



STRATEGIC THEME #6: GLOBAL IMPACT

EVERYONE WITHIN OUR REACH

How far can we go?

“This gospel of the kingdom will be preached in the whole world as a testimony to all nations, and then the end will come.” Matthew 24:14

Coca-Cola is known to have one of the most efficient global networks of marketers and distributors who ensure that every remote village wants — and can get — an ice-cold Coke. “If Coca-Cola can get their beverages to remote regions around the world, why can’t governments and NGOs deliver social products such as medicines and condoms with the same degree of success?” This provocative question by Melinda Gates (wife of billionaire Bill Gates) in a 2010 TED Talk remains relevant today.

As a secular business, Coca-Cola has developed a formidable system to maximize profit for its shareholders. Jesus, our Saviour, has also given us the charge to preach the gospel and make disciples of all nations (Matthew 28:19-20). Just as the master in the Luke 19:12-26 account demanded to know how much each of his servants had gained by trading with the money he gave them, Jesus also demands accountability from us. The question is: how efficient are we in distributing the good news of Jesus?

Many possibilities exist in our world for spreading the gospel today. Effective and widespread use of information technologies such as mobile/cell phone and internet-based communication tools are revolutionizing traditional approaches for engaging, educating, and reaching people everywhere today. However, like Coca-Cola, the gospel of Jesus needs to be made desirable and available in a tangible manner to everyone everywhere. If Coca-Cola can be found in the most hard-to-reach villages in the developing world, then the good news of Jesus must transcend all barriers and reach every thirsty soul.

FAITH IN ACTION: “If any of you lacks wisdom, you should ask God, who gives generously to all...” (James 1:5). Lord Jesus, give me new ideas for carrying your message to your world. God has sent us. How far are we willing to go?

Reference: www.ted.com/talks/melinda_french_gates_what_nonprofits_can_learn_from_coca_cola#t-82216