The $100,000 Challenge

January 28, 2011

Are you aware that more than 1 billion people live in India? Most of them are Hindus who, many people say, worship thousands – even millions – of gods. By constitution, India is a secular republic, with freedom of religion as a fundamental right, but religion greatly influences all aspects of life. Because of your generosity, AWR has been broadcasting via shortwave radio across the borders and restrictions of this exotic land for years, with success measured in many souls for Christ.

But as the nation continues to grow, more people seek employment in the megacities. According to most statistics, at least one fourth of India’s population is now made up of city dwellers, who listen to very little shortwave radio. To reach the people of these cities, FM radio is the way to go, especially during the day when most people are trapped in commuter traffic … and there is always traffic in cities like Mumbai, which has close to 20 million people!

Judging from the responses we have received from neighboring Nepal, where we air our programs on 15 FM stations, it will work in India too! You see, once the Maoist government of Nepal came to power in Nepal, it opened up the airways and allowed us to begin broadcasting on FM stations. What a testimony this is:

A listener writes, “I never knew in all my life that there was any other religion other than Hinduism and Buddhism until I heard AWR. Now you have introduced me to Jesus Christ. Thank you for allowing me to taste the sweetness of God.”

Right now, the political and religious climate is such that we can share Jesus Christ via FM broadcasts in many of India’s megacities, but we don’t know how long it will be before the devil tries to close the airways down. Now is the time to act. Just 7 cities hold almost 100,000,000 people!

A generous donor and his good friend have had a burden for years to reach India for Christ.
They realize that now is the time to act. This window of opportunity could close at any time. Please partner with us while the opening still exists.

They have pledged $100,000 as a matching gift. In other words, for every dollar you give to help someone “taste the sweetness of God” in the megacities of India, they will match it! That’s right. Your $100 gift becomes $200, your $500 gift doubles to $1,000, and your $5,000 gift becomes $10,000.

God has opened the awesome opportunity to reach tens of millions of people with His final message of mercy through FM radio. In faith, AWR is gearing up for the challenge at our production studio in Pune, India.

The average cost of a broadcast per station is about $190/hour. Just imagine: your $100 gift becomes $200, and those radio waves for that one hour could blanket up to 20 million people. In the light of eternity, that’s a tiny amount of money with everlasting consequences!

Thanks again for your support and please continue to keep the mission of AWR in your prayers.

Yours in Christ’s service,

Dowell Chow
AWR President

Give a Gift

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