



# BILLBOARD EVANGELISM

## UPDATE

A Christian Aid Ministries Program

P.O. Box 360 | Berlin, OH 44610 | 330.893.4888

## The truth ABOUT Hell

CAM's Gospel billboard message Where are you going—heaven or hell? generates more calls than any other message our team has designed. Many callers want to know where they will go after they die—heaven or hell? Our team has had many conversations around the topic of man's eternal destiny and the choices that affect us, not only in the present world but also in the world to come. We explain that Jesus spoke of two ways, one broad and one narrow. The broad way leads to destruction and the narrow way to life eternal.

Randy\* called after seeing this billboard and wanted to know where he will go when he dies. Our team member explained the teachings of Jesus and the Gospel message. Randy said that he believes he is on the broad way but wants to get on the narrow way. Our team member prayed for Randy and recommended that he study the Gospel of Matthew in his pursuit of truth.

The heart of God is that no one perish but that all come to repentance. This was clearly demonstrated in Jesus coming to earth to live among men and be killed at the hands



Worcester, Massachusetts

of sinners, shedding His blood for the sins of the whole world. However, those who reject this only way back to God will spend eternity in hell. "Knowing therefore the terror of the Lord, we persuade men" (2 Corinthians 5:11a).

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

## Billboard Evangelism CONFERENCE CALL

Would you like to hear firsthand experiences of our phone team as they answer calls from people who see CAM's Gospel billboards? On **July 7, 2021**, the CAM conference call will feature Billboard Evangelism. To listen to this call recording, call 609.800.9950 and enter call number 16. The call recording will be posted at 5 p.m. EDT.

CAM conference calls about various CAM programs are recorded on the first and third Wednesday of each month and made available by 5 p.m. EDT. To listen to all recorded calls, dial 609.800.9950. To hear the most recent recording, press #.

If you have questions about this, call the CAM office at 330.893.2428.



# Testimonies of CHANGE

"I plan to start a Bible study . . ."

Teresa called a few years ago after seeing a billboard in Indiana. Our team member had numerous conversations with her to guide her out of bitterness and help her find reconciliation in her marriage. Our team member sent her the book *Putting off Anger* by John Coblentz. Teresa called again recently to say that the conversations and this book were pivotal in her change. "I am now working at a women's center to help those who just came out of jail, are on probation, or are heroin addicts. I plan to start a Bible study with these women using this book," Teresa said joyfully.

"I am now getting closer and closer to the Lord."

About two years ago Betsy called from South Dakota after seeing a billboard. She poured out her heart and problems to our team member who prayed for her and sent her a literature package. She called again recently to say that the conversation and contact really helped her out of a dark time in her life. "I am now getting closer and closer to the Lord," she said. "I wanted to say thank you." Betsy has also been reaching out to help others. "When they have questions, I tell them, 'Go to the billboard and call those people,'" she said. "You guys are in a remarkable place. I pray for you every time I see a billboard."

## Caller question: What is my purpose in life?

Phone team member response:

People often struggle to fill a deep void in their life, not realizing that their inner longing can only be satisfied by loving and serving their Creator. God has created us to serve Him in a way that brings Him glory and honor. He wants us to love and obediently serve Him from our hearts, and He created us with a strong desire for reciprocal love and fellowship with Him. He could have made us like robots, without any choice of whether to obey, but that wouldn't be true love-obedience relationship or true fellowship with God. Instead, God gave us a free will, which means we can choose to love and serve Him.

Unfortunately, we have all selfishly followed our sinful lusts and desires, which is rebellion against God and breaks our relationship with Him. He loves us so much that He sent His Son, Jesus Christ, to die as a sacrifice for our sins, so we can be restored in fellowship with Him. We all have a noble purpose of loving and serving God, and we will be happiest devoting our life to that very thing.

Connecting Bibles verses:

"And they heard the voice of the LORD God walking in the garden in the cool of the day . . ." Genesis 3:8a

"For all have sinned, and come short of the glory of God." Romans 3:23

"There is none righteous, no, not one." Romans 3:10b

"If we say that we have fellowship with him, and walk in darkness, we lie, and do not the truth: But if we walk in the light, as he is in the light, we have fellowship one with another, and the blood of Jesus Christ his Son cleanseth us from all sin." 1 John 1:6-7

—Wes Bauman





# Phone team members talk

This article gives an inside view of observations that phone team members share with each other.

**B**rethren, the last month as calls have increased I have noticed the ramping up of mocking and callers with increased unbelief. The “same sex attraction” callers continue to proclaim that their love of lust is born within them. They want Jesus and their own selfish desires at the same time. The atheist calls and his purpose is only to hone his skills in refuting the truth of the Gospel. The Muslim’s desire is to proclaim Allah and convince the Christian that we worship the same God. Last evening I had several calls from these very factions; my heart was saddened and my spirit was brought low.

Then I received a call from a believer. Philip had seen a CAM billboard and was inspired to call. He knew John D. Martin [phone team member] and his family, he knew about CAM’s Billboard Evangelism, what we do, and why. His words of encouragement were like an angel reaching down, giving me the encouragement to carry on, to remain in the battle, to share the truth with those who call. I had considered laying my phone down and going for a short walk to get some fresh air, but with Philip’s call I sat back down and engaged in the battle. I told Philip what my evening was like and he recognized the Spirit working in both of our lives.

This morning I rose early to ponder the events of yesterday and give praise to the Lord who has redeemed me from sin, who has the words of eternal life, and who offers life to all who will accept. I want to encourage us as a phone team to

remain steadfast and secure within the love of Jesus Christ. Satan is working overtime to place any roadblock he can in our path, such as discouragement, despair, or falsehood. The time is short and the hour is at hand. Let us proclaim as Daniel of old, MY GOD IS ABLE. Blessings today to all.  
—Brenton Wise

• • • • •

I’d like to make a few comments regarding something the team members have said about the darkness of our times.

Their comments so completely resonated with my experience. I too faced some very real discouragement after a six-week sabbatical. The first Saturday night session I had ten or eleven calls, and only one or two were in any way positive. All the rest were trashy talk, ridicule, mocking, dark, dark... I went to bed very discouraged and thought, Is this what this generation really is coming to? It seemed almost hopeless.

I had a full Sunday of calls facing me since we are quarantined (here in Canada), and I wondered how I could face it with my present feelings. I turned to our Source of strength and inspiration, our Lord and His Word. And He was there!

I rose Sunday morning with lifted spirits and a new vigor, and was blessed for the most part by the day’s labors. And April 20’s evening calls, almost all of them youth, produced three out of five calls of sincere, searching, hungry souls; atheist and “same sex attraction”; those searching for deliverance; and youth hungry for truth. And I had answers of truth to give and hope and light to offer. Praise God!

So let us carry on, for the coming of the Lord draweth nigh.  
—Howard Torkelson

## Light to America 2021 update

**T**hank you for your support of the Light to America 2021 project. During this summer’s busy travel season, your support will enable millions of Americans to see a special series of Christ-centered messages on billboards throughout the U.S. Starting the beginning of June, the “Like Jesus did” message series will be posted. These messages will be Value all children like Jesus did, Serve the poor like Jesus did, and You can talk to God like Jesus did.

If you wish to contribute toward this project, see Light to America on the enclosed response coupon. God bless you!



### 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

# FOR-TRUTH call center: A rare option

Daily, our phone team receives unusual opportunities. Nearly every call has a person on the other end who is prepared to engage in a spiritual conversation. After our phone team members greet the callers with a few friendly comments and questions, the callers are usually eager to get to the real reason they called.

Having a call center to call and discuss truth with a man of God is a rare option for American travelers. The FOR-TRUTH phone number has been scattered all over this nation on thousands of billboards for nearly fifteen years. Research shows this number is all over the internet. Articles are written about our billboards and phone number. Pastors are using the billboards as sermon starters. People are talking about the billboards and sharing the number with their friends or family members. The billboard number is becoming a recognized number in America. We praise God for this!

We thank God and our generous supporters for making it possible to post thousands of billboard messages all across America and to answer questions from tens of thousands of callers every year.

## URGENT NEED for phone team members

An average of 100 callers per day are requesting to speak with our phone team. This number is on the increase, and we are not able to speak with everyone. CAM is looking for qualified men to join the Billboard Evangelism phone team. Both short-term and long-term opportunities are available.

If you would like an application, have questions, or have names to suggest, please contact Ernest Eby at 330.286.9022 or [eeby@camoh.org](mailto:eeby@camoh.org).

### “CALLER QUOTES”

“This was a **very refreshing conversation** and gave me much to think about.”

“Thanks for your support and your efforts to [help] defeat sexual lust and addictions. God bless you!”

“I thought of the good you are doing for others and myself when I passed your billboard off the Clarks Ferry Bridge in Duncannon, Pennsylvania.”

“It was a blessing being able to talk and pray with you . . . I’m gonna come back to the Lord.”

“Thank you. I’d like to let you know I’ve been clean from alcoholic beverages for over a month (42 days to be exact).”

If you wish to discontinue receiving the Billboard Evangelism Update, call 330.893.2428 or see the enclosed response coupon to unsubscribe.

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/](http://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

