



***Ruba Abbassi – Arab Women Today Ministry
Reaching Arab Women for Christ***

Hi, my name is Ruba Abbassi. I serve as the Director of Arab Women Today Ministry at the Arab Center for Consulting and Training Services - ACCTS in Amman, Jordan. I want to share with you some thoughts about **Innovation in Ministry** as a tool for Reaching Arab Women for Christ. We know that technology is impacting the whole world. The values seem to be fading. More poverty, more discrimination, and there is so much evil outside. What can we do to help this situation?

We know that the Gospel is the driving force for ministry. Churches and Christian organizations - they have to move faster than what they are now. They have to carry the Gospel to the new generation. They have to follow Christ's commands for social and spiritual transformation. The new generation Y, and Z grew on Google, Uber, Amazon, and all forms of Social Media. They are so much attracted to be lost, naive, victims of war and especially Arab women.

There is a great need to empower and equip Arab women to become healthy leaders who will drive the wheel of change and promote inner peace and security among themselves and their communities. It is not easy to share the Gospel in the Arab worlds. There is laws and restrictions to sharing the Gospel in public. However, we know that it is a call from the Lord to share and let all people know about God's love and the redemption for them. Let's start with loving our neighbors. In Mark 12, Jesus says about loving our neighbors as ourselves. This is a command. This is a call to share the **Love News** with our neighbors. Despite all these restrictions, the way we reach women is by building relationships with them. Maybe we cannot announce it out, but we can attract women to become as a visitor and then motivate them, encourage them, creating an environment for them in a new culture where they feel safe to talk, safe to ask, safe to discuss their opinions.

This is the way we are providing for women. We do this through on ground and online ministry. We have several platforms - YouTube channel, where they can go privately and learn and type any questions they want to learn about. Also, they have the opportunity to register in one of our training programs that we offer to them. Securing their safety becomes number one. We serve four categories of women: **Women who are seeking peace, women who are seeking identity, women who are seeking development and women who are seeking influence.** We do this through guiding them to identify their spiritual and emotional and social needs; enlighten them to know the truth about themselves, equip them to make a change in their life and the life of others, as well as urging them to do impact and influence people.

In order to have innovation in ministry, we have to maximize the use of all tools and resources that we have where the youth can use and find a place to discover their potentials, and use their gifts, and be motivated, and they ignite the desire of change. What else we can provide for them other than bringing all these to them in one place? We have the technology everywhere and it is in their phone with them in

their pockets where they can really reach it in seconds. There is the social media. All forms of media, YouTube, utilizing music, arts, games, -Christian games for the youth to really become attracted and discover their potentials and talents in order to prove them in themselves and have the confidence and break the silence that they live in. Through the technology that we are using, we offer them a new flavor, a different than the world is offering to them, a flavor of the Lord Jesus Christ who really will be attracted to learn more, to change the norms, challenge the culture, challenge the stereotype.

We, as Arab women today are on fire to reach Arab women for Christ. Thank you.