

RANSOMED HEART

LOVE GOD. LIVE FREE.

November 2010

Dear Friends,

This letter is about Youtube, a lemonade stand, and Thanksgiving.

But before I can give proper thanks, I need to bring to your attention two phenomena.

The first has to do with Youtube. Or Facebook will do. Or a text message on your mobile phone.

We are – all of us – caught up in a revolution over the way the world communicates. Who writes letters anymore? We text, we post on Facebook, we email, we iChat. We pay our bills online. (Do people even buy stamps anymore?) We get our news on Yahoo or Google or sent straight to our mobile phones. (There is something just a little ironic about sending you an actual letter, in a real envelope, when part of what I want to observe is the revolution in how we talk to one another.)

Ten years ago if you wanted to get a message out to the world you had to get the cooperation of the major television networks, or the big newspapers and magazines. Today, *people* have become the primary means by which news is spread. A homemade video posted on Youtube can go “viral” in hours, reaching hundreds of thousands, even millions of people. This has HUGE implications for the Gospel.

The second phenomena has to do with Ransomed Heart.

This little ministry is changing the world. Really. But to grasp the beauty of this revolution, you have to picture a lemonade stand over a nuclear silo.

The lemonade stand helps you grasp the realities of our operations. We are a tiny shop, really, just a handful of people often working on a wing and a prayer. We run a lean machine over here. We haven't a television or radio show. We don't employ experts using the latest marketing technologies. Heck, we just bought a copier a few years ago. Ransomed Heart – to all outward observers – is a lemonade stand.

The nuclear silo conveys the underground potential and true impact of this ministry, the power and the threat (to the enemy) which is way, way beyond the human scope of this operation. We are changing the world. We really are. And we are doing it from a lemonade stand.

Now, why do I begin my “Thanksgiving letter” with these two illustrations?

Because I have a very strong hunch that you underestimate your role in the phenomenon that is Ransomed Heart.

Because we are having such a phenomenal impact around the world, it is easy for you to assume something like this: “These guys are experts. They've got an awesome organization. The favor of God

is all over them. Sure, I say some prayers for them, tell my friends about what they're offering, send in a little support, but its not like I'm essential to this."

O, but you are. You are.

In this world, in these times, *revolutions are created and sustained* by people telling other people about what excites them. Telling others about what has changed their lives. Showing someone what they love. This is how Ransomed Heart has grown to reach men and women from Los Angeles to Nairobi, from Minneapolis to Manila. We are who we are and this remarkable movement is happening *because* you are part of that word-of-mouth phenomena.

And I wanted to thank you.

Every time you give someone one of our books, or share with them our podcast, tell them to get in the lottery for a Boot Camp or Captivating, drag them to one of our events, every time you share this message with someone you are creating and sustaining one of the most beautiful movements in the world. Thank you!!

Every time you say a prayer for us (did I mention how desperately we need your prayers?) you create and sustain that unseen movement of the Spirit of God that is carrying us forward. Shielding us from the enemy's attacks. Guiding us. Renewing us. Giving this power. Thank you!!

Every time you send a gift to us, you are helping this lemonade stand multiply our impact in the world. We run on a modest budget. We have no massive machinery here to create a movement. Every dollar that comes in goes to this revolution. Thank you!!

I believe the future has some incredible things in store for us. I want to reach as many people as we possibly can. I love it that God has structured his Kingdom in such a way that we are meant to do this together.

So don't let the enemy deceive you – every time you speak of us, share the message, send someone to us, say a prayer, make a donation, *you are* creating and sustaining this movement. There is simply no other way it happens.

So keep it up! Let's increase the momentum while we can! Spread the word. Pray for us. Remember us in your giving here at the end of the year. This is working. It is changing lives in the most beautiful way possible – healing hearts, freeing captives, drawing us all into a deeper intimacy with Jesus. It is giving people a true experience of God.

And so we give thanks.


John