

S.O.H.L.

WEEKLY MINISTRY MEDITATIONS

Pronounced "Soul"

January 11, 2016

The Greatest Advertisement? Really?

MATTHEW 28:16-20 NKJV – (18) And Jesus came and spoke to them, saying, "All authority has been given to Me in heaven and on earth. **(19) Go** therefore and **make** disciples of all the nations, **baptizing them** in the name of the Father and of the Son and of the Holy Spirit, **(20) teaching them** to observe all things that I have commanded you; and lo, I am with you always, *even* to the end of the age." Amen.

When I think about the church... the great commission... the power of the gospel... the stories of changed lives... This is a story that is filled with energy. It has the power to connect with people at an emotional level. So why on earth do we throw away advertising dollars comparing one church to another church when the best message is lost?

It's understandable why this approach is so often used. When pastors and church leaders see billboard concepts, it speaks to *them* at an emotional level. You love your church. You are passionate about what you want to accomplish in your community, and are understandably excited to share how different you are. But remember, the majority of the people who drive past a billboard or see an ad somewhere are not looking for a better church and, in most cases, they do not think they need church. However, churches that do not make evangelism a high priority are really making it no priority at all.

It is interesting that in the original Greek translation of the Bible, the only specific command in **Matthew 28:19-20** is "make disciples." The Great Commission instructs us to make disciples while we are going throughout the world and while we are going about our daily activities. How are we to make disciples? By baptizing them and teaching them all that Jesus commanded. "Make disciples" is the command of the Great Commission. "As you are going," "baptizing," and "teaching" are the means by which we fulfill the command to "make disciples."

Remember, the greatest advertisement ever is the way we live our lives!

SCRIPTURE READING: ACTS 1:8

THOUGHT FOR THE WEEK: The greatest advertisement is your Christian walk.