

FULANI CASE STUDY - media

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Using musical concerts for touching the community

Fulani people like music and wherever in Africa you see Fulani people, you often see radios playing music. They play their favorite music as they walk around with their cows. We have discovered that music is another avenue we can use to connect with people.

Once every two months we invite well-known singers to do a concert in the capital city. Unlike Fulani in the rural areas, Fulani in the capital city need a reason to meet. And we have discovered that music attracts people. People like to listen to their favorite artists. So we rent a hall in the capital city and we invite people. The musicians do their own publicity, and they invite multitudes to come. It doesn't take them long to fill the whole place! We also invite church planters to come and mingle with the crowd while the music is going on. Our village church choir also comes and sings during the concert. Then one of the church planters - or I – take thirty minutes to present the gospel. We don't do an altar call. We just ask questions in a time of public-type Discovery Bible Study (DBS).

Through these concerts, two well-known singers in our country have come to faith. And our people are now planning which musician needs to come next! In the past, we used to pay them to sing, but nowadays we don't. One of the well-known musicians, the first to come to faith, came to know the Lord through Christ healing him. He had a continuous pain on his side. We prayed for him and Christ healed him. He believed that God healed him, and he gave himself to Christ.

Then I accompanied the local church planter to his home to do a DBS with him and his family members. We thought it would be a private family meeting. When we arrived, we found he had also invited all his neighbors and friends. His place was *packed* with people! He's a musician so he's used to big crowds. That's what he does. So we started an ongoing DBS at his home in the capital city.

We do face some challenges in this outreach. Christ said, "Whoever would come to me needs to take up his cross and follow me." This suggests there's a price to pay. When I was a new believer, many of those who came to faith paid a big price. I have learned that we need to find avenues: platforms to communicate. Platforms of service to people, rather than being antagonistic. That's why through providing for a need, like sharing the gospel and making disciples through trade has reduced persecution. With trading, people pay for it, but it reduces persecution. And when we do concerts, people know me. I have nothing to hide. If you mention my name in our country, people know who I am.

When they see a pastor organizing a concert, that's unusual. I'm not aiming to preach at people. My attitude is: "Come and enjoy. I just share my faith if you want to listen." But I have trained church planters who are there identifying people of peace and following up. We use audio

materials, and we have tracts and brochures available. And we always give out a phone number and say, "If you want to know more, call us!" We also have radio programs and one satellite TV program that airs once a week. That gives people opportunity to hear the good news.

We also long to see Fulani artists producing indigenous songs and poetry. We have recorded four CDs of songs so far, and the songs are broadcast with our programs on the radio. New songs are shared at our end-of-year gathering, and people record the songs on their phones to take back home with them. This year we plan to produce 500 new songs. I would like to see more of that kind of creativity among Fulani believers.