

MOBILISING - MENTORING - TRAINING



**This
Edition:**

COMMUNICATIONS AND OUR MISSION

*The deepest and most intimate form of communication is that of knowing God. This is what we **desire in Acts13**, that the unreached will have communication with their maker!*

One of the most important tasks that we have as **Acts13 Mobilisers, Mentors and Trainers**, is to be good communicators. It is vitally necessary that we do our best to excel in this area.



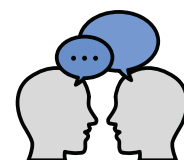
To start with, it is important to note that God is a communicator and it is a part of his ultimate nature. He is not a distant, silent God but one who freely communicates. God communicates at many times and in various ways, through his creation, his Word, his people, and his Son Jesus. God communicates to inform and transform. Communication is not the endpoint, but a means to give light to the eyes, joy to the heart, and revival to the soul. **God expects us to be communicators. We have a mandate to communicate His truth to the world.**

Therefore, our communication as Acts13 members should be authentic, coming from a heart and character truly filled with Christ. It should not be hypocritical, nor misrepresenting the truth. This means our communication reflects Christ.

So then, how can we communicate the **Vision** and **Goal** of Acts13 Africa in way that is relevant, understandable, tangible, yet challenging for the hearer? Probably walking the streets with a megaphone, handing out promo materials is not going to effectively communicate the heart and soul of Acts13.

Vision: *Partnering with the Church in Africa in sending cross-cultural workers to make disciples of Christ amongst the unreached in the region and beyond.*

Our goal: *is to have well-trained, spirit-filled African cross-cultural workers who will 'give it all for Jesus' being sent out to the least reached globally.*



So where can we start? **Is there one communication solution for all that we set out to achieve and communicate in Missions?** Unfortunately not, but we can start by asking ourselves the 3W's!

1) Who is our audience or who are we really trying to reach?

Defining our audience will define and focus our communication aims.

2) What is our message? And what do we want our audience to do as a result of receiving our message?

3) Where will we connect with our audience? (Face-Face, Event, Online, Digital Media?) We must consider the tools we will use.

Thinking of the 3W's keeps us focused!

WHO WHAT WHERE

As individuals and ministry teams we need to take note of how we communicate in all aspects of life and ministry. By simply evaluating ourselves and our ministry activities we begin to see answers to our questions, such as, **'What can I do to improve the way I communicate with those I am serving, with my local team and with the wider WEC body?'**

Missionaries and mission agencies need to work with 5 different generations of communication culture right now (Traditionalists, Boomers, GenX, GenY and GenZ). As a result of this, we may need to alter the style and form of communication to reach the needs of our audience. Some people love to attend a mobilising conference, while others look forward to receiving an email newsletter. Some want to read stories from websites, while others just want short WhatsApp snippets, and others will only connect with media, such as YouTube videos, Facebook posts or Instagram updates. This is why adopting practices like identifying the 3W's will help us in our mission roles to be effective, focused, creative, and adaptable communicators.

THINK!

- T** = Is it True?
H = Is it Helpful?
I = Is it Inspiring?
N = Is it Necessary?
K = Is it Kind?

What does this all mean for ACTS13?

As Acts13 is made up of small teams in various locations, we need to take time to review our communication strategies and methods, and then make changes as needed. By doing this we are less likely to miss the opportunities to **communicate Missions** and share the wonderful things that God is doing in Africa. For the Ghana team, over the last few months this has meant adapting how we do ministry by doing more training and teaching online via Zoom, increasing our social media presence, adding more creativity into our newsletters and digital productions, and seeking to find new approaches to sharing about missions.

Some tips for communicating:

- 1) Don't leave your audience in the dark, wondering when you will next communicate. Do all you can to keep them engaged in your ministry.
- 2) Make sure what you are communicating is beneficial, relevant and correct.
- 3) Share lots of stories. Visual Story speaks!
- 4) Keep it simple! Use less words, less pages!
- 5) A picture is worth a thousand words.
- 6) Always have your audience in mind.
- 7) Make your communication stand out by using tools to add a degree of professionalism to your resources. (e.g Canva, Mailchimp)
- 8) Be creative. Avoid doing the same thing again!
- 9) **PRAY - Ask God for wisdom.**

Recently a member from the Acts13 Ghana team helped run a **'Media in Missions'** training course on Zoom to encourage missionaries, churches and individuals in West-Africa to use media for 'Mobilising, Evangelising & Discipleship'. One of the modules was on 'Communication'. [click here](#) for the recording. The article about this training is on the Acts13 website: [click here](#).

For more updates or resources in regards to using Media in Missions, please refer to these details on the right to subscribe:

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