



ABOUT THE PROJECT

In partnership with Ark Aid Foundation and the Plantinga families, Bible League Canada is looking to approach our donor base to fund the printing and distribution of 40,000 1st edition full Bibles for the Lisu people group in Myanmar (Burma). Donors will be asked to provide a Bible, with their gift being matched. Their \$5 will place two Bibles instead of 1.

THE LISU PEOPLE

There are approximately 300,000 to 400,000 Lisu people in Myanmar. They are a minority group, primarily located along the borders with China and Thailand. This group has been very receptive to the Gospel message with over 80% of the population being Christian. The Lisu people have a strong oral tradition, which means printed Bibles are simply not widely available.

As a minority group in Myanmar, they have a long history of being repressed by governments. Many of the Lisu are located in the Kachin and Shan States which have been centres of conflict during the on-going Myanmar Civil War. They have been greatly impacted by the prolonged violence and fighting.

FINANCIAL EXPECTATIONS

The cost of printing and distributing 40,000 Bibles is approximately \$200,000 Canadian dollars. We feel confident that in approaching our donor base we could raise \$100,000, particularly if a matching opportunity is made available by your generous contribution. Previous summer match appeals have raised \$147,962, \$127,537, and \$142,412 from our mass donor audience, which gives us confidence in being able to reach this goal.

BENEFIT OF A MATCH APPEAL

Our data indicates that when we are able to tell our broader base of donors that their gift is matched, effectively doubling the number of Bibles, the gifts are 50% larger and the response rate is 100% higher. Your gift will go further by inspiring others to do more.

TIMELINE

We will approach our donor base in two stages to fundraise for this campaign. The first instance will be the main appeal letter on June 30, 2023, followed by a reminder letter on July 21, 2023, and enhanced by a digital (email and social media) campaign during the same time period. The campaign will have a deadline of August 31, 2023 to ensure that all funds are received before the end of our fiscal year, and distributed shortly thereafter. The goal would be to raise the \$100,000 by the final week of August to trigger your matching gift before the end of Bible League Canada's fiscal year on August 31st.

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