

## Jesus' action plan Part 2

For His ministry to Israel, Jesus' public relations *action* plan involved reaching three publics who must not fail to receive his message – His twelve disciples, Israel's religious leaders and the ordinary people.

The prophet Isaiah foretold how Messiah's action plan would meet the deepest of human needs including sorrow, suffering, oppression. Isaiah 61.1-2. The Gospels show Jesus beginning to do this as He ministered to Israel, “and immediately His fame spread.” Mark 1.28.

But would Jesus' three year teaching and healing ministry (on its own) maintain its impact for 2000 years? No, but his action plan included one further item which He foretold (Matthew 27.63) – His rising from the grave after three days!

**First**, as to *the twelve disciples*. When they saw the resurrected Jesus they became transformed men and their bold public testimony mightily impacted all who heard them.

**Second**, as to *the Pharisees*. After Jesus' resurrection, “a great many of the priests were obedient to the faith.” Acts 6.7.

**Third**, as to *the ordinary people*, thousands promptly became believers and followers of Jesus, Acts 2.41; 4.4. This has been ongoing ever since.

So Jesus' action plan went far beyond anything this world has ever seen.

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**To gain public attention, nothing compares with rising from the dead.**

**Ken Packer**