



## Project Summary

**Men of Courage (MOC)** is a global pre-evangelistic media series created to engage Muslim men by addressing their deepest struggles and questions. Through culturally relevant storytelling and authentic dialogue, MOC offers a fresh perspective on life, identity, and eternity, guiding men, by God's grace, one step closer to Christ.

What sets MOC apart is its collaborative model. By equipping local ministry partners with the MOC Blueprint, it ensures content is tailored to resonate deeply with local audiences. This approach not only maximizes its impact but also empowers partners to expand and innovate their ministries for broader transformation.

## Need and Opportunity

Men in many parts of the Muslim world experience significant social pressure that shapes nearly every aspect of their lives. They are expected to shoulder the responsibility of leading their families and communities, providing financially, and adhering to cultural and religious norms—particularly the paramount duty of preserving honor and avoiding shame. These weighty expectations profoundly impact how men process and express emotions, navigate loneliness, and cope with frustration.

In this challenging context, MOC offers a transformative and refreshing perspective. It instills hope, fosters honest self-reflection, and inspires personal and societal change. By utilizing compelling storytelling and thoughtful dialogue, MOC gently introduces Biblical values in a way that resonates deeply with the audience. It points men toward Christ, offering them a path to healing, renewed strength, and a greater sense of purpose.



## The MOC Strategy

To effectively reach and engage this audience, MOC uses a dynamic **three-part content structure**:

1. **Teasers (10-30 seconds)**: To spark curiosity and draw the audience in.
2. **Short Dramas (3-5 minutes)**: To present relatable, thought-provoking stories.
3. **Talk Shows or Podcasts (15-25 minutes)**: To dive deeper into themes, emotions, and solutions.

This modular content design allows MOC to reach the audience through a multi-platform strategy, leveraging:

- **Video Platforms (e.g., YouTube, social media)**
- **Audio Channels (e.g., AM/FM radio, web radio, podcasts)**
- **Messaging Apps (e.g., WhatsApp, Telegram)**

The strategy focuses on meeting men where they are—both geographically and emotionally—ensuring meaningful engagement at every step of their journey.

## Impact and Testimonies

MOC's impact has already begun to bear fruit in other contexts. Here are a few powerful testimonies from around the world:

- **Türkiye**: "I have never listened to a program like this before. It is now a program that I love and follow each week. The topics are interesting and resonate with me."
- **West Africa**: "As a Muslim, I didn't expect to find anything here for me. But this show made me pause and think—especially about Jesus. I reflect on how to be a better father and man every week."
- **Indonesia**: "The discussion on grief helped me realize I needed to accept the loss of my wife and let go of prolonged sadness. This program is life-changing."
- **Local Partner**: "You've encouraged us and helped us change. This program is unique because it balances transformation with culture."

These stories reflect MOC's ability to penetrate hearts and plant seeds of hope and lasting change.

## Our Vision for Men in Kyrgyzstan

### Men of Courage Kyrgyzstan: Pilot Project (2026)

Following much prayer, discussion, and initial planning, we sense God's clear encouragement to launch Men of Courage in Kyrgyzstan. We desire to see men in our society rediscover what it means to be a real man according to God's design. We believe God created men with a unique calling—to be responsible, care for their families, make wise decisions, model integrity, serve others, and follow Christ. Yet today, many men are lost. They struggle to be good husbands, fathers, friends, and leaders. Some grew up



without fathers or positive role models, while others have never seen a healthy example of manhood. Overwhelmed by societal pressures, many avoid responsibilities altogether, struggle with fatigue, or grapple with questions of purpose and meaning. This crisis affects not only adults but also teenagers, who face conflicting pressures and lack guidance on what it means to live with honor and integrity.

Our vision is to create a movement that supports men—both adults and teenagers—in rediscovering their God-given purpose and place in life. We dream of a generation of men who love God, cherish their families, and boldly embrace their responsibilities. We believe that such men, rooted in faith and strength, can transform their families, churches, and entire societies.

## Pilot Project Plan

We plan to move toward our goal step by step, beginning with three targeted audiences: teenagers aged 14 and older, men aged 32 and older, and men aged 45 and older. Praise God, we have already identified a motivated leader and host for the 45+ age group, which will be our starting focus. Our team is currently being formed, including a key member who speaks English and will facilitate communication with the international movement. Preparations are underway, and we aim to officially launch the program for men 45+ in January 2026.

### Profiles of our target audience:

Field	Teenagers (14-18)	Younger Adults (32-44)	Older Adults (45+)
<b>Struggles</b>	Loneliness; insecurity	Fatigue; family struggles	Disconnection from family
<b>Hopes</b>	To find purpose and significance.	To build a better future for their children.	To ensure their legacy and family success.
<b>Challenges</b>	Lacks positive role models.	Balancing career and family.	Overcoming relational rifts.

## Program Strategy and Ministry Framework

### 1. Production

The Kyrgyz team, consisting of 21 members, is responsible for creating a 15-minute video podcast, which features animations, interviews, and various formats. Additionally, short teaser videos (around 40 seconds) will be produced to promote the main content.

### 2. Online Distribution

Content will be distributed through social media platforms such as TikTok, YouTube, Instagram, and FM Radio, with cross-posting to maximize reach. We aim to release one video podcast per week, complemented by regular social media posts.



### 3. Promotion

While we will allocate some funds for advertising each episode, our primary focus will be on fostering organic audience growth, as this has proven to be more effective and sustainable over time.

### 4. Audience Relations

Building strong audience relationships is central to the Men of Courage ministry. We actively encourage feedback, participation, and interaction through a variety of channels. Our dedicated Audience Relations team will respond promptly to viewers' and listeners' questions and engage meaningfully with them regarding the programs.

### 5. Discipleship by Local Churches

Partnerships with local churches play a vital role in this men's ministry. After initial contact with men is established and their questions are addressed by the Audience Relations team, the goal is to connect them with local or house churches at the appropriate time. The churches can then take the next steps, offering discipleship, answering deeper spiritual questions, and fostering ongoing relationships.

## Partner With Us

We invite you to join us in this powerful work of transformation. Together, we can empower men in Kyrgyzstan and beyond, planting seeds that will yield an abundant harvest for God's Kingdom.

Your prayers, partnership, and resources will help make this vision a reality. May He be glorified as we work together to bring hope, healing, and transformation to the men of Kyrgyzstan and the Muslim world.

Annual Project Need	Euros
Production in various formats	\$ 5,200
Online Distribution	\$ 1,800
FM airtime (15 minutes)	\$ 4,784
Promotion	\$ 2,600
Audience Relation	\$ 3,600
Technical Stuff	\$ 3,125
Discipleship by Local Churches	\$ 0
10% Growth in Faith*	\$ 2,111
<b>TOTAL NEED</b>	<b>\$ 23,220</b>

**Thank you for your consideration!**



**\*10% Growth in Faith** is a concept of adding a 10% to the budget of the total need as a seed for the future growth that we prayerfully hope to see.