

# JEW'S FOR JESUS®

established 32 A.D. · give or take a year

Volume 11:5772 | July 2012

## Toronto

Laura Barron reports, “I first heard about Sharon\* through Dan Sered, who leads our work in Israel. She had ordered the Hebrew translation of our book of Messianic prophecies, *Y’shua, the Jewish Way to Say Jesus*. Dan passed on her contact info because she lives in Canada. I phoned her and we seemed to connect right away. When she told me that she would be coming to Toronto we arranged to meet for coffee.

“I could see that she was definitely on a spiritual journey and searching for truth. I told her my testimony and explained the gospel to her. Sharon said that she had a lot to think about after our first meeting. Shortly after our second visit, she mentioned that she was going to Israel to visit family, but she also wanted to meet other Jewish believers there to talk more about faith in Jesus.

“It’s amazing how the Holy Spirit works through our ministry as a global network. Sharon said that she wouldn’t have a phone or long-term address during her travels in Israel, but she would access her Facebook page regularly through Wi-Fi. I messaged a co-worker in Israel through Facebook: he contacted her through Facebook and they arranged to meet. He was able to tell her his testimony, which resonated with her own spiritual quest.

“I know that I can reconnect with Sharon when she returns to Canada, but also I know that wherever she is, God is working in her life and it’s easy to connect her with other believers for further ministry. I am so grateful for how instant and personal communication can be in the 21st century. But the most timeless and

effective form of ministry still remains true and unchanging—**prayer**. Please pray with me for Sharon, that God will meet her wherever she goes to draw her to Y’shua.”

## Washington, DC

Deb Dubin reports, “In May 2011, Stephen Katz, our branch leader, parked his Jews for Jesus vehicle at a local shopping area and a Jewish woman named Lisa approached him with some questions. She gave him

## Bits from the



her email address and he asked me to follow up.

“Though originally from France, Lisa’s English is fluent. She believes that Jesus had to be much more than a rabbi. She has a Bible and has been reading it on her own . . . when no one’s around. She also has a Christian friend who has impressed her. She was very open to hearing about how I came to believe in Jesus as the Messiah, so I was able to share my testimony during that first visit.

“Then, during a visit to the DC branch, Jeremy Saadoun and Chantale Onona (two of our missionary trainees who speak French fluently) came with me to visit Lisa. She wiped tears from her eyes as she heard Jeremy’s

testimony of what Jesus had done in his life.

“I am thankful that we have the privilege to speak truth into people’s lives as a team as described in 1 Corinthians 3:6. One of us plants, another waters, but only God’s Spirit can provide the increase. Please pray for Lisa to be saved.”

## New York City

Josh Turnil reports, “Brooklyn has some of the most Orthodox Jewish neighborhoods in New York. Karol Joseph has had interesting contacts among the Hasidic community there and encouraged me to join her to hand out Isaiah 53 pamphlets.

“After about fifteen minutes someone starting yelling at us. It seemed as if the man could not notice me despite my best efforts to engage him in a conversation and give Karol some respite. As I attempted to distract him, another Hasidic man tapped me on the shoulder and asked politely, ‘Are you handing these out?’

“When I responded affirmatively, he smiled and said, ‘I’m very glad to meet you, I’ve been reading Philippians and wanting to talk to someone about it.’ It was rather surreal, in one ear I could hear the rantings and railings against my colleague and in the other the polite and sincere tone of an Orthodox Jew who was delighted to meet us.

“It turns out Isaac came to faith in Jesus (recently) through a local radio program. He and I have been studying the Bible off and on, but his rabbi friends would like him to stop seeing me. Please pray that Isaac grows in his faith and that others would continue to come to Y’shua, despite the pressure they face.”

## Jewish Hell? *by David Brickner, Executive Director*

Noted British author and journalist G.K. Chesterton was once asked about his views on hell. “While I cannot speak from personal experience,” he replied, “it seems a place to be avoided.” Few would argue with the wit and wisdom of Chesterton on this point, though many would prefer to ignore the subject or deny that such a place actually exists. Nevertheless, it is hard to deny the pervasive references to hell in our common parlance. It is at once a curse word, a descriptive adjective and the subject of all manner of creative expressions, from fine art and theater to movies and even video games.

In a recent newspaper review of the biography of Moishe Rosen, in the online version of *The Jewish Daily Forward*, one commentator wrote of Moishe, “He should rot in hell,” to which another responded, “Umm, do we believe in hell?”

That is a good question and many modern Jews would feel quite comfortable answering, “no.” They would be surprised to learn that the traditional Jewish view of the afterlife has a great deal to say about the existence of hell.

The Jewish view of the afterlife as recorded in the Hebrew Scriptures is (like other ancient Near Eastern cultures) unequivocal on the existence of hell, commonly referring to it as “Sheol” and “Abaddon.” However, these words have an uncertain

etymology and the references to them are just as vague as Chesterton when it comes to saying what hell is actually like.



*C.S. Lewis famously described hell as a place where the door is locked from the inside . . . a destination of our own choosing.*

The word “Gehenna” is more commonly used in later Jewish literature such as the New Testament and the Talmud. It is derived from “*Gei Ben Hinnom*,” or the valley of the son of Hinnom. This valley is an actual place on the southern side of the city of Jerusalem—and it actually does have a history of horror. Children were sacrificed to the Ammonite/Canaanite god Moloch, making the place an utter

abomination. The unholy site eventually became a garbage dump, a place of stinking refuse. One would never guess the history of this valley by looking at it today, but in the Second Temple Period it was quite evocative of the common understanding of “a place to be avoided.”

Unlike the Hebrew Scriptures, the New Testament and the Talmud are quite descriptive of the place we now call hell. Jesus described it as a place where “the fire . . . shall never be quenched” (Mark 9:43). The Talmud is much more detailed concerning the fire and darkness of hell, even supplying descriptions concerning its size, divisions and entrance gates. So yes, a great deal has been written in Jewish literature regarding the existence of hell. Despite this, for Jews as for most people, hell remains more a subject to be avoided than a place to be avoided. In our post-modern world it is considered ridiculous or even shameful to believe that anyone may actually be headed there, except perhaps Adolf Hitler.

I remember Larry King’s challenge to me on his television show, *Larry King Live*, as to whether I believed God would send people to hell for not believing in Jesus. I replied that God isn’t in the business of sending people to hell. We are getting there just fine on our own. Rather, God is in the business of saving people from hell and that is exactly why He sent Jesus the Messiah. The distinction is important.

\*not her real name

C.S. Lewis famously described hell as a place where the door is locked from the inside; in other words, it is a destination of our own choosing. Writing in *The Great Divorce*, he explained, "There are only two kinds of people in the end: those who say to God, 'Thy will be done,' and those to whom God says, in the end, 'Thy will be done.'"

This month our Jews for Jesus missionaries and volunteers are out on the streets of New York, London and several other cities throughout Europe, proclaiming the gospel and handing out tracts just like the one that came with this newsletter, titled, "What the Hell." Invariably, some we meet on the streets will challenge us about our belief concerning hell, much as I was challenged by Larry King.

When people ask with hostility, our policy is to answer with a question of our own: "Do you honestly believe in hell?" If that hostile questioner answers "No," then we will reply, "Then I guess you should have nothing to worry about, huh?" It's not wise to give a straight answer to someone who denies the premise of his or her own question. Jesus certainly didn't.

On the other hand, we should never be afraid or ashamed to speak of the realities of hell and to warn people away from its terror and torment. But our warning must be tempered with the hope and promise of God's grace through Jesus Christ. Moishe Rosen said we should never preach about hell without tears in our eyes for those on their way there. This is the character of the Lord Jesus Himself, "[Who] is longsuffering toward us,

not willing that any should perish but that all should come to repentance" (2 Peter 3:9).

Yet many have come to repentance because they do (rightly) fear hell as the consequence of their lifestyle and choices. We should therefore not shy away from this important doctrine. Sadly, many Christians do. Some rationalize that since the gospel is good news we need only emphasize God's love and

*We should never be afraid or ashamed to speak of the realities of hell*

forgiveness. But how can we expect anyone to understand how essential that good news is if they have not grasped the very bad news about sin and eternal separation from God? More than that, it is only when we understand the greatness, glory and holiness of our God that the realities of hell and eternal separation from Him become plausible and meaningful. It is the inadequate understanding of our own sin and of God's holiness that produces the misapprehension of the realities of hell and eternal separation from God. If we care about seeing people saved, we must be prepared to give a full explanation of both. People need to know the realities of both heaven and hell, so it is up to us to proclaim them without shame or caveat.

I once opened a letter from a Christian who received a Jews for Jesus mailing with the very same

gospel tract we've enclosed in this newsletter: "What the Hell." She was upset because she said her postman would have seen the title through the clear envelope and that would ruin any chance she had of being a good witness to him. She didn't say what kind of witness she had had up until then, or what she was planning, but I wrote back that, on the contrary, I believed that tract might give her an even better opportunity to share with her postman the wonderful news of God's salvation. I still believe that as much as people want to avoid the topic, it provides great possibilities for meaningful conversations.

While I cannot speak from personal experience either, I know that hell is a place to be avoided. Hell is just as real as death. But I also know that Jesus conquered both when He died and rose again. Only through faith in Him can we come to know the forgiveness of God. This message is the same for Jews and Gentiles. It is a message of love and of hope. Jesus said, "I am He who lives, and was dead, and behold, I am alive forevermore. Amen. And I have the keys of Hades and of Death" (Revelation 1:18). We can all be thankful for that. ✨

**ONLINE EXTRA**  
See also "Hell, Let's Face It," an article by Susan Perlman, originally published in *ISSUES* (our publication for Jewish seekers) [j4j.co/issuesshell](http://j4j.co/issuesshell)



## a new way to enjoy *Called to Controversy*

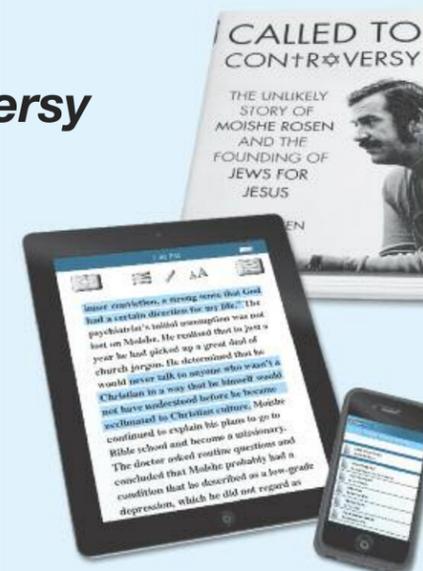
If you loved *Called to Controversy* . . . and if you love reading socially, you're really gonna love this!

BookShout! is a whole new way to enjoy books, including *Called to Controversy: The Unlikely Story of Moishe Rosen and the Founding of Jews for Jesus*. The recently launched reading platform allows you to read together with your Facebook friends and share notes and thoughts with each other in reading circles. You get something that's not available in the print version or in other e-versions—exclusive commentary from the author and other key influencers, PLUS the opportunity to share your own thoughts with other readers in the *Called to Controversy* reading circle.

Author's notes in *C2C* include behind the scenes glimpses about how the book was written. For example, whose idea was it for the book to begin with such a shocking introduction? The answer will surprise you. There are also "scenes from the cutting floor." (The actual print book is half the length of the original manuscript. It was fun to add back some tidbits that simply did not fit into the page length for the print version.) You'll get an even closer look at Moishe's life and family relationships.

You will also be able to read notes from Jews for Jesus executive director David Brickner and from Susan Perlman, one of the co-founders of Jews for Jesus who served as Moishe's first assistant for decades.

You can download the free application in the Apple App Store, or scan this code with your smartphone. The BookShout! version of *Called to Controversy* is



available for purchase here: [j4j.co/bookshoutc2c](http://j4j.co/bookshoutc2c) in the BookShout! Bookstore. (The application and store are available to iPad and iPhone users. We hope by the time you read this, they will also be available for Androids and all other Internet devices.)

Once you've purchased the book, launch the application and tap "Reading Circles" then "Browse Circles" and join the *Called to Controversy* book club to begin reading and sharing comments about the book with others.

Note: We realize that friends who have already purchased the print edition may not find it practical to purchase an additional e-version of the book. You can still share your own comments on the book and invite friends to do the same by going to [j4j.co/facebookc2c](http://j4j.co/facebookc2c). If you "like" the page, you'll receive updates about the book on your Facebook newsfeed, see interesting reviews and be able to read and make comments about the book.

If you want an e-version of *Called to Controversy*, but are not sure about the reading socially part, we recommend the BookShout! version as it gives you the option to read socially, but you can still read the book without comments and reading circles if you prefer.

## prayer PROMPTERS

Please pray for:

-  our New York City Summer Witnessing Campaign going on right now! (p. 4)
-  our London Campaign (led by Alison Barnett, July 24-August 12), which coincides with the summer Olympics this year
-  continued follow up and fruit from our spring BYG Israel campaign in the Lower Galilee
-  good connections and gospel conversations through our Massah program (p. 5)
-  God's blessings on this summer's Camp Gilgal programs
-  boldness throughout the body of Messiah to tell the good news that can save Jews and Gentiles from an eternity apart from God (pp. 1-2)
-  God's comfort for new Jewish believer Carol, that her faith will grow and her pain will diminish as she contemplates her move to heaven that is likely to occur soon (p. 6)
-  salvation for Sharon (who lives in Toronto but has been visiting in Israel) and Lisa (Washington, D.C.), and grace and strength for Isaac (Brooklyn), whose Orthodox community is opposed to his new faith in Jesus (p. 8)
-  wisdom for the planning stages of the next BYG Israel campaign
-  God's provision for the next generation of Jews for Jesus missionaries and leaders



WE EXIST TO MAKE THE MESSIAHSHIP OF JESUS AN UNAVOIDABLE ISSUE TO OUR JEWISH PEOPLE WORLDWIDE.

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Above: Dan Tasman in conversation during the New York, Summer Witnessing Campaign



Above: Isaac Brickner (right) playing guitar with an Israeli in India

cultural experiences are enriching for those who experience them, and there can be no doubt that God is pleased with a humble

attitude that takes Christians out of their comfort zone to help others in very tangible ways.

What do you think of when you hear the phrase, “missions trip?”

Many think of fund-raisers for church youth who go to poverty-stricken areas to build schools, churches or homes. Others go overseas to teach students English, working to build relationships that will lead to opportunities to witness. These cross-

But when we at Jews for Jesus talk about short-term missions, we are talking about programs that are directly evangelistic in nature. The training, the expectations and the organization of the teams’ time are all aimed to draw attention to Jesus,

and spark conversations about Him. That is not to devalue other short-term projects. But we hope you will join us in praying for the next generation of missions-minded Christians to understand the importance of direct evangelism.

Frankly, building a witness to gospel-resistant people does not often give the kind of immediate and visible results as putting up a much-needed building in a remote village. But God has called us to reach out to our Jewish people, and it’s always an adventure! Here are a couple of our summer short-term missions that you can be praying for this month.

### Summer Witnessing Campaign (SWC) in New York City

Last year, Dan Tasman had the following to say about an encounter on campaign:

“Four of us were praying in a public park before we started our evangelism, when two men my age approached us: Isaiah and Asher (not their real names). They described themselves as Modern Orthodox. Isaiah wanted to stop and ask questions, while Asher was waiting politely. Isaiah wanted to know what we believe and if we were really Jewish. I explained that our message was about knowing the Jewish Messiah. I told him that Jesus fulfilled the prophecies in the *Tanakh* and that without Messiah Jesus or the Temple, there is no way to atone for our sins! I spoke to him about three passages: Isaiah 53, Daniel 9 and Jeremiah 31:31-34.

“Isaiah kept saying, ‘I have to go, but I have just one more question.’ After

fifteen minutes, they left . . . with Messianic prophecies I had jotted down for them to look up on their own. I also wrote down their names because they said that we could continue the conversation via Facebook, which we have done. Sharing the gospel of Jesus is much easier when you leave it all in God’s hands after you plant the seed!

“Two weeks later I was in Union Square Park, exhausted, having been out in the sun for two and a half hours. Just as I was getting ready to leave, I met Vlad. When I asked who he thought Jesus was, his response was cynical. He told me that he was an atheist and that he wasn’t Jewish. Still, I invited him to our summer lecture series which we held weekly during our month-long outreach. He took the invitation and said he would think about it.

“Nearly two weeks later, I was preparing to give a public lecture on ‘The Risen Messiah’ as part of that series. I saw a familiar face so I approached and said, ‘Vlad, how are you!’ It startled him; he wasn’t sure I would be there. We chatted for a couple minutes, then I had to start the lecture.

“After the lecture I answered some questions, and then our guests mingled with our outreach team. Vlad approached me in tears and apologized for lying to me, because he was actually Jewish. He has been meeting with one of our NYC missionaries since then.

“If there is one thing I have learned about evangelism, it’s that God’s timing is perfect. Please pray that I might run into some of the people I witnessed to last year, as I am participating once again on this year’s SWC in New York City.”

### Massah

In recent years, hundreds of thousands of Israeli soldiers have traded in their uniforms for a backpack and a “Lonely Planet” guidebook in pursuit of the ultimate travel experience. India, Nepal, Peru, New Zealand and Thailand are a sampling of the destinations thousands of Israelis visit annually. In these countries, Israelis form a unique subculture. Many are open to the gospel, and a significant number of them have come to know Y’shua as Messiah while traveling outside the land of Israel.

Massah is a ten-week program that enables young Jewish believers in Jesus to meet and share the gospel with Israeli trekkers. The first seven weeks take place in Israel where the team reaches out to Israelis after being trained in apologetics, Messianic prophecy, conversation techniques, Israeli culture, and how to lead someone to Y’shua (Jesus).

During the final three weeks of Massah, we journey to popular “trekker” destinations to meet Israelis where they are. We see God at work as we offer a unique spiritual perspective that challenges our Jewish brothers and sisters to consider Y’shua.

Last July, on the Massah Blog, Isaac Brickner wrote:

“We are now several days into the India portion of Massah, and there is a lot to be thankful for! My team of seven people has shared the gospel with many Israelis in just a few days. We are continually amazed at the divine appointments that God has for

us each day. Please pray that we would have continued interactions with those we have met so far, and that they would be open to speaking about the gospel.

“There is a group of six or seven Israelis staying in the rooms below us at our guest house, and we had a fun time playing music with them last night, and sharing with them about our faith in Y’shua. We had the opportunity to pray for one of them, named Imbal, who is feeling sick. Please pray for her healing and that God would get the glory for it!

“Thank you so much for being *here* with us in your prayers! As one of our team members shared the other day, Paul thanks the Philippians for ‘sharing his trouble’ even though they are not physically with him (Philippians 4:14). We are very conscious of and uplifted by your prayers, and we are extremely grateful. Thank you again!

“In our Messiah, Isaac”

One of Isaac’s teammates, Rebekah, wrote:

“On Sunday we left Tel Aviv and flew to Germany and then on to India. We were in Delhi for about twelve hours before splitting up into our teams and heading to three different locations in the north. Our bus ride . . . was not too bad and was through the night so we were able to sleep, at least in short bursts.

“Our health seems to be good, but we are all road-weary and will be happy to sleep tonight. Please be praying for our team: Isaac, Shaina, Molly, Jeremiah, Hannah and Bucci—that we would be faithful to boldly share the hope that is in us and to introduce people to Jesus. It is pretty amazing to be in India and even more amazing that we come with words not about ourselves, but about who we are in Jesus.

“It’s amazing to be able to sit in an Internet cafe in India and ask for prayer from our believing community all over the world. I think it’s really allowing me to understand the greater body of Messiah in a new way, so thank you so much for your part in that! Shalom for now from the north!”



### ONLINE EXTRAS

For an update on this year’s NYC SWC look out for this month’s *RealTime* (if you are subscribed, you will receive it on July 16 via email, otherwise, check for this month’s edition online on July 17 here: [j4j.co/realttime](http://j4j.co/realttime). Also see a trailer for our *Awakening* DVD at: [j4j.co/awakening](http://j4j.co/awakening))

If you’d like to hear from this year’s Massah participants, go to [massahoutreach.org](http://massahoutreach.org) and select “Follow the journey on our blog.”

# "The Hope of Eternal Life"

by Lynn McCoy

**Editor's note: I was wondering what articles to include in this month's edition, which deals more than usual with the sensitive topic of hell, when I came across this article. I hope it encourages you as it did me.**

A few months ago, Carol, a Jewish woman I've been ministering to, came to faith. I came in contact with her through the head elder at my church and his wife. In fact, some of my most meaningful and fruitful times of ministry have come through connections made with Christian friends. Anyway, I had been meeting with Carol every couple of weeks over the past nine months. I was blessed by her excitement as she told me she had just prayed to receive Jesus after watching an old Billy Graham rebroadcast.

forever, and though her physical body will die, she will have a new glorified body, which will never die. Not only that, but the joy and satisfaction of her eternal life in Christ will know no limit. It will only get better and better—forever. None of the things that diminish the quality of life here on earth will trouble her, or any of us who belong to Jesus. Sin will be completely vanquished. Disease will be no more. Interpersonal conflicts will all be healed. Every wrong will be righted. Injustice will no longer exist. We will live a life of complete joy.

Carol has been in stage four cancer for years, but last month her doctors told her that they had exhausted every effort to keep the disease at bay and she would not have much longer to live. Though she had already trusted her soul to Jesus, it was very difficult news to hear.

Whereas the first stage of my ministry was helping Carol to see the truth of Jesus, more recently I've been helping her come to terms with her prognosis. We have spent time reading the book of Job, and she really could identify with him. We also discussed 1 Corinthians 10:13, in which Paul says, "No temptation has overtaken you except what is common to mankind. And God is faithful; he will not let you be tempted beyond what you can bear. But when you are tempted, he will also provide a way out so that you can endure it." Despite tremendous pain, Carol has seen God's hand of grace on her life and has also found strength that she never knew she had.

Recently we've had extensive conversations about the hope that Carol now has in Messiah, both for her present condition and eternal life. In Titus 3:7, Paul tells us, "so that, having been justified by his grace, we might become heirs having the hope of eternal life."

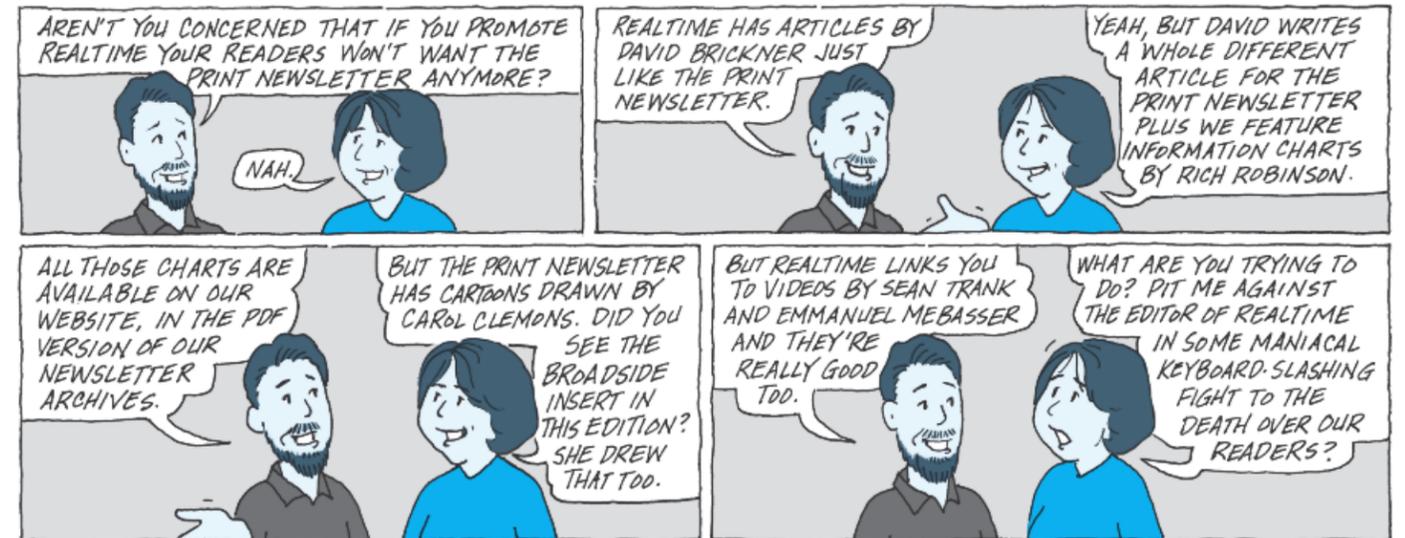
That prompted a whole discussion on what exactly is eternal life. I explained that the moment Carol came to faith in Jesus, she entered into a new life not bound by her physical body, nor bound by time. Her life with Messiah will last

*The moment Carol came to faith in Jesus, she entered into a new life not bound by her physical body, nor bound by time*

I asked Carol to open her Bible to Revelation 21, and read verses 3-4, "And I heard a loud voice from the throne saying, 'Look! God's dwelling place is now among the people, and He will dwell with them. They will be His people, and God Himself will be with them and be their God. 'He will wipe every tear from their eyes. There will be no more death' or mourning or crying or pain, for the old order of things has passed away.'" Carol smiled at that thought that her pain will one day come to an end. But her smile was also a measure of how much she is looking forward to being in the presence of her Lord!

When I encouraged Carol to write a "bucket list" of things she wanted to accomplish before she died, the first thing on that list was learning more about Jesus, and the Word of God. Now *that* put a smile on my face. I'm amazed at how fast Carol is growing in faith, and despite the humanly "hopeless" prognosis, she is looking toward to the "blessed hope" of being with her Messiah. I do ask that you pray for Carol, that she will not only have many more days, but that God will oversee her care so that she can be pain-free.

Lynn McCoy is one of our missionaries in Washington, DC To learn a bit more about Lynn, go to, [j4j.co/mccoy](http://j4j.co/mccoy)



### In this edition . . .

You'll notice several references to Facebook, whether it's regarding missionaries keeping in touch with seekers (p. 4 and 8), or a new way to enjoy and discuss the biography *Called to Controversy: The Unlikely Story of Moische Rosen and the Founding of Jews for Jesus* (p. 7). This is just one of several avenues of social media that Jews for Jesus (and many others) are utilizing to make the most of today's technology. The rapid-fire changes cyberspace confronts us with certainly pose problems and challenges we could do without. But they also offer opportunities that we don't want to miss.

If you have not already, we hope you'll subscribe to Jews for Jesus' Facebook page at [facebook.com/jewsforjesus](http://facebook.com/jewsforjesus) as well as our YouTube channel at [youtube.com/jewsforjesus](http://youtube.com/jewsforjesus)

Also, please remember that we have a tremendous storehouse of articles on our website, [www.jewsforjesus.org](http://www.jewsforjesus.org). If you find an article, video or blog that is helpful to you, please consider reposting it through Twitter, Facebook or whatever social media you may be using.



### If you can't wait to hear how our witnessing campaign in Haifa went . . .

Check out the May and June editions of *RealTime* on our website here: [j4j.co/realtime](http://j4j.co/realtime). *RealTime* is our monthly e-publication and it gives the most up-to-date news on Jews for Jesus.

To sign up for Jews for Jesus *RealTime*, go to: [j4j.co/getrealtime](http://j4j.co/getrealtime)

