

THE CHOSEN PEOPLE



Volume XXVI, Issue 1
JANUARY 2020



JEWISH EVANGELISM IN
THE 21ST CENTURY



TO THE JEW FIRST

ADVANCEMENT CAMPAIGN TO SHARE THE JEWISH MESSIAH, JESUS, WITH JEWISH PEOPLE

Your Mission to the Jewish People has experienced more than 125 years of the Lord's loyalty and love! We have enjoyed a wonderful year of joyous celebration. On November 15, we concluded our year of gratitude with a banquet in Brooklyn, the birthplace of our ministry. We heard from Jay Sekulow, founder of the American Center for Law and Justice, and Janet Parshall of Moody Radio. Chosen People Ministries' staff workers in Israel, former board members such as John Holbrook, as well as friends of our ministry including Ken Barun of the Billy Graham Association and Wayne Hilsden of the Fellowship of Israel Related Ministries (FIRM) gave testimonies of God's transforming power through Chosen People Ministries in the lives of Jewish people worldwide. Finally, we "met" Leopold Cohn himself, our founder, through the one-man dramatic presentation by staff member Alan Shore.

Very Humble Origins

Chosen People Ministries was founded by Rabbi Leopold Cohn, who came to the United States from Hungary in 1892. Not long after he arrived, he heard a Polish Presbyterian missionary and preacher on the Lower East Side of Manhattan proclaiming the gospel inside a Dutch Reformed Church. Once the Lord captured the rabbi's heart, he committed himself to a lifelong ministry of reaching Jewish people with the gospel. Years of reports indicate that Rabbi Cohn had baptized almost 1,000 Jewish people before his death in 1937! His second eldest son, Joseph, led the Mission until his passing in 1953. Harold Pretlove, Daniel Fuchs, Harold Sevener, and Sam Nadler all faithfully led Chosen People Ministries, and in 1997, I became the mission's seventh president.

Personally speaking, I know the significance of Chosen People Ministries. The Mission disciplined me, paid my way through Bible college, provided opportunities to serve the Lord, and has equipped me with the skills to lead and enable others to share Jesus with their Jewish friends and family.

My wife, Zhava, was raised in a Jewish home in Argentina and moved to Los Angeles with her family as a young teenager. She came to faith through the work of a Chosen People Ministries missionary. This missionary trained a group of Korean Christian teens to proclaim the gospel to Jewish people, and they shared the good news with their classmate, my wife.

As president of Chosen People Ministries for twenty-two years, I am excited as ever about the growth and potential of the mission. The world is changing dramatically and the Jewish community is too. Chosen People Ministries is changing as well, and its relevance continues today.

Yet, along with all the dynamism of change, the biblical essentials of the Mission remain the same as in the days of Rabbi Cohn! The board, leadership, and staff remain committed to the unchanging gospel best expressed in 1 Corinthians 15:3-4, where the Apostle Paul wrote:

“For I delivered to you as of first importance what I also received, that Christ died for our sins according to the Scriptures, and that He was buried, and that He was raised on the third day according to the Scriptures...”

Our strategies, methods, and tactics are changing in order to reach a new generation of Jewish people with the gospel, but the message remains the same. The writer of Hebrews declared:

“Jesus Christ is the same yesterday and today and forever” (Hebrews 13:8).

My dear friends, we need your prayers more than ever to help us, support us, and love our people and ministry. Your partnership enables us to accomplish our calling. We are serving the Lord among Jewish people in more than twenty-five cities in North America and nineteen countries around the world. As we step into our 126th year of ministry, we are ready to serve Jesus the Messiah by initiating a Romans 1:16 “To the Jew First” campaign in 2020.



WHY ROMANS 1:16?

Franz Delitzsch, the well-known nineteenth-century Old Testament scholar wrote: “For the church to evangelize the world without thinking of the Jews, is like a bird trying to fly with one broken wing.” As the leader of an historic mission to the Jewish people, I believe that Jewish people must accept Jesus in order to have a place in the age to come (John 14:6, Acts 4:12, John 3:16–17).

It might sound simplistic, but this is my clear understanding of Scripture. It is the very basis for missions and our specific mission to the Jewish people. This has not changed in 125 years!

The Great Commission applies to both Jewish and Gentile believers; however, it is important to note that the Scriptures do not present Jewish evangelism as simply one aspect of the Great Commission among many. It is a unique venture that Paul, the Jewish Apostle to the Gentiles, eloquently defended. The special mandate for Jewish evangelism presented by Paul was a God-given revelation based upon several passages throughout the New Testament. Romans 1:16 concisely sums it up.

Exposition of the Text

In Romans 1:16 we see God’s plan for world evangelism. The Gentile world should not be ignored, but to reach Jewish people with the gospel is to reach the world.

Paul wrote in Romans 1:16:

“For I am not ashamed of the gospel, for it is the power of God for salvation to everyone who believes, to the Jew first and also to the Greek.”

The Apostle added in verse 17: *“For in it the righteousness of God is revealed from faith to faith; as it is written, ‘But the righteous man shall live by faith.’”*

I do not believe that a Jewish person or anyone else is capable of satisfying God’s demands for perfect righteousness by human effort, enabling a person to enter heaven on their own merit (Galatians. 2:15–16, 3:23–25, Romans 10:2–4 ff.).

Jewish people, like all people, are saved by grace through faith.

“For by grace you have been saved through faith; and that not of yourselves, it is the gift of God; not as a result of works, so that no one may boast” (Ephesians 2:8–9).

The Present Tense

The Romans passage makes it clear that Jewish evangelism is to be a priority even today, although some Christians have a difficult time applying its teaching to their lives and outreach. Romans 1:16 is written in the present tense. Follow the logic of the text: If the gospel is *still* the power of God for “salvation” and is *still* for “everyone who believes,” then the gospel is *still* “to the Jew first.”

The gospel is God’s power (**δύναμις**, *dunamis*) unleashed, for the Jewish people and all peoples, as the Apostle wrote, “to everyone who believes.”

The Greek word used by Paul and translated as “first” is *proton* (**πρῶτον**). The term implies a priority rather than a sequential order of events.

So, what did the Apostle have in mind in suggesting that the gospel is *for the Jewish people first*?

Paul was certainly not suggesting that the Roman believers withhold the gospel from the Gentiles until every Jewish person in the world is reached. Neither was he implying that since the gospel had already gone to the Jewish people that it was therefore unnecessary to continue preaching the gospel to the Jewish people—as if this task had been accomplished and the Jewish people had their chance to respond and they rejected it. It is quite the opposite. Paul made this clear by teaching that the gospel is still for the Jewish people and theirs is a key role in God’s ultimate plan of redemption. In fact, Jewish evangelism must be a priority.

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THREE MAJOR FOCUSES

JEWISH EVANGELISM

The Israel Project

1

The Jewish homeland is an important focus for ministry. We operate two Messianic centers, one in Ramat Gan outside Tel Aviv, and one in Jerusalem, from which our staff brings the gospel of Jesus to the House of Israel.

Your support will provide funding for:

- * Jewish evangelism in Israel
- * Outreach to Holocaust survivors
- * Discipleship and training programs for tomorrow's leaders
- * Children's camps

Evangelistic meetings and other opportunities abound to share the good news in an informal social setting through concerts and Sabbath meals.

TARGET GOAL: \$1,650,000

The Evangelistic Media Project

2

Our digital media campaigns, both in the United States and in Israel, have reached hundreds of thousands of people. Through our evangelistic media projects, Jewish people can discover Jesus right where they are—in the comfort and privacy of their homes.

This is important because mainstream Jewish culture is wary of Christianity, and Jewish people are not encouraged to show any interest in Jesus as Messiah. It is often difficult for a Jewish person to investigate the claims of Messiah because he or she may be discouraged from doing so by his or her Jewish friends and family.

Digital media makes it easier for Jewish people to learn about Jesus without the push-back from their Jewish community—and this is especially critical for reaching the ultra-Orthodox community who cherish their privacy, especially when considering the claims of Jesus.

TARGET GOAL: \$800,000

CAMPAIGN TOTAL: \$3,400,000

IN 2020 AND BEYOND: IN THE 21ST CENTURY

The Joshua Initiative

Just as Moses mentored Joshua, Chosen People Ministries is committed to training the Messianic leaders of tomorrow through programs such as our Russian Leaders Conference, the House of Living Waters campus program, Muchan (our global young adult training conference), and the growing Charles L. Feinberg Center for Messianic Jewish Studies.

We can mentor many more young people if we have the funds! Our aim is to bring more students to Brooklyn to study at our Feinberg Center, as we are able to provide them with housing scholarships. Your support again today can fuel the training of a new generation of workers among the Jewish people.



TARGET GOAL: \$950,000

You are sharing the good news TO THE JEW FIRST

Idan was surprised on his travels to learn that a Christian family often hosted Israeli students like him. He asked them why and they told him. They loved discussing Judaism and spiritual matters with their guests. Idan was game, and together they spent many hours of his visit talking about the Messiah, the Lord Jesus.

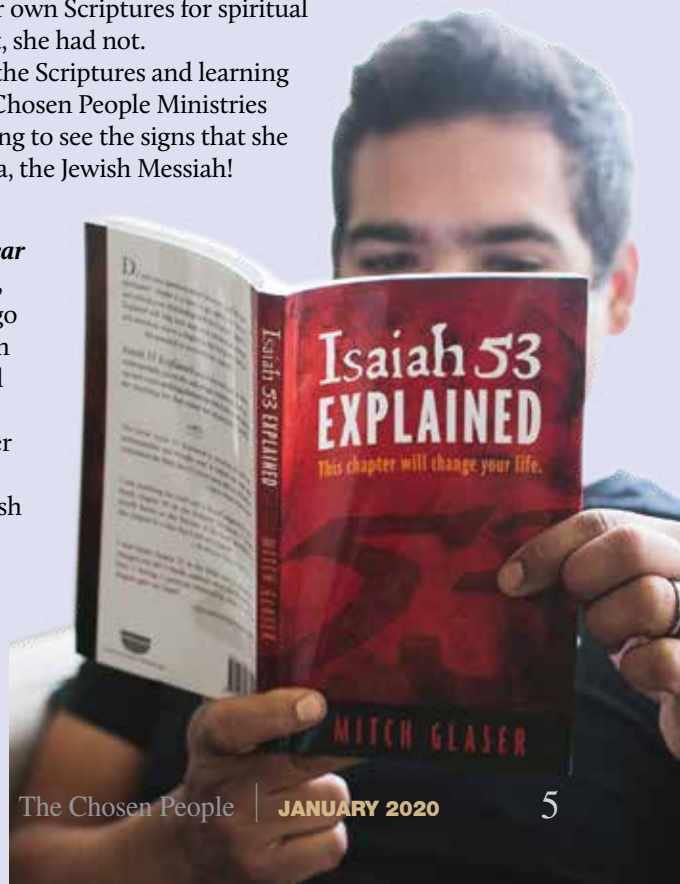
Idan took an *Isaiah 53 Explained* book with him—along with our prayers that he will heed its message and soon choose to follow Messiah!

Hila was a non-religious Jewish woman—and while traveling in India, she began to investigate eastern religions. Once she arrived home again in Israel, she was surprised when a Messianic Jewish friend asked her if she had ever explored her own Scriptures for spiritual guidance. She had to admit, she had not.

Today Hila is studying the Scriptures and learning about Jesus with her local Chosen People Ministries groups, and we are beginning to see the signs that she is ready to believe in Yeshua, the Jewish Messiah!

BJ and Carissa were thrilled to hear the voice on the phone: It was Tom, an Israeli man they had met years ago while they were serving with Chosen People Ministries in Brazil. Tom had never forgotten them and the many nights he sat up with them and other Jewish people discussing spiritual matters and learning about the Jewish Messiah, Jesus.

He was calling now to congratulate them on the birth of their daughter...but he still remembered all they had taught him, and they're still praying he will come to know Jesus as Savior.



The New Testament Pauline Pattern

Perhaps the best way to understand what the Apostle intended in Romans 1:16 is to see his strategy at work in his own ministry recorded in Acts. Wherever Paul went in his ministry among the Gentiles, he first preached the gospel to the Jewish people living in that area (Acts 13:13-52; 14:1-5; 18:7-11; 19:8-10).

What the Apostle did in Iconium in Acts 14 is typical of his divinely inspired strategy.

In Iconium they entered the synagogue of the Jews together, and spoke in such a manner that a large number of people believed, both of Jews and of Greeks. But the Jews who disbelieved stirred up the minds of the Gentiles and embittered them against the brethren. Therefore they spent a long time there speaking boldly with reliance upon the Lord, who was testifying to the word of His

grace, granting that signs and wonders be done by their hands. But the people of the city were divided; and some sided with the Jews, and some with the apostles. And when an attempt was made by both the Gentiles and the Jews with their rulers, to mistreat and to stone them, they became aware of it and fled to the cities of Lycaonia, Lystra and Derbe, and the surrounding region; and there they continued to preach the gospel. (Acts 14:1-7)

Paul would regularly evangelize the Jewish people before he spoke to the Gentiles. The salvation of the Jewish people was an ever-present concern for him, and his actions in Acts reveal his understanding of what he wrote in Romans 1:16.

A New Way of Looking at the Text

The word “first” suggests that the Jewish people are still to be viewed as a priority in world evangelism. In what way and for what reason? What does God have in mind? What does it mean for the gospel to be preached to the Jewish people first?

The Greek word *proton* is also used in Matthew 6:33, where the Lord Jesus

reminds us to “*seek first His kingdom...*” (Matthew 6:33). The Kingdom of God should always be sought as a priority in our lives, even as we seek for other things. In a similar way, reaching Jewish people with the gospel must be a priority of concern for all who know the Lord Jesus as their Savior.

It is a priority founded upon God’s heart. It is His plan for the Jewish people and the world He loves for whom He sent His Son to die!

A Priority Based Upon God’s Promise

This is consistent with God’s promise to Abraham in Genesis 12:1-3, especially 12:3, which reads: “*And I will bless those who bless you, and the one who curses you I will curse. And in you all the families of the earth will be blessed.*” Reaching the Jewish people will ultimately lead to His blessings being poured out upon the whole earth.

A Priority Based Upon God’s Future Plan

Paul describes the future salvation of the Jewish people and the impact it will have on the rest of the world. I am convinced that this was on his mind when he penned Romans 1:16. Knowing the future plan of God, Paul taught the church to prioritize Jewish evangelism, especially as the great day of His second coming draws near. The salvation of the Jewish people appears to be the lynchpin in fulfilling God’s ultimate purpose for the world.

The Apostle wrote in Romans 11:12, “*Now if their transgression is riches for the world and their failure is riches for the Gentiles, how much more will their fulfillment be!*” And again in verse 15 “*For if their rejection is the reconciliation of the world, what will their acceptance be but life from the dead?*”

Bringing the gospel to the Jewish people first is not a priority of privilege, but rather a priority based on the Lord’s strategic plan to heal and restore the world.

The Lord chose the children of Israel to reach the Gentiles, but His chosen people fell short of the task. Therefore, He sent His Son, Yeshua, to complete the holy assignment. Now He calls upon gospel-believing Gentiles to bring the message back to the original messengers!

The Apostle assures us of the day when the Jewish people will turn to the One who was pierced and repent, receiving Him as Messiah. This fulfills Jesus’ prophecy, when He told the Jewish leaders that one day the Jewish people will embrace Him as their true and only Savior.

For I say to you, from now on you will not see Me until you say, ‘Blessed is HE who comes in the name of the Lord!’” (Matthew 23:39)

The 21st Century

Let us apply Romans 1:16 to the Great Commission and make Jewish evangelism a priority in the 21st century! Paul clarified his strategy in Romans 11:11, where he emphasized the holy mandate for Gentiles in the Body of Messiah to reach Jewish people with the gospel message. In fact, according to Paul’s statement in Romans 11:11, the Gentiles are called to make the Jewish people jealous of the Lord Jesus living within them:



"I say then, they did not stumble so as to fall, did they? May it never be! But by their transgression salvation has come to the Gentiles, to make them jealous."

The Lord calls upon Gentile believers to reach out to their Jewish friends and neighbors making them want the Jewish Messiah who lives in their hearts!

It is through your prayers, generosity, and loving witness to your Jewish friends and family, making them jealous, that the plan of God will go forward in power!

Partners in the Gospel: The Understanding of J. Hudson Taylor

There is a wonderful story about the relationship between John Wilkinson, a Gentile missionary who founded the Mildmay Mission to the Jews, and J. Hudson Taylor, founder of the China Inland Mission (now OMF). Every January, Taylor would send Wilkinson a check for a sum of money with a note attached, "To the Jew first." Wilkinson would then send the same amount back to Taylor with a note that read "And also to the Gentiles."

We must prioritize reaching Jewish people because of God's choice of Abraham's seed according to the flesh and also reach the entire world as commanded by our Messiah prior

to His ascension. We cannot allow Jewish evangelism to become **the great omission of the Great Commission**. This is beginning to change as some church bodies are taking Jewish evangelism more seriously. It is my hope that this will continue, but it begins with you and me.

This is why we are calling upon ourselves and the greater Body of Christ to embrace the biblical pattern of bringing the gospel to the Jewish people. It is the key to world evangelism!

On pages four and five, I have given you a brief overview of the strategic initiatives for Jewish evangelism that make up our To the Jew First Campaign. I will describe these opportunities in greater detail in our newsletters in the months ahead.

During the next twelve months, we hope to raise more than 3.4 million dollars to continue focusing on three special areas of ministry. Now let me tell you our plans for reaching Jewish people in the 21st century!

HOW YOU CAN MAKE THE TO THE JEW FIRST CAMPAIGN HAPPEN

It is our desire to fund the three strategic initiatives of **To the Jew First** by the end of 2020. This will enable Chosen People Ministries to continue to support ministries that will impact the lives of thousands Jewish people around the world!

Genesis 12:3 provides a wonderful incentive to support this campaign that will bless the Jewish people:

"And I will bless those who bless you, and the one who curses you I will curse. And in you all the families of the earth will be blessed."

Although it is not the sole reason to give, it does reveal God's heart. May you be blessed through your partnership with Chosen People Ministries.

Please prayerfully consider how you can be part of this historic **To the Jew First Campaign** and respond today.

See the enclosed card for ways you can contribute today! Thank you!



YOU ARE BUILDING A LEGACY OF SHARING THE JEWISH MESSIAH WITH JEWISH PEOPLE

Your faithful partnership helps to share the message of Jesus with Jewish people everywhere. Thank you for standing with Chosen People Ministries!

Now, you have the opportunity to build an even greater legacy—through wise stewardship in your planning to leave an estate gift.

Including Chosen People Ministries in your will or estate plan has many important benefits:

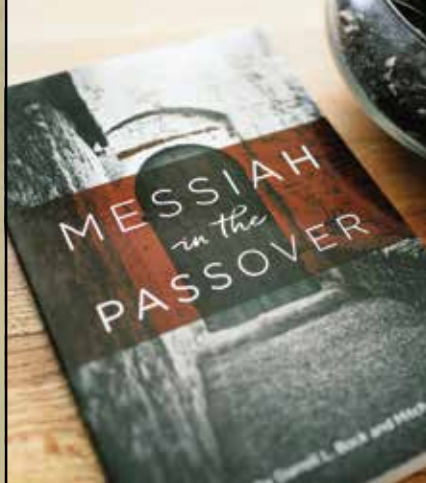
- The confidence of knowing your wishes are clearly expressed through your will
- A reminder to your family of your strong values and the importance you place on godly stewardship
- The joy of the Lord in sharing the material blessings He has provided for you
- The satisfaction of knowing that funds you leave will be used to reach Jewish people with the gospel for years to come

Today is a great day to establish a legacy of sharing Messiah with Jewish people. Your legacy gifts will make an eternal impact on God's chosen people.

When you include Chosen People Ministries in your will, you can either establish a bequest of a certain amount or a percentage of your after-tax estate. Simply provide your attorney instructions, our formal name (above), and tax ID #: 13-1659171.

For more information on planned giving options through Chosen People Ministries, contact Cindy Forbes at 212-223-2252 or cforbes@chosenpeople.com. Thank you!

“And I will bless those who bless you.... and in you all the families of the earth will be blessed”
(Genesis 12:3).



Messiah in the Passover is for everyone. This Passover reference book discusses biblical and theological issues, Jewish and church history, and rabbinic traditions. It also

includes a Messianic Family Haggadah (Passover guidebook) as well as Passover recipes and lessons for your children. Plus you will find many more helps in the back of the book. *Messiah in the Passover* will give you a deeper appreciation for the Passover celebration within the Jewish community and enable you to share the message of the Lamb of God through the Passover with your Jewish Friends.

\$24.95^{us} • Messiah in the Passover

This is the ultimate evangelistic tool kit. *How to Introduce Your Jewish Friends to the Messiah* will help you learn how to share your faith and *Isaiah 53 Explained* you can gift to a Jewish friend!

\$13.95^{us} • Isaiah 53 Explained & How to Introduce Your Jewish Friends to the Messiah (2 Book Special)



MESSIANIC RESOURCES

For phone orders call 1-800-333-4936 in the U.S. For more resources, visit us online at chosenpeople.com/store.



THE CHOSEN PEOPLE



The Chosen People newsletter is published monthly by Chosen People Ministries. For more information or to receive The Chosen People newsletter, write to: Chosen People Ministries, International Headquarters, 241 East 51st Street, New York, NY 10022. In Canada, write to: Dufferin-Lawrence PO, Box 58103, Toronto, ON M6A 3C8 (www.chosenpeople.ca). In Great Britain, write to: P.O. Box 47871, Golders Green, London, NW11 1AL (www.chosenpeople.org.uk). In Australia, write to: Celebrate Messiah Australia, P.O. Box 304, Caulfield, South Vic 3162, Australia (www.celebratemessiah.com.au). Contributing Editors: M. Goldstein, C. Machado, N. Surasky. Designer: Lois Gable Ruedinger.

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A higher standard.
A higher purpose.