

# ADS FOR JESUS

By Bill Pugh



During an election we are subjected to much propaganda and TV and radio ads. There are placards on home fences in our streets with pictures of candidates and slogans.

One neighbour decorates his trailer with pictures and a how-to-vote sign for his candidate and tows it around the streets. When representing faith, according to the biblical story, two roles are significant, that of herald and ambassador.

That of the herald was to summon people to an event of importance for the king.

King Nebuchadnezzar summoned the people to the dedication of a statue in his honour (Daniel 3:6).

So we are called to be heralds of the good news that Jesus is king, a king of a different kind.

We are summoned to worship and praise the king of peace and love. And the other call is for us to be his ambassadors in our daily lives.

Paul in his Letter to the Corinthians put it this way:

*"So we are ambassadors for Christ, since God is making his appeal through us."*

2 Corinthians 5:20.

These two roles remind us of our mission to herald and represent our King Jesus, our Lord and Master.

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Gifts can take many forms, including cash, shares, real or things such as valuable paintings. Some people choose to establish a trust which commences during their lifetime, others choose to establish a testamentary gift (bequest) in their will, others as a memorial to a loved one.



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[www.victas.uca.org.au](http://www.victas.uca.org.au)