



December 10, 2018

**Attention: All Pastors, Elders and Communication Sponsors**

Greetings.

The Communication Department takes this opportunity to introduce our new and inspiring WHY I BELIEVE (*#WhyIBelieve*) initiative; a social media challenge that will provide the opportunity for members to use online resources (videos, memes, blogs etc.) to share their faith in God. This programme will be launched **January 1, 2019**.

Each month, we will launch a new hashtag or topic on "Why I Believe". Members of the churches are invited to participate by creating and posting online content to express why they believe in the given topic.

On a quarterly basis, the Communication Department will review the content posted, give feedback on the quality of the content shared and awards will be given for the top posts in various categories.

The objectives of this programme are as follows:

1. Create opportunity for members of the churches to do an online ministry
2. Invite members of the churches to use their testimony as a witnessing tool
3. Inspire creativity in using media to do evangelism

We invite you to partner with us in promoting the programme each month.

We have included the following with this letter:

1. A schedule of the various topics for the first quarter of 2019.
2. A promotional video for *#WhyIBelieve*, to be played in your church and shared within your WhatsApp groups.

Anticipating your cooperation and participation as we seek to promulgate the everlasting gospel in preparation for the Jesus' second coming. For more information, please visit: [www.centralja.org](http://www.centralja.org) or [whyibelieve.centralja.org](http://whyibelieve.centralja.org).

Yours truly,

Damian Chambers  
Communication Director