

# You're Helping Jewish People Find Jesus on Social Media!

JEWS  
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Your Partners in  
Reaching Jewish  
People for Jesus

May 2021

The first (and sometimes only) interaction that many Jewish people have with Jews for Jesus is through social media. When the coronavirus pandemic forced people to rant issues—and we have been right there with the gospel message of hope!

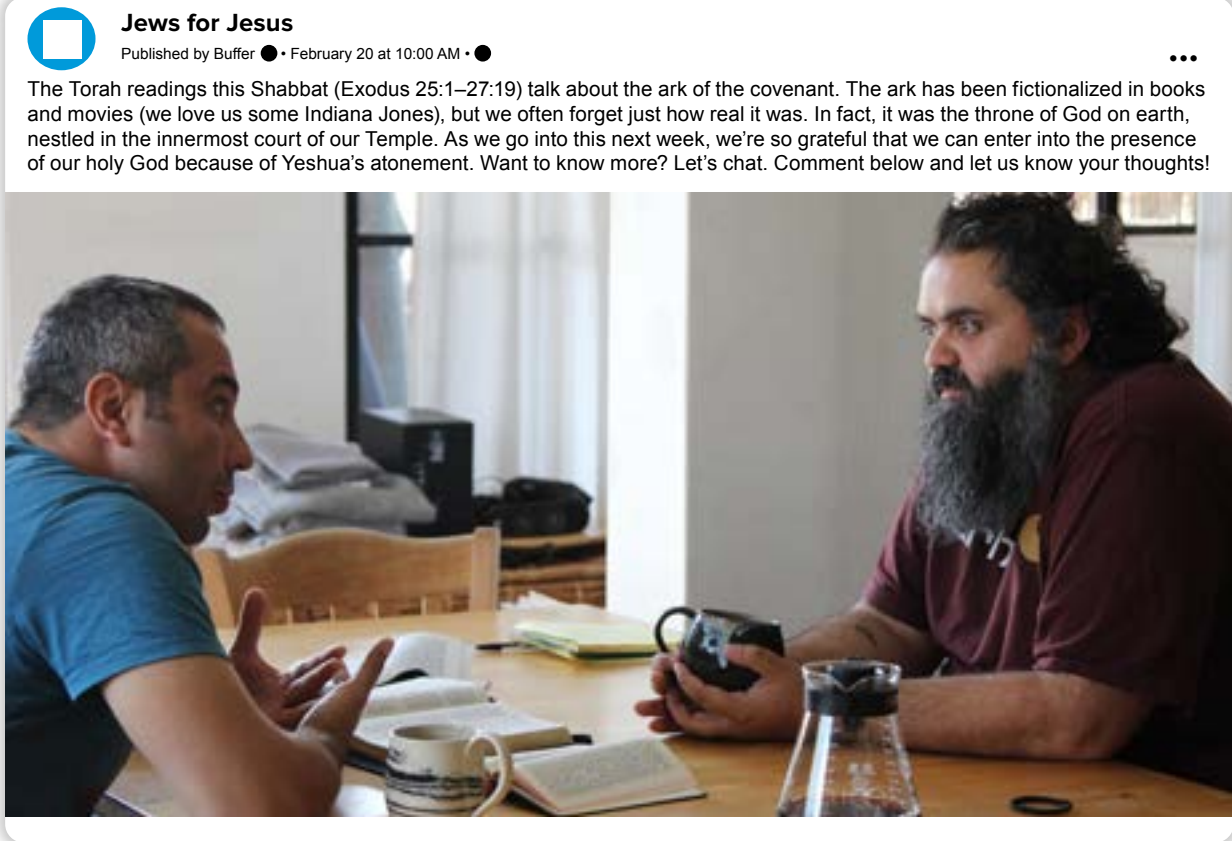
We aim to provoke thought, prompt deep questions, and create opportunities for people to engage in conversation about Jesus around the world. **Thanks to your prayerful support, we are interacting with more Jewish people online than ever before.**

Stephanie (pictured on page 4) reports from our communications team: “Reuben\* is a Haredi (ultra-Orthodox) man who contacted us over Facebook. He began by asking whether we observe certain Jewish holidays, but it soon became clear that he had a much bigger question. He wrote, ‘I have been an Orthodox Jew for a long time but recently have been interested in Jesus as the fulfilment of the messianic predictions in the Hebrew Bible.’ Reuben asked many thoughtful questions, and eventually agreed to give us his contact information so he could hear from one of our missionaries! Please pray that Reuben and many others who engage with us on social media will come to recognize Jesus as the Messiah our prophets foretold!”

(continued on next page)



(More on reaching Jewish people through social media, continued from the front page; pictured here is an evangelistic Facebook post.)



Roughly 11,000 people see Facebook posts like this one every day.



Stephanie

Many like Reuben interact with us, but God can use the gospel content to work in the hearts of the “silent wallflowers.” In addition to our Facebook posts, every month we’ve been reaching nearly 100,000 people per platform on our main Instagram and Twitter pages! Praise God and please pray for the individuals that these numbers represent—that whether or not they interact with us, they would seek the truth.

Recently, we posted an article about why many Jewish people don’t believe Jesus is the Messiah. We intended to start a conversation about how to be sensitive when sharing the gospel with Jewish friends and family. Many Jewish people who don’t yet believe in Jesus saw it—and left more than 800 comments! While most of these interactions were argumentative, it gave us the opportunity to respond in love and speak truth.

Ketzia, an intern with our communications team, reports: “Moshe\* came across the article and left several comments, and then he also visited our Canadian

Facebook page. He clearly wanted to disprove our belief in Jesus. But he also clearly cared. I persisted in a conversation with him, patiently asking about the source of his atonement. He explained that it came as a result of acknowledging his wrongs and bettering himself. So I asked, “Why then the need for blood atonement in the Hebrew Scriptures? Is there any explanation to be given that would cause you to think differently about Yeshua?” Moshe said that he would be swayed by ‘clear and equivocal proof that Jesus is the Messiah and convincing evidence that the suffering and blood of Messiah atones for sin.’ Please pray that Moshe will continue to wrestle through these important issues, take us up on our offer to connect further, and that his eyes would be opened to the evidence that Jesus is indeed the Messiah.”

We praise God for the plentiful opportunities to have gospel interactions on social media, and we praise God for passionate and generous ministry partners like you who help make it possible for ministry like this to take place! This mission field is vast, and the work is challenging. Please remember to pray for our global social media team—for wisdom, discernment, and protection—as we share the gospel online with Jewish people every day!



Ketzia

\*names changed to protect privacy



# Jerusalem: A Location of **Eternal Significance**

by David Brickner, executive director

**T**his May, my heart turns toward the city of Jerusalem and I hope yours will, too. Two dates draw my attention to that location. The first is May 10, Jerusalem Day, or Yom Yerushalayim, as it is known in Hebrew. It commemorates the modern-day reunification of Jerusalem as a result of the Six-Day War in 1967.

The second event is the biblical festival of Shavuot, or Pentecost, celebrated on May 17 on the Jewish calendar and May 23 on the Christian calendar. Christians celebrate Shavuot as the day that God sent His Holy Spirit, as prophesied in Joel 2:28–29 and promised by Jesus (Acts 1:4, 8; 2:1).

Some teach that the gospel has done away with any special link between God’s salvation plan and the Jewish people or Jerusalem: “Moreover, apart from Christ, there is no special divine favor upon any member of any ethnic group; nor, apart from Christ, is there any divine promise of an earthly land or a heavenly inheritance to anyone, whether Jew or Gentile.”\*

It is true that “apart from Christ,” the significance of the “earthly land” of Israel, including Jerusalem, is greatly diminished—because apart from Christ, it is disconnected from the eternal purposes of God. But I believe that “in Christ,” the rich, biblical references to Jerusalem show it remains hugely significant. Glossing over that significance can lead to historical,

theological, and apocalyptic dislocation.

From Genesis to Revelation, we read repeatedly of Jerusalem as a location of eternal significance. The moment that Abraham was ready to offer Isaac upon the altar on Mount Moriah (which became the Temple Mount), Jerusalem was marked for God’s special attention and ours.

I first visited Jerusalem in 1984 while leading the Jews for Jesus music group, the Liberated Wailing Wall. At first I felt very intimidated as people yelled, threatened, and a few times, physically assaulted us as we shared our Jewish gospel music on the streets. But one night, my feelings about Jerusalem were forever changed.

We were performing to a packed audience at Christ Church in the Old City. As we sang the very words of Jesus from Matthew 23, an overwhelming sense of heartbreak came over me. We’d had just a tiny taste of the rejection Jesus experienced in this very city. And yet, He longed for the people there to come to Him.

As we sang the verse, “O Jerusalem, I’ll not be back again till you shall say to me, ‘Blessed be He who comes in the name of the Lord,’” I began to weep. I could barely finish singing. I felt as never before the love my Lord expressed for the people of Jerusalem. His urgent desire to meet their desperate need was

mixed with sadness but also with hope. Jesus knew a day would come when the people of Jerusalem would finally receive Him.

That urgency and hope has moved me through many seasons of ministry all these years. I've returned to Jerusalem many times. In fact, three years ago this month, I had one of the greatest experiences of my life there, participating on our Behold Your God Jerusalem campaign. While there was still resistance, we saw many hearts opening to Jesus. Now we have an established branch in Jerusalem with a strong team reaching the diverse Jewish population there, from religious Jews to people living on the street.

Jerusalem is incredibly significant, not apart from Christ but because of Christ and because of His great love for her. Jesus wept over Jerusalem, and

## From Genesis to Revelation, we read of Jerusalem as a location of eternal significance.

so should we. All of us who love the Lord should likewise fervently, "Pray for the peace of Jerusalem: 'May they prosper who love you'" (Psalm 122:6).

One day, all of God's plans will reach their grand finale, just as John envisioned:

Then I, John, saw the holy city, New Jerusalem, coming down out of heaven from God, prepared as a bride adorned for her husband. And I heard a loud voice from heaven saying, "Behold, the tabernacle of God is with men,

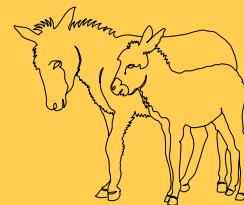


## prayer prompts

You can help us move mountains!

Please pray for:

- God's blessing on our social media teams around the world, that He will lead and inspire them so that even more Jewish people will be drawn to Jesus through our online platforms
- our new Jerusalem branch, that God will continue to build and strengthen our staff there and that His Spirit will break down spiritual barriers to the gospel
- our 17 new missionaries who are currently in training, for encouragement, endurance, and equipping for their calling
- the health and strength of our staff worldwide



and He will dwell with them, and they shall be His people. God Himself will be with them and be their God." (Revelation 21:2-4)

May we likewise have a heavenly vision and a biblical love for that amazing location: Jerusalem.



# Question... and answer

by Bob Mendelsohn

**Q** : I have a neighbour who is Jewish. We speak about so many things naturally, but when I bring up anything about Jesus or Christianity, she seems to clam up. I just found out that her father was fired from his job because he wouldn't attend a Christian rally (they called it a crusade then) back in the 1970s. Is that why she is so angry or silent?

J.K.

A: Dear JK, you bring up a significant moment in the life of your neighbour as she might have taken the offense of her father and carried it to this day. Of course, there may be other factors in her life which cause her to repel the Gospel, but I'm wondering what the circumstances are that allowed her to trust you with the information about her father's being sacked. She's revealing more of her history to you, which seems to indicate her trusting you more. That's not a little matter.

Perhaps you could use the idea of expectations that

are unfulfilled to speak about (and show care) how you personally deal with disappointments. What happened to you when things didn't go your way, and such. It's the Gospel in action, especially in your own life, which can be a statement that speaks loudly to those outside of the faith.

One more thing. The unbeliever in our sphere of influence may knock back our prophetic ministry of preaching the word, but they can never take away our priestly ministry of praying for them. Privately at home, remember to pray regularly for your neighbour. And when the opportunity arises again, and you feel the leading of the Holy Spirit, invite your neighbour to share with you a request for prayer, and see if the Personal God might not be something she would actually desire to know (about).

Hope that helps, and please keep us in the proverbial loop for any continued interactions.

**-Bob Mendelsohn, Sydney**

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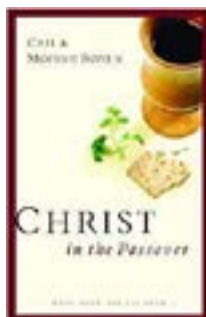
# Messianic Resources

FEATURES RESOURCES FOR YOUR LEARNING, CELEBRATING AND GROWTH

## Christ in the Passover

by Moishe and Ceil Rosen. Year in and year out this book continues to be one of the bestsellers at Jews for Jesus. Do you know why Jesus is the true Passover Lamb? Do you understand the nuances of the Last Supper? You'll be enriched in your understanding of God's Word and the observance of communion. Updated in 2006.

**COST: \$23**



## Biblical bookmarks

Each bookmark comes from a set of 8 colorful bookmarks with beautifully rendered scenes from the Bible will remind you of Scripture and the Jewish people whenever you read. Makes a wonderful gift. Scenes include: Sea of Galilee, Red Sea, Two Spies, Noah's Ark, Mt Sinai, Moses in the bullrushes. Text is on the back in all four languages: English, French, German, Dutch. **COST: \$ 6**

## The Tabernacle

In the Wilderness of Sinai, the Tabernacle was the special "tent of meeting" that God instructed Moses to build. Drawn to Bible measurements, all the important features are pointed out here in full color. More than a dozen illustrations and diagrams explain the sacrificial system, symbolism that points to Jesus, and the pattern of worship. 14 colorful, laminated pages; 8.50" x 5.50". **COST: \$ 9**



## Jerusalem Panorama Mug

Gorgeous coffee mug with lithograph of Jerusalem from David Roberts in 1839. "Jerusalem: The Temple Mount". A collector's item to be sure!

**COST: \$ 26**



## Messiah in the Feasts of Israel

Feasts of the Bible Explained is a fantastic book that explains the feasts, festivals, and holy days of the Bible. This Christian overview gives insights on how God's redemptive plan is unveiled through the Old Testament feasts, and how their symbolism is fulfilled in Messiah.

**COST: \$ 36**



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