

IN FOCUS

May 15, 2026



Searching for Salvation
But They Do Not Yet Know
the Real Jesus

Opening New
Doors Through
Media Mission

Senegal

Intracultural
discipleship in
Action

3xM
media mission



3XM-USA

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MISSION: TO CONNECT PEOPLE TO THE MESSAGE OF JESUS CHRIST THROUGH MODERN MEDIA AND HELP THEM BECOME PART OF A LOCAL CHURCH OR CHRISTIAN COMMUNITY.

STATEMENT OF FAITH: 3XM USA IS FOUNDED ON THE BIBLE AS THE INSPIRED AND AUTHORITATIVE WORD OF GOD.

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Senegal

Sharing Jesus in
Local Languages

Dear Friend,

Senegal is a country that has been on my heart for many years. Years ago, 3xM was active there through Christian television programs. But as Islamic fundamentalism increased across West Africa, evangelism through national television became impossible, and we were forced to step away. Even so, Senegal never left our hearts.

Senegal remains a key country in the Sahel region, where many people are still unreached with the Gospel. That is why we continued praying and searching for a new opportunity to serve.

Today, that opportunity has come.

Through a new partnership with a local ministry and the American Bible Society, 3xM has once again begun ministry work in Senegal. While traditional media doors closed, social media is now opening new ones. Through online evangelism in local languages such as Wolof and Bambara, tens of thousands are already hearing the message of Jesus Christ.

But ministry in Senegal is not only about reaching people—it is also about discipleship. Many people live in a world where Islam and traditional spiritual influences are deeply intertwined. The influence of marabouts is strong, making it vital that new believers not only hear the Gospel, but also learn to place their trust fully in Jesus Christ.

In this edition of In Focus, you will read more about this hopeful and challenging new step. Thank you for your prayers, partnership, and faithful support. Together, we are helping bring the Gospel to places where sharing the message of Jesus remains difficult.

With warm regards,

Martien Timmer

Executive Director- 3xM



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IN SEARCH OF SALVATION

In a Muslim Country

They Do Not Yet Know the Real Jesus

The road into the village winds through dry fields and scattered trees. At first glance, it feels peaceful. But for some families here, following Jesus can cost everything.

David Bies knows this story personally.

“My father grew up in a Muslim family in a small village in the eastern part of the country,” he explains. “When he and his younger brother chose to follow Jesus Christ, the leaders of the village literally wanted to kill them.”

The two young men fled on foot into the forests, walking hundreds of kilometers toward the border with Guinea. Behind them, they left their home, their community, and the life they had always known.

Eventually they reached a city where they could begin again.

Years later, their story would shape a new generation of ministry.

Searching for Salvation

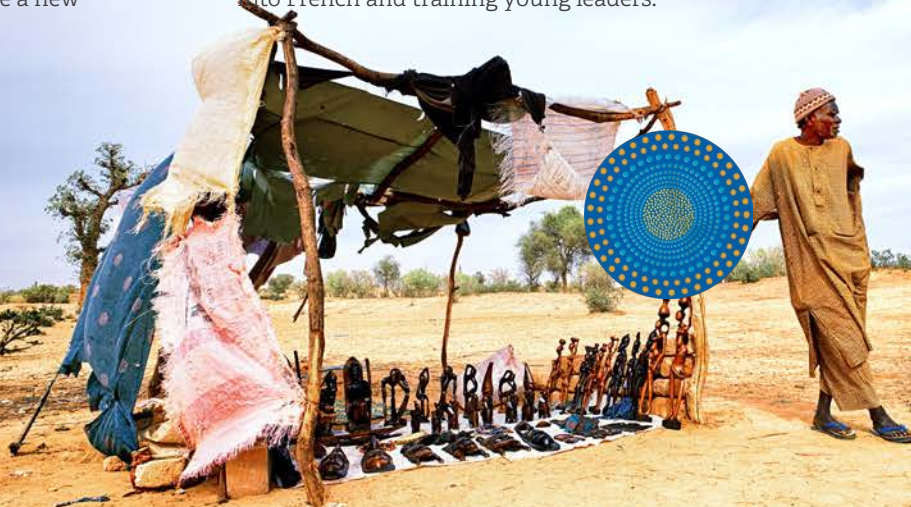
Today, David leads a local partner organization sharing the Gospel in one of the most spiritually challenging regions of West Africa. He has seen firsthand how deeply people long for hope, forgiveness, and peace with God.

But many are searching for salvation in the wrong places.

“People here place their trust in the marabouts,” David says. “They sometimes give these spiritual leaders everything they have, hoping to be saved in the afterlife. But the marabouts cannot save them. Only Jesus can.”

David’s team wants people to discover something radically different: a personal relationship with Jesus Christ.

When David himself came to personal faith, he developed a deep desire to serve God’s Kingdom. He began translating Christian books from English into French and training young leaders.





“Until recently, our organization focused mainly on offline activities, such as courses and summer camps held on our own property. Of course, we must be very careful, but last summer sixty young people attended these camps, both Muslims and Christians, and fourteen of them gave their lives to Jesus.”

Opening Doors Through Media

Until recently, David and his team had no experience using social media for evangelism. Most of their ministry took place face-to-face through courses, youth camps, and personal conversations.

But last year, they received their first media training sessions from 3xM.

“It has been a tremendous addition,” David says. “Through social media, we can reach many more people at once with the Gospel.”

A NEW BEGINNING *Senegal*

As Islamic fundamentalism began spreading across West Africa, evangelism through national television eventually became impossible. 3xM was forced to withdraw from Senegal.

“But out of sight never meant out of heart,” says Martien Timmer. “Senegal is an influential country in the Sahel region, a region where millions of people are still unreached with the Gospel. Ministry in Senegal also impacts surrounding nations.”

Even after leaving, 3xM never stopped searching for new opportunities.

“As mission pioneers, we continued looking for open doors,” Martien explains. “Years ago, one donor wrote to us: ‘There is a large block in the road, but there is a small opening beside it, and one day the road will open again.’ Encouraged by those words, we kept moving forward.”

And eventually, a new door opened.

Media Mission in Senegal

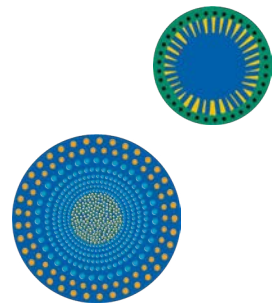
ABS is doing incredibly strong work on the ground,” Martien explains. “Their teams travel into villages and cities, showing films about the life of Jesus and sharing Bible stories with people who may have never heard the Gospel before.”

But while the ministry was making a powerful impact offline, digital evangelism was still largely unexplored.

“They had very little experience using social media or online platforms for outreach,” Martien says. “That is where 3xM could come alongside them.”

A new partnership was born.

€ 84.000 NEEDED TO EXPAND OUR MISSION



€84,000 is needed this year to expand 3xM's mission in Senegal. Through media outreach, evangelism, and discipleship training, we hope to reach hard-to-reach communities with the hope of Jesus and help new believers grow in their faith.

The Budget:

- € 9.600 Media production and distribution
- € 4.360 Social Media & Advertising
- € 19.240 Discipleship & **follow-up**
- € 9.600 Training development & teaching materials
- € 13.800 Leadership Training
- € 7.200 Travel
- € 14.200 Project Management
- € 6.000 Equipment & Software

Through the **3xM Academy**, we provide discipleship training and continued support for local ministry teams and churches. We want people not only to encounter the Gospel for the first time, but also to continue growing in their faith and becoming disciples of Jesus.

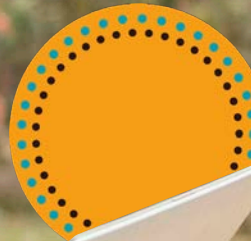
Open New Doors

Your gift makes Gospel outreach possible.

Donate

www.3xm-intl/donate





Inside the 3xM Academy:

- ▶ Social Media Strategy
- ▶ Audience engagement
- ▶ Content planning
- ▶ Platform design
- ▶ Mobile video production
- ▶ Intracultural Discipleship
- ▶ Storytelling for Bible Studies
- ▶ Media-based discipleship
- ▶ Online to Offline discipleship
- ▶ Social Media Content Creation
- ▶ Video technique
- ▶ Discipleship software
- ▶ Leadership Development



[Learn More about the 3xm Academy](#)

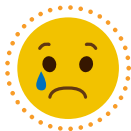
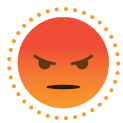
From a 'Like' to Discipleship

The local team is actively sharing videos, animations, and Gospel messages on Facebook and other social media platforms. The response has been significant, ranging from simple “likes” and comments like “Amen” to hostile reactions.

The team responds to every message, both positive and negative. Often, a simple question such as, “Would you like to learn more about Jesus?”, opens the door to deeper conversations that can eventually lead someone to become a disciple of Jesus.

But this growth also brings new challenges.

Responding to thousands of comments and messages takes an enormous amount of time. That is why the team is now working to build a network of volunteers who can help provide online follow-up, encouragement, and discipleship.





In a country know for

SPIRITUAL FEAR & POWER

3xM is helping
Ministries find their voice.

In Senegal, Islam is deeply woven into everyday life. The country is known throughout West Africa for training Islamic leaders, and spiritual advisors known as marabouts hold enormous influence in society.

People visit them for protection, healing, guidance, and blessing. Some political leaders even seek their advice before making important decisions.

For many families, the spiritual world feels very real and very close.

Local believers describe a constant tension between faith in Christ and the fear of spiritual powers that have shaped communities for generations. Even after becoming Christians, some people struggle to fully leave behind old practices and fears.

During earlier visits to Senegal, 3xM team members encountered this reality firsthand. Conversations with spiritual leaders often carried a heavy emotional and spiritual weight. Local Christians sometimes fasted and prayed beforehand, believing they were entering places marked by deep spiritual darkness.

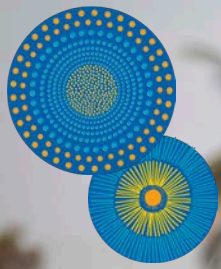
And yet, amid that fear, many believers are discovering a new confidence in Jesus Christ.

Ministry leaders in Senegal are helping new Christians understand that Jesus is greater than every spiritual power and that true freedom is found in Him alone. But this journey rarely happens overnight.

For people raised in a culture shaped by fear, spiritual mediation, and religious blending, learning to trust fully in Jesus can take time.

Without strong discipleship and ongoing support, many

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are tempted to return to old patterns during moments of crisis or uncertainty.

That is why discipleship is so important.

Through 3xM's intracultural discipleship training, local churches and ministry leaders are learning how to address these spiritual questions within their own cultural context, with wisdom, patience, and a deep understanding of the people they serve.

Because lasting transformation happens not only when people hear the Gospel...

but when they learn to follow Jesus in every part of life.



Beyond Evangelism

3xM is helping local churches and ministry leaders address difficult spiritual questions with wisdom, patience, and biblical discipleship.

Through intracultural discipleship training, leaders are learning how to guide new believers toward lasting faith in Jesus Christ.

[Learn more about 3xM's intracultural discipleship training](#)



Prayer Requests *Senegal*

- Praise God for the partnership with our local team, which is helping open a new chapter for 3xM's ministry in Senegal.
- Praise God for the more than 24,000 people now hearing the Gospel through social media outreach.
- Pray for the local team as they continue learning how to guide people from online conversations into real-life discipleship and community.
- Pray for additional volunteers, pastors, and ministry leaders who can help respond to the growing number of messages and provide follow-up care for those seeking to learn more about Jesus.
- Pray for wisdom and guidance as the team begins translating 3xM discipleship courses into local languages and cultural contexts.
- Pray for spiritual discernment and boldness as the team ministers in a culture where many spiritual beliefs and influences coexist. Pray that people would come to see the hope and power of Jesus Christ and place their trust in Him.

Senegal



CHRISTIANITY
2,7%



ISLAM
97,2%



CAPITAL
DAKAR



18,5
MILLION
POPULATION



60%
UNDER THE AGE
OF 25



Senegal has remained relatively politically **stable**.



Senegal is located on the Atlantic coast of **West Africa** and serves as a key gateway to the region.



URBAN
POPULATION
50%



RURAL
POPULATION
50%

LANGUAGES

Frans (official)
Wolof
Pulaar
Serer
Mandinka
Jola
Bambara



Society is diverse, with many ethnic groups and languages. **Wolof is the language main spoken**, while French is the official language for government, education, and administration.

Rural life remains central in Senegal. **Many families depend on farming, livestock, and informal trade**, while drought and changing climate conditions continue to affect income and food security.

LEAVE A LEGACY OF *Faith*

Many people eventually ask an important question: What kind of legacy do I want to leave behind?

For Christians, that question often goes beyond finances. It becomes a reflection of faith, purpose, and the desire to see the Gospel continue reaching people around the world for generations to come.

By including 3xM in your estate plans or will, you can continue supporting the mission of sharing Jesus through media, discipleship, and local partnerships, even beyond your lifetime.

Planned giving is one way to invest in lasting Kingdom impact. Your legacy can help future generations hear the Gospel, grow as disciples of Jesus, and encounter the hope of Christ in places where He is still little known.

For many supporters, this kind of giving reflects what matters most to them: helping people come to know Jesus and making His name known around the world.

In this way, a legacy gift becomes more than a financial contribution, it becomes a lasting investment in God's Kingdom.



Learn more about
Estate and Legacy Giving
www.3xm-intl.org/donate

Interested in Leaving a Legacy Gift?

If you would like to learn more about including 3xM in your will or estate plans, we would be happy to connect with you.

Reginald J. Hanegraaff (Board President)
(616) 990 7205 or email us at info@3xm-intl.org