Lost & Found - Russia	EURO
CULTIVAR - Spain	EURO
The Path of Life Malta - Malta	EURO
Hope for Switzerland - Switzerland	EURO
GNPI M15 - Ukraine	EURO
Le Pont - France	EURO
Network of Hope - Moldova	EURO
Hope - Czech Republic	EURO
Descoperă Adevărul - Romania	EURO
GNPI South Africa Nomad	SSA
Kaunar Arewa - Nigeria	SSA

# OUR PARTNERS TEAMS



TEAMS	AFFINITIES
GNPI - Uganda	SSA
HBPC - Togo	SSA
Source De Vérité - Guinea	SSA
The Faithful Path - South Africa	SSA
The Faithful Path - Zambia	SSA
Lead Global - Kenya	SSA
Impact Senegal - Senegal	SSA
Comoros Island - Comoros	SSA
Buscando Esperanza - Colombia	AMP
Gather Santiago - Chile	AMP
Buscando Esperanza - Argentina	AMP
MIES - Mexico	AMP
Voz Comunal - Peru	AMP
GNPI M15 - Producciones Buenas Nuevas Internacional México	AMP
Crecer Guatemala - Guatemala	AMP
Mirador del Valle - Peru	AMP
El Cambio - Peru	AMP
LDAW - AFM - Lebanon	NAME
LDAW - MMH - Egypt	NAME

# OUR PARTNERS TEAMS



TEAMS	AFFINITIES
LDAW - AMKL - Oman	NAME
LDAW - TAM - Iraq	NAME
DJI - Turkey	NAME
DJI - Egypt	NAME
DJI - Palestine	NAME
The Way - Israel	NAME
Kech - Morocco	NAME
Jidkii Nabadoonka - Somalia	NAME
Global Gates - Turkey (Dispora)	NAME
HORN: Discoverisia - Ethiopia	NAME
HORN: Discoverisa	NAME
Future and Hope - Iraq	NAME
Amanru7i - Morocco	NAME
(Bahaja) Riyadhha - Saudi Arabia	NAME
Tzincil - Turkey	NAME
Behdjatalmasih - Algeria	NAME
Hayakalmasih - United Emirated Arab	NAME
Hayat Afdal - Italy	NAME
Hayat Afdal - Brazil	NAME

# OUR PARTNERS TEAMS

TEAMS	AFFINITIES
Secure Future - Saudi Arabia	NAME
Hayat Afdal Occitaine - France	NAME
3tchan - Morocco	NAME
The Manara Project - United Emirates Arab	NAME
Moktashef - Egypt	NAME
Burushaskils - Sujo Gan - Pakistan	NAME
Jidkii Ciise Masiix - Somalia	NAME
Living Water Arabic Church	NAME
La Vid Alhaq - Spain	NAME
He Camped Between Us - Saudi Arabia	NAME
LDAW - MTN - Jordan	NAME
Samadhan Bengal - India	ASAP
Hmyawlintyarlan - Hope Road - Myanmar	ASAP
Kompas Kehidupan - Malaysia	ASAP
Why Cross - India	ASAP
Hope Arisen - Maldives	ASAP
Reflections Bombay - India	ASAP
GNPI M15 - South Asia	ASAP
GNPI M15 - Myanmar	ASAP

# OUR PARTNERS TEAMS



TEAMS	AFFINITIES
GNPI M15 - Thailand	ASAP
GNPI M15 - India	ASAP
Community Al-Kitab	ASAP
SonShine Studios	ASAP
DJIBDM Bangladesh M Focus	ASAP
DJIBDH Bangladesh H Focus	ASAP
DJITHB Thailand B Focus	ASAP
DJIINGJ India Gujarat	ASAP
DJIINJK - India	ASAP
DJI - Taiwan	APAC
GNPI - India	APAC
True Happiness - Thailand	APAC
Nagoya Cross Cultural Connect - Japan	APAC
GNPI M15 - Love Mongolia - Mongolia	APAC