

CREATING A GOSPEL BUZZ AMONG CLERGY

by Steve McCutchan

IMAGINE THE IMPACT

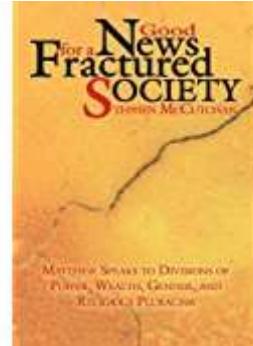
1. If regional clergy are excited about the Gospel of Matthew.
2. If clergy colleagues enjoy meeting for coffee to discuss Matthew.
3. If Matthew helps clergy address people's anxieties about our society.
4. If people in congregations talk about Matthew as a sign of hope.

YEAR A EMPHASIZES THE GOSPEL OF MATTHEW

Here is a resource that can contribute to such results.

www.amzn.to/1ch7KCx

In addition to the book, I have created an online course consisting of twelve lessons based on this book.



CHECKING THE QUALITY

As a pastor myself, I know that you don't want to simply recommend something to your friends or congregation without checking it out ahead of time. Here are some possibilities.

1. Go to Amazon and look for *Good News for a Fractured Society*.
www.amzn.to/1ch7KCx
Make use of the "look inside" feature to examine the content for free.
2. Buy a copy of the book for yourself either in eBook form or paperback.
3. Go to the dashboard where the course is offered online and listen to the introduction and opening chapter at no cost to evaluate it.
www.good-news-online.thinkific.com
4. Ask a clergy friend to try the course personally and evaluate it for you.

IMPLEMENTATION

After you have checked out the quality here are some ways that you might encourage local pastors to consider Matthew as a resource for hope and encouragement.

1. Either the book or the online course can provide pastors with some sermon starters for how Matthew speaks to societal divisions of power, wealth, gender, and religious pluralism.
2. You can invite several clergy to subscribe to the course and meet weekly for coffee and discussion that can feed their theological imagination.
www.good-news-online.thinkific.com
3. They can talk to their educator or Christian Education committee about either having an existing adult class or a newly formed class make use of the online course for discussion.
 - a. Each lesson is about 20 minutes long plus some discussion assignments.
 - b. A leader can buy the book for extra details (eBook \$3.99 or paperback \$11.39) and project the on-line course on a screen.
 - c. They can invite all class members to subscribe to the course, use it at home, and use class time for discussion.
4. They can publicize the available course in their church newsletter and encourage either personal study or small home study groups.

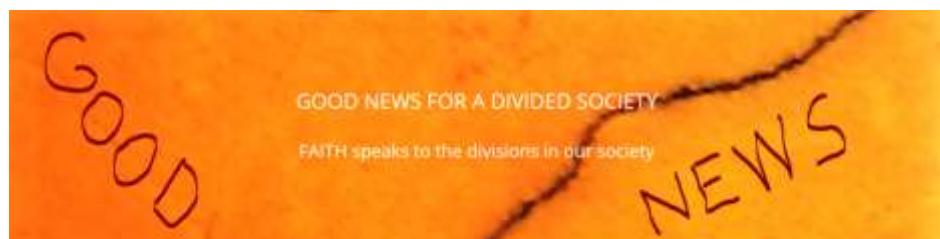
CREATING THE BUZZ

If several congregations engage in a study of Matthew,

1. Occasionally mention it at meetings and in your newsletter so that even those who are not part of the process are aware of what is happening.
2. Keep track of stories that arise in the study and share them at clergy groups.
3. Have some joint congregational potlucks in which they design ways to celebrate a area wide common study.
4. After several churches have studied the course, invite a special speaker to a meeting to expand on the study.

Wouldn't it be wonderful if a significant part of the Body of Christ would find new hope and encouragement by a deeper reflection on the Gospel of Matthew?

YOU COULD BE PART OF HELPING THAT TO HAPPEN.



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