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PROJECT proposal

A 24-HOUR DIGITAL STREAM for nonreligious Russian speakers in Israel

introduction

Israel is a nation of rich ethnic and religious diversity. Approximately 75 percent of the population is Jewish, while Arabs constitute over 20 percent, according to Britannica. Israel is also home to Druze, Circassians, and other minority groups, adding to its intricate cultural mosaic.

In the early 1990s, over a million Russian speakers moved to Israel from the former Soviet Union, profoundly impacting Israeli society. TWR already has a significant amount of existing content in the Russian language and has formed a ministry partnership with an organization in Israel. So, it's a logical next step to begin an outreach to Russian speakers in Israel, with plans to expand to other audiences in the near future.

The recent escalation of the Israel-Gaza war has made ministry in the region even more vital as individuals grapple with the psychological, economic, and destabilizing impacts of war.

Creating a foundation of trust is a necessary first step to reach the Russian-speaking community in Israel with the message of Jesus. A large number of Russian speakers living in Israel don't identify with any religion. Many of them have adopted secular worldviews, while others identify as agnostic or atheist. Their backgrounds and values reflect the complexity of Russia's history and the diverse cultural landscape of Israel.

This 24-hour digital media stream will be a starting point for those who are curious and want to know more. It will give them a safe space to learn about God and ask questions. The recent escalation in the Israel-Gaza conflict has had a traumatic impact on many lives and people are asking difficult questions. Many don't know where to turn.

PROJECT summary

TWR wants to help Russian speakers in Israel between the ages of 25-50 take the first steps toward faith in Christ. Because the digital radio stream takes a pre-evangelistic approach, around 80 percent of the content will consist of cultural news, music and other topic-related themes that are ethical but not overtly Christian. The other 20 percent of the content will address relevant topics from a Christian perspective. Topic examples are depression, finding meaning in life, financial stress, marriage and children. The team hopes to attract a faithful audience and gain a reputation for sharing balanced, moral content so that when biblical themes are presented, listeners are ready to absorb the information.



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COST overview

Item	Rate	Cost per year
Unique content development (scripts and production), and jingles	550 USD / episode	6,600 USD
Landing page with digital stream + 1 year subscription	100 USD / month	1,200 USD
Social media outreach: page creation, posts and reels (copywriting, idea generation, design, filming and video editing), and chat bot management	1,118.75 USD / month	13,425 USD
Social media engagement and follow-up, promotional strategies (VK social network, Yandex), online radio management software, Design and AI software subscriptions, and technical equipment	1,260.41 USD / month	15,125 USD
Outsourcing company fees (accounting, HR, legal), and project management	-	8,112 USD
TOTAL		44,462 USD

HOW TO give

We welcome your partnership as we re-establish TWR ministries in Israel, first focusing on the large Russian-speaking community.

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Give in Europe with banking information:

Credit Suisse Switzerland (BIC CRESCHZZ80A)
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British Pound account: CH49 0483 5066 8060 2200 3

