

# Bibles for America Update



February 24, 2021

# Central Mission



**Our Savior God  
desires all men to be  
saved and to come to  
the full knowledge of  
the truth.**

*—1 Timothy 2:3-4*

# Three-fold Mission

## Disseminate

free copies of the New Testament  
Recovery Version and Christian  
books.

## Facilitate

home-based gatherings for Bible  
recipients to fellowship and to study  
the Scriptures.

## Educate

Bible readers regarding both the  
fundamental and deeper truths in  
the holy Word.

# Our History

- **2000:** BfA was founded
- **2000-2007:** Early years focused on physical Bible distribution and motorhome tours
  - **2001:** First motorhome tour to Ground Zero after 9/11
  - **2004:** Started giving away 7 physical ministry books
- **2007:** Pivotal shift to the internet
- **2013:** BfA Blog launched
- **2017:** Started offering 7 ministry titles as e-books for download on the BfA site

See a detailed timeline of BfA at [bfa.org/about](http://bfa.org/about).



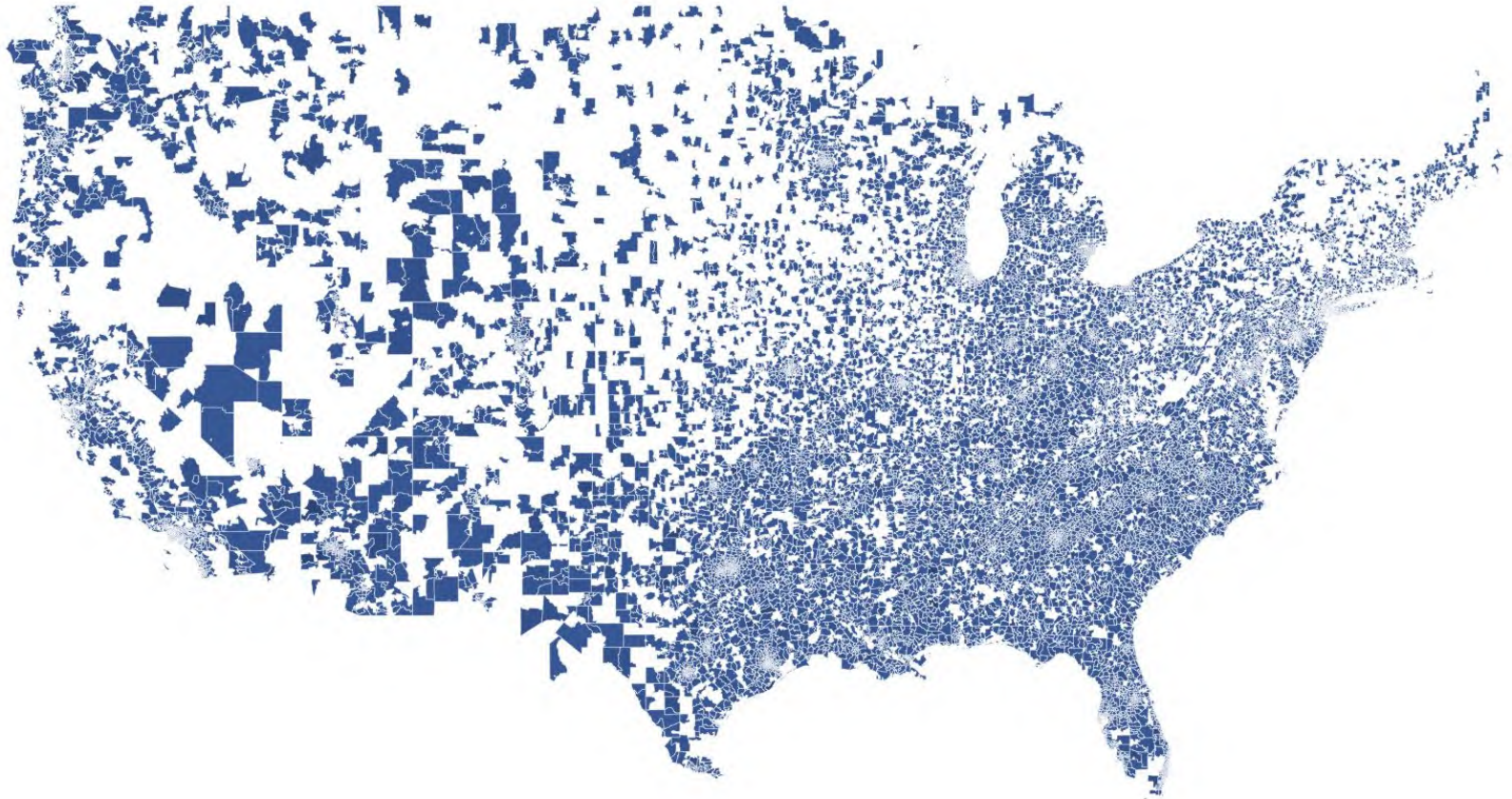
# **Giving Away Bibles in 2020**

## Bibles in 2020



**127,000** Bibles shipped  
to **9,700+** cities  
in **50** states + **9** US territories

# Bibles Given Away in 2020 by Zip Code





I ordered mine last year. I'm loving it. I have had friends and family order Bibles from Bibles for America if they could not afford one. This is amazing. Plus, I'm using it to help my sister understand the Bible. Usually, people I live around read the King James Version. But I can use this version and it's easier to understand.

—Jessica, *Anna Maria, FL*

Thank you so much for sending me the New Testament Bible and the three other books.

They are incredible and easy to read. I can't tell you how much I appreciate you helping me walk my Christian life.

—Debbie, *Janesville, CA*

This is the best study Bible I own. The commentary is excellent and sheds tremendous light on the Scriptures. As I read it I am constantly thanking God for bringing such an enlightened view of His Word into my life. This Recovery Version is meant for these days. God is awesome, profound and always right on time.

—Teej, *Des Moines, IA*

- **1,770,000** Bibles given away since 2000
- Previous goal: send Bibles to **1% of U.S. households** (1.28 million)
- **We are targeting to reach 2 million Bibles distributed by the end of 2021.**



# Advertising the Recovery Version

- How do people find out about the Recovery Version?
- Various channels, some paid
  - Social media ads on **Facebook** and **Instagram** have proven to be most effective



# **Giving Away Books in 2020**

- We currently give away hard copies of one title: *The All-inclusive Christ*
- Looking to resume physical distribution in the near future
- Majority of the orders come from **paid ads** on Google and social media

17k

**Copies of *The All-inclusive Christ*  
given away in 2020**

# Downloadable E-books

- 7 titles offered:
  - *The All-inclusive Christ*
  - *Basic Elements of the Christian Life, vols. 1-3*
  - *The Economy of God*
  - *The Glorious Church*
  - *The Knowledge of Life*
- Available to anyone with an internet connection





## TOP COUNTRIES

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United States

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Nigeria

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Ghana

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Philippines

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Kenya

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South Africa

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India

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Ethiopia

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Zambia

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Uganda

# 181k

E-book downloads in 2020

## 33% US

## 67% International

(reaching all countries except North Korea and Iran)

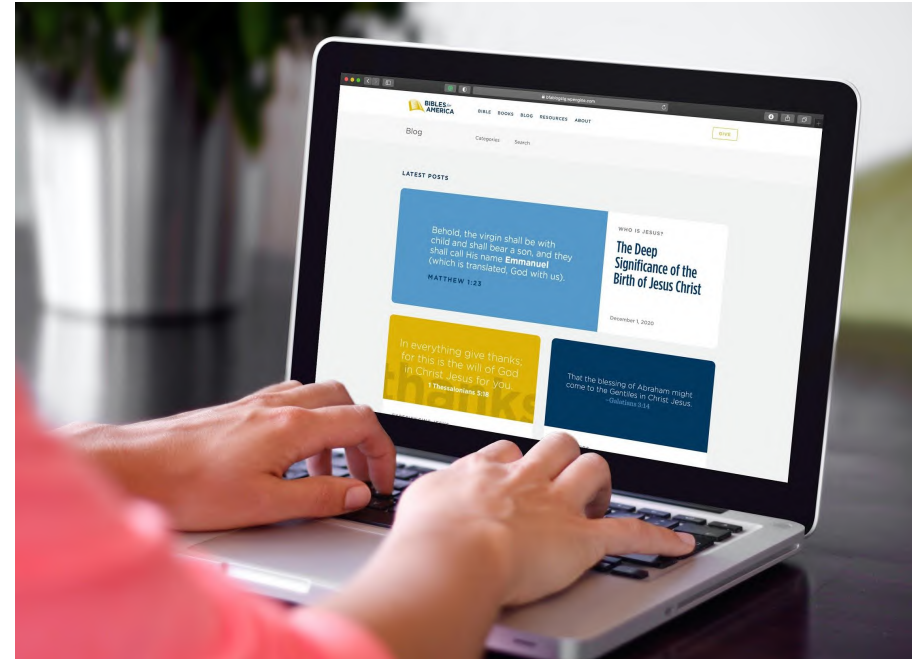
“Thanks for forwarding the link for the free Biblical books. I am certain the books will help me have a deeper understanding of the Word, hence facilitating my growth in spirit. May God's abundant grace be upon you.”

—Isaac, *Lilongwe, Malawi*

# BfA Blog in 2020

# History of the Blog

- Launched in **2013**
- Target audience is the **general public**
- Posts available in **English** and **Spanish**
- Purpose of the blog:
  - Feed people
  - Answer basic questions
  - Promote free Bible and book offers
  - Lead people to the ministry
  - Preach the gospel



# Blog Traffic in 2020

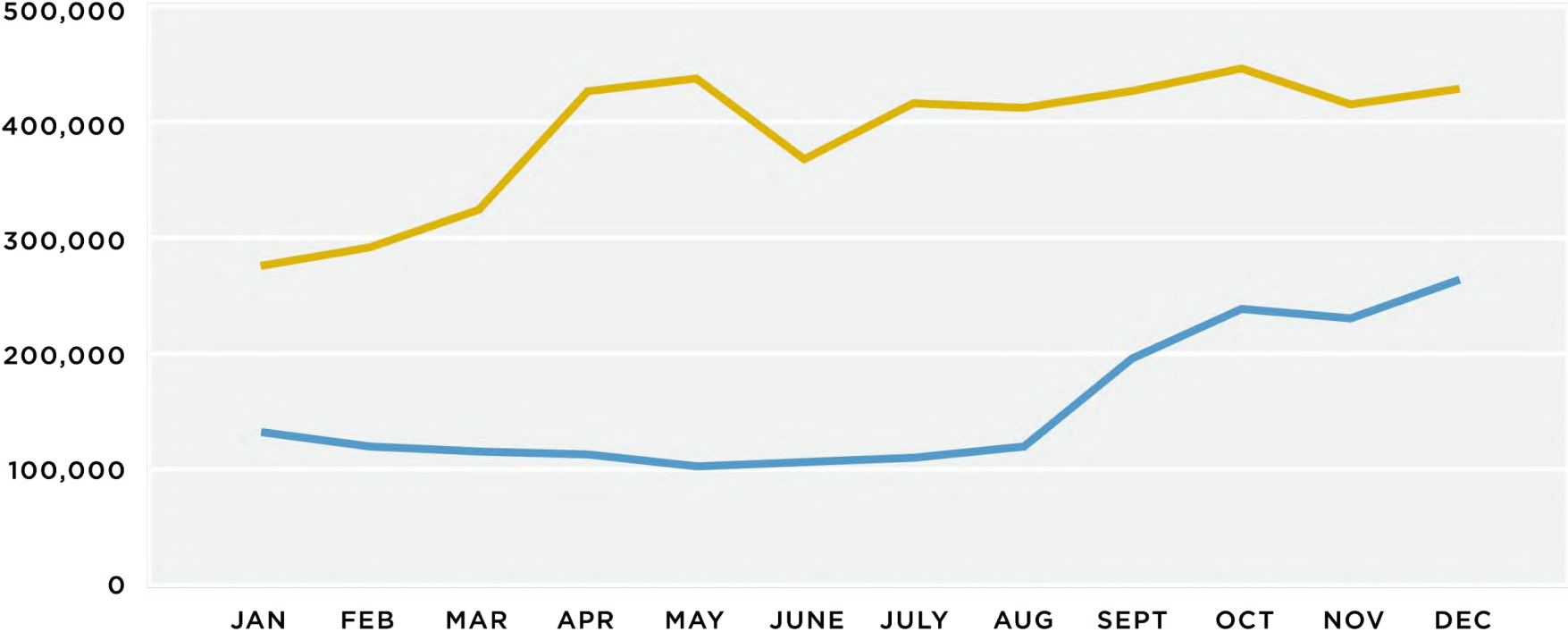
- **4.7 million** pageviews in a year
- Traffic started increasing in March-April
- **400,000+** pageviews/month
- **60%** of users are from the **US**
- **40%** of users are **international**, from nearly every country in the world

**147%**

**Increase in pageviews  
2019 → 2020**

# Blog Traffic

2019  
2020



Thank you so very much. Your blog has helped me so much and I just started reading it. I ordered your free Bible and it's supposed to be coming in a few weeks.

Thank you again so very much. I look forward to receiving the study Bible.

—Robert

I am blessed and fortunate to come across this site. I now have a better understanding of what consecration is and just how important it is. For a long time I have only thought of consecration as a ceremony or event that happens in the life of a person who is being ordained for a certain purpose: pastor, evangelist... Now I understand that consecration is a way of life. That makes a huge difference.

—Jackie



I just want to say thank you for your blog post, 'How to Eat the Word of God.' Reading it was so satisfying, and I intend to practice what I have read. I look forward to letting you know the progress I am making by practicing eating God's word daily using what I've learned from this post.

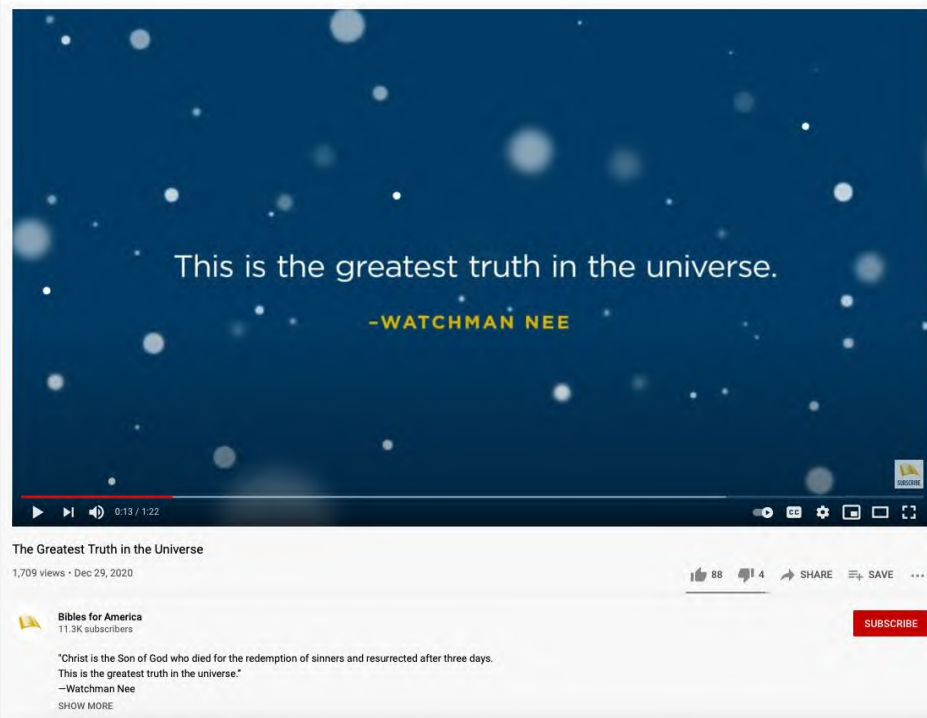
—Anonymous

# Videos



# New Videos

- In 2020, new focus on improving our **YouTube channel** to reach more people
- Since September, **7 new gospel videos** have been released
- Two additional videos on **the burden to preach the gospel**



# KNOW GOD. UNDERSTAND THE BIBLE.



**Bibles for America**

11.3K subscribers

SUBSCRIBE

HOME

VIDEOS

PLAYLISTS

COMMUNITY

CHANNELS

ABOUT



The Greatest Truth in the Universe

CHRIST



0:01 / 1:22



## The Greatest Truth in the Universe

1,709 views · 1 month ago

"Christ is the Son of God who died for the redemption of sinners and resurrected after three days. This is the greatest truth in the universe."

—Watchman Nee

Watch this short video to learn how you can personally experience the greatest truth in the universe.

READ MORE

Uploads

▶ PLAY ALL



Why Do I Feel Empty?

325 views · 4 days ago



What's the Meaning of My Life?

456 views · 1 week ago



Does God Exist? How Can I Know?

620 views · 3 weeks ago



Why Do I Need to Be Born Again?

501 views · 1 month ago



Jesus: The Real Solution to Our Problem

559 views · 1 month ago



The Greatest Truth in the Universe

1.7K views · 1 month ago

# Gospel Resources



# Share the Good News (gospel.bfa.org)

- Launched in **April 2020**
- Collects all BfA gospel materials in one place
  - 12 gospel tracts
  - Gospel videos
  - Blog posts
  - Podcast episode
- All materials are **easy to share digitally** (via text, email, social media, etc.)

**BIBLES for AMERICA**    BIBLE    BOOKS    BLOG    RESOURCES    ABOUT    **GIVE**

## Share the Good News

Use these resources from Bibles for America to easily share the gospel of Jesus Christ with your friends, relatives, co-workers, and others.

**WATCH VIDEO**

### Digital Tracts

<a href="#">Freed from the Fear of Death</a>	<a href="#">Foolishness or the Power of God?</a>
<a href="#">The Third Part</a>	<a href="#">No Longer Enemies</a>
<a href="#">Lost and Found</a>	<a href="#">The Big Question</a>
<a href="#">Is Jesus in Your Boat?</a>	<a href="#">You Must Be Born Anew</a>
<a href="#">Only Jesus Can Heal You</a>	<a href="#">Who Is Jesus?</a>
<a href="#">You Can Know God</a>	<a href="#">How Can I Know God Exists?</a>

# materials.bfa.org

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All Products



Gospel Tracts



Distribution Accessories



Apparel

# New Distribution Center





DISTRIBUTION CENTER



MINISTRY CONFERENCE CENTER



BUILDING 6













# Webinars



# BfA Webinars

- 2 webinars so far
  - **October 2020:** BfA 2020 Update
    - 400 viewers
  - **January 2021:** Using the Bibles for America Blog as a Resource to Shepherd People
    - 770 viewers
- Planning more for this coming year
  - Continue outreach to saints
  - Consider webinar for the general public



# Affiliates



# BfA Affiliates





**BIBLES** *for*  
**AMERICA**