

Finding the Biblical Language for Your Cause

What scripture do you most often refer to when describing what you do?

Example: International Justice Mission refers most often to Isaiah 1:17 “Seek justice, rescue the oppressed, defend the orphan, plead for the widow.”

How is the above passage connected to other passages of scripture?

Example: “Religion that God our Father accepts as pure and faultless is this: to look after the orphans and widows in their distress and to keep oneself from being polluted by the world.” James 1:27

How do you (or could you) reflect that language in your core message?

Example: The vision of IJM is “to rescue thousands, protect millions and prove that justice for the poor is possible.”

How could you leverage that language to communicate to your champions that they are part of a movement?

Example: IJM’s website invites readers to “join the movement to bring justice to those who need it most.”