



ROAD TO PARADISE **PROPOSAL**

You can share the Gospel with the Muslim world through the Road to Paradise. By partnering with *ServeNow*, you can reach 6 million Arabic-speaking people monthly in multiple countries.



www.weservenow.org



1817 Austin Bluffs Parkway #110,
Colorado Springs, CO 80918



+719-900-1800



servenow@weservenow.org

A portrait of Merzek Botros, a man with a beard and mustache, wearing a grey blazer over a dark blue shirt. He is smiling slightly and looking towards the camera. The background is a blurred cityscape at night with warm lights.

National Director

Merzek Botros was born in Egypt and grew up in a Christian family. At fourteen, he accepted Jesus as his Lord and Savior. His dream was to become a famous football player, but that dream faded due to discrimination against his Christian last name.

More than thirty-two years ago, God told him to move to Stockholm, Sweden with his family and start an Arabic church. In those days, there were very few Muslims in Sweden. In the last five years, the Muslim population in Sweden has grown to 16 percent of the total population of ten million people. Pastor Botros' church has grown with Muslim converts and expanded from Sundbyberg to Uppsala in Sweden.

Pastor Botros has become well known by churches working with Muslims in Europe and the Swedish government, which often seek advice from him in handling intricate Muslim issues in a very secular country. He was the first to edit a bilingual version of the New Testament in Swedish and Arabic. Recently Merzek and his daughter, Edoxia, launched a video program in Arabic called The Road to Paradise. The series reaches six million Muslims a month around the world.

Pastor Botros is also deeply engaged in international humanitarian and development works, especially in disadvantaged areas for socially excluded young women and refugees.



About Islam

Followers of Islam are called Muslims. Muslims worship a monotheistic all-knowing God, who in Arabic is known as Allah. Followers of Islam aim to live a life of complete submission to Allah.

The religion is built upon 5 pillars, and practicing these pillars is important for all Muslims: Profession of Faith (shahada), Prayer (salat), Alms (zakat), Fasting (sawm), and Pilgrimage (hajj).

Muslims read the Qur'an, the holy book of Islam, given to Muhammad. They also believe in holy books like the Torah (given to Moses), the Gospel (given to Jesus), the Psalms (given to David), and the Scrolls (given to David).

Now you may be asking... well, how do Muslims enter heaven? The Qur'an describes heaven as a beautiful garden. Jannah is Paradise, where those who have been good go. Muslims believe they get to Paradise by living religiously, asking Allah for forgiveness and showing good actions in their life.

The Reality

Christianity's long reign as the world's largest religion may come to an end by 2060, as Islam trends as one of the world's fastest growing religions. There are over **1.90 billion Muslims** in the world, **almost 25%** of the total population.

Pew Research projects the world's population to grow 32% in the coming decades, the number of Muslims is expected to **increase by 70%** – from 1.8 billion in 2015 to nearly 3 billion in 2060.

More than a third of Muslims are concentrated in the MENA region, Africa and the Middle East, which projected to have the biggest population increases in ages to come.

If there ever was a time to share the Gospel in the Arabic-speaking world, it's today!





The Road to Paradise

As technology develops, we must adapt to agile practices to share the Good News of Jesus Christ. Social media is growing rapidly, and outperforms broadcast television with an average of 2 hours and 20 minutes. Most experts believe that in the long run traditional media will disappear and embed as a part of digital media.

Since 2018, The Road to Paradise uniquely reaches Arabic people worldwide with the Gospel. This online video program shares a monthly episode, lasting five minutes each. Muslims believe they have to do several things to reach paradise. These short episodes address these topics, weaving in the answer of the Gospel. During the past year, these short programs have drawn over six million viewers a month on YouTube and Facebook.

There are approximately 325 million Muslims in the MENA region, the grouping of countries in or around the Middle East and North Africa. Most of our viewers live in Algeria, Egypt, Indonesia, Iraq, Libya, Morocco, and Tunisia. However, there are also viewers from Bahrain, Germany, Israel, Jordan, Kuwait, Lebanon, Oman, Palestine, Qatar, Saudi Arabia, Sweden, United Arab Emirates, and Yemen.

Our goal intends to build a Christian network throughout the Arabic speaking world, where *ServeNow* could also utilize *The Basic Series* books in Arabic.

A Muslim from Palestine was watching our Road to Paradise program. He was very impressed and started writing to the follow-up team. A person from the follow-up team started watching the first conversation that took place between them, which was two hours and ten minutes. Day after day he followed the programs until he was before the Lord Jesus loyal to his life.

He wrote, *"The videos of Road to Paradise, with their explanation and interpretation, opened my eyes a lot and made me understand more. Your words are logical and I like the way you present the truth."*

These videos on your page played a major role in surrendering my life to Christ and accepting Him as a Savior. Two weeks ago, I sat and surrendered my life to Christ and left everything behind my back. I remembered Christ's words to Thomas' disciples and about doubt, I am like Thomas. Now I am proud of my faith. Every time I see your videos, I cry. I am really tired and want to be baptized. I am in dire need of discipleship so that I can understand more."



After this man's family discovered his faith in Christ, they tortured him. Our National Director and his team are working to connect him with loved ones and fellow believers in Palestine. Please pray for people like him, who learn about Jesus through the Road to Paradise program, risk their lives to follow Christ, and need discipleship tools like *The Basic Series*.

Explore Topics

Scan the QR to see more examples of questions explained on *The Road to Paradise* Facebook page. If you experience an error, the Facebook page may have been shut down due to the sensitive nature.



www.weservenow.org



+719-900-1800



1817 Austin Bluffs Pkwy #110,
Colorado Springs, CO 80918



servenow@weservenow.org

As we plant seeds with the Road to Paradise, these precious new believers and pastors will need a disciple tool like *The Basic Series*, an 8-year discipleship program.

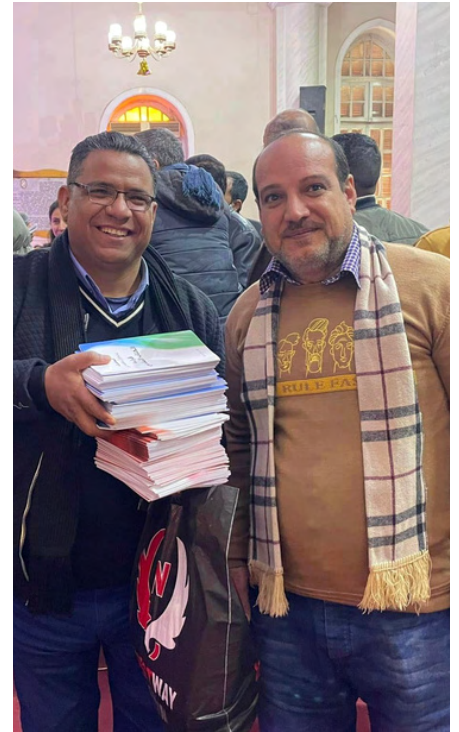
We have been testing this in Sweden where a lot of refugees and immigrants from Arabic-speaking countries. Nearly 20% of Sweden's population is now in fact immigrants from the Arab world!

The Basic Things You Need To Know About About God's Love by Merzek Botros was written to specifically reach the Arabic world. During Pastor Merzek's time as an evangelist and pastor, he has seen a need for God's love. Many people in his region are confused about God due to false teachings, corrupt government officials, cruelty from parents, on-off conflicts, and recent wars.

Your support will make disciples through several new translations and reach more countries with God's love:

- **Egypt**—print four books, 16,000 copies in Arabic (needs \$24,000)
- **Iran**—print another four books, 12,000 copies in Farsi (needs \$18,000)
- **Iraq**—print four books in Arabic, 16,000 copies (needs \$24,000)
- **Israel**—print four books in Arabic, 16,000 copies (needs \$24,000)
- **Jordan**—print four books, 16,000 copies in Arabic (needs \$24,000)
- **Lebanon**—print four books, 16,000 copies in Arabic (needs \$24,000)
- **Syria**—print four books, 16,000 copies in Arabic (needs \$24,000)
- **Turkey**—print four books, 16,000 copies in Arabic (needs \$24,000)

Each print run is a minimum of 3,000 copies per country. Each book costs \$1.50 to translate, print, distribute, and follow up per person. This comes to \$4,500 per print run, per language. In total, this is \$186,000 on the year for work in the Middle East.





Letter from Merzek

I would like from all my heart to thank the LORD Jesus for giving me the vision of the program "Road To Paradise." It started with a simple idea of a new way of doing this in Christian media. A short episode that is very specific and purposeful in topics. Muslims believe they must do several things to reach paradise. In the last months, we have reached millions in Arabic countries and even other countries.

We have prayed with them, and many accepted the Lord Jesus Christ as their Savior, and many have called us and asked for the Bible and even those who asked us to lead them to local churches. On the other side, we have also been insulted and threatened, but even that is positive, which means they've seen the episode. We are continuing regardless of the challenges we face.

Now the program is being broadcast through the satellite, a Christian channel that broadcasts to the whole world. We will be able to reach every house in the Arabic world but also all Arabic people that have satellites around the world. We are talking about around 380 million Arabic people in the Middle East and North Africa.

We have reached more than 295,000 followers on our "Road To Paradise" Facebook page. That is an encouraging achievement for us. Thank you for sharing Christ's passion with the Arabic world!

In Christ,
Merzek Botros



Give Today

The Road to Paradise program effectively shares the Christian Faith across the Arabic-speaking nations. It's even expanded to other communities in Indonesia and among the Yazidi people! These videos engage their audience relevantly pointing to the truth of Jesus and Scripture, reaching 6 million people monthly!

Your gift will reach more Muslims and the Arabic speaking world with the Gospel. Every \$5,000 reaches six million Arabic-speaking people in one month.

Will you go and make disciples through *The Road to Paradise*?

Online

Scan the QR to give towards *The Road to Paradise*.



By Check

Mail a check payable to *ServeNow*, 1817 Austin Bluffs Pkwy #110, Colorado Springs, CO 80918.

Planned Giving

Unleash the benefits of a non-cash gift through Stock Appreciations, IRA Distribution, Estate Planning, etc. Contact our team by phone or email.



www.weservenow.org



1817 Austin Bluffs Pkwy #110,
Colorado Springs, CO 80918



+719-900-1800



servenow@weservenow.org



End Of Proposal —————

THANK YOU

In advance, thank you! Together with God's favor and your partnership, you can reach millions in Arabic-speaking countries with the Gospel. Let's go and make disciples in the Middle East.

ServeNow

1817 Austin Bluffs Pkwy #110, Colorado Springs, CO 80918

+719-900-1800 serveNOW@weservenow.org

www.weservenow.org

