

Report from Dewayne, Rita, and Antonio Shappley

For April, May, and
June 2024

Hello, beloved Brothers and
Sisters in Christ.

Dewayne conducted **Three
Evangelistic Campaigns**
in May and June 2024 via
the all-English Internet Site
Spirit of Truth and

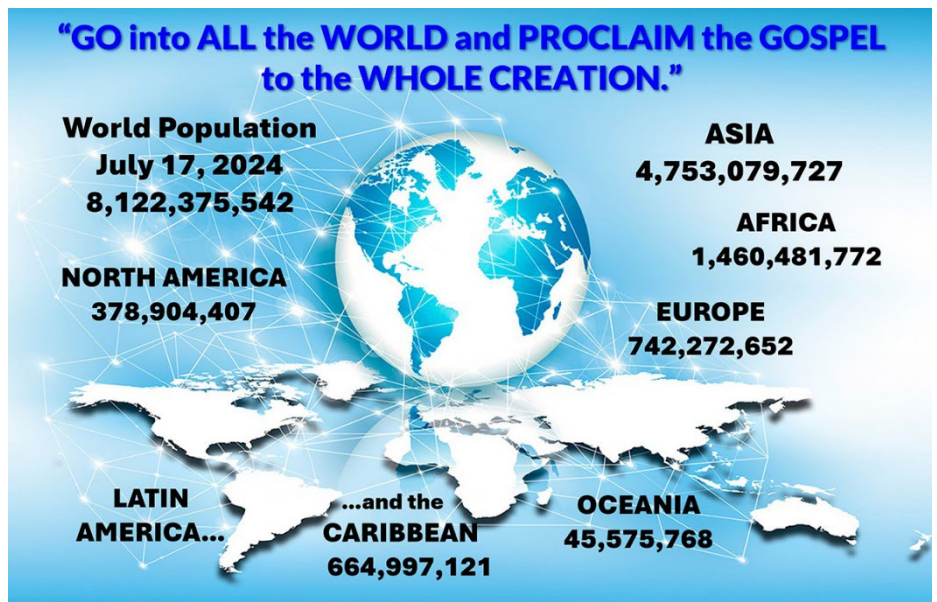
Prophecies, using the Google application whereby entities (corporations, businesses, publishers, etc.) pay Google to present their products to contacts around the world or specific areas of it.

These **Three Campaigns** resulted in **130,257 Sessions**. A “**Session**” is registered when a Contact (User) opens the Internet site specified in the “AD” that Google sends for the site. The Ads are dynamic, differing in content, including graphics, over time, according to the information supplied by the administrator of the Campaign, in this case, Dewayne.

\$1,600.00 was invested in the Three Campaigns. Dividing that amount by **130,257 Sessions** shows the **cost** of **each Session** to be **\$0.0123**, whether it lasted for 2 seconds, two hours, or more.

During the Three Campaigns, **Users** (contacts) opened a total of **264,184 Pages (Documents)**, each seeing at least the Home Page, or a specific “Landing Page,” and any other Page or Pages he/she desired to open. For the First Campaign, Users numbered **20,202**; for the Second, **20,226**; and, for the Third, **80,171**.

When a User opens the site www.spiritofprophecies.com, he/she is **immediately presented options to acquire the necessary spiritual knowledge to be saved eternally!** At least one full message on the Home Page, with links to a total of 125 articles, studies, slides, and 3 videos as of 19 July 2024. Plus, a list of Links to Fifteen Categories of Resources in the Header and Footer of all Pages. Plus, a link to a “Highlighted Document” in the Header that is changed from time to time. **Hence**, all Christians, who through their contributions, keep that site active on the Internet and provide funds for Evangelistic Campaigns, could reasonably say to the User: ***“This is your marvelous opportunity to learn the Pure Gospel! Through the Internet, we have come to you, and you have opened the door. Will you now take the time to learn what you need to do to be saved, and take the vital steps?”*** The “**Vital Steps**” are defined both concisely and at length in a number of the 125 Documents, and guidelines for their execution are provided.



22 Hours to Prepare for the First Campaign conducted **May 8, 9, and 10, 2024.**

That is about how long it took me to compile the exact information on the site required by Google Analytics 4 (GA4), Google's newest set of parameters for campaigns. Several lists of identifications and evaluations of the 125 Documents and 15 Categories obligated me to analyze them objectively. A procedure that was also beneficial to me! An example of the "Lists" is "Search Themes" relevant to the site, up to 25, that searchers might use when looking for information on the Internet.

I submitted the three-page Campaign proposal, uncertain of Google's response, including possible outright rejection, because of the nature and content of the site in these times of "Social Issues and almost Universal Tolerance." The gurus at Google found one error, a typo in a critical identification of the site, and rejected one of the Search Themes. I made the adjustments and resubmitted the proposal. No rejection, but no explicit approval either. I decided to fund the Campaign with our own \$300 contribution, and when I did, the **registering of Sessions began almost instantly at an amazing pace! Such is the POWER of the INTERNET!** May 8: **10,249 Sessions**. May 9: **9,609 Sessions**. May 10: **1,183 Sessions**, the fund being exhausted early on that day. For a **total of 21,041 Sessions** and **39,417 Documents accessed**.

Two more examples of the amazing **SPEED** and **EFFICIENCY** of **Internet Evangelism**. The **Second Campaign** in May began at 1:10 p.m., May 24. In the **first 10 minutes, 2,400 Sessions** were registered. More funds were added May 27. **GA4 registered about 6,000 Sessions** in the **first fifteen minutes!**

FIRST CAMPAIGN. May 8, 9, and 10, 2024. This was a trial of the new GA4 application for Internet Campaigns. Several Subjects were highlighted on the Home Page of the all-English site with links to the full documents.

SECOND CAMPAIGN. May 24 – 27, 2024. Studying the data on the First Campaign, I determined to **publish one complete short message alone** on the **Home Page, focusing particularly on the 4,753,079,727 population of ASIA**, which is **58.52% of the entire World Population**, India now being the most populous country in the world with 1.44 billion.

The **subject chosen** was **"I will come again," said Jesus Christ**. Developed, using the WIX site editor. 8-to-9-minute read. 2 graphics and 3 video clips. 7 small blocks of information after the title on where to find Churches of Christ in India, Indonesia, the Philippines, and Pakistan. Internal links to other relevant documents on the site. <https://www.spiritofprophecies.com/revelation-commentary-10> to read it. Recently removed from the Home Page to its own Page after two more subjects were added to the Home Page.

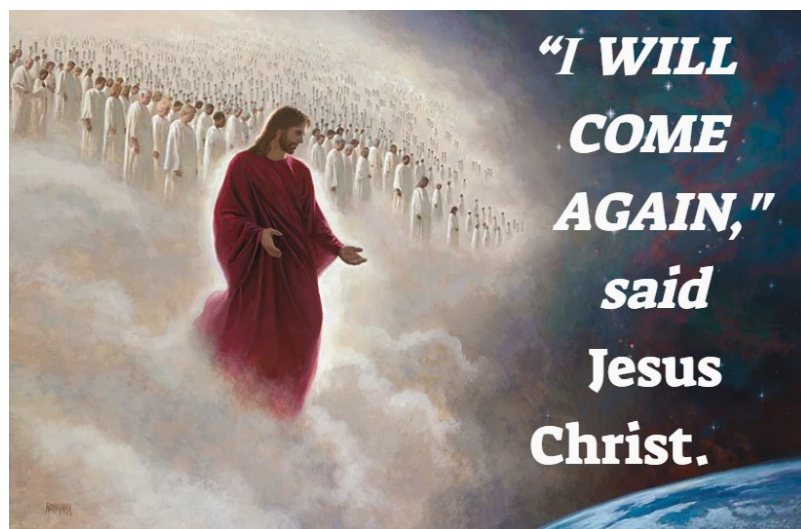
The **huge challenge** to me, personally, is to **concisely present the Pure Christianity** of the original Sacred Writings of the New Testament, its uniqueness and superiority, to the great masses of humans today who have distorted, even very negative concepts of Christianity formed in response to their contact with

powerful, pervasive apostate churches and smaller sectarian entities whose leaders assure the world they are the legitimate, even the only true representatives of Christ, his Gospel, and the Church he established. Also, to present **True Christianity** to segments of the enormous populations whose knowledge of Christianity is practically **ZERO**.

Thanks to the highly admirable work of some evangelists of our Brotherhood in **Asia** beginning in the 1960's, maybe earlier, Churches of Christ have a significant presence in some, very limited, areas of the vast Asian continent. However, so overwhelming are the ever-multiplying populations of Asia that I see those congregations and concentrations of Christians loyal to the New Testament as small archipelagos in great, seething seas of idol worshippers, apostate Christians, the politicized and acculturated religious, and the irreligious of all stripes. If there are **six million members** of our **Brotherhood** in **India**, that is **wonderful!** What percentage is that number of, let us say, 1,100,000,000 responsible souls in India? It is **0.545%!** A little more than half of 1%.

The **purpose** of our **Campaigns** on the **Internet** is to contribute what we can to fulfilling the Great Commission in Asia and the rest of the world, using the resources provided. From my point of view, Churches of Christ in the United States have the potential today to make Pure Christianity known to a large percentage of the entire World Population in a short time by underwriting massive, consistent, persistent Evangelism on the Internet. Even one financially strong congregation could evangelize by that means perhaps millions of souls in a single month.

The subject ***"I will come again"*** begins on the Internet with the following graphic, title and subtitle.



People of India and all the Orient, Middle East, Africa, and the whole Earth, why should you read this message? Because Jesus Christ is the only religious leader of this world who has made such a promise in all its magnificent fullness.

"I am going away to the Father... to prepare a place for you. I WILL COME AGAIN and will take you" to that "place... in my Father's house."

The actual paid Second Campaign lasted 3 days and portions of 2 more. The funding of \$300.00 was exhausted early on the 5th day.

Then, we observed what we had not seen before: **After the 5 days, Sessions continued to be registered at a much higher level than previous to the Campaign!** I followed this trend for **ten more days**, recording the data on a spreadsheet. The tally at the end of **15 days** was: **20,736 Sessions** and **40,109 Documents opened by 18,641 Users**. Additional detailed data reported by GA4 indicated that the initial 5-day Campaign continued to produce fruit for at least 10 more days.

THIRD CAMPAIGN.

June 27 – 30. July 1 – 10, 2024

Subject:

The Greatest, Most Powerful, Purest, and Most Beautiful SYMBOL of TRUE NEW TESTAMENT CHRISTIANITY is "LIGHT."

Right. A screenshot, reduced in size, of the title and subtitles as they appear on the Home Page of www.spiritofprophecies.com. The second of two studies on that Page as of 19 July 2024. The first, **"...an idol is nothing in the world,"** is to be the subject of the next Campaign.

The subject for the Third Campaign is a 7-minute read. It has 2 graphics.

An overview of the subject. **True Christianity is illuminated by Seven Powerful Sources of divine LIGHT.** The Sovereign God of all creation is Light. His Son, Jesus Christ is the **"LIGHT of the WORLD."** John the Baptist was Light: **"...a burning and shining lamp."** The **"gospel of the glory of Christ"** is Light. The **"knowledge of the glory of God"** is Light. **"The prophetic Word"** of God is **"a lamp shining in a dark place."** All True Christians are **"children of light."** Dozens of Bible texts are cited to confirm the existence of these Seven Sources of Light. Near the end of the study, a number of things which should not be taken as legitimate "Symbols of True Christianity" are identified, such as: A cross or crucifix, the symbol of a fish, cathedrals, shrines, altars, votive candles, icons, sacred relics, religious statues, crowns, thrones, rings, crosiers, pompous titles, priestly vestments, flags, coats of

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"LIGHT" for the ORIENT, MIDDLE EAST, AFRICA, EUROPE, NORTH and SOUTH AMERICA! For the **WHOLE WORLD!**

The **CREATOR** of the **UNIVERSE** and **MANKIND** is **"LIGHT," DWELLS** in **"LIGHT."** **"In him is no darkness at all."**

His **SON, JESUS CHRIST**, perfect image of his Father, explains to all humans: **"I am the LIGHT of the WORLD,"** and that is through his **WORD** and **EXAMPLE.**

Their faithful **"CHILDREN"** on Earth are **"LIGHT."** Dear **READER**, are **YOU ONE** of **THEM?**

arms, etc. Indeed, many of them are the symbols of politicized and acculturated false Christianity

Considering this subject to be very appropriate for fulfilling the aforesaid “**Purpose**” of these **Campaigns**, I began **funding** this **Third Campaign** on **27 June 2024**. **5,523 Sessions** that day. **733 the next day** because a cap for daily spending had been reached. I increased the cap. **24,736 Sessions** on **June 29**. **27,672** on **June 30**. **16,623** on **July 1**, with funding depleted during that day.

As with the Second Campaign, so also with this Third one: Substantial additional fruits continued to be registered for nine more days after funding had been exhausted. For the 4 days in June and 10 more in July, **86,515 Sessions were registered**, and **181,068 Documents were accessed** during this **Third Campaign**.

Additionally, when compiling complete data for the month of June, I found that **Sessions** on our **YouTube channel had gone way, way up on June 27**, continuing much higher than usual through **July 10**, for a **total of 1,008 Sessions** and **71 hours of viewing time**. In exact parallel with the dates for the Third Campaign and I deduce that this increase was another fruit of the Third Campaign. Three of the YouTube videos are in English

Regarding “**Time Users Spend on the Site**,” specifically for the all-English site and only for the entire month of June, **WIX ANALYTICS registers 3,996 hours** for **48,769 Users**. This data is found on their “Behavior Overview” and a spreadsheet showing Daily Average Session Duration, Sessions, Users, and other data, of which I conserve screen shots. WIX ANALYTICS has a Realtime feature which enables me to see data, in Realtime, on up to 25 Users. Patiently watching the activity on occasion, I have seen active users stay on the site for up to 2 hours, or more. They are still on the site when they are replaced by newer Users coming online.

Users from 183 countries accessed the all-English site during JUNE 2024. In the following sampling, the **number in bold** identifies the **ranking** of **each country** in the list of 183 countries. The number after the name of the country is the number of Users registered for **June 2024**.

1. India 26,889. | **2.** Indonesia 5,231. | **3** Vietnam 3,842. | **4.** Philippines 3,534. | **5.** Egypt 1,511. | **8.** Turkey 950. | **9.** Nepal 890. | **10.** Thailand 728. | **11.** Pakistan 687. | **12** Malaysia 654. | **17** Iraq 351. | **18** USA 351. | **29** Ukraine 147. | **45** Germany 87. | **50** North Macedonia 71.

A sampling for June 30. **1.** India 12,806. | **2.** Indonesia 2,521. | **3.** Vietnam 1,823. | **5.** Egypt 798. | **8.** Brasil 515. | **31.** USA 58.

The **NEXT CAMPAIGN** is scheduled for **22 July 2024**. Subject: “**...an IDOL IS NOTHING in the WORLD...**” A 6-to-7-minute read. 2 video clips. 2 graphics. The study is available now as the first of two on the Home Page of www.spiritofprophecies.com. It would be interesting to see the results of funding it at \$500.00 a day for five days, if we had the resources to do it.

We have acquired the Domain Name www.PeacePublishers.org (Not yet a functional name) with the purpose of using that Name for the all-English site instead of the Domain Name www.spiritofprophecies.com, hoping to make the change during the next few weeks.

While emphasis in this Report has been on the all-English site Campaigns, during April, May, and June, I spent much time working on the principal Spanish site Editorial La Paz (Peace Publishers) with the goal of meeting GA4 requirements for a Campaign directed toward the Spanish-speaking world.

INTERNET DATA updated to June 30, 2024
Sessions (Visits) and Documents Opened.

Sessions (visits)

For the **Year 2024**, to **June 30****174,331**
Daily average for the first six months of 2024: **958**
Global, from January 1, 2003, to June 30, 2024.....**25,532,351**

Documents opened.

For the **Year 2024**, to **June 30****369,510**
Global, from January 1, 2003, to June 30, 2024.....**48,673,312**

Your continued support is most genuinely appreciated.

This Report was prepared by Dewayne Shappley

hshappley@yahoo.com 561-569-9525 754-328-9924

These works are carried out under the oversight of the...

Elders of the Cairo, TN Church of Christ

Dwayne Curtis 731 664 5535
Mike Scallion 731 617 2281
Roland Clement 731 345 9370

Evangelist: Larry Harper. Cell 731-345-0348. Office 731-656-2956

Meeting place: 158 Lyons Road, Alamo, TN 38001

Postal address: 82 Lee Circle, Alamo, TN 38001

Treasurer for the Tract and Internet Fund: Lynda Riddick

Contributions to: Cairo Church of Christ, Att. Lynda Riddick, 82 Lee Circle, Alamo, TN 38001

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