



Jews for Judaism
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COMMUNITY ALERT

Jews for Jesus Kicks-Off New York “Behold Your God” (BYG) Campaign with Yiddish DVD

A key component of the “BYG” finale in New York is a targeted effort in the Orthodox community. Jews for Jesus, in literature sent to its supporters this past winter indicated their intentions stating,

...[the Ultra-Orthodox (Chasidic) Jews] has been a closed community to evangelism up until now. However, we have some strategies to reach out to the 100,000 households of Chasidic Jews in New York and environs. We can't disclose the details here but we would appreciate your prayers that what we have planned for this Yiddish-speaking community will effectively communicate the gospel.

The first salvo reached mailboxes this past Shabbos in Kiryas Yoel, Wesley Hills, New Hempstead, Monsey, Crown Heights, and Lakewood. It's a DVD entitled “*Ymos haMoshiach*” (Days of the Messiah). The DVD is enclosed in a simple ivory self-mailer with the phrase in Yiddish “*Der DVD ist mamash m'ain m'olam haba*” (which means “This DVD is literally from the World to Come”) on the back. The English accompanying the Yiddish phrase states “A little bit of heaven brought down to earth for you to enjoy.”

The DVD has a line drawing of an elderly, bearded Jew cloaked in a talis blowing a large shofar outside the walls of the Old City of Jerusalem. In reality, it is the Yiddish version of the Campus Crusade for Christ's Jesus Film Project movie, *JESUS*. There are also links to a website.

There is no mention of Jews for Jesus or the film's producers in the packaging or enclosed materials. A non-descript front group with a post office box in Brooklyn is the only indication of the DVD's origin. However, the associated website eventually leads to a link for the video, *Survivor Stories*, a video which has been a cornerstone of Jews for Jesus' Behold Your God campaign during the last 5 years. When inquiries are made to the site, the return message includes links to a website with the Christian scripture in Yiddish PDFs. Moreover, the post office box in Brooklyn in the return address on the DVD mailer has been connected to a staff member of Jews for Jesus, Yoel Ben David, in New York.

Every summer Manhattan experiences Jews for Jesus' summer campaign, as well as that of Chosen People Ministries, but this summer well over \$3 million is being spent to target not only Manhattan, but all of the Greater New York area.

Jews for Judaism has worked with Jewish communities around the world over the last five years, helping them to address the BYG campaign, as well as over the last 20 years, addressing the aggressive and deceptive tactics of missionaries and cults that target the Jewish community for conversion.

Besides issuing alerts such as this one, we support and assist communities by extending our expertise, as well as providing resources, programming and policies to aid in combating this threat.

If there is any way in which we can assist you further or to report on missionaries in your community, please do not hesitate to contact us at nybyg@jewsforjudaism.org or on the web at www.jewsforjudaism.org.