



Volume XXVII, Issue 4
MAY 2021

EVANGELISM AND DISCIPLESHIP IN THE DIGITAL AGE

THE FUTURE OF DIGITAL EVANGELISM | OUR ABUNDANT LIFE

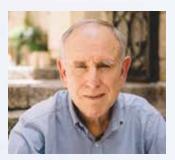


WADVANCEMENT21

CHOSEN PEOPLE MINISTRIES

Dear friend in the Messiah,

You might remember the iconic evil shark, Bruce, from the film Jaws. The movie terrorized many of us and made us think twice about spending a lovely day at the beach! Perhaps this is why the seguel coined one of the most memorable tag lines ever attached to a movie, "Just when you thought it was safe to go back in the water...." Which one of us does not hear the two-tone Jaws theme and experience a brief moment of fear and anxiety in the pit of our stomach as we try to get back to some type of post-pandemic normal?



FROM THE PRESIDENT, DR. MITCH GLASER Most of us are trying to figure out if it is once again "safe to go back into the waters" of normal life. We hope and pray this will be true and that the threat we have lived with for so many months will dissipate.

Is it safe to send our kids to inperson school every day, enjoy a dinner party with friends and family, return to the office, or take that long-overdue vacation? As believers, we trust the Lord and remain hopeful because we know He never loses control of our circumstances.

A mentor of mine once prayed for me before I faced a challenging set of ministry circumstances that could have led to severe physical harm. He said, "Teach Mitch that safety is not the absence of danger, but the presence of the Lord." I have never forgotten that prayer. We can-and should—do all we need to do to keep ourselves and our families safe, but we know that, ultimately, only the Lord can protect us from harm.

I love what the psalmist wrote, "He will not allow your foot to slip; He who keeps you will not slumber....He who keeps Israel will neither slumber nor sleep" (Ps. 121:3).

We are in His capable, loving, all-powerful, nail-pierced hands, and He will protect us on the journey from this life to the next! He never fails. We should not avoid getting back into the water because, as always, He is awake in the boat!

Looking Backward to Move Forward

Knowing that we can trust the Lord enables us to look forward to better days and a brighter future. We can grab onto hope as a child grasps for the brass ring on the THE THE PERSONS

merry-go-round. To seize the future, we need to reflect upon the past. When it comes to Chosen People Ministries, this could take a while, as we are 127 years old! So, let us travel back a few decades to remember what God has done in these recent years in turning the hearts of so many Jewish people to Jesus the Messiah.

A Brief History of the Modern Messianic Movement

We can trace the modern Messianic Jewish movement¹ back to the remarkable work of the Holy Spirit among young people in the late 1960s and early 1970s. I experienced it first-hand as I was one of them! I am a child of the Jesus movement—spiritually-speaking.

The modern Messianic movement began during a season of unrest and uncertainty. Those with a more romantic view of the "end times" might identify 1967, the year Jerusalem was reunited, as the beginning point for the modern movement. Undoubtedly, the birth of the modern Messianic movement is evidence of an outpouring of the Holy Spirit. Many view it as a sign of the Second Coming, which is why I and many others believe the modern Messianic movement is indicative of our living in the last days.

Yet, we also recognize that there were other reasons why the number of Jewish believers in Jesus increased during the late 1960s and why young people like me desired a deeper connection to God and our Jewish heritage.

In the 1950s and 60s, the Jewish world was beginning to recover from the Holocaust, and Jewish social and religious organizations were gaining new strength. Meanwhile, the modern State of Israel was rapidly becoming the global *glue* holding Jewish communities together.

The shift of the center of Jewish life from Europe to the United States and Israel, post-Holocaust, also significantly impacted the dynamic growth of the modern Messianic movement. The number of Jewish believers living in Europe before the Holocaust was in the hundreds of thousands, but most were either killed or moved to other parts of the globe. This change created a twenty-plus-year decline in the Messianic movement.

The geographic change in the center of Jewish life and culture also caused the movement to take on a uniquely North American and non-European character.² The Messianic movement in America did not express its faith in Yiddish as it did in Eastern Europe. Instead, the modern movement primarily communicated in English and, in the last



couple of decades, in both Russian and Hebrew as the Lord brought thousands of Russian Jews and Israelis to Himself.

Trends within the broader church also had a profound impact on the modern Messianic movement. The growth of many churches and Christian ministries, such as Campus Crusade, InterVarsity, and the Evangelical Missions movements, was reflected in organizations like Operation Mobilization and the Lausanne Committee for World Evangelism (LCWE), which would later become the Lausanne Movement. The growth of the Charismatic movement, Calvary Chapels, Vineyards, and various new styles of churches during the last forty years have helped shape the development, theology, worship style, and culture of the modern Messianic community. These swirling trends within the Christian and Jewish communities and the yearning for a more profound Jewish experience would all become part of the new landscape that we call the modern-day Messianic community!

Revival was in the air. It created new institutions and breathed new life into older ones, including the Messianic movement. The two older and most influential organizations changed their names. The American Hebrew Christian Alliance became the Messianic Jewish Alliance of America in 1975, and its international umbrella, the International Hebrew Christian Alliance, eventually changed to the International Messianic Jewish Alliance.

This renewal deeply impacted Chosen People Ministries and the heroic efforts of great missionaries to the Jewish people serving with Your Mission to the Jewish People. Pioneers such as Eliezer Urbach, Ruth Wardell, and others who led many Jewish people to the Lord were responsible for training many of the leaders of the modern Messianic community.

The Jewish missions agencies had extensive roles in rescue and relief during the Holocaust and post-Holocaust period. They also grew, expanding vision, and reaching out to the Jewish people living in North and South America, the former Soviet Union and ultimately to Israel.

New ministries emerged during this post-Holocaust period and included Messianic congregations and associations of congregations, new mission agencies, publishing houses, media-based ministries, and much more! The expansion of the Messianic community reflects the growth of the post-Holocaust Messianic movement and continues to do so today. Simply put, thousands upon thousands of Jewish people started believing in Jesus from the late 1960s until our present day...and the movement continues to grow!

The number of Jewish believers, congregations, properties owned, funds raised, trained ministry leaders, books produced, academic programs and institutions, conferences, and the prominence of Messianic Jewish leaders are all telltale signs of the growth of the community.

Today, we find ourselves amidst a flourishing and dynamic Messianic Jewish community that accounts for hundreds of thousands of Jewish believers in Jesus across the globe. Congregations, ministries, and missions like Chosen People Ministries are thriving and seeing fruit from their labor.

But this is just the beginning, as we know the Lord has great plans for His chosen people in the days ahead. As my good friend Joel Rosenberg says, "We are headed toward a Romans 11:25–29 future." I agree and believe that more and more Jewish people around the world will come to the Lord as we draw closer to His Second Coming! As Paul wrote,

"For I do not want you, brethren, to be uninformed of this mystery—so that you will not be wise in your own estimation—that a partial hardening has happened to Israel until the fullness of the Gentiles has come in; and so all Israel will be saved" (Romans 11:25–26).

The Advancement '21 Campaign

Chosen People Ministries, Your Mission to the Jewish People, wants to be used by God in the lives of Jewish people today to help bring about the reality of this incredible promise. You can be part of His plans for the end of days as well. We are partners in carrying out His plan for the ages.

So, please pray for our **Advancement '21 Campaign** in the days ahead! We are especially focusing on three areas of opportunity and challenge:

- 1. Reaching Jewish people in difficult places
- 2. Using digital evangelism as a primary tool of outreach
- 3. Focusing on training a *new* generation of missionaries to the Jewish people

We are hoping to raise \$1.5 million beyond our regular support. So please consider giving more than usual to help fund this special effort! We will tell you more about the campaign as the days go by!

Thanks for your support and prayers!

In Him,

Mitch

¹ The Messianic movement is the community of Jewish believers in Jesus the Messiah that seeks to maintain a Jewish life and expression of faith.

² The Messianic community is morphing again as the Russian Messianic community and its institutions continue to expand, and the focal point of newcomers to the modern Messianic community has become more Israel-centric.



CHOSEN PEOPLE MINISTRIES

THE FUTURE OF DIGITAL EVANGELISM

e have launched two brand-new Messianic digital evangelism websites—About Messiah and Chosen People Answers—and we plan to expand their reach and add many new features and more content in the coming year.

About Messiah is our digital evangelism site geared toward a curious, secular Jewish audience that is open to the prospect of Jesus being the Jewish Messiah. The site consists of brief articles answering the common questions Jewish people have concerning belief in Jesus and features a live chat box so our missionaries can interact with them and answer their questions in real-time.

We envision *About Messiah* becoming the go-to site for Jewish questions about the Messiah. We are constantly adding more articles, and we have recently brought more writers to the project, which will allow for increased production of content. Additionally, we will be promoting the website and its content via social media and email to hundreds of unbelieving Jewish contacts.

Chosen People Answers is our Messianic apologetics website designed to reach a more studied Jewish audience that desires deeper explanations for belief in Jesus. The site features a growing collection of apologetics content, a massive library of Jewish and Christian texts, and an interactive design for user participation.

The beta version of *Chosen People Answers* is currently live, but we will soon be launching the full, improved version of the site. The future edition will include a complete progression tracking system, allowing users to interact with the material and earn achievements as they would in a video game. Enhancements will also contain fewer bugs, a live chat box for users to communicate directly with our digital missionaries, and more apologetics content. We have also included a user moderation system to reduce the possibility of disruptive behavior online and encourage friendly behavior in user participation.

Our new radio show, *The Chosen People*, is hosted by Chosen People Ministries president Dr. Mitch Glaser and Brooklyn branch leader Robert Walter. Weekly discussion topics include the Jewish holidays, Israel, prophecy, the Jewish roots of Christianity, and much more. The half-

hour weekly show already airs on more than thirty radio stations across the United States. We hope to equip believers everywhere to share the gospel with Jewish people in ways that are Jewish-sensitive.

Please pray for us as we are still in the process of pioneering plans for other exciting projects! Here are just a few of them:

We are almost ready to launch an *online lay Bible institute* that will offer virtual courses explicitly geared toward equipping lay church leaders. Topics will include the Hebrew Scriptures, Israel's relationship to the Church, biblical Hebrew and Greek, the Jewish roots of Christianity, Jewish evangelism, the Messiah in Judaism, Messianic apologetics, and much more. While accreditation is not yet possible, the institute will offer certificates in Jewish Evangelism, Jewish Roots, and Messianic Judaism. The staff of our very own Charles L. Feinberg Center for Messianic Jewish Studies will teach the courses.

We have also started developing a *seeker-friendly Hebrew website* addressing practical life questions and emotional issues that Israelis face, such as dating relationships, anxiety, stress, depression, addiction, and others. These are dialogues that naturally lead to more spiritual questions about God and Jesus. The website will also advertise and offer free e-books on these subjects.

Before the pandemic, we began working toward publishing a video teaching series on *Right Now Media* that will delve deeply into the Fall Feasts, Passover, and the Jewish roots of Christianity. We hope to complete this project in the coming months.

We are also planning to develop an innovative new ministry on the social media platform *TikTok* that reaches young people—believers and unbelievers—with

spiritual, thought-provoking content in a familiar format.

The opportunities to reach people through digital evangelism are vast and growing daily. Your Mission to the Jewish People is committed to using every possible platform and medium to bring the gospel to the Jewish people.

evangelism at Chose
Our outreach has ac
a result, our staff ha
new and innovative
initiatives to share t
Messiah with the Jev
exciting plans for the

As we discussed in o







TRAINING AND DISCIPLESHIP

ince the very beginning of our ministry, a primary focus has been to train and disciple the next generation of Jewish believers. Some have become leaders in Messianic congregations, others serve in leadership in Jewish evangelism, and our goal is for all

to flourish as active members of the Body of Messiah. We believe that the seeds we plant, nourish, and grow in children and young adults now will make a difference in the generations to come—even beyond our lifetimes! That is both exciting and encouraging.

For this reason, we do all that we can to

demic has not halted en People Ministries. etually increased! As undertaken many

he good news about vish people. We have

coming year that we

hare with you!

digital platforms and

recruit, disciple, and train a younger generation of missionaries to the Jewish people and minister to children and teens while they are young. We currently have various ministries to children and young adults, including a global conference for young adults, discipleship retreats, an Israeli backpacker ministry, short-term mission trips, summer internships, campus ministry, and children's camps. Chosen People Ministries has hosted children's summer camps from its earliest days and continues this effort today

through Camp Kesher East and West. Our current campus ministry to serve college-age students is called *House of Living Waters*.

CAMP KESHER

Kesher is the Hebrew word for "connection," which is what Camp Kesher is all about. Connecting youth to Jesus, each other, and the larger Messianic Jewish community is our utmost priority. We currently host Camp Kesher on the east and west coasts, a winter camp called Kesher Ice, and a summer camp in Israel called Kesher Israel.

This summer, we are reopening Camp Kesher East and West; these are the only programs to be hosted in person this year because we believe it is crucial to support the emotional health and well-being of our youth. Robert Walter, our east coast camp director, writes, "We sometimes forget the impact that the quarantine and

shut-downs have had on the youth. We have seen kids and teens from congregations in the northeast who have struggled greatly with depression, anxiety, fear, and loneliness as they have been disconnected from regular life and fellowship." Getting camp back up and running was a unanimous decision, and we are excited to minister to our children and youth in this challenging time. We hope you will join us in prayer for the kids who will gather this summer for Camp Kesher East and West, as well as the summer camps that will take place in Israel.

HOUSE OF LIVING WATERS

We are also excited to pick up where we left off with our newest campus ministry initiative, *House of Living Waters* (HOLW). The first House of Living Waters began in 2019 in the East Village in Manhattan near New York University (NYU) but was cut short because of COVID-19. We rented an apartment in the East Village for four young men to build a Messianic Jewish presence on campus by hosting book tables, weekly Bible studies, and Sabbath dinners. We chose NYU because it has the highest number of Jewish students in the United States.

This first House of Living Waters program was very successful. Of primary importance was the outreach we were able to do with Jewish students at NYU and the insight we gained to reach them better in the future. We spent quality time with the four HOLW interns, both together and individually, and shared what it would be like to serve full-time in Jewish missions. They got an inside look at many different types of ministry, including engaging Jewish people in dialogue at book tables and through street evangelism, hospitality, one-on-one evangelism, and more. Overall, it was a fruitful and positive ministry that we plan to launch again for the 2021–2022 school year.

Alexi (not his real name) is an example of a young person who has taken full advantage of our youth and young adult programs. He was ten years old when he began attending Kesher Israel. As a teenager, Alexi became a helper and then a counselor. He went on to help lead our camps, and then in 2019, he came to New York City to be part of the House of Living Waters program. He is currently attending Moody Bible Institute for Jewish Studies and works part-time with Chosen People Ministries. Alexi's story illustrates the organic flow within our various youth programs. We are excited because he now plans to become a full-time staff member working with children in Israel!

You can see how important it is to invest in our youth and do all we can to train and disciple the next generation! The children and teens of today are the mothers, fathers, pastors, rabbis, elders, and missionaries of tomorrow!



Our Abundant Life

In our last study, we looked at the importance and blessing of the anointing work of the Holy Spirit in Psalm 23:5. Within that verse, David wrote, "You have anointed my head with oil." In David's culture, a host's anointing of his guest's head with oil showed great respect and love, and it refreshed a weary traveler.

The next thought in Psalm 23:5 has to do with the idea of abundance. At the end of verse five, David wrote, "My cup overflows." Some translations add the word blessings, as in, "My cup overflows with blessings." David was letting us know that an honored guest of a feast will always have his cup filled to the brim, overflowing even, to signify how loved he is and the abundance he would receive.

Now let us examine the abundance that we are promised. Messiah Jesus said in John 10:10, "I came that they may have life, and have it abundantly." Jesus said those words within the context of declaring Himself to be "the door of the sheep" (verse 7). In a sense, He was talking about the abundant material blessings of His saints.

Some churches today even have the word abundant in their names, like Abundant Faith Chapel or Abundant Life Church. Jesus did not mean the abundant life in only a material sense. Yes, the Bible does speak about an abundance of love, an abundance of grace, and even an abundance of blessing. But the one who said, "For what does it profit a man to gain the whole world, and forfeit his soul?" (Mark 8:36) did not mean only material blessing. There is a lot more to the abundant life than just material things. The abundant life enables us to be satisfied even in the midst of suffering because our focus is on the eternal God, the one who gives us eternal life.

As Paul pointed out in 2 Corinthians 1:3-5, the abundant life also includes an abundance of suffering as well as an abundance of comfort in the midst of the suffering:

Blessed be the God and Father of our Lord Jesus Christ, the Father of mercies and God of all comfort, who comforts us in all our affliction so that we will be able to comfort those who are in any affliction with the comfort with which we ourselves are comforted by God. For just as the sufferings of Christ are ours in abundance, so also our comfort is abundant through Christ.

In Psalm 23:5, the overflowing cup is a sign of fellowship with the Lord. Paul, in Philippians 3:10,

said, "that I may know Him and the power of His resurrection and the fellowship of His sufferings."

Speaking about the people of Israel, Mark Twain once said, "[They] are like everyone else, only more so." The same can be said of believers in Messiah Jesus. We are like everyone else, but our life experiences should be "even more so," according to Psalm 23:5: "You prepare a table before me in the presence of my enemies; You have anointed my head with oil; my cup overflows."

The table is prepared, and the feast is given in the presence of our enemies, which are all of our troubles, trials, and tribulations. We are the Lord's honored guests. He has anointed our heads with oil. The Holy Spirit of God not only fills us daily, but has taken permanent residence within us, enabling us to live lives pleasing to God. Our cup overflows. The blessings of the Lord are ours in the Messiah Jesus, even in the midst—or rather, in the *presence*—of a pandemic.

May we use the blessings of our abundant lives to glorify God and bless others (Psalm 67).



Rich Freeman, D. Min., serves as the vice president for Church Ministries and Conferences with Chosen People Ministries and lives in South Florida with his wife, Julia.





NEW OUTREACH CENTER IN NEW ZEALAND COMING SOON

Our New Zealand team is dedicated to "bringing the message of Messiah to the original messengers." and God has blessed our efforts by bringing thousands of Israelis to our various outreach facilities. After several months of prayer. discussion, and investigation of a new property, Chosen People Ministries-New Zealand board approved the purchase of a new facility—the Punakaiki Beach Hostel—an oceanside property on the South Island's beautiful west coast. Not only does this hostel contain multiple spaces for group and private conversations, but its best feature is the immediate proximity of world-class outdoor activities. This purchase will mark the beginning of an aggressive, exciting new evangelistic initiative: We will be inviting Israeli seekers to participate in small-group "spiritual intensives" that will provide Bible training in the context of adventure outings. While we intend to continue ministering to larger groups of Israeli guests in our various facilities, this program will be geared exclusively toward seekers who are ready for an immersion in scriptural truths. We have a lot of work to do to craft this program, but our New Zealand ministry team cannot imagine a more satisfying assignment! Of course, we do not expect to see Israeli travelers in New Zealand for at least another eight months, and we are committed to reopening our ministries safely. In the meantime, we will be using the new facility to host Bible training and other events for local Christians and churches, as local, state, and national precautions allow.

ONLINE EVANGELISM TAKES OFF IN ISRAEL

Our online evangelism has been taking off in Israel! Iddo* contacted one of our staff members after he came across our online content. Iddo is a very intelligent man and works in the Ministry of Education in Israel, Iddo and our staff member had an in-depth conversation about Jesus and the truth of the New Testament. We pray that God will continue to work in Iddo's heart and that he will come to faith in Jesus the



Messiah. Tomer* is a student living in northern Israel. He has heard about faith in Jesus, and the message of the love of Jesus has touched his heart, but he has yet to dedicate his life to Him. Tomer is very influenced by rabbis who are very against faith in Jesus. In any case, Tomer decided to examine faith in Jesus more deeply in light of the prophecies in the Hebrew Scriptures. Our staff members are now meeting with Tomer over Zoom to study the Scriptures and the fulfillment of the biblical prophecies in Jesus the Messiah. Our prayer is that Tomer will receive Jesus into his heart as Messiah and dedicate his life to Him. Yonathan,* a native-born Israeli in his forties who lives with his family in the Tel Aviv area, came across Messianic content on the internet. Our staff member had the opportunity to meet him in person. The message of Jesus the Messiah and His sacrifice touched his heart. Yonathan came to faith in Jesus and joined one of the congregations in Tel Aviv. Please continue to pray that God will strengthen him spiritually and that he can shine the light of the Messiah to the people around him.



TECHNOLOGY OPENS DOORS IN UKRAINE

Recently, a few people from Ukraine contacted one of our staff members in Israel, asking him to become the pastor of their small congregation of twenty people. You may reasonably ask, "How is it possible to run a Ukrainian congregation from Jerusalem?" The answer is simple: The internet and Zoom have brought new opportunities. For the last year, the group has followed our staff member's daily online program and finally decided to form a congregation. They asked him to preach once a week for them and, of course, to train their local leaders to deal with the daily congregational challenges. You might be even more surprised to learn that it is already the third congregation consisting of Jews and Gentiles that he has taken leadership over within the last year. Our staff member is absolutely thrilled to help these brothers and sisters grow in their faith!

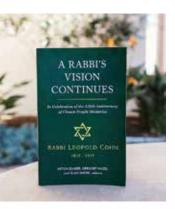
*Names changed

To An Ancient **People • \$6.95**^{us}

To An Ancient People: The Autobiography of Rabbi Leopold Cohn retells the story of the trials and triumphs of the young but



venerated rabbi in his native rural Hungary—and his quest for truth. Leopold's trip to the "New World" and his indescribable joy in finding Yeshua are told in inspiring and timeless detail.



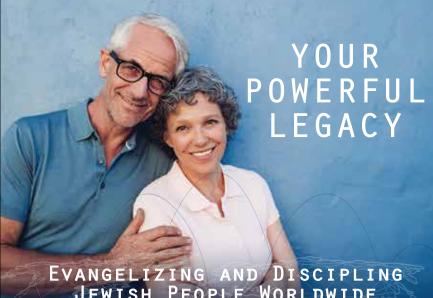
A Rabbi's Vision Continues • \$16.95^{us}

Our brand-new book, A Rabbi's Vision Continues: In Celebration of the 125th Anniversary of Chosen People *Ministries*, provides an excellent and inspirational history of Chosen People Ministries. This collection

of essays from both Messianic and traditional Jewish scholars highlights the efforts of Rabbi Leopold Cohn and his son, Joseph, as they launched a turn-of-the-century mission—now known as Chosen People Ministries—to bring the gospel of Jesus to their Jewish people.

Order using the enclosed card or for phone orders call 1-888-2-YESHUA in the U.S. For more resources, visit us online at store.chosenpeople.com.





EVANGELIZING AND DISCIPLING JEWISH PEOPLE WORLDWIDE

Thank you for standing with Chosen People Ministries to share the hope and love of Jesus with Jewish people everywhere. Your faithful partnership is impacting lives.

Now, you can 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

When you include Chosen People Ministries, Inc. in your will, you can establish either a bequest of a certain amount or a percentage of your after-



For more information on legacy planning options through Chosen **People Ministries, contact Cindy** Forbes at 212-223-2252, ext. 1208 or cforbes@chosenpeople.com.

tax estate. Simply provide your attorney instructions, our formal name (above), and our tax ID #: 13-1659171.



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, NW111AL (www.chosenpeople.org.uk). In Australia, write to: Celebrate Messiah Australia, P.O. Box 304, Caulfield, South Vic 3162, Australia (www.celebratemessiah.com.au). Senior Editor: N. Surasky. Contributing Editors: E. Karp, M. Goldstein, C. Machado, J. Miles. Designer: L. Ruedinger.

Serving in: Australia, Argentina, Canada, Finland/Baltic States, France, Germany, Hong Kong, India, Israel, Netherlands, New Zealand, Poland, Russia, South Africa, South Korea, Taiwan, Ukraine, United Kingdom, United States.

Chosen People Ministries U.S. Board of Directors: Mr. Pirooz Abir • Mr. Terry Amick • Dr. Richard Averbeck • Dr. Darrell Bock • Mr. Michael Cohen • Mr. Jason Elam • Dr. Mitch Glaser • Mr. Thomas J. McHugh • Mrs. Barbara Medlin • Mr. Ron Regenstreif • Mr. David Schiller • Mr. Rande Spiegelman • Ms. Marion Wells.

©2021 Chosen People Ministries • Printed in the USA



Visit us on the web at www.chosenpeople.com. Donate online at chosenpeople.com/donate.