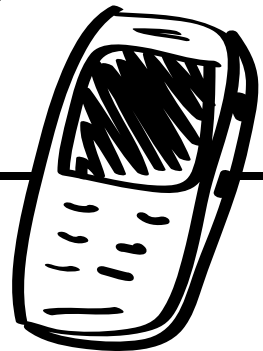


Mobile Ministry Made Easy

A simple guide to begin or advance your use of mobiles



Mobiles? What?

At a glance, using mobiles for ministry may seem impersonal or too hi-tech. You may barely know how to do more than make calls on your mobile phone.

However, you can do more than you realize.

The heart of communication is relationship. While there are benefits to mass sharing of the Gospel, effective ongoing outreach depends on building relationships. Mobile devices can be tools to start new relationships by breaking the ice. Mobile devices can help you maintain relationships, too. Consider the effect on someone receiving your text message on their phone saying, "Praying for you this morning."

Mobile devices are simply a platform for communication like tracts, discipleship materials or DVDs. Today, mobiles are essentially an indigenous device in most any culture. These devices are with you and with those whom you are trying to reach.

This guide simplifies some of the options and benefits of mobile ministry while providing more depth as you need it. Its purpose is to help you begin using mobiles in personal ministry and church-planting strategies.



From an icebreaker to a discipleship tool, mobiles are common and flexible enough to support a number of ministry approaches.

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Mobiles in ministry are much more than just technology.

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Level 111

Easy sharing.

Use text messages to enhance your ministry. No assembly required.

Level 212

Pocket everything.

Use rich media and mobile resources in your one-on-one or group encounters. Some assembly required.

Choosing media.	14
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Level 316

Mobiles in strategy.

Use mobiles within your larger ministry strategies. Assembly required.

Level 426

My media.

Use and prepare your own media. It's technical but doable.

Helps. 30

An appendix of helpful information as you need it.

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Start here

Your first thought may be, “I need a new smartphone.” Or you may already have a mobile device and wonder how to begin using it for ministry. There are some important considerations that can give you the best start.

The best place to begin is by examining your own ministry plans (strategy) and by knowing your intended audience (community). [See **Mobiles in strategy** p. 16 for ideas].

This guide will present you with some of the various options and techniques for integrating mobiles into your ministry. Choose what will support and propel your ministry. Will it be spreading media in your community or enriching your discipleship of leaders? Mobiles can help in various ways.

One of the basics for any ministry is knowing your community. What is their heart language? What are their values? What is their socioeconomic status? What types of mobile devices are most common? **Knowing your intended audience will guide your technical needs.**

Be strategic and appropriate.

1. Know your community.

- What types of technology are commonly used? Smartphones or the most basic mobile?
- What is the average financial situation? Would internet access be affordable for them? Is your technology so advanced that it is a distraction to the audience?
- What is the literacy situation? Should you avoid using text-based approaches and media?
- What security precautions are necessary? Is your community open or monitored by the government? Is there active persecution?

2. Identify how mobiles can help your ministry.

- What parts of your ministry could benefit from mobiles: entry, evangelism, discipleship, leadership development or church? Choose one to begin with. [See **next page**].



Consider your strategy and your local community before choosing technology.

Overall steps

1. Flip through this guide.
2. Know your community so you can choose the most appropriate technology, strategy, etc.
3. Identify how mobiles can help your ministry.
4. If necessary, purchase an appropriate mobile device based on ministry and community.
5. Get to know your mobile device. Practice what you want to do.
6. Collect or create the media you need.
7. Start sharing!

Idea starters

It may be challenging to decide how mobiles can help your ministry. Taking time to flip through this guide [especially **Mobiles in strategy** p. 16] will help in your grasp of the options. Remember, you don't have to do everything you see here. Start with what seems most doable.

On the right is a list of basic strategies. Much of this guide has been built upon these categories of strategies. You will need to examine your ministry and break it down into similar parts or align it with the strategy that best fits your ministry (e.g., if you primarily teach leaders, then focus on the Leadership Development strategy).

Entry: *Use interesting media on your mobile device to connect with people and start conversations.*

- Have a short testimony video on your device of someone from the same religious and ethnic background as your focus community or people group. Say something like, "I have an interesting video of someone from your community that says their life was radically changed. I would love to know what you think about what they say." Play the video for them.
- Have a short audio Bible story in the local language. Say something like, "Do you like stories?" or "I don't know your language. Can you listen to this story and tell me what it says?"

Evangelism: *Share the Good News through visual or audio stories. Or use digital versions of your tracts.*

- Have a short Creation-to-Christ video that you show before or after sharing your testimony or the Gospel.
- If you have a smartphone [See p. 7 for types of devices] you can use a digital version of your favorite evangelism tract or tool like *4 Spiritual Laws* or *EvangeCube*.

Discipleship: *Help believers grow through regular contact and enrich their learning with video or audio.*

- Send a text message each week to anyone you disciple. Have it say something like, "Remember to share your testimony with someone new this week." or "Read Ephesians 3:7. How have you been a servant this week?"
- Show a video clip featuring a New Testament story. Ask thought provoking questions for a discussion.

Leadership Development: *Enhance your training of leaders through multi-media learning.*

- Play an audio version of the focus Bible story before they begin memorizing that story.
- Provide digital Bibles, audio stories, Scripture songs, etc. to leaders so they have resources wherever they go.

Church: *Aid new churches through mobile media.*

- Provide Christian mobile media to church members and equip them to use their mobiles in sharing the Gospel.
- Use audio songs and stories in the local language for new church gatherings. The songs can be used to facilitate a time of worship. The audio stories can be used in conjunction with asking questions to facilitate the study of God's Word.

Basic strategies

Entry: Connecting with people or starting a conversation

Evangelism: Sharing the Gospel, either in part or in full

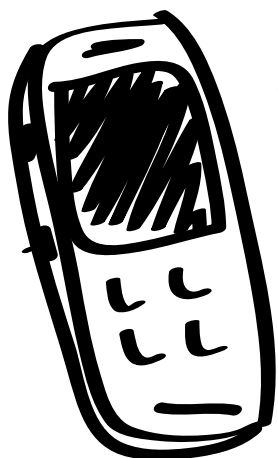
Discipleship: Helping believers grow in the faith

Leadership Development: Enhancing the training of leaders, evangelists and church planters

Church: Aiding church plants and sharing media for worship and Bible study

My device?

If you're like most people, the mobile device you use everyday as a phone or a media player may still be in many ways mysterious to you. Look through the manual or search online for information on your brand and model device. Which below is most like your device?



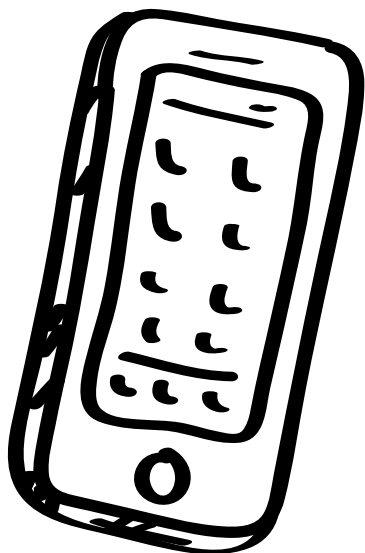
1. Basic Phone:

- Make and receive calls
- Send and receive text messages
- No ability to play music
- No ability to play videos



2. Feature Phone:

- Make and receive calls
- Send and receive text messages
- Plays music/MP3
- Plays videos



3. Smartphone:

- Make and receive calls
- Send and receive text messages
- Plays music/MP3
- Plays videos
- Has advanced features like wireless sync with email, address book, memos and calendar
- Has a full keyboard either on screen or physical
- May have a larger than average screen size and/or be a touchscreen

4. MP3-Video or iPod/iTouch:

- Is NOT a phone
- Plays music/MP3
- Plays videos
- May have a larger than average screen size and/or be a touchscreen



**See the chart on the opposite page for more details.*

Mobile devices 101

Types of mobile devices:

1. **Basic Phone:** This phone is commonly referred to as "cell phone" in North America and "mobile" in most other parts of the world. This offers a basic system for calling and text messaging (or referred to as SMS), but *not music, video or Internet*.
2. **Feature Phone:** This phone has music and video capabilities and carrier-specific applications. It should include a slot for a Micro-SD card to store music, video and data, like contacts. ****This is most likely the best choice for your mobile strategy.**
3. **Smartphone:** This phone may or may not be a touchscreen device. It offers a robust mobile operating system, most commonly either Windows Mobile, Android, Blackberry or Apple OS. Smartphones are capable of sending and receiving emails, editing documents and storing files. They run advanced apps (applications), play videos and send text messages.
4. **MP3-Video or iPod/iTouch:** This type of device will function best as a presentation tool for one-to-one or small group encounters. **It is not good for sharing media files.** You would need to carry a Micro-SD memory card with you that contains the media you show.
5. **Tablet or iPad:** This is a mobile computer that has a touchscreen and runs on a modified version of desktop PC operating system. This is good for presentations but generally not capable of sharing media. Also, because it is relatively new and expensive, this is not a good option for remote or poverty-stricken locations where the "wow" factor over the technology will inhibit your message.



Mobiles at a glance

Device	Example	Texting/ SMS	Video/ Audio	Memory Card/ Micro-SD	Share media with others**	Uses Apps
Basic Phone	Nokia 1000 series	Yes	No	No	No	No
Feature Phone	Nokia 3000 series	Yes	Yes	Yes*	Yes, via Bluetooth	Yes; simple; may have Bible apps
Smartphone	Apple iPhone, Android type; "pocket computer"	Yes	Yes	Yes* Note: iPhone does not have micro-SD slot	Yes* Note: iPhone does not Bluetooth	Yes
MP3-Video	Apple iTouch, Microsoft Zune	No	Yes*	No	No	No (*iTouch can iPhone apps)
Tablet or iPad	Samsung Galaxy Tab or Apple iPad	Yes*	Yes	No	No	Yes

Note: No matter which device you choose, consult the manual to understand its features and how to use them.

*This feature depends on the specific model.

**"Share media with others" refers to the ability to transmit your media to another's mobile device.

Apple iPhone

Considered by many as the best smartphone on the market, the iPhone is great for one-to-one presentations. However, expensive, hi-tech phones like the iPhone can become distractions or barriers when used with the impoverished.

The iPhone has no Micro-SD card slot and it is difficult to Bluetooth to a non-iPhone device. Consider carrying one or more copies of a Micro-SD card with all your media to share. Also, many of the same features and apps (applications) work on the less expensive Apple iTouch.

Choosing a device and accessories

After you consider your ministry needs and the local community, you will be better prepared to make decisions on appropriate equipment. This is a common basic set up:



- 1) **A mobile phone** that matches your target audience. Generally this would be a feature phone with Micro-SD slot. [See **Mobile devices** 101 p. 7].
 - a. Phone speaker: **Good audio is very important.** Choose a mobile with a built in speaker providing loud and clear sound quality.
 - b. Phone screen size: Choose the largest display size you can find. Brilliant color and good resolution is helpful. A smaller display means you may be able to show a video to only one or two people at a time. Action is difficult to follow on a small screen. **Note:** Allow one viewer per inch of screen size (e.g., a 3.5" screen is sufficient for up to four viewers).
 - c. It should feature Bluetooth connectivity.
 - d. It should have a Micro-SD memory card slot. Otherwise, it needs at least 512MB of internal memory for storing media.

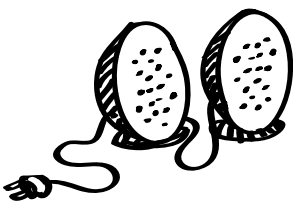


- 2) **Computer USB connection cord** (normally included with a phone) to download media to device.



- 3) **Micro-SD card reader** that will interface with your computer. This is not necessary but will be easier to make multiple duplicates of Micro-SD memory cards.

*[If you intend to present media to groups, you may want these items below.
Note: The use of these items may be foreign and non-reproducible for the average person in your target audience.]*



- 4) **Portable speakers** will help groups to hear better. Choose ones that can fit in your pocket or bag.



- 5) **A pocket-sized or small projector** may be available in your area to use with groups. Some projectors will connect to the mobile device. A search of the Internet or your local store will help you find the latest options.

The mobile is the most popular electronic device in the world. It crosses barriers and has the potential to reach the masses.

Security and safety

Security refers to both personal safety and safe communication. From showing video testimonies to reaching someone hidden in their home due to familial or societal restraints, security is a necessary consideration because a number of governments, organized groups and societies are opposed to Christianity. Besides password protecting your mobile, consider security needs as you choose media and communicate with others.

Reaching the hidden: Many societies or groups will forbid their members from associating with or receiving material from Christians. The consequences for those who disobey this demand can be severe. Consider your unique situation and how you need to adjust your approach.

One of the strengths of including mobiles in your ministry is the fact that a person's mobile device is typically very personal. A family member could take the person's mobile and search it for Christian content. However, even very restricted people may venture to send a text message to answer questions or send inquiries for more information. People under restrictions might allow Christian media on their mobile so they can watch it at the right time and in privacy. Safety is very situational.



Personal safety: Special consideration should be taken for the possible need to protect your identity or the identity of someone featured on a video. Video and audio files won't have your name on them. However, text documents and PDFs may have your personal information. Just open up the document and check the properties to see. If you are unsure, you may need to avoid using the file or seek technical help.

Video testimonies: Sharing video testimonies from new believers is a good way to relate the message to real life. You need to consider the consequences of sharing a particular person's video testimony. Is it likely to compromise their personal safety or the security of the ministry? Do you have permission to use the video? Is the video already publicly available on the Internet? Can you alter the video to protect the identity?

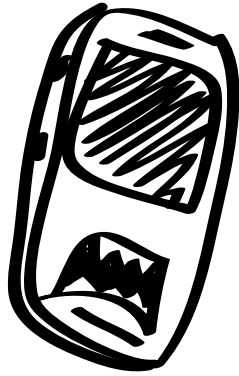
Monitoring: Mobile devices can expose a person to government or organized persecution through detection or monitoring efforts. Text messages are open to monitoring. Consider the likelihood of this in your context. Also, consider the risks of what phone number you put on tracts, advertisements, etc.

Micro-SD cards: Sharing Micro-SD cards (a memory card) with Christian media on them can be a safe solution. They avoid downloading from monitored sites and allow the recipient the freedom to keep the media in a safe place if they could be persecuted for having physical tracts or a Bible. Micro-SD cards are untraceable and similar to handing out a tract. Always make certain the card has no personal or unwanted contact information.



Tip: Micro-SD cards can be put in an adaptor that allows them to fit into a normal SD card slot. If you put random and safe JPEG photos on the Micro-SD card and use the adaptor to insert it into a camera, turning on the camera will show only the photos, not the files.

Bluetooth: Sharing media via Bluetooth transmission from your mobile to another mobile is safer than sending text messages or Internet downloading, which can be monitored.



Don't let
technology
scare you!



1 Easy sharing

Can you turn on your phone, make a call and send a text message?

Besides calling someone to see how they are and encouraging them, you can intentionally use text messages (sometimes referred to as texting or SMS) in ministry. Any phone user in the world can receive text messages. Text messages should be short and to the point. If your audience cannot read, apply these approaches by calling them, leaving voice mail or setting up some voice menu system [see Voice p. 33].



Consider these texting approaches:

Entry – When you meet someone, consider exchanging mobile phone numbers. Later text them some short Bible text (e.g., Psalms or Proverbs are sources of practical Truth) with a corresponding note showing your interest in their welfare. Keep a conversation going and form a relationship of sharing.

Sample: A merry heart does good like a medicine; but a broken spirit dries the bones. Proverbs 17:22

Evangelism – If someone you meet is openly interested in hearing more about Jesus or the Gospel, supplement your personal time with them in these ways:

- 1) Text short Bible quotes.
- 2) Give them a Bible and text a passage reference with a related question for them to answer back by text.

Sample: Come to Me, all you who labor and are heavy laden, and I will give you rest. Matthew 11:27-29

Discipleship – Helping believers grow in faith can be similar to the Evangelism options above. Send things like

- 1) daily verses, 2) ministry helps, 3) tips for evangelism, 4) devotional questions with scripture references.

Sample: "I can do all things through Christ who strengthens me." Philippians 4:13 - How will you be bold for Jesus today?

Leadership Development – Again, you can follow a similar approach as Evangelism and Discipleship; you can share Bible references, leadership tips, encouraging notes, etc. Use text messages to enhance the training of leaders and church planters. Expand your influence by using a distribution list to text a group of contacts you are currently training.

Sample: "Be strong and courageous." Deuteronomy 31:6 - Teach your leaders about perseverance and boldness this week.

Text one person or set up a distribution list to share with a group.

How much can you say?

A text message can be up to 160 characters (e.g., letters, numerical digits, punctuation marks and spaces), depending on the phone and carrier. What can you text? This message is 152 characters:

For God loved the world in this way: He gave His One and Only Son, so that everyone who believes in Him will not perish but have eternal life. John 3:16

2 Pocket everything

Can you play videos on your mobile? Do you carry your MP3 player with you?

Your mobile device may have the capability of storing rich media and content. If so, then you can use it as a virtual pocket missionary. Media in the language you need. Bible stories at your fingertips. Tracts handy at all times.

What you are able to do will depend on your mobile [see **Mobile devices** 101 p. 7] and your ability to transfer media to it. Some devices may play videos and others do a lot more. Your device may be able to run apps (mobile applications) like interactive tracts or even full Bibles.

You can use what you've got or consider purchasing a mobile device that can do what you want. **You need to decide what types of resources you want with you at all times.**



Your mobile phone or iPod can be your electronic tract, Bible or video presentation tool.

Videos

Videos are useful with one friend or a group. You can show an evangelistic video, someone's testimony or Creation-to-Christ animation. It's up to you and what you want to share.

Entry & Evangelism – Imagine being able to have a new believer ready to share their testimony in the exact language you need. Imagine showing your favorite evangelical film wherever you are. After starting a conversation or as part of your intentional time with someone open to hearing more about Jesus, you can play a video for them. Then, prompt them with questions and discussion. **Tip:** If your mobile can record video, you can capture a new believer testimony of someone in your local context or target language – provided there are no security concerns [see **Security**. p. 9].

Group showings – With the right cables, some mobiles are capable of connecting to a TV or projector. If your mobile is a smartphone, iPod or similar device, you can store videos on your device for group showings.

Discipleship & Training – Videos can be used as illustrations or as part of a deeper study. You can show a portion of a video and have discussion questions ready. You can also use your mobile to show videos you use in teaching or training to an individual or a group.

What do I need?

One-on-one showing of a video? Use a simple video-playing phone like a mid-range Nokia, a feature phone or larger-screen smartphone or MP3 player.

Group showing of a video? Use either a smartphone or an MP3 player with 2GB+ storage capacity and the ability to play videos. You may find cables that connect it to a TV or a projector.

Better sound? Portable battery-operated speakers that plug into your device or normal computer speakers will make it easier for a group to hear.

Apps

Apps (mobile applications) are essentially software programs that perform specific functions on feature phones, smartphones, smart devices and tablet computers. Apps can be mobile Bibles, interactive tracts, apologetics references, visual stories and more.

Entry & Evangelism – Digital tracts can be used to share the Gospel or some spiritual truth. Several major evangelical organizations have free apps that are essentially digital versions of their tracts. For example, you can download and use the EvangeCube tract app (iCube) or 4 Spiritual Laws. Some apps may be in the language you need.

Discipleship & Training – A number of apps provide searchable Bible text. However, some offer more tools and references that can be used during a discipleship or training session. There are Bible study and daily devotional apps available online too.

Feature phones

[See **Mobile devices** 101. p. 7]

This phone has music and video capabilities and carrier-specific applications. It should include a slot for a Micro-SD card to store music, video and data, like contacts. This is most likely the best choice for your mobile strategy.

Tip: Some Bibles are available for this mid-range level mobile phone. Example Internet search for app: "Nokia Bible app Hindi."

Finding stuff

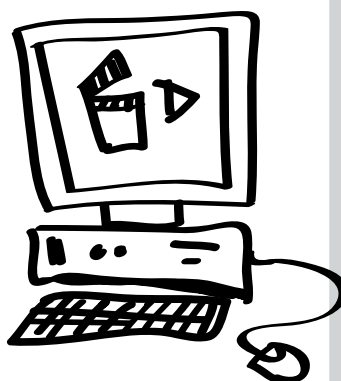
This level requires that you know how to transfer videos, music or apps to your mobile device. If you've never done that, you may need to consult your device's manual and give it a try.

Where can you get media and apps?

1) An Internet search will help you find many different videos and apps. Just search your brand (Nokia, Samsung, Apple, etc.) and what you want. You need to consult your device manual to know if your mobile device needs one of these **video formats**: 3GP or MP4. This means that you can use only a certain type of format, which will help you choose videos that will play on your phone.

2) iTunes for Apple products or Android Market for Android products have an ample selection of Christian apps.

3) **Helps.** At the end of this guide is a list of links which includes websites that have ready-to-use Christian apps and videos.



Starter set

If you can connect your mobile device to a computer, you can load it with media or even apps for a variety of situations.

Include one or more of these types of media:

- **Video:** Creation to Christ or evangelical drama. Can also include testimony of national believer
- **App:** Tracts, visual stories
- **Audio stories** in the local language
- **Bible** in your language and the local language

Choosing media

Choose media that fits the strategy and the audience. Things that are easy for the audience to use and share are best. Audio is the most shareable media since all feature phones and smartphones can play it. Also, think about media that could go viral or get downloaded frequently. Good music or interesting videos are types of media that non-Christians can easily share with others.



Audio

Audio MP3 files work universally and offer a lot of diversity in use. A person won't watch a video over and over in the same way that they listen to an audio file. A person can walk down the street listening to a Bible story.

Audio stories communicate well to a world that uses mostly oral literature. Stories are an excellent way to reach out to non-Christians.

Good sources for audio: Christian music, dramatized Bible readings, multi-part Bible story sets, poems, radio programs, testimonies, etc.

Audio strengths

- 1) Evangelism material
- 2) Discipleship material
- 3) T4T lessons (training)
- 4) Recorded Bible stories
- 5) An audio Bible in the language of your people group
- 6) Any other material that will help you move towards a church-planting movement.

Video

Video brings together the power of audio and visuals. Interest and retention rates are always high with video. However, video is not as universal as audio. The files are bulkier, and the type of video format you choose may mean the difference in someone being able to see the video or not.

Keep these technical tips in mind:

- 1) **3GP is the most universally playable format for mobile phones.** Since 2004, MPEG-4 or MP4 has rapidly grown in use on mobiles. Most older phones and new ones will play 3GP format videos. However, it can be a good practice to have both formats for each video available.
- 2) Videos that are 1 to 5 minutes long are typically the right size to watch and share.
- 3) For sharing videos on Micro-SD cards, you can have videos from 20MB and larger. However, for Bluetooth transfer you want the video file to be under 5MB (10MB maximum).

Video strengths

Many modern cell phones are able to play video. Imagine being able to hand off to a person in your people group:

- 1) A contextualized video Bible story
- 2) A short film that illustrates a spiritual point
- 3) Video testimonies of people in that culture who have come to know Jesus
- 4) Video discipleship Bible stories that will help disciple the illiterate and literate alike.

Apps

In general, apps are not something you share. You can share a link for the person to go and download the app from the Internet. Apps are best for one-on-one evangelism or discussions where the smartphone becomes a type of tract or reference material source. Some apps just have a wow factor but lack depth. Choose ones that help you communicate the message you want to share or offer more depth, like a Bible reference tool.

Literature

Literature is an option but it can be more difficult to work with and to view on a mobile device. It is a literate approach and may not fit an oral culture. However, since the files on mobiles can be transferred to a computer (even at an Internet café), it would be worth including such things as a Bible PDF or text document in the local language. Just plain text documents work well. However, as fonts or formatting become important, **the Adobe PDF type of file is best**. Calibre (<http://calibre-ebook.com>) is a free application to help you create mobile-ready documents.

Ringtones

Ringtones (the sound made by a phone to signal an incoming call) can be something to share. Unusual or quality music ringtones can be conversation-starters in a social setting as someone asks you what your ringtone represents. Some strategists offer free ringtone downloads if the visitor provides their contact information. You may be able to make your own ringtone from an indigenous Christian song or music video. You can also find ringtones online at such sites as **ChristianRingtones.com**.

Finding media

You may already have media in your possession that you can use. Please respect copyrights. Many Christian media producers approve of local and personal use. You can take an existing video file or disc and convert it for phone use [see **Media** conversion and tools p. 26]. You can find links and downloads online and on YouTube, as well. Perhaps your national partner has media to use that is effective within your community.

In addition to a Google-type search, you can also use software like **Vuze** (www.vuze.com) to look up videos and download them in multiple languages. Vuze is a free program that looks like iTunes and is user-friendly. Another online search engine is phronema.org.

Great Apps

e3 iCube:

The EvangeCube, or "eCube", is on the iPhone/iTouch. Share the Gospel.

www.e3resources.org



4 Spiritual Laws:

"Knowing God Personally" will help you explain how to have an intimate relationship with God.

Download from iTunes



God Tools:

This app puts some effective and widely used evangelistic tools on your mobile.

Download from iTunes or Android Market



Copyright

Many ministries depend on royalty income from the distribution of their materials to pay cost for translation and operations. Most organizations don't mind you using their media for outreach via mobile strategies, but you should be sensitive to their policies. Read the published copyright policies of any given ministry before republishing their materials.

If the media is not something you created or have permission to distribute or edit, you should seek what the owner's copyright states.

3 Mobiles in strategy

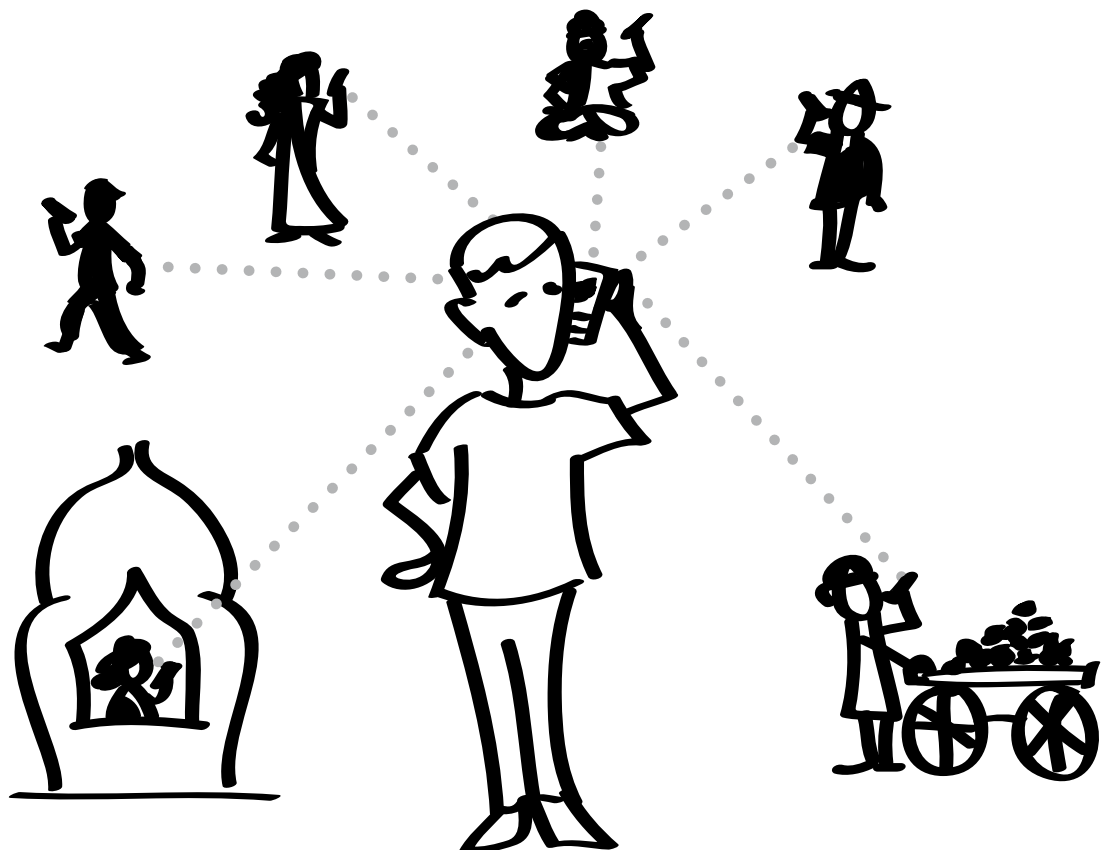
Would you like to incorporate mobiles into your overall ministry strategy? Do you want to distribute evangelistic videos or audio Bible stories to many people? Do you want to equip your ministry partners with digital resources?

Mobile devices are not only tools containing a wealth of media and content for your own use, but these devices are also used by your local community in their day-to-day lives. You can pass along media that others can view and consider in their own time. You can pass along media that can go viral, or get shared repeatedly, within your community.

You probably have some type of evangelism and discipleship strategies. A variety of benefits from mobiles can help improve communication, share knowledge, reach isolated people, continue conversations and distribute Truth.

This section will help you understand options for integrating mobiles into your entry, evangelism, discipleship, training and church strategies.

Mobiles:
a point of
connection
and means
of sharing.



Which strategy?

You can have multiple concurrent strategies using mobiles, but each strategy may require unique media and sharing methods. Since mobile devices vary from basic to smartphone [see **Mobile devices** 101 p. 7], one strategy will not reach everyone. For example, a strategy that uses an app on a mobile may reach only those wealthy enough to own a smartphone. A texting strategy will reach any literate mobile phone user in the world, whereas distributing videos will exclude those with a basic mobile phone.



Consider these six easy steps:

1. Identify your strategy (e.g. entry, evangelism, discipleship, etc.) and target audience.
2. Identify the heart language of your audience.
3. Identify the most common type of mobiles within your audience.
4. Find or create the appropriate media to use.
5. Decide how you will distribute the media (e.g. which national partners, what technology, etc.).
6. Start sharing!

You and your team

You can have greater impact by including your team and letting media reach more of your target audience. Collect and organize the media on your computer [See **Organizing your media** p. 30]. Then, share some type of physical media, like a CD, DVD or Micro-SD card, containing the files with your national partner(s) for their mobile and/or computer. They can duplicate, share and use the media as needed.

Volunteer [see **Short-term teams** p. 21] or national teams often follow up on contacts made by individuals or through a mass-media strategy, like a newspaper ad or website. Your team can carry Christian media to share with the new contacts. This could be a safe way to give an electronic Bible or evangelical film.

Tip: National partners and volunteers will benefit from some level of training. Teach them how to naturally bring up and use the media, to quickly get the media playing, and to transition to talking about the media they've shown.

Basic strategies

Entry: Connecting with people or starting a conversation

Evangelism: Sharing the Gospel, either in part or in full

Discipleship: Helping believers grow in the faith

Leadership Development:
Enhancing the training of leaders, evangelists and church planters

Church: Aiding church plants and sharing media for worship and Bible study

Entry

Entry is about connecting with people. This involves what you do to begin a conversation. You can make connections on a broad scale by using a website or newspaper ad that invites the visitor or reader to contact you. You will also connect with people in your one-on-one encounters [see **Evangelism: Media Distribution** p. 19 and **Evangelism: One-On-One** p. 20].

Some of those you want to reach lack access to or freedom to talk with Christians. However, the fact that people read newspapers, surf the Internet, and listen to radio programs means they can view a Christian or spiritual message without initial direct contact with Christians. They probably have a mobile phone to send a text message request for more information or to leave a voice message. Their mobile may allow for conversation to take place where face-to-face might be impossible.

Text messaging (also known as texting or SMS)

Around 70% of follow-up inquiries for radio programming come in as text messages, often with a two-way texting discussion after each program. People are willing and capable of sending a text message, as it is inexpensive and easy to do. Texting can be relatively safe for some who need to secretly respond.

Note: a family member can search the person's phone and find Christian media or their texting history. Text messages can be monitored by a government or read by someone with the technical know-how to retrieve or capture the message en route.

Tip: Put a phone number on your tracts that encourages the viewer to send text questions or to provide their mailing address to receive a free gift (e.g., a Bible or DVD). [See **Group text messaging** p. 32.]

Internet videos and resources

You can share videos with the public through the Internet. YouTube.com is a great option for sharing videos [see **Security and safety** p. 9 for safety considerations]. If there are no security issues, you may want to record video testimonies of nationals [see **Recording testimonies in My media** p. 26] and upload those to YouTube. YouTube is built for mobiles to view its videos. Creating your own website for hosting videos can be costly and complicated to make mobile-friendly. Even if you have your own outreach site, you can use YouTube to store and play your videos on your site.

Tip: Find or upload videos and put those links in your tract or other outreach media. Make sure your video has a way for the person to contact someone for more information or the "next step." Include options for them to visit a website to read or listen to Bible stories, for example.

QR codes

A 'Quick Response (QR) Code' is a square graphic that can be added to your posters, tracts, etc. It acts like a barcode. If a person has a smartphone with a QR reader app, they can scan a QR code with their smartphone camera which will take them directly to the website it represents. Software to create your own QR code is available from MicrosoftTag, Kaywa (<http://qrcode.kaywa.com>) and others. Just search the internet for "creating a QR code." This technology is not widely used, especially in less developed areas of the world, but it is growing in popularity.



Billboard QR code in Japan.

Evangelism: Media Distribution

Mobiles are excellent tools for distributing media content and reaching people beyond physical barriers and distance. However, any distribution strategy may involve more monetary cost and less traceable results. Including your website link or safe contact information with the media will allow the viewer the ability to respond and to learn more.

Micro-SD cards

The Micro-SD card (a memory card) is used in many feature phones and smartphones. The Micro-SD card has become the international standard for storing and moving content. It comes in storage capacities like 2GB, 32GB, etc. [Tip: Choose either 2GB or 4GB as not all mobiles can use SD cards with larger memory capacity. 2GB works on older mobiles that can't read larger memory cards.] Giving someone media on a Micro-SD card avoids relying on cell bandwidth and incurring data downloading expenses. They can be handed out as tracts or briefly inserted into a phone to transfer the files.

You can purchase a bulk number of Micro-SD cards and a USB card reader to transfer the content from your computer to the SD card.



Tips:

- 1) MP3 format is best for audio files like local language Bible stories.
- 2) Try to share 3GP and MP4 formats of the same video so it will play on most mobiles.

Internet videos and resources

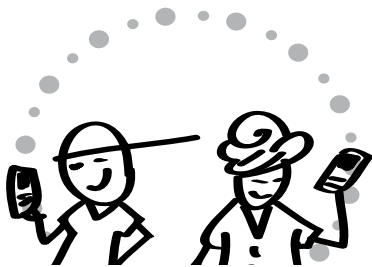
Just like mass media entry strategies, YouTube.com or Vimeo.com are great options for sharing videos. Don't limit yourself to these websites. There may be a similar site to use that is frequented by your local community. These sites all require you to be connected to the Internet through the mobile device in order to stream (watch) a video. This option is best if you share the web link with the person so they can view it later. Storing resources on the Internet means you are not limited to the memory space of a Micro-SD card and you avoid the concerns of multiple file formats (e.g. 3GP and MP4).

Tip: Have one or two videos on your phone but share the link with the person so they can view more. Print generic business cards with the website link and publishable contact details.

Tip: YouTube.com has the largest global audience for video hosting. However, Vimeo.com allows easy download of videos. Consider Vimeo.com if downloading of the video file is an important feature.

Bluetooth

Bluetooth-equipped mobile devices can pick up locally transmitted messages over a range of typically 10 meters. You can transmit some audio or video media in a crowd, and anyone can choose to accept it to transfer to their phone. You can also directly Bluetooth a file to a person you are in conversation with. Generally, it is advised not to exceed 5MB in file size for videos (10MB would be the absolute limit). In every case you should minimize the file size if possible. [See My media p. 26 for tools and tips.]



Those who receive a Micro-SD card can freely share the media on it with friends. This has proven to be a natural way to multiply distribution.

Evangelism: One-On-One

When you meet a person on the street, bus or train, you can share media. Have in mind ways to transition or start a conversation based on the media you have. Video clips are a popular means of communication and evangelism because they use a visual story. Clips can be “conversation starters” that prompt discussion.

One-on-one considerations:

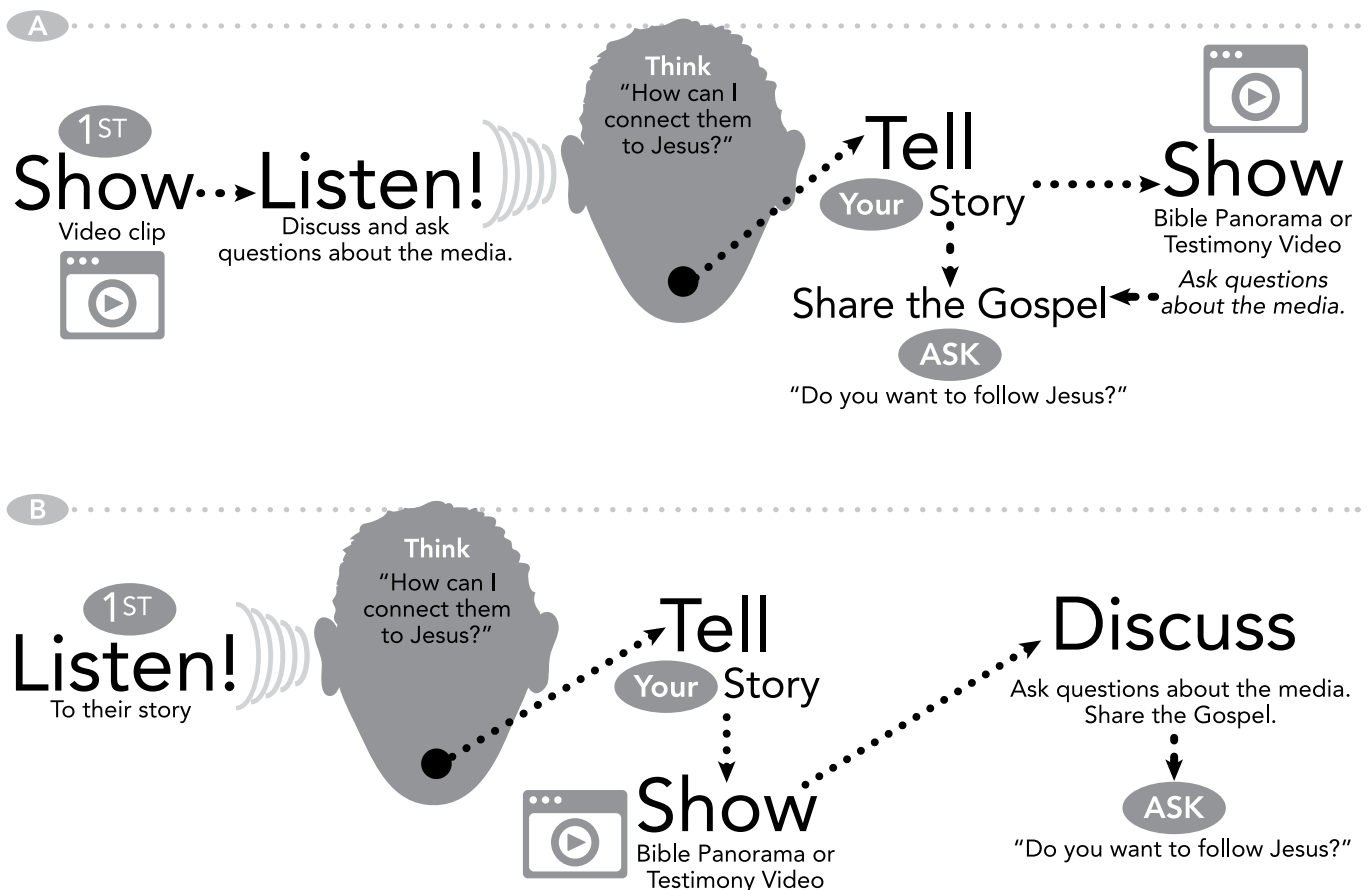
Starters: Have one or more media that can naturally work into or transition a conversation.

Transitions: Think through how you might verbally transition from the media to discussing life and spiritual topics.

Conversation: Media can be used to initiate a conversation or to transition to sharing spiritual truth. The object is to transition to a spiritual conversation which will become the opportunity to share the Gospel.

You can use a video clip or other media to illustrate or expand your points. It’s important to ask questions and allow the person to think more deeply about what was communicated in the video clip. In the same way as telling a Bible story and making a personal connection to your spiritual journey, you can show a video clip and tell them how that relates to your life.

There’s no set way that you must follow when incorporating mobiles into your one-on-one evangelism. Below are a couple of examples of processes.



Short-term teams

Short-term teams often arrive with little depth of experience in your cultural context and with no ability to speak the local language. Mobile devices with indigenous media can provide volunteers instant resources that communicate clearly and relate well within the local culture. You will get the best results if you are intentional in how you prepare and guide the team in using mobiles to support your overall strategy.

Short-term teams considerations:

- 1) **Encourage volunteers to bring their own mobile devices.** Find out what types of devices they have and the media they can store, share or use on it. Have the media ready when they arrive or send it to them before they travel.
- 2) **Provide used mobiles that work well in your context and with your media.** You can preload a set of used/donated mobiles with your media. After some training, the volunteers can carry the devices with them as they interact in your community.
- 3) **Create a simple business card for the team to hand out to those interested in further discussion or needing follow-up.** Include safe contact information, such as a secure mobile number and web address.

A strategy used by a church planting team in Paris:

Preparation:

Load 10 Micro-SD cards (4 GB) with the presentation, "Top 5 Questions Every Muslim Has for Christians."

Add these other resources:

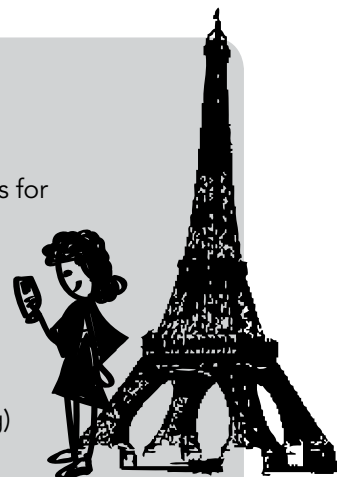
- 6 local language video clips from a New Testament film (e.g., *JESUS* film)
- Christian drama video (e.g., *House of Peace* – 45 minute drama)
- 2 local language Muslim-background believers' testimonies (each 2-3 minutes long)
- Other video clips that deal with important issues and typical questions.
- Local language Gospel of John (in a correspondence format with a simple question at the end of each chapter) and instructions to text answers to our correspondence mobile phone (a mobile device set aside to collect answers and used for responding).

Training: Spend four hours the first day training volunteer teams on the content of the Micro-SD card. Include time to practice using the phone to demonstrate that they know how to do the assignment.

Assignment: Approach local language -speaking Muslims who understand English, tell them you were given an assignment to submit the "Top 5 Questions Every Muslim Has for Christians," and ask if they have time to respond to each question. It takes approximately two hours to work through all five questions. Ask fewer questions if time is limited. The goal is to provide acceptable and convincing answers to the questions, help Muslims to be open to reading the Bible, share a clear presentation of the Gospel, and leave seekers with the Gospel of John for further correspondence.

Follow-up:

- With the smartphone, take a picture of any interested Muslim (*if they will allow*), their business card, the shop with a visible address, or easy to locate landmark.
- Request a missed call from any interested person so that you have their phone number.
- Before parting ways, Bluetooth the Gospel of John with correspondence questions. Quickly train them on how to send answers to our correspondence mobile phone.



Discipleship

There are innovative ways to integrate mobile phones into a distance learning system or your discipleship process. Those whom you mentor could be in the next town or another country. Including mobiles in your discipleship process can enrich the process, reduce distance barriers, and foster personal connection. Mobiles shouldn't be presented as a necessity. However, because mobile phones are so common, there should be no hesitation to take advantage of the benefits.

Text messaging

Sending text messages is a convenient, inexpensive and personal way to enhance your discipleship process.

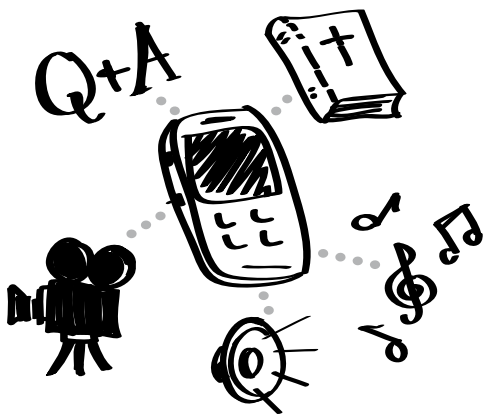
You can share things like:

- 1) Daily verses
- 2) Ministry helps
- 3) Tips for evangelism
- 4) Devotional questions with Scripture references

Sending regularly timed text messages will keep your relationship connected. It can provide a means of consistent input into the lives of those you disciple.

Tip: Texting can be an active conversation. Consider sending text messages that require a response like answering a spiritual question.

Note: *Any use of text in mobiles will only reach the literate. Oral peoples require other forms of communication [see Voice p. 31].*



Pass along conveniently stored and accessed discipleship material.

Sharing media

For those who have a feature phone or smartphone, you can provide a Micro-SD card that contains your preferred discipleship materials or media to share with non-Christians. Be creative. You can provide a set of discipleship-focused audio Bible stories and then text message reflective questions. Providing your materials or supplemental media for mobiles will ensure that they are always accessible.

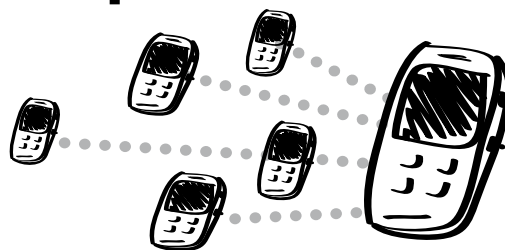
Tip: The use of audio and video is perfect for oral cultures. You may want to integrate media like audio Bible stories or parts of a film on the life of Christ into your discipleship. Have people watch or listen to a piece of media and then answer questions.

Used mobile phones and MP3 players

As technology improves, there are always those who discard old mobiles for new ones. You can collect these mobiles and fill them with your content for your ministry needs. In addition, a media player mobile phone that doesn't have a working SIM chip (a small memory card that allows a phone to connect to a mobile network) can still function as a media player. This provides a "no cost" solution for instances when you would normally purchase new or specialized audio or video players to distribute.

Leadership Development

Similar to discipleship and mentoring, you can integrate mobiles into your leadership training. Multimedia has proven to increase retention and to enrich the learning process. Mobiles will allow you to pass along valuable resources and to maintain connections despite location.



Text messaging

Keep in contact and share insights with leaders you are training. Share things like:

- 1) Church-planting tips
- 2) Reminders on foundational training points
- 3) Encouraging notes
- 4) Key Scripture verses

Intentional use of text messaging will give those you train a sense that you are near and active in their training process.

Tip: At your next training session, introduce and commit to regularly text messaging your trainees. Choose a helpful topic like reminders or key points from that training event.

Sharing media

For those who have a feature phone or smartphone, you can provide a Micro-SD card that contains your training materials. This can be a resource for trainees to use for further study, as additional resources or in training others. Others may be able to receive media via Bluetooth.

Often, trainees are excited and eager to receive and use such resources.

Tip: If your training is oral, you can share audio Bible stories, Christian music or other oral media that can reinforce or enhance your training messages. In addition, the integrity and character of trainees can benefit from regular exposure to Christian music, audio Bible stories, etc.

T4T – Training for Trainers

The use of mobile media can enhance a T4T-style training. Trainers who are interested in using mobiles and media can incorporate them into their efforts to start conversations, stay in contact with those open to the Gospel, share Bible stories, etc. You can even find or create training videos which can be used to remind trainees of important truths or to extend live training.

Tip: Use audio files of stories. Have the trainees memorize the stories by listening to the audio version over and over throughout the week. Then, ask them to retell the story in sessions that include intriguing questions to engage the listeners in discussions. The trainees can share the files with those they engage.

Using the T4T formula

A biblically-based video series (e.g., a New Testament film divided into 50 segments) can be used in a T4T formula.

- 1) First meeting:** share the vision, train how to use the segments, practice, set the second meeting time and send them out
- 2) Second meeting:** receive reports from trainers, introduce the next segment, practice and send them out
- 3) Continue** this obedience cycle
- 4) Form groups** while still using segments and reporting

Church

Throughout history, a number of the world's Christian religious leaders have been opposed to using instrumental music in worship. The introduction of the pipe organ and, much later in history, electric instruments would have been controversial at their outset. In the same way, using mobile devices or using media-guided church gatherings will find varied acceptance. Mobiles and the media contained on them can be a valuable tool for new churches or for sharing rich worship and Bible study resources. All the benefits for entry, evangelism, discipleship and leadership development apply to the church body.

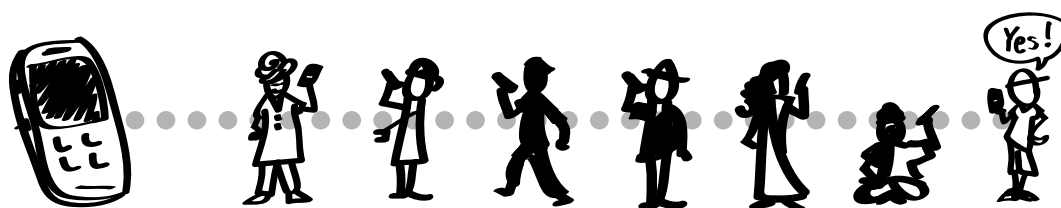
Equipping believers

Globally, most members in churches have a mobile phone or some other type of mobile device. That means most church members can use and share Christian media, too. While not all will be comfortable with technology, some will incorporate media into their sharing of the Gospel. Some may find mobile media helps them begin spiritual conversations. Others may impact larger groups of non-Christians through their sharing media with friends and family.

Tip: Give church leaders a number of resources (e.g., videos, audio stories, music, and electronic Bibles) on a CD/DVD/Micro-SD card. Encourage them to start small by sharing a song, audio Bible story or video. If they use Bluetooth they will avoid the costs and limitations of giving out physical media like CDs.

Contextual house church

Various videos are available in which church is modeled. A video that matches your language and contextual situation can be an effective tool. It can be used in evangelism to show the reality of church to non-believers. It can be used to teach about or to demonstrate a church gathering with new believers. One source for contextualized house church and evangelism videos is **Indigitech** (www.indigitech.net).



Music, ringtones, short videos, etc., are often easy for church members to share, which will expand the reach into families and the community.

Guiding new churches

In countries that are predominately non-Christian, new believers will not have an understanding or previous experience with Christian gatherings. Your modeling and teaching in person is invaluable, yet you may want to incorporate the use of custom media resources, too. Essentially, you can help a new outreach group or church understand the types of things to do during a church gathering. You can provide music, audio Bible stories, audio Scripture reading, etc., in the initial stages. This can facilitate worship and help guide a time of sharing and discussing Bible stories and passages.

For example, you can use free software to combine audio files into a single MP3 audio church gathering guide.

This could include:

- 1) Indigenous worship songs/music
- 2) Audio Bible story
- 3) Audio questions to guide a group discussion of the story/text

It is important to use indigenous worship music and other elements in the group's heart language. This will reduce the foreignness of using media. It will also help them easily transition to natural patterns in their church gatherings.

For teaching Scripture, you can create topical audio sets, such as baptism, Lord's supper, etc. Beyond the actual church gathering, these sets can function as a type of training tool for the members.

Using a preset audio guide for the new church or group is not meant to be a long-term necessity. Simply, this may guide a new group until it is comfortable with its church gatherings.



Mobiles, or even speakers, should be technologically and financially appropriate for the community to use and replicate themselves.

Combining audio files

With the right software, you can easily combine audio files. A program like **Freemake.com** is easy drag-and-drop style editing. You can use a simple voice recorder or your computer's microphone to add custom questions. Several audio files can be dropped into a list. Then, you can join the files into one and convert it to an MP3 file.

See **My media** in the next section for additional tips and information.

4 My media

Do you have video or audio files you want to edit or convert for use on your mobile? Do you need to record a testimony of a new believer?

If you are not computer savvy or a media expert, you can still prepare and create your own media for your mobile strategies. If you take time to prepare your own media, you will have more options in what you can use and how well it supports your ministry strategy and situation.

Media conversion and tools

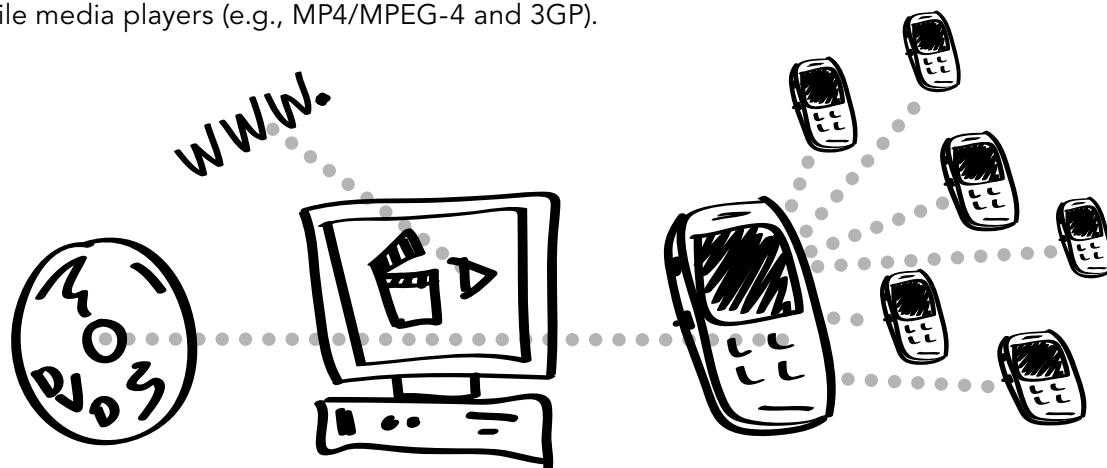
The task of using your computer to convert and edit media may seem daunting. It takes more time and specialized software to edit a video (i.e. cutting out sections or combining video clips). However, simply converting a video file format (e.g., an AVI to a MPEG-4) or DVD to a mobile-friendly video can be easy with the right software.

The process to “mobilize” existing media:

1. Make sure you have the right software. One program may do all you need. However, you may need two specialized programs:
 - a. A program that takes a video from a CD/VCD/DVD and saves it as a single file for viewing on computers;
 - b. A program that converts a video file format (e.g., AVI or MOV) to another format (e.g., 3GP or MPEG-4).
2. Download video/audio from the internet **or** take files from a CD/VCD/DVD.
3. Convert video into a digital format that is viewable using mobile media players (e.g., MP4/MPEG-4 and 3GP).

Considerations

1. Identify the most common type of mobiles in your target audience.
2. Less is more. You don't need a large selection of videos or media. Consider the best and most necessary. Then put your effort into those.
3. Shorter videos may have more impact. Consider the need to edit your video down to one to five minute segments.
4. Consider the “next step” for your audience by including contact information or links on the media. (Choose information or links with no safety or security concerns for you or your partners.) You may need more sophisticated software to add in contact information.



Video

Video format conversion tools:

One of the best options is **Format Factory (Formatoz.com)**, a free Windows software for converting video files for phones. Most of the conversion programs have presets for Android, Nokia, iPhone, etc., which have exactly the right settings. You can download a couple of these and see which best suits you.

MPEG Streamclip is also a good conversion program that is simple to use. Available for both Mac and Windows:
<http://www.squared5.com>.

Handbrake is free, works on cross-platforms and produces high-quality results. <http://handbrake.fr>

Freemake.com has free Windows software for converting video or audio files for phones.



Which format?

Sharing media is challenging because there are a number of types of mobiles and varied requirements.

The best format for audio files, like Bible stories recorded in a local language, is **MP3**.

However, video is more complicated. There is no single universal video format. Some have seen success from including two or three different formats of the same video on their mobile or Micro-SD card.

Top video formats:

1. MPEG-4 (MP4)
2. 3GP (**more universal!**)

Video formats:

- **3GP** is the most universal format. It works in older Nokia phones, but modern Nokia phones will play MP4. 3GP is smaller in file size so it is good for Bluetooth transfer. **Note:** The picture and sound quality are better in MP4.
- **MPEG-4** or **MP4** is a good sharing format. It is commonly used for online video and is one of the smaller formats so it works well for mobile video. Many mobile video playing devices will use an MP4 video. **Note:** Since the file size is larger than 3GP, it is not as good for Bluetooth transfer.

Best video technical specs:

Format	Notes	Video Settings	Audio Settings
3GP		Codec: H.263 Video size: 176x144 pixel Bitrate: 160 Frame rate: 15 **Nokia screens: 320 x 240 pixels	Format: AMR_NB 1 channel Sample rate: 8,000 Bitrate: 12.200 Decibels: +6
MPEG4 or MP4	<i>If possible to control: headers should be at the beginning of the file (for seeking)</i>	Codec: H.264 Video size: 480x270 pixels Bitrate: 384 Frame rate: 18 **Nokia screens: 320 x 240 pixels	Format: AAC 1 channel Sample rate: 22,050 Bitrate: 32

Recording testimonies

Tips for recording video:

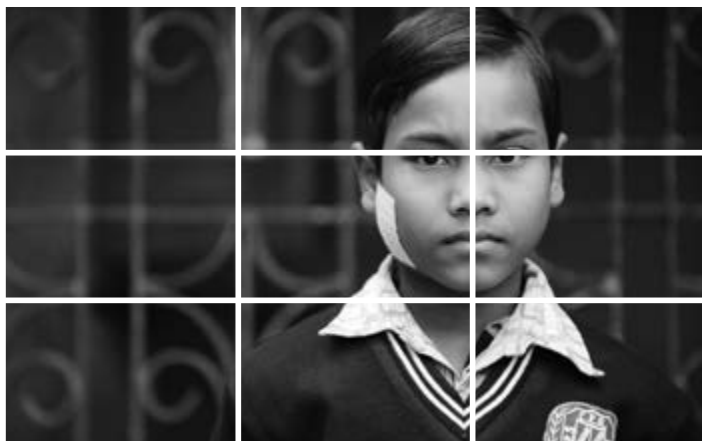
- 1) Ideally, videos should be no more than 3 minutes long. 5 minutes is the maximum acceptable length.
- 2) Make sure the sound is clear.
 - a. Ask testimony giver to talk as if he is on a busy street. No whispering or soft talk.
 - b. Background noise is acceptable and can make the testimony real. Just make sure the testimony can still be heard.
 - c. If possible, make sure that camera audio recording level is set to "loud" or on high enough audio levels
- 3) Testimony has 3 parts:
 - a. Life before Christ
 - b. How I met Christ
 - c. Life since I met Christ (No "life is great now, no worries, lots of money..." Share how you now have Jesus to help you through your difficult times).

Security concerns: For times you need to mask the identity of the person, you can choose camera angles like over their shoulder, shooting the hands, backlighting, etc.

Shooting tips:

Consider the "rule-of-thirds" for more interesting visuals:

Subject's noseline (if facing camera) should be along a line 1/3 of the frame from the left or right, and the eyes should be 1/3 down from top. Shoot from just below shoulders to top of head to keep the face prominent.



Security

Recording a person's testimony can be a powerful example of a life changed.

Keep in mind:

- 1) You need to have the person's permission to use and distribute their testimony.
- 2) Consult with the person or others to determine if showing their face or using their name could put them in danger.
- 3) If there are security concerns, consider masking their identity or only using an audio recording.

A good start

Start recording (video or audio) 2 - 5 seconds before the subject starts talking, and let it roll 2 - 5 seconds before stopping recording.

This gives you time to fade in/out without an abrupt beginning/end.



Tips for recording audio:

- 1) Final audio should be 2 to 5 minutes in length.
- 2) Audio file format: For quality it is best to record in WAV and then convert to MP3. Set your recorder for 44k, 24bit WAV.
- 3) Mic Technique
 - a. If using a phone/recorder with built-in mics, set it down in front of the subject - don't hold it.
 - b. Consider and correct your environment
 - i. Turn off fans and air conditioning units. Listen for and correct, if possible, wind noise, machine hums, etc.
 - ii. Fluorescent lights: buzz
 - iii. Room size and construction: "the cave" sound from hard walls/floors/ceilings
 - c. Isolate for better sound
 - i. Create a small space, particularly if using built-in mics.
 - ii. Use soft surfaces to help absorb sound reflections. This can be done with hanging blankets or towels around the room or recording area.

It's important to ensure the sound quality of any recording is clear and free from background noise or distractions.

Microphones

- Always consider using some type of windscreen around your microphone (mic). It can help with noise from fans, wind, etc.
- Don't hold the recorder, if possible – handling noise is not something you can extract from the audio recording.
- External mics are often the best.
- A lapel (lavalier) mic is best for interviews. A lavalier mic is closer to the source so it provides clear sound and reduces the amount of noise. These lightweight mics are generally forgotten and not distracting a few minutes into the interview.



Ringtones

Tips for Ringtones

- 1) Select music that you have the rights and freedom to use. Or select music from a video you have the rights to edit.
- 2) Music source file can be AAC, M4A, MP3, WAV, WMA, etc.
- 3) Use some audio editor or ringtone creator software (you can search the Internet for free or low cost software).

The instructions for the software will guide you on how to accomplish the following:

- 4) Decide on what portion of the clip and duration you want.
- 5) Export the audio for MP3 (most phones) or M4R (iPhone).

Audio for older mobile phones.

If you want to share audio files, like Bible stories, with those who have mobiles that won't play an MP3, then you may try converting the file to a ringtone (the sound made by a phone to signal an incoming call). PCfreetime.com, for example, will convert MP3 to AMR – which is essentially a ringtone format.

Helps

Organizing your media

As your collection of media for mobiles grows, the organization of your files can help or hinder your ability to use and share your resources. You need to think through how you structure your resources on your computer and separately consider how you structure your mobile device or Micro-SD card.



Master Collection on Your Computer

There are various options for organizing files. Some of these include:

Type of media - Create folders such as Video, Audio, Bibles, Ringtones, etc.

Strategy (Purpose) - Create folders such as Evangelism, Discipleship, etc.

Language - Create folders such as French, Mandarin, Hindi, etc.

If your media is all based on the same language, you may benefit most from organizing your collection by strategy.

If you need to work with multiple languages, we suggest that you first organize your files by **language** and then by **strategy**: Hindi - Entry/Evangelism (Gospel presentation), Mandarin - Discipleship (short and long), etc.

Example Folder Name: e.g., **Hindi Language**

- 1) **Subfolder: Entry and Conversation Starters** [e.g., Indigenous Christian music videos or songs, thought provoking or interesting video clip]
- 2) **Subfolder: Evangelism** [testimony video, Creation to Church video/audio, Gospel video]
- 3) **Subfolder: Discipleship** [short-term: foundations or story sets; long-term: Bible, SWORD method, Unicode bibles (full Bible text)]
- 4) **Subfolder: Leadership Development** [video training, biblical distinctives]
- 5) **Subfolder: Church Formation** [house church video, worship songs, stories with questions. *Note: songs, stories and questions can be combined in one audio file to serve as a guide for new house churches.*]

Mobile Devices, Micro-SD cards and Sharing Media

It may seem best to share any and all your media with anyone at any time. However, just like giving a biblical concordance to a non-Christian in your first encounter, be careful to give the right amount of the right media to the right person at the right time.

Keep Entry and Evangelism media together for new encounters. On a Micro-SD card, this can act as a type of tract for a person very interested in the Gospel.

Include Entry and Evangelism media within your Discipleship set. Beyond resources for a deeper understanding of the faith, include media for the disciple to use and share.

Provide a limited number of effective media rather than all you have. Be selective. Too much can be overwhelming, and good resources can be overlooked.

Tip: Keep no more than 10 different outreach media files with you. Having a limit will allow you to know what you have, where to find it and how to use it.



A simple video testimony can effectively communicate truth and cross barriers with those in the same culture as the person telling about their experience.

Group Text Messaging

There are a number of options and strategies involving sending and receiving text messages. Various systems are available to retrieve and organize messages as people send them. Some systems will allow you to send out your own text messages to groups. For example, you may have collected a number of mobile phone numbers from respondents who have asked for more information. If your message is the same for a certain group, you can use an SMS (text messaging) software system to send them a text message.

FrontlineSMS

(<http://www.frontlinesms.com>)

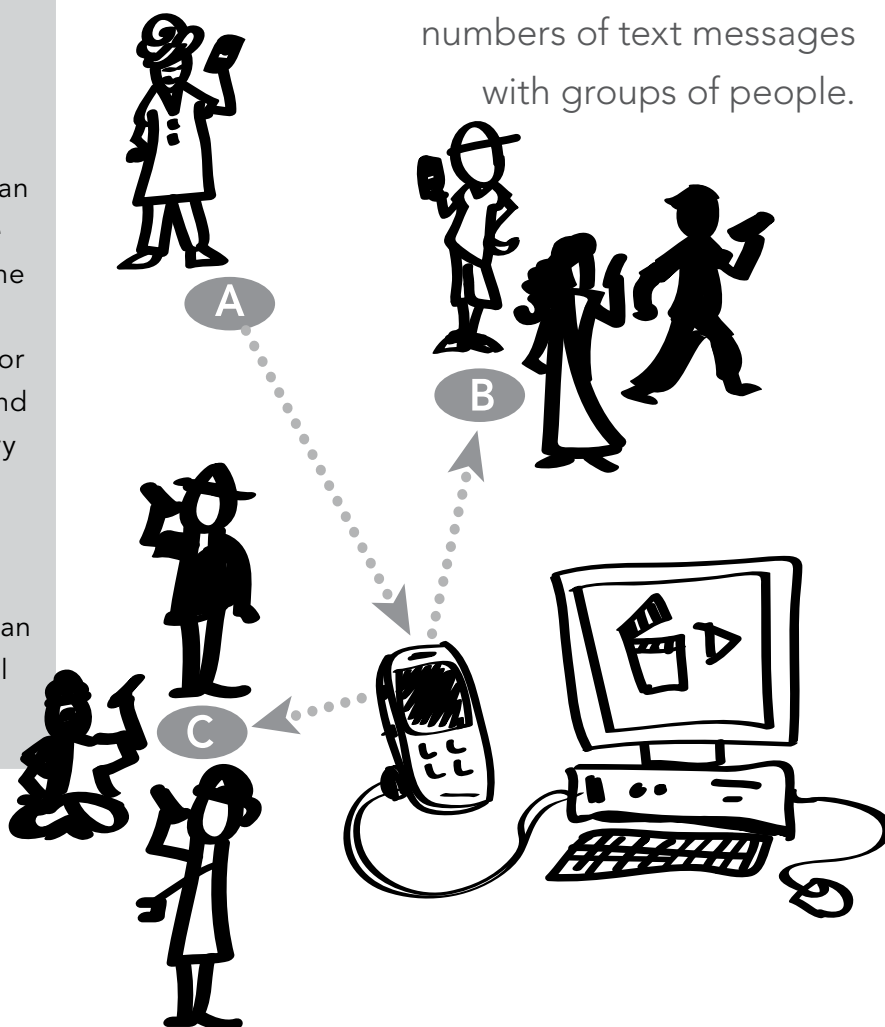
FrontlineSMS is free software for creating your own communications hub. A number of powerful texting options are available when you connect a mobile phone via a USB cable to a computer with this software. The program sends and receives text messages with groups of people. You can create and manage contact groups (e.g., by language, level of interest, discipleship needs). You can set up an information service using auto-replies. This system works on any GSM mobile network and doesn't require Internet access to function. You can share and collect information easily.

Short code

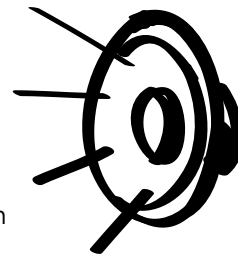
You can publish easy to remember phone numbers for texting-based communication. Short codes are telephone numbers significantly shorter than normal numbers. Some of these numbers are for dialing and some are only for texting. A sample message: Text FARM to 72404 for latest farm news. The options and process for short codes may vary for each country.

Short codes require the use of a service provider such as a local telecommunications company or an international service like Clickatell (<http://www.clickatell.com/>).

Send and receive large numbers of text messages with groups of people.



Voice



It almost goes without saying that all mobile phones work for calling and for leaving voicemails. The most **basic approach** is to set up a designated ministry phone's voice mailbox to receive messages from your target audience. Include the phone number on your tract, video, website, etc. Have the phone set to go directly to voicemail. People can call and leave a voicemail providing contact details, questions and feedback.

Another approach is to integrate a more powerful voice and audio information system into your strategy. Some are based on free software which you install on a computer that is connected to a mobile phone or a special modem set up for receiving mobile phone calls. You can publicize or share a phone number. Any number of people can call to navigate an interactive voice system which provides content to hear and opportunities for the hearer to respond.

Callers can leave voice messages to share their experience, opinion, contact information or needs. This is perfect for people who cannot or prefer not to read.

What do I need to get started?

1. Voice system software (e.g., *FreedomFone*)

2. A dedicated computer

Some software options require a dedicated computer for the task. Typically you need a basic computer with specifications like: 2GB RAM, 2GHz dual-core processor, 80GB hard-drive.

3. GSM device/s

These devices contain a SIM card (which allows the device to work with cell phone service.) Normally you can use an extra mobile phone. However, you can also use some specialized devices like *MobiGator Pro* (a modem-type device that uses a normal SIM card to enable it to make and receive calls when connected to a computer.)

4. Working SIM card/s

You need SIM cards (a small memory card that allows a phone to connect to a mobile network) that have been activated to send and receive calls. A SIM card is needed for the number of call-in lines you want.

5. Microphone

6. Audio recorder

FreedomFone

(<http://www.freedomfone.org>)

FreedomFone is free software for sharing audio content and for facilitating communication with callers. The system uses Interactive Voice Response (IVR). This means audio content is shared through multiple voice menus which callers navigate using their phone keypad (e.g., "Press 1 to change language," "Press 2 to listen to a Tamil song," "Press 3 to leave a message..."). There are many options for content such as short news items, health care information, audio Bible stories, songs or fun quizzes. This system also integrates text messages and voicemail.

Oral peoples can benefit from a voice system that allows them to hear a message, verse or spiritual question and respond by leaving a voicemail.

Mobile Web

More advanced users, or those with existing outreach websites, may choose to make their sites mobile friendly and include mobiles in their strategy.

If your audience lacks consistent Internet access, or if mobile Internet is too costly for them, then you should avoid strategies that require immediate website access. However, using a mobile device to access the Internet is a growing reality for many areas of the world. Whether your target audience views a website through a mobile or a computer, a website is a powerful place to present media content, provide more downloads, share additional information and begin conversations.

Beyond enabling video watching online, you can offer or link to mobile-friendly content like Christian songs, ringtones, wallpaper, etc. The possibilities are endless.



Your website

You might have an existing website or plan to create one for reaching your community. It is important to ensure the site is mobile-friendly.

What’s mobile friendly?

- 1) The site automatically detects that a mobile device is being used.
- 2) The important tabs to navigate the site should be clearly presented and accessible. A tiny link at the bottom footer of the web page for contacting you may be hidden or inaccessible.
- 3) The text on the page scales for various screen sizes.
- 4) The need to scroll or navigate through a number of pages is reduced.
- 5) Smaller images are used but linked to larger versions so the mobile user can zoom in for detail.

There are technical processes for a site to detect if the viewer using a mobile device and to switch to a modified presentation of the site content. Seek technical assistance for addressing this for your site.

Tip: Always test your site. You can test your website by using your own mobile device. Also, ask one or more people to view your site on their mobile. Make sure they test various functions and comment on overall user friendliness.

Existing websites

Most video sites (e.g. YouTube) are set up to be mobile friendly. If you upload videos there, then any device can access them. Your favorite Christian sites may also be mobile friendly. You can search the Internet or talk with your team members to find sites that would work well in your strategy and fit your target audience.

Localized Broadcasting or Bluetooth Proximity Marketing

With the right equipment, it is possible to set up a Wi-Fi hot spot or Bluetooth broadcasting area. Depending on the device, the broadcast range can reach distances from 30 feet to 300 feet. You can make Christian media available to anyone in that area with a computer, mobile phone, tablet, etc.

As long as they have their device ready to receive broadcasted messages, then they can see your message and choose to accept a download or respond. For example, some broadcast a message like, "Do you want to know the Truth?" If a person is interested, then they could click on that link to access a website or a download. Another example is broadcasting the availability to receive a free video clip, song and ringtone. It is best if the total download is under 5MB. If the person accepts your message, then your media would download on their device. They can go to the website address you put into the media, even if they need to note the address and use an Internet cafe later.

This technique can be done anonymously. Some devices are mobile, so they can be carried in a backpack while broadcasting. Areas of dense population and heavy foot traffic are ideal. However, the cost of the broadcasting device may be prohibitive. You would need to make the decision based on your local situation, strategy and budget.



Find more information or a device

Bluetooth proximity marketing is popular with media companies, coffee shops, etc. You can search the Internet using this terminology to find more information and device purchasing options.

A Christian source for more information and purchasing equipment for various needs is Kiosk Evangelism.

http://focuspage.com/kiosk_en/hotspot.htm

Helpful links

Christian Networks and Resources on Mobile Ministry

Mobile Evangelism Wiki - A wealth of resources and links. <http://mobilev.pbworks.com>

Mobile Ministry Forum - <http://www.mobileministryforum.org> and <http://bit.ly/MobileMinistryForumReport>

Visual Story Network- Mobile Media Group - <http://visualstorynetwork.ning.com/group/mobile>

Education on Mobiles and Mobile Ministry

Mobile Ministry Training Course - <http://www.cybermissions.org/mobilemin/>

Ministries Focused on Mobile

Create International - <http://www.createinternational.com>

Indigitech: Many free videos on topics like contextualized house church and evangelism videos.
- <http://www.indigitech.net>

Internet Evangelism Day Mobile Section - <http://www.internetevangelismday.com/mobile>

Mobile Advance - <http://www.mobileadvance.org>

Mobile Ministry Magazine - <http://www.mobileministrymagazine.com>

Searching Online for Resources

Phronema.org - <http://phronema.org>

Providers of SMS Applications (especially non-English)

American Bible Society - verses in Spanish and English - <http://journeys.americanbible.org>

Daily-Bible.com, SMS daily bible verses - <http://www.daily-bible.com>

Frontline SMS - using SMS in a broad strategy - <http://www.frontlinesms.com>

Kommunion.no, New Testament in (Norwegian) SMS - <http://www.kommunion.no/index.cgi?art=6348>

MFaith.com, daily Bible verses - <http://www.mfaith.com>

MobileBible, daily Bible verse - <http://mobilebible.org>

Portabible, searchable SMS Bible (UK only) - <http://www.portabible.com>

SMS Bible, daily Bible verses in Lithuanian language - <http://www.church.lt/t/sms>

TextGodsWord.com, daily verses - <http://www.textgodsword.com>

TextToChrist.com, daily devotional - <http://www.texttochrist.com>

Verse-of-the-Day, daily changing verse - <http://www.votd.mobi>

WakingWord, daily Inspirational passages - <http://www.wakingword.com>

Christian Apps

Android Market - search by topic or need - <https://market.android.com>

e3 Partners - evangecube - <http://www.e3resources.org/downloads>

iTunes - search by topic or need

Publish your tract, discipleship material, etc. for mobile devices - <http://www.phonepublish.org>

The Story from Spread Truth Ministries: <http://www.spreadtruth.com>

The Story App - <http://viewthestory.com>

Bible and Orality downloads

Bible downloads are whole Bible, whole New Testament, or individual book or Scripture portions, downloadable in English or Non-English.

Arabic Bible Outreach (Kitab al Muqaddas/vanDyke translation) - <http://www.arabicbible.com/bible/vandyke.htm>

Audio files: <http://www.audiotreasure.com/GPS/>

Bible.is: <http://www.bible.is> - a ministry by Faith Comes By Hearing: smartphone app with Bibles in audio and/or text for over 600 languages

Bebalash (Kitab al Muqaddas/vanDyke translation) - <http://www.bebalash.com>

Christian Mobile (variety of resrouces as well as Bibles for basic phones) - <http://www.christiansmobile.com>

Crosswire.org SwordReader for Pocket PC - <http://crosswire.org/sword/swordreader>

Digital Bible Society (have Micro-SDs filled with media) - <http://www.dbsbible.org>

eSword - <http://www.e-sword.net/pocketpc/index.html>

GMPSOft - <http://www.biblewithyou.com/products.php>

GoBible - <http://gobible.jolon.org/> - Versions available: Arabic, Bulgarian, Chinese Simplified, Chinese Traditional, Danish, Dutch, English, Finnish, French, German, Indonesian, Norwegian, Portuguese, Romani (Gypsy), Romanian, Russian, Slovak, Spanish, Swedish, Ukrainian, Vietnamese, etc.

Laridian.com:

Audio Bible - <http://www.laridian.com/ipod/default.asp>

Pocket Bible (Windows CE) - <http://www.laridian.com/ce/>

MySword: Mobile Bible software for Android (can use converted e-sword modules) - www.mysword.info

Olivetree - <http://www.olivetree.com/store/home.php?cat=262>

(use pull-down bar to see languages available)

Oral Strategies - a wealth of oral based resources - <http://www.oralstrategies.com/>

South Asian Language Bibles and Portions: <http://www.wbtc.com/>

ST4T.org - a great collection of orality resources and audio recordings

Testimonies

Muslims 4 Jesus - YouTube - <http://www.youtube.com/profile?user=Muslims4Jesus#grid/uploads>

Notes:

Sources

The content of this booklet is based on a variety of interviews, discussions, and research, as well as material posted on the Internet or published.

Content, strategies and technical

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