CAMINANDO JUNTOS

OCTOBER | LATIN AMERICA

CAMPAIGN IMPACT

# Gospel reach. Meaningful next steps.

3 Circles Gospel Presentation • 8 locations across 5 Latin American countries

PEOPLE REACHED

**238,480**

people saw the gospel invitation through targeted social media outreach

**Reach creates an opportunity.**
**Connection creates a next step.**

**6,104**

Watched at least 95% of the gospel video

**5,394**

Website visits to explore the message

**56**

Direct messages received

**9**

Forms indicating prayer to receive Christ

**3** local connection requests

**All three contacted by a local believer**

cjuntos.org

Campaign figures represent different measures and should not be interpreted as a unique-person funnel.

BEHIND THE NUMBERS

# From a message to a meeting.

Enrique's story • Mexico

On October 14, Enrique contacted Caminando Juntos with a simple request: “I'd like to speak with someone.” He wanted to learn about Christianity and asked how to get started.

When asked whether he had decided to follow Christ or was still exploring faith, Enrique replied, “Estoy decidido” — “I've decided.” Without a church or regular Bible study, he wanted someone to help him understand Scripture and live out what he learned.

> ***“I just need Bible study so I can gain understanding and put it into practice.”***
>
> — Enrique, translated from his October 14 message

## THE PATHWAY TO DISCIPLESHIP

**01 — A digital campaign**

Enrique saw an ad on Facebook.

**02 — A digital conversation**

After visiting our website, he sent a message.

**03 — A local introduction**

A nearby missionary was identified that day.

**04 — An in-person next step**

They have met; a second meeting is scheduled.

THE BIGGER PICTURE

**Digital outreach can open the door. Local believers help people keep walking.**

Names changed for privacy. Follow-up status confirmed by ministry team.