



# Billboard Evangelism

A CHRISTIAN AID MINISTRIES PROGRAM

## UPDATE

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

## A Gospel message **stays in the mind**

Kyle\* grew up in a family that smoked marijuana and drank alcohol. He despised that lifestyle and decided to move away from home. Kyle attended at least three churches, but each time he felt rejected and didn't really find what he wanted.

Several months ago, Kyle saw two of CAM's Gospel billboards and decided to take pictures of them. The messages on the billboards remained in the back of his mind. Recently when Kyle was driving down the road to a place where he was planning to commit sin, the message, *Jesus can free you from sin* began working its way to the front of his mind as he considered what he planned to do.

Deep in his heart, Kyle did not want to sin. He wanted to do what is right. So he picked up the phone and dialed our

billboard number he had saved. Kyle explained his dilemma to our understanding phone team member.

After some discussion, our team member prayed for Kyle and asked him if he would like to pray. Kyle responded with, "Yes, but I'm not sure how." Our team member told Kyle to start out by saying, "Dear God," and then tell God what is on his heart.

Kyle began praying. He prayed such an honest prayer—confessing his sins to God and telling Him how he wants to do what is right.

Our team member encouraged Kyle to read the Gospel of Matthew and call back with any questions. Kyle was glad to hear we would find a church we could recommend for him.

*\* Names in this publication have been changed to protect identities.*



Land O' Lakes, Florida

After you die,  
You will meet God.  
(83) FOR TRUTH

## Caller question:

“How can I know I am born again?”

### Phone team response:

One day a Pharisee named Nicodemus came to Jesus with a question. Jesus told him that unless a person is born again, he cannot see the kingdom of God. This confused Nicodemus. How could he, as an adult, be “born” a second time? Jesus was speaking about a spiritual birth, rather than a second physical birth.

The Spirit is like the wind. You can’t see the wind blow, but you can feel it and see the results. So, the wind blows, and the tree branches move. You can’t see where the wind is coming from, but you can see what it is doing.

That is one way to know if you are born again. Is the Spirit moving and doing things in your life? For instance, something might tell you to give a twenty-dollar bill to a homeless person or to pick up a hitchhiker and speak to him about Jesus. By default, we do selfish things. But when we are born of the Spirit, our default changes. We then want to please God rather than ourselves. If you are born again, other people can see it by the changes in your life.

### Here are some questions to ask yourself:

- Have I truly humbled myself and do I continue to humble myself?
- Have I repented and turned from sin, surrendered my life to Jesus, and been baptized as commanded by Jesus?
- Have I truly forgiven, from my heart, those who have wronged me?
- Do I have a hunger and thirst for righteousness?
- Do I have a hatred for sin?
- Do I continue to put to death the deeds of self—my sinful nature?
- Am I continuing to abide in the vine, the Lord Jesus, through Bible reading, prayer, and obedience to His commands?

### Read:

Matthew 5:6

Matthew 6:14-15

Matthew 18:1-4

Mark 1:15

Mark 16:16

John 3:1–21

John 14:21

John 15

Colossians 3:8

1 John (whole book)

## Billboard Evangelism STATISTICS CORNER

Average hours on the phone  
(phone team time combined)

- **457 hours per month**
- **15 hours per day**

## A message from God to an atheist

Millie was a young atheist with many questions. Fearful of hell, she was seeking for the right religion. One day while driving down the road and pondering these troubling thoughts, Millie spotted a Gospel message on a billboard that said, *Where are you going? heaven or hell.* She felt in her heart that this message was from God, so she dialed our toll-free number.

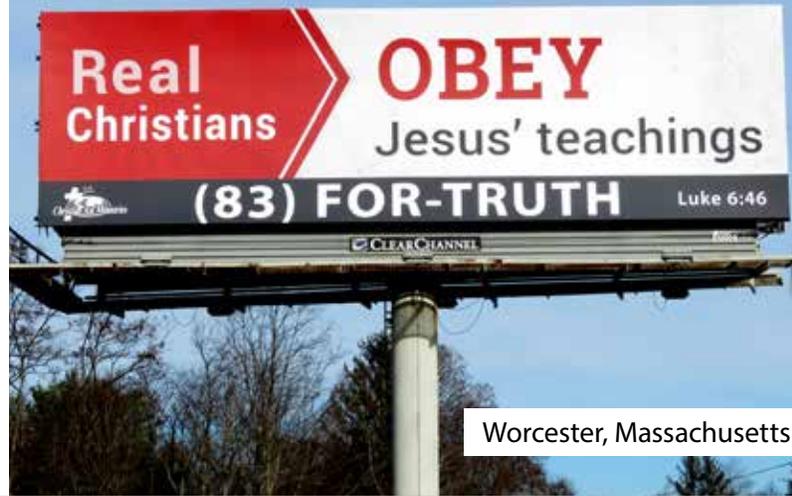
Our team member explained that, “Jesus is the truth about reality and the answer to our need as sinful man.” He encouraged Millie to read the Gospels in her pursuit to know Jesus. He also shared with Millie some of his personal testimony in finding God. Millie said she would look into this. Pray that Millie would seek God with all her heart and find Him!



Orlando, Florida

# Billboard message convicts

Gene had seen a number of CAM's Gospel billboards in Arkansas. One of them really convicted him. When Gene saw the message, *Real Christians obey Jesus' teachings*, the Holy Spirit spoke to him. Gene said, "I turned my life more fully over to the Lord. Since that time, I have given up pornography and alcohol."



Worcester, Massachusetts

**2 + 2 = 5 ?**

Merle has researched various holy books such as the Quran, the Book of Mormon, and the Bible. He feels he should be fine with God on judgment day because, as he stated, "Surely one of those doors will get me into heaven."

Our phone team member explained that Jesus is the only way to God, and that no one comes to the Father except through Jesus. "Jesus warned us about false prophets," he added.

Merle didn't know if that was really right. "Why would you claim exclusivity?" he asked. "Why not be a little bit more easygoing about who you are and so forth?"

"Well, Merle, it's a little bit like mathematics," our team member explained. "You can't say  $2 + 2 = 4$ , but then say it could also be  $2 + 2 = 5$  or maybe 10. Merle, if that's your approach to mathematics, nothing is going to come out right. There's only one right answer. And that is  $2 + 2 = 4$ . It's the same way with getting right with God."

"You know what," Merle responded. "That really resonates with me because I do math for a living."

Merle said he's going to check out our website as well as read the book of Matthew. He also inquired about a church in his area. Pray for Merle!

## NEW phone team PRAYER CARD enclosed

Our dedicated phone team spends hours on the phone quoting Scripture, praying with callers, and answering hundreds of questions. Daily, many American commuters are touched by the Spirit-filled answers and heartfelt prayers of our phone team members. They desperately need your prayers.

"If your other team members are answering as you have in giving this message, this is certainly a good work. Keep it up."

—New York





“I want to be civil and I fully respect you. But what you have on the billboard is JUST a statement; it’s not a truth. Nobody knows the absolute truth!”  
—*Pennsylvania*

“I heard that He [Jesus] was crucified, but I didn’t think it was FOR ME.” —*Oklahoma*

“I saw the sign and thought I should call to see if I could get some better direction for my life.” —*New York*

“I am driving, and your billboard touched me deeply.” —*Pennsylvania*

## Adopt-A-Billboard (AAB)

*Personalized Monthly Sponsorship*

The Adopt-A-Billboard program gives churches, businesses, and individuals the opportunity to sponsor specific billboards. Sponsors receive information about the billboard they fund, and are added to the mailing list to receive this quarterly update on the Billboard Evangelism program.

*If you or your church would like to adopt one or more of these billboards for \$250, \$500, \$750, or \$1,000 per month, please see the enclosed Adopt-A-Billboard sheet to choose a location. On average, the higher the cost of a billboard, the more viewers it has.*

## 686 Billboards spreading the Gospel in the USA

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



An average of  
**440**  
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.



**15.6 million**  
estimated viewers  
per day



**686**  
Gospel messages scattered  
across all 50 states and  
one U.S. territory

## 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.

**Christian Aid Ministries Staff & Board of Directors**

