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# Letter from Robin...

Dear friends,

*"We will tell the next generation about the glorious deeds of the Lord, about his power and his mighty wonders."  
Psalm 78:4 NLT*

SU Scotland has a rich history of meeting children and young people where they are - in schools, churches, local communities and on holidays - to share the Good News.

Another major context where young people spend huge amounts of their time is online. In the past year this has created space for us to try, learn and grow, developing new forms of online ministry which have been vital during the pandemic.

Experience gained from digital projects like SUTV, Scotland's Biggest Holiday Club and fresh resources like Colour in Easter have demonstrated the huge potential to reach many more children and young people with the gospel and equip them for Christian service.

We must harness that experience and intentionally invest to engage young people online as a complement to face-to-face activities which remain at the heart of what we do as SU Scotland.

**Today I am asking you to give if, like me, you wish to see significantly more children and young people exploring the Bible and responding to the significance of Jesus, both online and in person.**

The first step in our three-year plan is to appoint a coordinator to develop a digital strategy, supported by SU Scotland colleagues, volunteers and freelance consultants. Your gift will enable us to make this key appointment and provide the funding needed to develop exciting, Bible-based digital resources and expand online engagement.

Children and young people need to know the hope and love of Christ more than ever - but hundreds of thousands are oblivious to the message of the gospel which we know brings salvation and life in all its fullness.

**Your gift will help create thousands more connections with the next generation, enabling them to hear and react to the glorious deeds of the Lord, his power and his mighty wonders!**

Thank you for any one-off or regular gift that you are able to commit to help us develop ministry in the digital domain, so that many more young lives will be transformed.

Yours in Christ,

**Robin MacLellan**  
CEO



## Provisional Timeline

Our vision of what is to come.

**SUMMER 2021**

*This Appeal*

**AUTUMN 2021**

*Appointment - Digital Coordinator*

**WINTER 2021**

*New Database - better equipped staff*

**SPRING 2022**

*First new and enhanced ministries*

**AUTUMN 2022**

*Appointment - Production Expert / Data Analyst*

**SPRING 2023**

*New multi-ministry resources*

**SUMMER 2023**

*Appointment - Videographer*

**THE FUTURE**

*Engaging thousands more young people*



# Multiplying Connections



**Scotland's Biggest Holiday Club:**  
We were delighted to be part of Scotland's Biggest Holiday Club, privileged to be in people's homes and to share the good news of Jesus.

## LINKING FROM AFAR

I live in Forres between Inverness and Aberdeen. Equip North (online discipleship) provides lots of interesting content. It is a friendly group so it's easy to speak and ask questions as everyone is willing to listen. Any question I have, I can ask.

As I live quite far from others, camps and events often need a lot of travel and so are hard to attend - but with these online groups, I can have this experience from home.

I can see people from all over, make new friends and have a great time from wherever I can get online. There aren't many young Christians my age where I live, so its great to meet others who are like me.

Equip North has been really fun to attend and is a great way to communicate with others.

**Scott Perry - S5**

"There aren't many young Christians my age where I live, so its great to meet others who are like me."



## ENHANCING EXISTING MINISTRY

Video content and digital platforms are key components required to be relevant in the eyes of children and young people. Over the last nine months I've had the privilege of seeing first-hand how investing in quality video resources maximises engagement in classrooms and captivates imaginations. Children respond as they catch a glimpse of his splendour.

Digital content has recently extended our reach into schools and has added a new scope to ministry. I can't wait to gather in person again and now I have seen the potential of digital discipleship materials, live streams and keeping the conversation alive through continued engagement online, the impact will only increase!

Your response to this appeal is a vital step towards a bigger future.

**Jenny Hamill - Regional Worker**



**Light Up Christmas:**  
The video was fantastic, giving a historical insight to the first Christmas. Combined with catchy cartoons and hilarious drama at just the right speed and amount. Wonderful!

## A PARENTAL VIEW

We are always mindful of how much time our two boys spend in front of screens. We all know the health and wellbeing benefits of spending time offline and how difficult it can be to get the balance right.

However, the reality is that our children are growing up in a world which requires them to be adept at learning (and, one day, working) socialising and communicating both online and offline.

Almost all aspects of life have an online element and it makes sense that mission organisations like SU Scotland should also include digital features. We need to meet young people on their terms and in ways that work for them. An effective digital presence is a key part of the answer.

**Iain & Naomi Campbell - Parents & Volunteers**



## THE COST OF VISION

With your help, we are raising and investing £400,000 across three years to *Multiply Connections*, reaching more with the hope and love of Christ. Why?

- There are 700,000 pupils in Scottish Schools.
- Just 1.7% are reached by SU Scotland.
- More pupils believe in ghosts (22%) than God (15%).
- Only 47% believe Jesus was a real historical person.

This is an opportunity for you to share the hope and love we know. Investing in new resources, new staff and new initiatives to enhance ministry are the best way to ensure we multiply connections - enabling more children and young people to explore the Bible and respond to the significance of Jesus.

**Colour In Easter**  
This resource was incredible! It was perfect for our P6/7s who want a bit of fun. The content is strong, versatile and really reliable. It's so engaging and fast moving. The P6/7s are a tough crowd and they really enjoyed this - that's huge!





## What your gift will do...

Your gifts will collectively enable SU Scotland to make thousands more meaningful connections with children and young people by:

- ✦ **Appointing and equipping a Digital Coordinator.**
- ✦ **Creating new digital resources.**
- ✦ **Augmenting and enhancing existing ministry.**
- ✦ **Unlocking further funding for our three-year vision.**

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