



Billboard Evangelism

A CHRISTIAN AID MINISTRIES PROGRAM UPDATE

P.O. Box 360 Berlin, OH 44610 330-893-4888

Lynn, Massachusetts



Faith Boost during Billboard Installation

Abigail¹ was at a low ebb in her faith. Sitting in a restaurant one day, she looked out across a nearby field and noticed a crew of men installing a vinyl canvas on a billboard. As the men stretched out the canvas over the billboard frame, a simple Gospel message appeared in large letters, *Beyond Reasonable Doubt, Jesus is Alive!*

“This is so amazing!” she exclaimed when she called the toll-free number. Throughout the next fifty minutes of discussion, our phone team member encouraged Abigail to pursue Jesus.

¹All names in this publication have been changed to protect identities

Callers Speak

- “I’m sure you’re doing a lot of good to a lot of people, but I just can’t, I can’t, I just can’t believe that you would teach AGAINST evolution.” —location unknown
- “Keep up the great work. I am a long distance trucker. I see your billboards everywhere. They lift my spirit in the middle of a chaotic world.” —web comment
- “I’m tired of living in sin. My life is bad . . . The billboard just grabbed my attention.”—New York City

Tampa, Florida



Phone Team Help Needed

We are in need of men who can give of their time evenings and weekends to help answer the many calls we receive. If you have interest, or know of someone who you think would do well

with this, see the enclosed response coupon to request our *Phone Team Awareness Kit*. The kit has information to help you better understand what is involved.

Note: There is some financial reimbursement available for men who can give 10 or more hours per week.



Springville, Utah

Is the Bible True?

By Harold Troyer, billboard phone team member

Over the last three years, I have found that many callers have tried to discredit the Bible. The majority who question the Bible's accuracy are not open to truth.

In contemplating this topic, I estimate that 95 percent of our callers who question the Bible are actually trying to disprove it as God's Word because they don't want God. They do *not like to retain God in their knowledge* (Romans 1:28), so they are not open to instruction from any angle. About 5 percent of callers are convinced of the Bible's accuracy by evidences because they are open to and searching for truth.

Callers who are diligently searching for God are not overly concerned about perceived inaccuracies in the Bible because somehow they know that God is faithful. The God of heaven, the Creator of the universe and mankind, the Giver of the moral code within us, the Author of the Holy Scriptures is not going "to pull one on them," but will reward those who diligently seek Him. Somehow they know deep within them that the Judge of all the earth will do right (Genesis 18:25). This all-powerful, all-knowing, everywhere present, holy, just, loving, eternal God of heaven and earth is not limited to typed text on perishing paper. His light and His presence are all around us. Who can flee Him?

Those who point feeble fingers at the Bible and try to say God's message is not contained therein need to pause a moment and feel the breath of God. If we had one original copy that Jesus Himself wrote with His own hand, there would still be scoffers who would walk after their own lusts. I believe that if a man can't accept the proven Bible that we have, he would not believe if God wrote on the clouds or someone rose from the dead.

When people question the authenticity, accuracy, and authority of the Bible, I address the question briefly, and then speak of our need to be prepared to give account to God. Romans 1:20 says, *For the invisible things of him from the creation of the world are clearly seen, being understood by the things that are made, even his eternal power and Godhead; so that they are without excuse!*

CALLER Question



“How do you know the Bible is true?”

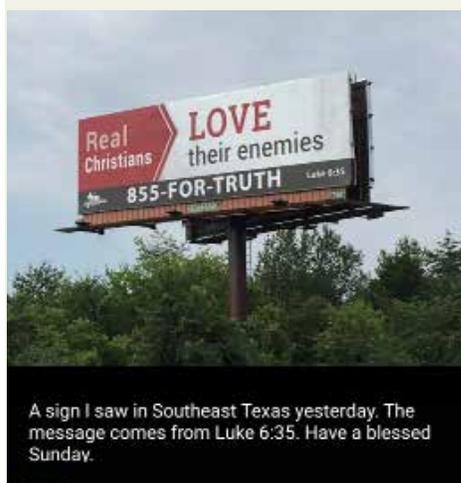
Phone Team Response:

First of all, we have far more surviving manuscript evidence for the New Testament than we have for any other ancient writings. Many New Testament historical writings were written within the life span of people who were present when the events took place. This makes it a trustworthy and reliable historical text. There are minor variances in the 5,800 existing New Testament manuscripts, but by comparing the manuscripts, it is normally easy to see what the real reading was.

The Old Testament, a much older collection of writings, has fewer surviving manuscripts. Yet the quotations of Jesus from the Old Testament Septuagint are very similar to the Old Testament texts found among the Dead Sea Scrolls in the Qumran caves near the Dead Sea. There is very little difference of any importance between them. Consider that the Bible was written over a 1,700-year time span, written at different locations, written by folks who were strangers to each other, written in different literary styles, written by people who didn't intend to write a book, and includes plural accounts of the same events. In spite of this, the narrative is clear and coherent.

The evidence of genuine change in the lives of sinners who read the Bible and were converted is pretty well unquestionable. Murderers have become Sunday school superintendents. Thieves have become trustworthy citizens. Inner city gangsters have become meek proponents of Christ.

Connecting Bible verses: 2 Timothy 3:15, Hebrews 4:12



A sign I saw in Southeast Texas yesterday. The message comes from Luke 6:35. Have a blessed Sunday.

Greg Abbott, governor of Texas, took this picture of a CAM billboard and posted it on social media along with the message below it. Hundreds of his readers responded to the post—some positive and some negative.

Billboard Evangelism— A Three-Fold Impact

1. GOSPEL MESSAGE

Cost per viewer = \$0.0009

“I was drawn to your billboard. I’ve got a lot of fixing to do in my life, and that billboard and number just caught my attention.” —Tennessee

2. PHONE NUMBER

Cost per call = \$2.66

“When I called the number, I thought I would hear a Gospel message. I had no idea I would receive such practical teaching. I never heard forgiveness explained this way before.” —California
Average logged calls per day: 328
112,330 calls were logged in 2017

3. LITERATURE PACKETS

Cost per literature packet = \$13.63

“A while back I spoke with a really nice guy who sent me a Bible and also a kid’s book. I wanted to let him know that I have been reading it, and I have been reading the Bible stories to my children. Is there another book that would help me understand more about Jesus?” —Utah

1,119 literature packets were sent in 2017

Waking up Americans with Billboards



Rosharon, Texas

Peter had seen one of our heaven or hell billboards and was stirred to call. His parents were not religious and had not taken him to worship services when he was young. Now in his 40s, Peter is beginning to wonder about spiritual things. “I need some guidance. **Your billboard kind of woke me up a bit,**” he freely admitted. —North Carolina



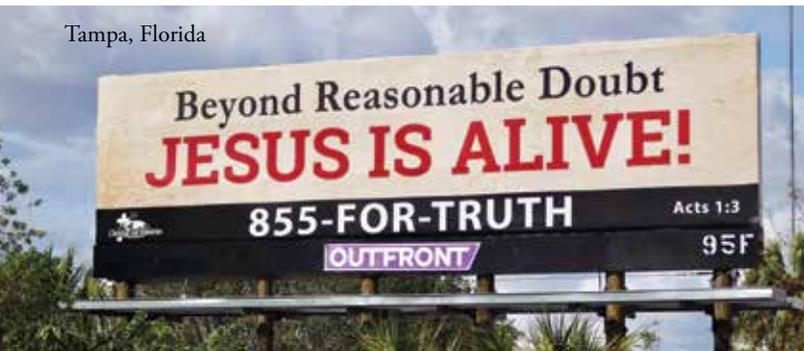
Houston, Texas

“I just want you to know that I saw your billboard and it reminded me of my backslidden condition. I committed sins this past weekend, and I need to change my life! **Your billboard just really spoke to me.**” —unknown location



Whitehall, Montana

Recently Esther was feeling suicidal and not seeing a reason to live. But then she saw our billboard. Esther said she thinks **this is a sign from God** and expressed a desire to try to find her way back to Him. —California



Tampa, Florida

“Something prompted me to call you. There has been some Christian influence in my life recently, and then I saw your billboard. **That billboard got to me . . .** I think it’s all part of something happening in my life.” —California

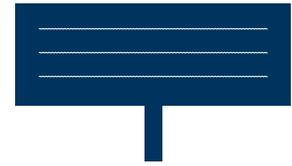


An average of
328
calls per day

Some of these callers choose to speak with a phone team member, while others press a number to listen to a short sermon.



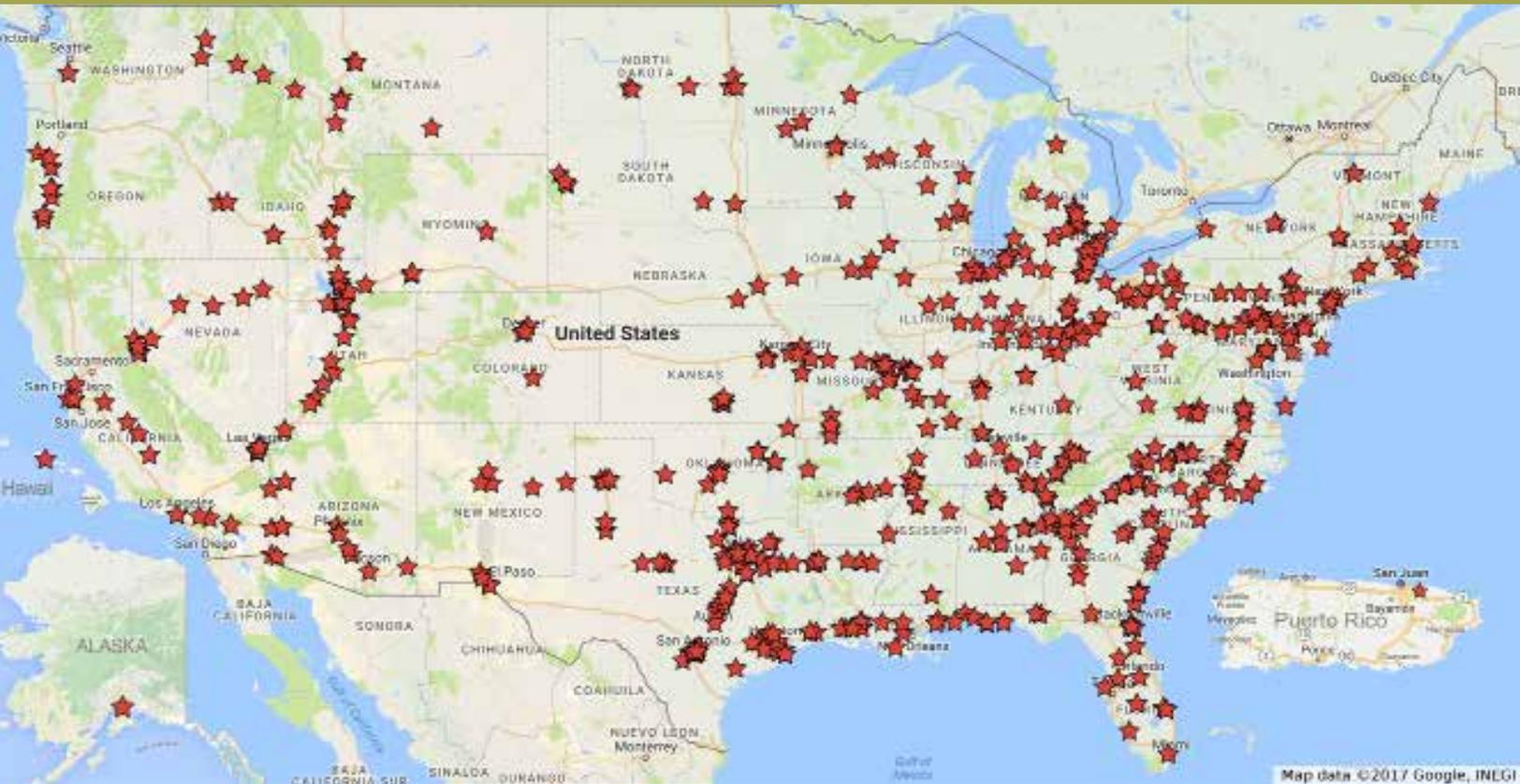
16.1 million
estimated viewers
per day



917
Gospel messages scattered
across all 50 states and
one U.S. territory

917 BILLBOARDS spreading the Gospel in the USA

Includes bus/mall posters in four states that ban billboards.



Map data ©2017 Google, INEGI

BILLBOARD EVANGELISM PURPOSE STATEMENT

“To open their eyes, and to turn them from darkness to light, and from the power of Satan unto God, that they may receive forgiveness of sins . . .” Acts 26:18

Colorado residents may obtain copies of registration and financial documents from the office of the Secretary of State, 303-894-2860, www.sos.state.co.us/ re: Reg. No. 20113021578. Florida residents: A COPY OF THE OFFICIAL REGISTRATION AND FINANCIAL INFORMATION MAY BE OBTAINED FROM THE DIVISION OF CONSUMER SERVICES BY CALLING TOLL-FREE, 1-800-435-7352 WITHIN THE STATE. REGISTRATION DOES NOT IMPLY ENDORSEMENT, APPROVAL, OR RECOMMENDATION BY THE STATE. REGISTRATION NUMBER CH35002. Georgia residents: A full and fair description of Christian Aid Ministries and its financial statements are available upon request at P.O. Box 360, Berlin, OH 44610. Illinois residents: Contracts and reports regarding Christian Aid Ministries are on file with the Illinois Attorney General. Maryland residents: For the cost of postage and copying, documents and information filed under the Maryland charitable organizations laws can be obtained from the Secretary of State, Charitable Division, State House, Annapolis, MD 21401, 800-825-4510. Michigan residents: The registration number of Christian Aid Ministries in the state of Michigan is CS 46826. New Jersey residents: Information filed with the Attorney General concerning this charitable solicitation may be obtained from the Attorney General of the State of New Jersey by calling 1-973-504-6215. Registration with the Attorney General does not imply endorsement. New York residents: A copy of the most recent annual report is available from the State of New York Department of Law,

Charities Bureau, 120 Broadway, New York, New York, 10271. North Carolina residents: **Financial information about this organization and a copy of its license are available from the State Solicitation Licensing Branch at 1-919-733-4510. The license is not an endorsement by the State.** Pennsylvania residents: The official registration and financial information of Christian Aid Ministries may be obtained from the Pennsylvania Department of State by calling toll-free, within Pennsylvania, 1-800-732-0999. Registration does not imply endorsement. Virginia residents: A copy of the financial statement is available from the Division of Consumer Affairs, Department of Agricultural and Consumer Services, 1100 Bank Street, Richmond, VA 23219 or call 1-804-786-1343. Washington residents: Thank you for supporting Christian Aid Ministries. For additional information regarding the organization's activities or financial information, Christian Aid Ministries is registered with the Washington State Charities Program as required by law and information may be obtained by calling 800-332-4483 or 360-725-0378. West Virginia residents: West Virginia residents may obtain a summary of the registration and financial documents from the Secretary of State, State Capital, Charleston, WV 25305. Registration does not imply endorsement.

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