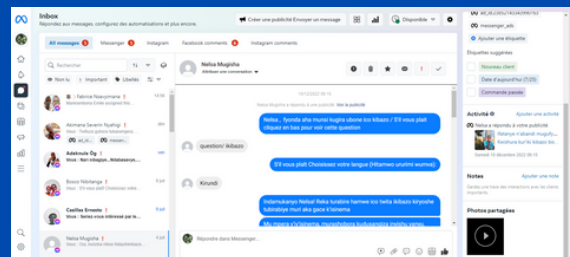
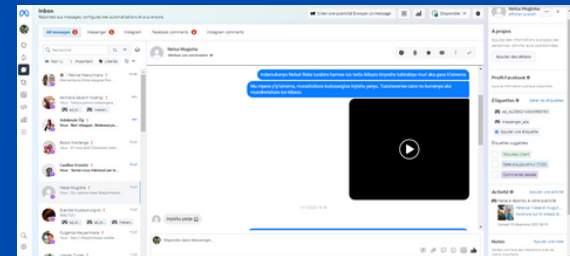




# PIONEER INTO MISSIONNAL GAPS



**CELEBRATING SPIRITUAL TRANSFORMATION:  
OVER 80 SOULS EMBRACE CHRIST IN BURUNDI**



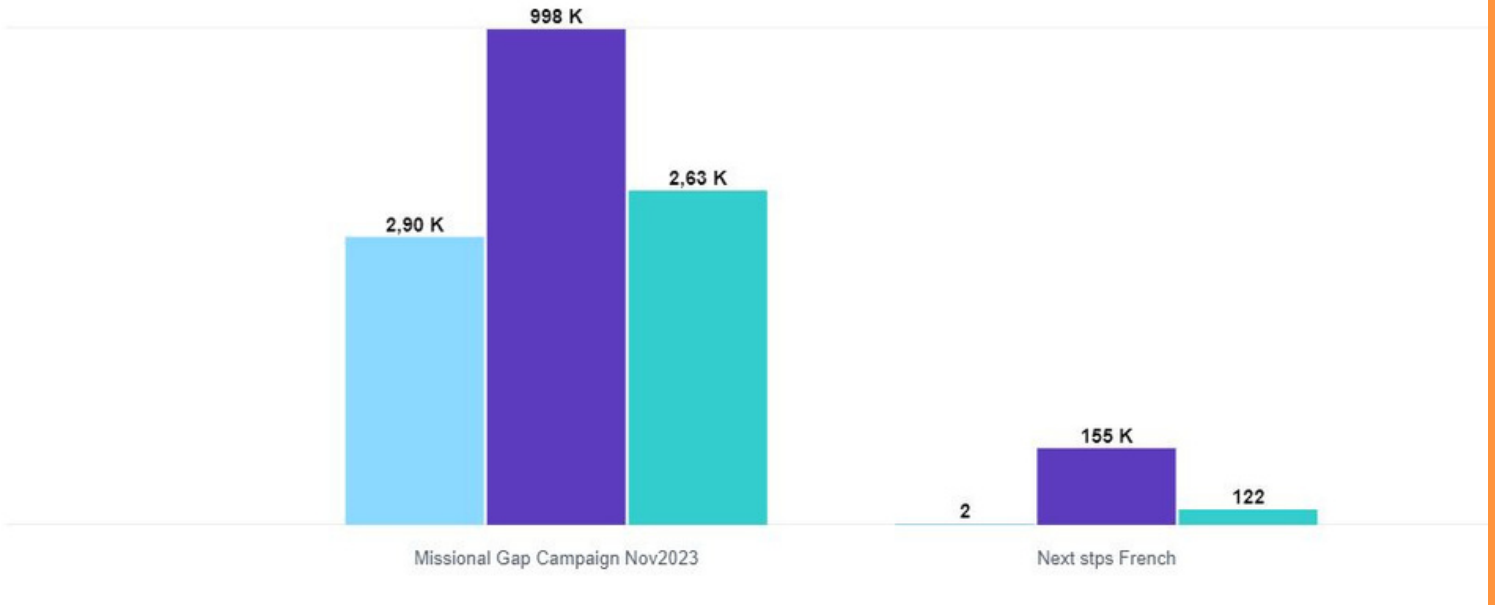
## FACEBOOK ADS CAMPAIGN

"After the Africa Digital Champions Summit in Lusaka, Zambia, the Burundi team hosted a 3-day training course, attended by 27 digital missionaries. The training was strategically designed to prepare these missionaries for an impactful Facebook campaign, addressing identified missional gaps.

From November 15 to 29, 2023, an evangelization campaign unfolded, leveraging Facebook ads and a chatbot for initial conversations. The fruits of this endeavor were substantial, resulting in the rescue of 82 individuals who gave their life to Christ, their names and contacts can be registered [here](#) as a database for the follow up.

Du 4 nov 2023 au 7 déc 2023

- Nouveaux contacts de messa...  
New conversations messages
- Impressions  
Impressions
- Réactions à des publications  
Reactions on the ads



## Impact story



Irakunda Odette and Florence Nzeyimana are two individuals who received Christ through the campaign and are currently dedicated to following Baptist teachings. Hear their inspiring stories and witness the transformative power of faith in their lives in the videos provided [here](#).

## Future perspectives

While running Facebook ads, we identified a significant percentage of individuals who are not connected due to a lack of phones. Our plan is to reach out to these individuals in person, utilizing digital tools such as video projections featuring the Jesus film and other Christian films. This approach aims to facilitate their reception of Christ and support their spiritual growth.



**"With less, God enabled us to achieve this; with more, we can extend our reach beyond these results."**

**We thank everyone who contributed for arriving on it.**