

Vision and Strategies for Using Christian Literature throughout Ministry

Are you seeking strategies for outreach, discipleship, pastoral care? Are resources of time, money and people as plentiful as you would like? Communities around us are not flocking to our churches or even evangelistic events as we would wish. However, there are ways in which the alphabet can help us. The message we have can change our colleague, our neighbour, and our nation. Our Lord instructs us to take it to them and gives us every reason to have confidence in the message and its impact. Literature continues to have a growing potential, with God's blessing, for the harvest we long for. Literature might not always be on paper. It might be digital. It could be audio. It could be visual. Discover how we can innovate, how we need to target, and how to encourage our fellow believers to use the avenues, contacts, and opportunities they have. Enjoy the potential of being involved in taking to our culture the message it so desperately needs.

William MacKenzie is a gold medal graduate of Glasgow University. Initially he worked in agriculture and continues to be active in the family farming business. Along with his wife, Carine, an author in her own right, he began publishing Christian books over thirty years ago, with the objective of telling children the Bible stories. Christian Focus now has in excess of a thousand titles in print under four imprints – for pastors, students, adults and children. The titles have been translated into over 70 languages. William's passion is to bring glory to God by pointing readers to the excellencies of the Gospel. William is chairman of the board for Evangelicals Now, a leading UK Christian newspaper. He also serves as a trustee of Christian Literature Crusade. As a ruling elder for over thirty-five years, he regularly preaches in congregations, large and small, often taking the opportunity to encourage the use of Christian literature. Carine and William live in Inverness in the Highlands of Scotland. They have three daughters, who are all following Jesus and eight grandchildren.

Words to the World from God for Our Good and For His Glory

I. Introduction

II. God communicates with us

A. In creation.

B. In providence.

C. By His Word.

D. By His Son.

III. What God has done with the written word

A. In the Old Testament.

B. In the New Testament.

C. In church history.

IV. What God is continuing to do with the written word today

A. In individuals.

B. In communities.

C. Across boundaries.

