



JEWS, JESUS
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What's in a name?

Our name tells who we are, who we stand for and what we do. Everything is right up front! While we might have chosen a less controversial name, this is the one that most quickly, easily and accurately lets people know who we are and what we are about.

How long has Jews for Jesus been around?

We love that question because it gives us the chance to grin and say: “Since 32 A.D., give or take a year.” The joke reminds people that a minority of Jewish people have always believed and proclaimed the gospel, and that we follow in that same tradition.

Actually, “Jews for Jesus” began as a slogan. In the late 1960s a moving of the Holy Spirit brought thousands of cause-oriented young people to faith in Jesus, many of whom were Jewish. As for our organization, Moishe Rosen officially founded Jews for Jesus in September of 1973. Rosen, a veteran missionary to the Jewish people, was the executive director of the mission for 23 years. He revolutionized evangelistic methods and materials with his creative approach to communicating the gospel, and we believe

exists to make the messiahship of Jesus an unavoidable issue to our Jewish people worldwide.

he is the foremost strategist and tactician in the field of Jewish evangelism. He still works with Jews for Jesus full-time and serves on our board of directors.

David Brickner, a fifth-generation Jewish believer in Jesus, was appointed executive director in May of 1996, having served in various leadership positions throughout his first 17 years with the ministry.

Moishe Rosen (right) during the early days of the ministry; David Brickner (below) talks with people during our Summer Witnessing Campaign in New York City.



How extensive is Jews for Jesus and where are your missionaries located?

We have missionaries in eleven countries around the world. Volunteer chapters and mobile evangelistic teams help us reach areas where we don't have a branch.

Branch locations: New York City, Chicago, Los Angeles, San Francisco, Boston, Washington, D.C., South Florida, Toronto, London, Paris, Dnepropetrovsk, Johannesburg, Sydney, Odessa, Moscow, Kiev, Kharkov, Rio de Janeiro and Tel Aviv. We also have a work in progress in Essen, Germany.

Chapters: We have 80 chapters run by specially trained volunteers, Co-Laborers in Messiah, who represent us in some 50 cities.

Mobile evangelistic teams: We send out short and long-term mobile evangelistic teams. Our flagship team, The Liberated Wailing Wall, uses Jewish gospel music, drama and tract distribution to reach people throughout North America and overseas. Members sign up for 18-month tours, during which they live on a bus and experience God's grace in numerous ways! They often have the joy of leading people to faith in churches where they minister as well as on streets and college campuses.

Witnessing and singing in the public square are two ways we communicate the gospel.

What does Jews for Jesus do to carry out its mission?

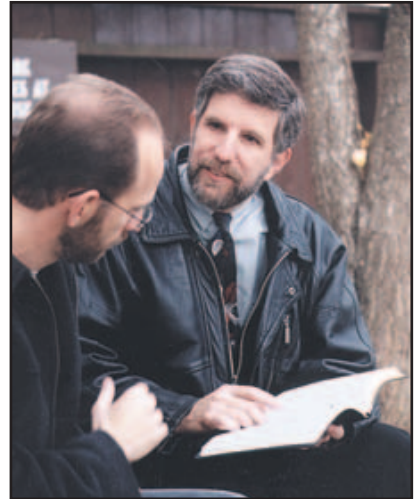
We communicate creatively! Jewish people tend to dismiss evangelistic methods and materials that are couched in Christian presuppositions and lingo, because they reinforce the assumption that Jesus is for "them" not "us." In order to get beyond that assumption, we have to be innovative in the following areas:

Literature: We write and illustrate hand-lettered pamphlets with plenty of humor in an informal, conversational tone. (We take God seriously but we try not to take ourselves too seriously.) We call these gospel tracts "broadsides" and our staff hand-delivers more than eight million of these "invitations to interact with the gospel" each year. We also publish quite a few evangelistic books, including testimonies of Jewish people who believe in Jesus (such as *Jewish Doctors Meet the Great Physician*), as well as books on prophecy (such as *Future Hope*). We also publish *ISSUES*, an eight-page evangelistic publication for Jewish seekers.

Witnessing Campaigns: Campaigns are super-concentrated times of short-term outreach. We intensify an aspect of our regular missionary work—street witnessing—by sending our own staff and

plenty of volunteers on sorties (tract passing expeditions) four times a day for two hours at a time. We usually conduct these campaigns





(Left to right) A campaigner talks to an Orthodox Jew about Jesus; a billboard in New York City; a missionary visit

during the summer months in New York City, Toronto, Paris, London, Moscow and various other cities throughout the former Soviet Union. When the opportunities arise, we go to other cities all over the world!

Music and drama: We began creating Jewish gospel music and drama from the outset of our ministry as part of our street witnessing. Then we refined it so that it is also suitable to present in churches. These can be powerful evangelistic programs when Christians bring their unbelieving friends. For more information about having such a presentation, please ask for our brochure, “Jews for Jesus and Your Church.”

Secular media outreach: We place full-page gospel proclamations as paid ads in leading newspapers and magazines such as *Newsweek*, *Parade* and *The New York Times*. We also broadcast evangelistic messages on billboards, in commuter trains, in bus transit shelters and on secular radio stations. Others have begun using some of

these avenues to an extent, but Jews for Jesus has been on the cutting edge of making the messiahship of Jesus an unavoidable issue to Jewish people via the secular media.

Person-to-person ministry: We love to visit Jewish unbelievers who have indicated an interest in the gospel. We offer individual Bible instruction, usually in people’s homes, but sometimes over the phone or even over the Internet. As some come to faith, we continue studying with them, providing discipleship lessons until the new Jewish believers are well grounded in a local congregation.

World Wide Web site: Jewish seekers find a rich and extensive resource at our site: www.jewsforjesus.org. Many who may not be comfortable giving their address or phone number come to find out about Jesus at our web site. They ask questions and seek answers anonymously and within the privacy of their own homes. Many such people eventually become open to more personal contact



An ad we placed on several search engines on the Internet

with us, having examined the gospel at their leisure.

How do you meet Jewish people who are willing to study the Scriptures with your missionaries?

Sometimes people see our billboards, take our literature on the streets or see our ads and want more information. We send them follow-up material and, when possible, call to see if they are interested in discussing it with us. While our broadsides and media campaigns provide a good number of contacts, some Jewish people seek us out at the advice of people they know. *In fact, many of the Jewish people we visit are referred to us by Christian friends like you! If you don't feel comfortable giving us the name, address and phone number of your Jewish friends, try giving them our web site information.*

How can you help me reach Jewish people for Jesus?

In addition to taking your referrals, we offer you a variety of witnessing tools through our **Messianic Resource Catalog**, including “how to” materials, such as books and teaching videos to increase your effectiveness in communicating the gospel. We also have evangelistic books that are suitable to pass on to your Jewish friends. Check out store.jewsforjesus.org for our full

line of messianic resources.

If you'd like us to reach out to your Jewish friends, but feel they are not ready to receive a call, try our **letter of witness program**. We'll send your Jewish friend the testimony of a Jewish believer in Jesus via letter, along with a copy of our bimonthly publication, *ISSUES*. We will offer your Jewish friend a free subscription to *ISSUES*, as well as other literature geared for Jewish seekers if he or she is interested.

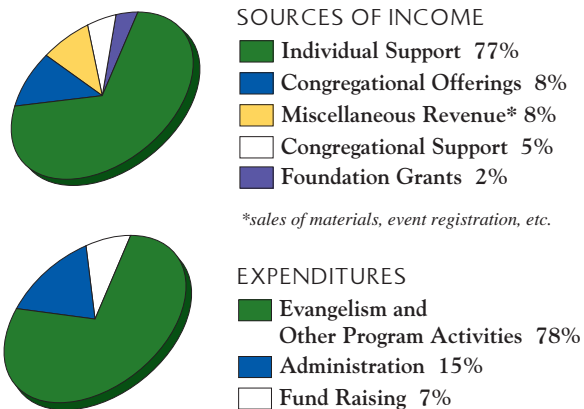
The Jews for Jesus Newsletter is free to Christians who want to see Jewish people come to Christ. It contains insights on the Jewish roots of Christianity, as well as witnessing tips. The back page, called “Bits from the Branches,” brings you brief reports from our missionaries around the world. Our “Prayer Prompters” column enables you to have a powerful part in our outreach. (Please do not sign your Jewish friends up for our newsletter as it is geared for Christians.)



Where do you get your support, and how much of it goes directly to evangelism?

We trust God for the funding of Jews for Jesus for Jesus, and He has provided through caring Christians. Each missionary raises his or her own support. Jews for Jesus is not a church, so we ask our Christian friends to support their local churches first. Then we ask people to prayerfully consider giving to our ministry as well. We welcome the support of all Christians, though we particularly appreciate those who include our ministry in their regular missions giving.

The Jews for Jesus work year is based on the Jewish calendar, which begins in early fall. Our fiscal year is January 1-December 31. We issue tax deductible receipts for each donation, or individuals may request to have a single receipt for all their gifts issued at the end of each year.



The two charts above describe the sources of our Jews for Jesus support and how that income is spent. While these

charts were calculated according to United States figures, they are generally applicable to our work around the world.

Accountability: We are governed by a board of directors that meets quarterly. We have a U.S. board, as well as Canadian, South African and European boards of directors.

The executive director is advised by the Jews for Jesus Council, consisting of nine senior missionaries, elected by their peers. They discuss and vote upon strategy and personnel.

We are charter members of the Evangelical Council for Financial Accountability and are also members of the Interdenominational Foreign Mission Association, both of which hold high standards for financial integrity.

Any Jews for Jesus contributor can request our last audited financial statement. An independent auditing firm of certified public accountants, Eckhoff Accountancy of San Rafael, California, conducts our yearly audit. We usually receive our audit in the month of May.

What Can I Do?

If you love Jesus and care for the Jewish people, please pray for our efforts and allow us to send you our Jews for Jesus Newsletter. We would also like to witness to your Jewish friends. If you can send a donation—great! It'll really help. Either way, we hope you will fill out the attached coupon, tear it off and mail it to the address on the back cover of this brochure.



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