Dear Friend,

What is the value of a soul? Some wealthy parents have paid millions to ransom their children from the clutches of cruel kidnappers... and one nation even gave up 1,000 enemy soldiers for the return of just one of its own. But God was willing to pay so much more for you—the life of His own beloved Son!

Join Pastor Doug as he explores the profound implications of this precious truth in his life and yours...
From Pastor Doug

Trading One Man for a Thousand

Pastor Doug Batchelor

An Amazing Fact: In October 2011, the nation of Israel traded more than a thousand Palestinian prisoners held in Israeli jails in exchange for the release of just one Israeli soldier. The corporal, Gilad Shalit, taken hostage by Hamas militants in 2006, was received in frail condition after five years in captivity. It is considered one of the most lopsided prisoner exchange in history.

“One man of you shall chase a thousand.”
—Joshua 23:10 (NKJV)

How much is a human life worth?

Evidently, the Israeli government felt their one soldier was worth a thousand imprisoned adversaries. Beyond that, wealthy parents will sometimes pay millions to redeem their kidnapped children.

What is the value of a soul? I often think about this question, and I generally return to the popular answer: “Something is worth whatever someone will pay for it.” So what was God willing to pay for a human soul? The life of His own beloved Son!

Every week at Amazing Facts, we pray over similar kinds of decisions. How much should we pay for a certain evangelistic program? How many people will we reach with that broadcast, website, or Study Guide? It’s all about stretching pennies to ransom as many souls as possible ... souls imprisoned by the enemy.

Yet even though we are limited in what we can spend, you need to know that the Lord is blessing! Through your support of Amazing Facts, every week we are touching the lives of people like Allyson.

Allyson’s Story
Allyson was born into a religious family, and although she attended religion classes, she never really felt connected to her family's faith. There were too many questions and too few clear answers. When she reached elementary school, her list of unanswered questions grew until, frustrated with it all, she quit going to church.

God was not a part of her life as a teen nor as an adult, and her marriage didn’t provide a solution to the emptiness in her heart. In fact, she and her husband were on the fast track to divorce.

But one night as she was flipping through TV channels, she came across Amazing Facts. Normally she turned off religious programming, but that night, for some reason, she stopped to watch for just a minute … and ended up watching half the sermon. She determined to look for us again.

Soon Allyson was watching Amazing Facts twice a week. As she listened, she learned about the second coming of Christ, God’s holy law, the antichrist, and the lawlessness of the end times. “It was like a light bulb went off in my head,” she says. “All my questions that never got answered before suddenly had answers that made sense!”

Allyson also sent away for our Study Guides and completed the entire series. The guide about maintaining a healthy marriage was especially helpful to her. After reading it, she realized that if she wanted her marriage to work, she had to change rather than just expecting her husband to change.

Well, her husband very much noticed the change in her, and when Allyson contacted us to find a likeminded church in her area, he said, “Okay, I’ll go with you!”

Soon they mustered up the courage to visit the church … and have never stopped!
After six months of faithful attendance, both Allyson and her husband were baptized together. When Allyson told us her story, she said, “Amazing Facts is truly being used by our Lord as a way to talk to people like me, people who are lost and going down the wrong path. If it wasn’t for God leading me to your program, I never would have known of His love for us, and His mercy and forgiveness.”

Stadiums Full Every Week
That’s a thrilling testimony, but the story of Allyson and her husband is only one of hundreds that come to Amazing Facts every year. In fact, we don’t even hear most of the stories. Let me explain ...

We recently received a report from the Nielsen ratings agency, the leading authority on TV viewership in the United States. We learned that every month, nearly ONE MILLION PEOPLE are watching Amazing Facts in North America! (Keep in mind, this doesn’t count the thousands upon thousands of international viewers or those watching on the Internet.)

That’s incredible! It’s as if we’re conducting a super jumbo evangelistic series every week! And we know that people are being transformed!

I was curious, so I sat down and ran the numbers on our media budget and was thrilled to find that it costs us just 7 cents per person to reach this vast audience with the Good News! When you give to support Amazing Facts, you can know that you are absolutely touching the lives of hundreds of thousands of people in a very cost-effective way.

A Factory of Fresh Programs
As thrilled as we are with what God is doing, we also know that He has much more in store and that we need to expand the scope of this work. So today I’m asking you for your help with a very special project.

First, with your help we have upgraded our recording equipment, but believe it or not, Amazing Facts still does not have a recording studio. For years we’ve been borrowing the Sacramento Central Church auditorium. But in today’s fast-paced world of media, this is very limiting. It’s not sound proof, for one, and it’s also 20 miles away from our office.

We often have to lease studio space for our video productions and for the Bible Answers Live broadcast, but this isn’t cost-effective in the long run. When other programs are live and up to the moment, we’re often just limping along trying to keep up. We desperately need a dependable studio for reaching more people with fresh radio, TV, and Internet programs that reach them in a meaningful way.

The cost of converting our existing warehouse space and install the production equipment is $350,000. The good news is that we’ve already received $250,000 to cover this project, but that leaves us with $100,000 to go. I’m asking you today to prayerfully consider sending a special, sacrificial gift to help us finish this vital work!

Using media to proclaim God’s truth is our ministry! And remember that we are averaging just 7 cents per person to reach someone with the gospel. As believers, we have no greater responsibility than to fulfill the great commission.

There is nothing more precious to God in this world than a saved soul. He proved this when He paid the greatest ransom ever—the life of His Son. And Jesus did not trade His life to save only a thousand prisoners … but “whosoever will”!

But we must go and tell them.

So I ask, please be as generous as you can this month when you send your gift. Multiplied thousands of people just like Allyson are living in the darkness and looking for someone to show them the light … and together we can do just that!

Pastor Doug

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