



January 2010

Dear friend,

“There is no possible way that Jesus is the Jewish Messiah!”

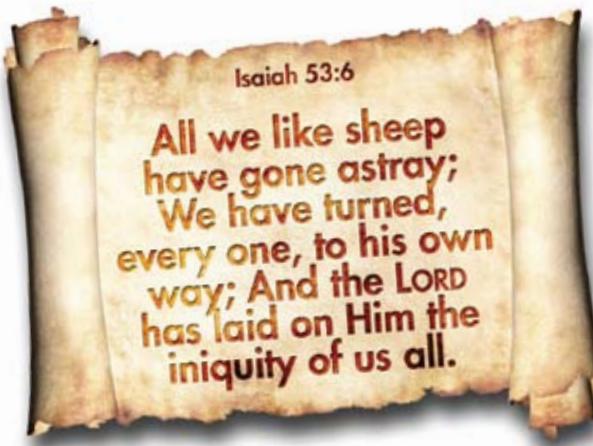
At least that was my view—and that of my Jewish family and friends before I came face to face with certain Messianic prophecies. My whole attitude towards Jesus changed dramatically when I read the 53rd chapter of Isaiah for the first time.

And I am sure many of my fellow Jews will respond the same way once they take a good look at this magnificent prophecy.

The Isaiah 53 Evangelistic Effort

Isaiah 53 is one of the most convincing prophecies in the Hebrew Scriptures demonstrating that Jesus is the Messiah. In general, Jewish people are simply unaware of this prophecy and do not understand its profound implications. Many Jewish people who do come to faith in Jesus—including me!—have at some point studied and understood this important passage.

I remember the first time I read Isaiah 53. Although I knew very little about Jesus at the time, I thought Isaiah seemed to be referring to Him. I even consulted a few rabbis, asking them to show me that this passage did not refer to Jesus. I desperately wanted to be talked out of it, since the last thing I wanted to do was tell my mom and dad and grandparents that I had become a believer in Jesus!



I did eventually have the opportunity to share Isaiah 53 with my mom, and she also thought it “sounded a lot like Jesus.” Neither my mom nor I had ever seen a New Testament in our Jewish household, so we knew very little of the Gospel story. But many Jewish people in America, like me and my mom, are aware of the basic facts about Jesus—His birth, death and resurrection. So we knew just enough information to piece the puzzle together and understand that the Jewish prophet Isaiah might very well have Jesus in mind!

More than thirty-five years of missionary experience have shown me, and so many of our staff, that if we make this prophecy better known within the Jewish community, many more of our people will come to the Lord!

Alan Shore, one of our long-time staff members and a fellow “nice Jewish boy” from New York City, told me, “Growing up Jewish, Jesus always seemed a distant figure to me. But when the Lord brought someone into my life to share the Gospel with me in a way that was sensitive to my Jewish background, one of the things he shared with me was Isaiah 53. When I read that passage and began to understand Messiah’s suffering and its impact upon my life, Jesus became real to me for the first time.”

I believe the Lord is leading our ministry to initiate a new evangelistic effort using Isaiah’s prophecy—written 700-plus years before Jesus’ birth—as our Gospel focal point in the days ahead. This campaign aims to lift up Jesus by making Isaiah 53 better known in the Jewish community.

The Campaign Plan

We have written a 100-page book that presents a compelling case for Jesus being the fulfillment of Isaiah 53. The book is geared toward the average secular Jewish person who does not yet know much about the Gospel story.

We plan to print 10,000 copies of this book, and we hope to give all 10,000 away to a selected group of Jewish people who respond to our media campaign and show a real interest in Jesus. We will



follow up personally with as many of these seekers as possible.

In order to find these Jewish people who want to know more about Jesus, we will conduct a campaign through the media with a special focus on New York City, the home of one of the world's largest Jewish populations. Our website on Isaiah 53 will be at the heart of this effort.

We will use the media to proclaim the Gospel and advertise the website throughout the New York area—especially within the transit system and in major newspapers such as *The New York Times* and *The Wall Street Journal*. In addition, we will mail more than 100,000 postcards to Jewish homes, inviting those who are interested to visit our website and request the book for free.

We will also place billboards in strategic spots in New York City, and we will hand out tracts encouraging Jewish people to ask for the book. And this is just the start of what we have planned!

Just Imagine: New Yorkers, Jews and Gentiles, Talking About Isaiah 53



This summer, we will have a team of very experienced missionaries and dozens of volunteers on our Summer Training and Evangelism Program (STEP) in New York City. This two-week outreach is an exciting opportunity for people from all over the country and overseas to join us in direct Jewish evangelism.

Our STEP team will follow up with those who request the books through the website and hand-deliver them to their residences as we are able. This will enable us to have personal interaction with those who are seeking the Lord!

Chosen People Ministries' New York City staff members and the students at our Feinberg Center for Messianic Jewish Studies will distribute the remainder of the books and provide deeper follow-up in the weeks and months to follow.

Partners in the Gospel

I am grateful for your prayers and your generous and sacrificial support throughout the last few months. Naturally, the financial commitment required to bring this vision to life will not be small. The printing, mailing and media costs will amount to almost \$200,000 for the New York City phase of the Isaiah 53 Campaign.

We have a great opportunity together to help many Jewish people hear the Gospel and come to faith. We are confident that the Lord is going to use this effort, as we sense His presence in the very planning of the campaign.

Though times are still tough, we are willing, with your partnership, to intensify and expand our efforts to preach the Gospel. So many hurting people are open to Jesus NOW!

It is time to go forward with the Isaiah 53 Campaign. Will you stand with us in this new effort to reach God's chosen people?

Thanks for caring!

Yours in Him,


Mitch



Dr. Mitch Glaser
President

