

# ***Mobiles in Mission***

*Using the Tool That's in Everyone's Pocket*

# *The Mobile Ministry Forum: Who are we?*

## Mobilize for the Unreached

The Mobile Ministry Forum is a movement of mobile ministry to the ends of the earth. Join a network of missional innovators fostering a mobile ministry movement so that every unreached person will have a chance to encounter, experience and grow in Christ through their personal mobile device.



MOBILE  
MINISTRY  
FORUM

# *The Mobile Ministry Forum: Who are we?*

We are a missions **network**.

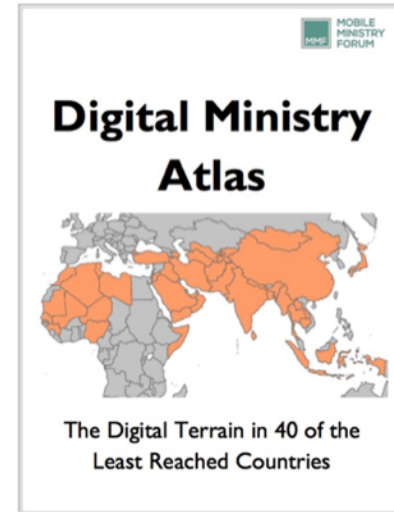
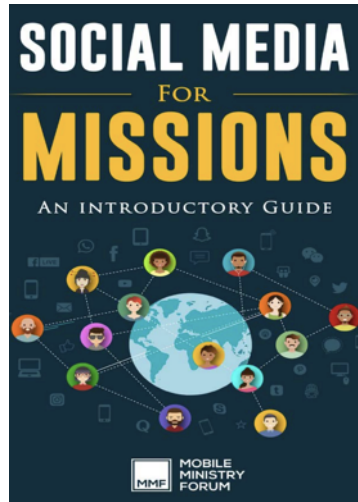
Like the tribe of Issachar we seek to understand the times - and help the Church to understand them, too.

We have four key foci- advocacy, collaboration, education/equipping and anticipation

We hold consultations (typically every 18 months).

We create resources.

# The Mobile Ministry Forum















# *The Mobile Ministry Forum is born: Our Vision*



**That every unreached person will have a chance to encounter, experience and grow in Christ through their personal mobile device by the end of 2020**

Source: <https://www.nationalgeographic.com/photography/proof/2014/02/19/world-press-2014-signals-from-djibouti/>

# Progress in Reaching the Unreached

## Unreached People Groups

There are nearly 12,000 cultural/ethnic “people groups” in the world.

An “unreached” people group is one whose population is 2% or less evangelical Christian.





# Progress in Reaching the Unreached



## Unreached People Groups

**2010** 61.4% of all people groups are unreached

**2017** 59.9% of all people groups are unreached

# Progress in Reaching the Unreached



## Contact with Christians

- 2010** 82% of all non-Christians do not personally know a single Christian
- 2017** 81.6% of all non-Christians do not personally know a single Christian



# *Progress in Reaching the Unreached*



**54.7% of the  
world's population  
(4.18 billion people)  
don't personally  
know a single  
Christian!**

# Progress in Reaching the Unreached



## Bible Translations

	2011	2017
Complete Bibles	471	670
New Testaments	1223	1521
Scripture Portions	1002	1121
No Known Scriptures	4141	3787

# Progress in Reaching the Unreached



## Bible Translations

	2011	2017	Change
Complete Bibles	471	670	<b>42.50%</b>
New Testaments	1223	1521	24.40%
Scripture Portions	1002	1121	11.90%
No Known Scriptures	4141	<b>3787</b>	-8.60%

# Progress in Reaching the Unreached



## JESUS Film

2010            Just over 1,000

languages

2017            Over 1,600

languages

*What else has changed in the last several years?*

**2005**





*What else has changed in the last several years?*



## Mobile Phone Use

- 2010** 3.7 billion people / 53% of the world's population use a mobile phone
- 2017** 5.8 billion people / 77% of the world's population use a mobile phone

# *What else has changed in the last several years?*



## **Internet Use**

- 2010** 2 billion people / 29% of the world's population use the internet
- 2017** 3.6 billion people / 47% of the world's population use the internet

*What else has changed in the last several years?*

## Internet Access

2010



2017

- Computer
- Mobile
- Tablet



*What else has changed in the last several years?*

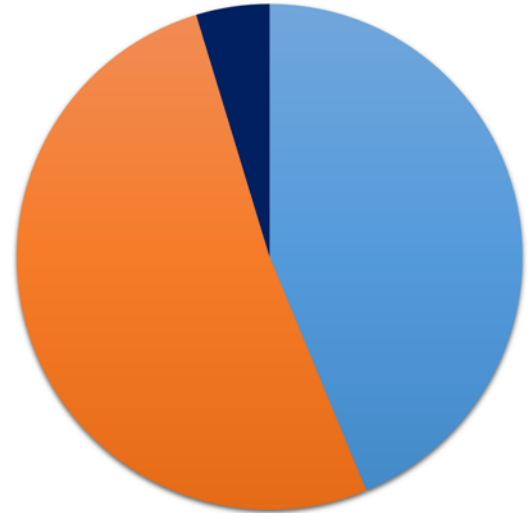
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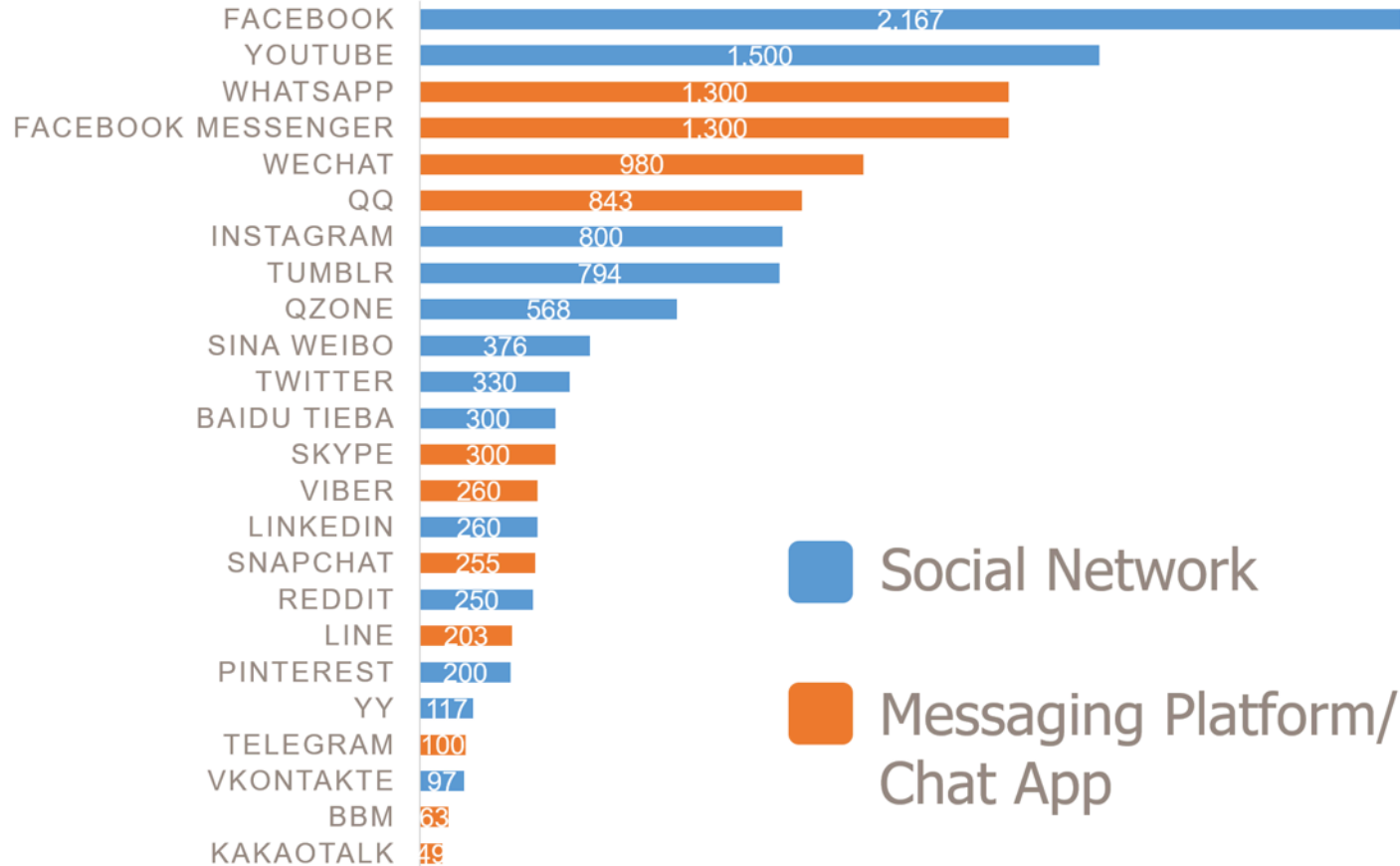
*What else has changed in the last several years?*



## Social Media Use

- 2010** 0.97 billion people / 14% of the world's population use social media
- 2017** 3.2 billion people / 37% of the world's population use social media

## USERS (IN MILLIONS)\*



 Social Network

 Messaging Platform/  
Chat App

# Mobiles' Reach

Mobile



Internet



Social Media

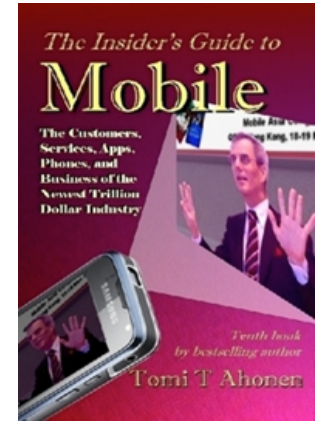


 Access

 No Access

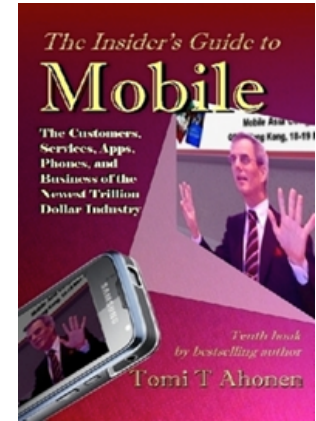
# Mobiles' Nine Unique Benefits

1. Mobile is the first personal mass media
2. Mobile is permanently carried
3. Mobile is always on
4. Mobile has a built-in payment mechanism
5. Mobile is available at the point of creative inspiration [as well as questioning]
6. Mobile has the most accurate audience measurement
7. Mobile captures the social context of media consumption
8. Mobile allows augmented reality to be used in media
9. Mobile offers a digital interface to the real world



# Mobiles' Nine Unique Benefits

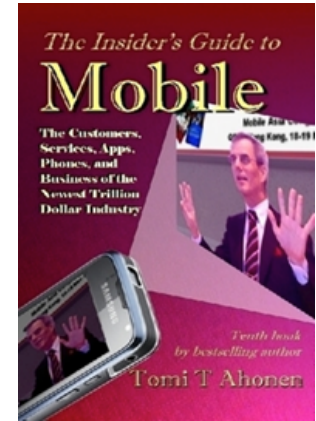
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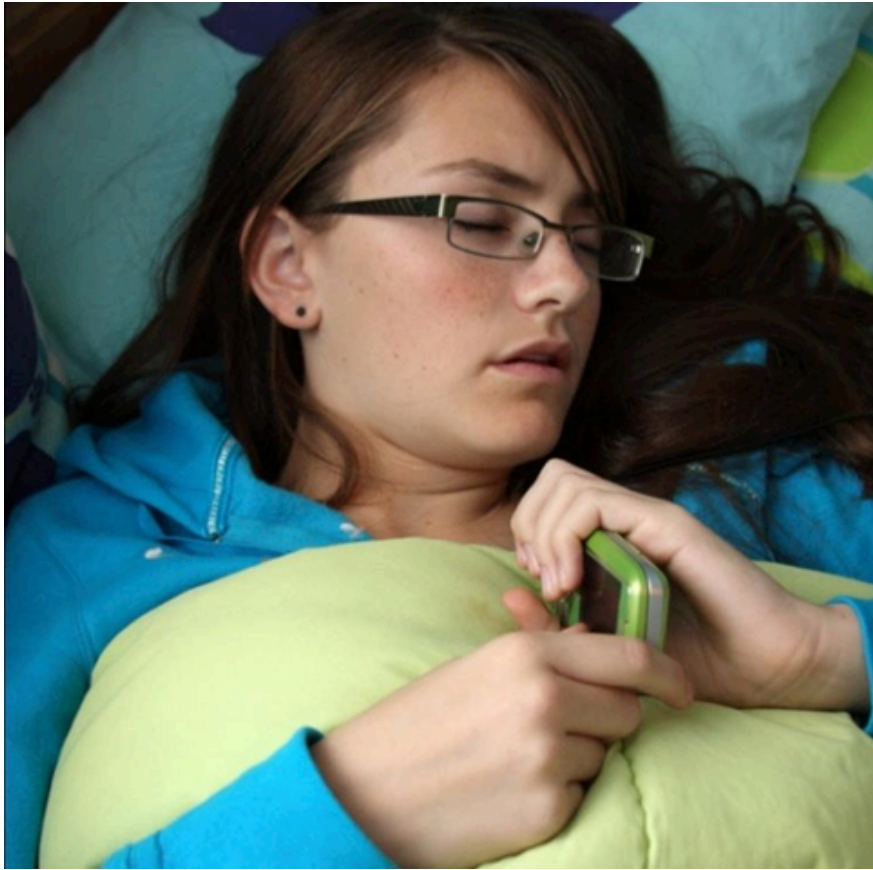


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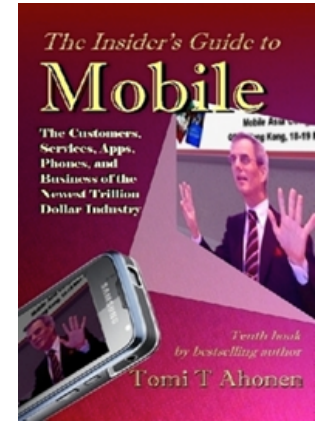






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# Mobile's 10th Unique Benefit- It's a cultural insider wherever you go

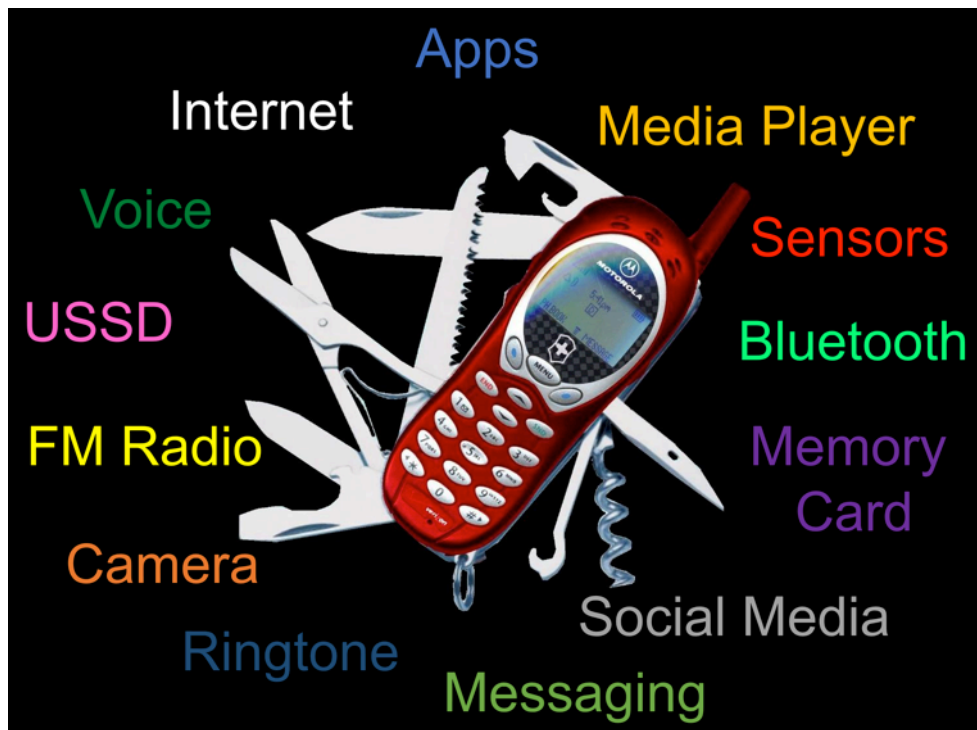


🐑 خرید و فروش گوسفند افغانی (@sheep\_sell)

نمایی زیبا از دو ماهگی و شش ماهگی بره نر تخمسی دورگه افغانی ترکی فوق العاده زیبا عالی برا نسل کشی فروشش



# Mobiles are the ultimate “Multi-Tool”





# What unique possibilities could you find mixing and matching:

## Reach



## Unique Benefits

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10. Mobile is a cultural insider wherever you go



# Understanding New Media



# 4 Things to Consider





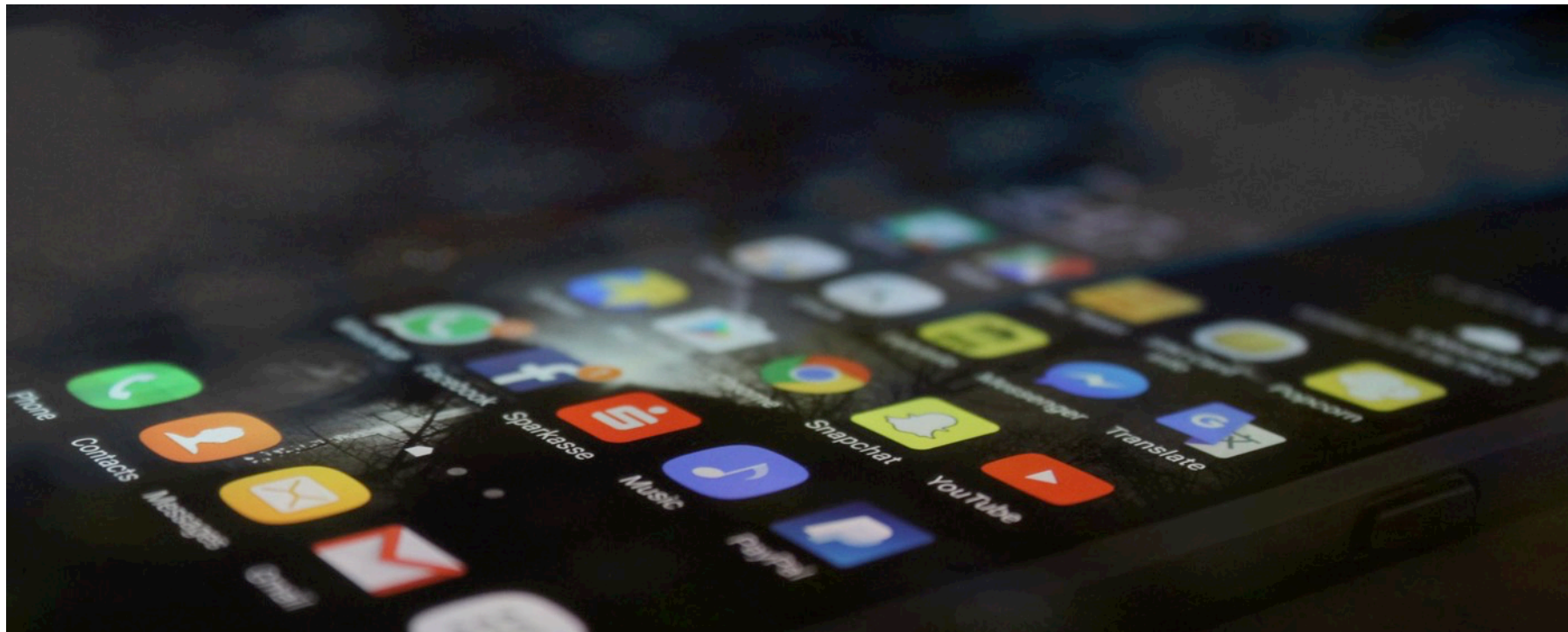
# 1. Consider Stories



## 2. Consider Audio & Visual Media



### 3. Consider an App



## 4. Consider Going Social







## MOBILES IN MISSION: USING THE TOOL IN EVERYONE'S POCKET



*The next course begins May 8, 2018. Register [here](#) or email [Jaime Chambers](#).*

Mobile is a tsunami, learn how to ride the wave! If you go to the largest city or the darkest jungle, the people you meet are likely to have a mobile phone. Most of us have anxiety when separated from our mobile devices. The fear of not having your phone now has an official classification - nomophobia (no mobile phobia)! Mobile's ubiquity and growing capabilities offer an amazing ministry opportunity! Mobile represents the most important technology available for kingdom advancement today for individuals and organizations alike. Mobile trend expert Tomi Ahonen recently stated "it's time to double your efforts using mobile." If you are just getting started (or don't know where to

start), this course is perfect for you.

<http://www.missionmediau.org/>

# The Mobile Ministry Forum



[www.MobileMinistryForum.org](http://www.MobileMinistryForum.org)  
(or [www.MobMin.org](http://www.MobMin.org))



Facebook.com/MobileMinistryForum



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