

Hi, I'm Crawford Loritts with a Legacy Moment.

A friend of mine the other day told me that he went to hear a well-known Christian communicator. He said that the guy was an excellent speaker. His stories and illustrations captured the audience. His pacing was brilliant. He was humorous and engaging. But my friend said there was one disappointment. To him it was a major disappointment because he had invited some non-Christian friends to this meeting. It was supposed to be an evangelistic meeting, and there were many non-Christians there. My friend said, “This speaker’s presentation of the Gospel was very unclear. It was almost as if he apologized for what he believed.”

Now, we must always be loving and sensitive when we share the Gospel, but we also must be very clear. The point is, our words about the Gospel and our desire to be accepted by our audience must not confuse the message.

Here’s the perspective of the Apostle Paul in 1 Corinthians chapter 2, verses 1 and 2. He said, “When I came to you brethren, I did not come to you with superiority of speech or of wisdom proclaiming to you the testimony of God. No, for I determined to know nothing among you accept Jesus Christ and Him crucified.”

In other words, Paul said, “I want to be clear about one thing. I loved you. I engaged you. I spent time with you. But I wanted you to understand one thing—that Jesus Christ is the everlasting Son of God, and He was crucified. He died on the cross in our place and for our sin.”

Here’s what I want you to remember today. Even though subjects like sin and crucifixion aren’t the most pleasant topics to talk about, we must keep the message of the cross clear and uncluttered. Ultimately, evangelism is not public relations. The core of the Gospel is conversion and transformation.