



December 5th 2012

Influencing the World for Christ... Today

Merry Christmas! This year let's remember 2 billion people have never heard that Jesus came the first time. Our campus of 43,000+ students (1/5 of all college students in Colorado) has the 2nd largest international student population in Colorado. We have over 1,200 of the brightest students from around the world, approximately half of those from closed countries like China, Saudi Arabia, Morocco, Iran and others. This semester we partnered with an international student ministry that gave many of our students the opportunity to be weekly language partners with these students, giving them a chance to share the gospel with their international student. This could possibly be the only time the international student will be able to have someone sit down and share the gospel with them.

Adding fuel to the fire in many student's hearts to reach internationals with the gospel, we put on a retreat with the emphasis of reaching the world for Christ, specifically the 10/40 window where 90% of the *unreached people groups live. The retreat fell on the same day my new ebook (co-written with Angi Pratt) was released, which talks about how to use social media to reach and influence the world for Christ. The Lord used the combination of the book release and world focused retreat to get us thinking of more ways social media can be used to get the gospel to these unreached groups. Austin and I decided to experiment. We placed an ad on Facebook for two days appearing solely to the cities in India where the Ansari people live, a group of over 10 million where there is not one known believer. Since India's people have more mobile phones with access to the Internet than they do toilets, we thought this would be an opportunity to reach them. The ad was in Urdu, their language, and directed them to GotQuestions.org, an evangelistic website. The article the ad took people to explains who Jesus is and shares the gospel message. In 2 days 90 people clicked on the ad and got to read the gospel likely for the very first time in their language! The most shocking thing is that the cost to share the gospel with 90 Ansari people was not the cost of a few thousand dollar plane ticket and time learning the language, it was a total of 20-30 minutes and \$12. Imagine if students regularly took steps of faith to steward their resources including Facebook to reach the world for Christ. **This generation is perhaps the first that has the ability to see the Great Commission accomplished in their lifetime and we are honored to partner with you in helping mobilize these young unencumbered world changers.**

If you want to check out my new ebook co-authored with MPM staff member Angi Pratt on how to use social media influence for the glory of God, go to www.ReacheBook.com If you'd like to learn how to get the gospel into the lives of unreached people go to <http://www.missionalwomen.com/internet--social-media.html> where I share the step by step process. JoshuaProject.net is good website to learn about unreached people.

**An unreached people is a people group where there is no indigenous community of believing Christians with adequate numbers and resources to evangelize their own people.*



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