



# EIN NEWSLETTER

## JULY 2021



Two local churches were among at least 100 using our supplementary videos during this year's VBS programs.

# Virtual is our 'new normal'

As churches slowly emerge from their year-long, pandemic-induced coma, Experience Israel Now has focused on making a "virtual" impact on the Internet.

This summer, our free supplementary videos were offered to churches using LifeWay's "Destination Dig" Vacation Bible School material. While it's impossible to know how many churches used the material, based on the number of views and downloads, it's safe to say at least 100 churches used the videos. With VBS registration averaging 200 students per church, **that gave us the equivalent of 100,000 views of these five videos!**

Our weekly videocast, "Secrets from the Ancient Paths," continues to draw adult viewers from across the country, and around the world.



Finally, a brand-new venture has us posting very short videos to TikTok, a social media platform not known for many Christian posts. Our first six posts there saw a stunning 5,000-plus views in just five days! You can also view these new videos on our YouTube channel.



Andy Cook chats with a pastor at the June Infusion Bible Conference in Franklin, Tennessee.

# 2021 Relaunch

Booking events has proved difficult in a post-pandemic world

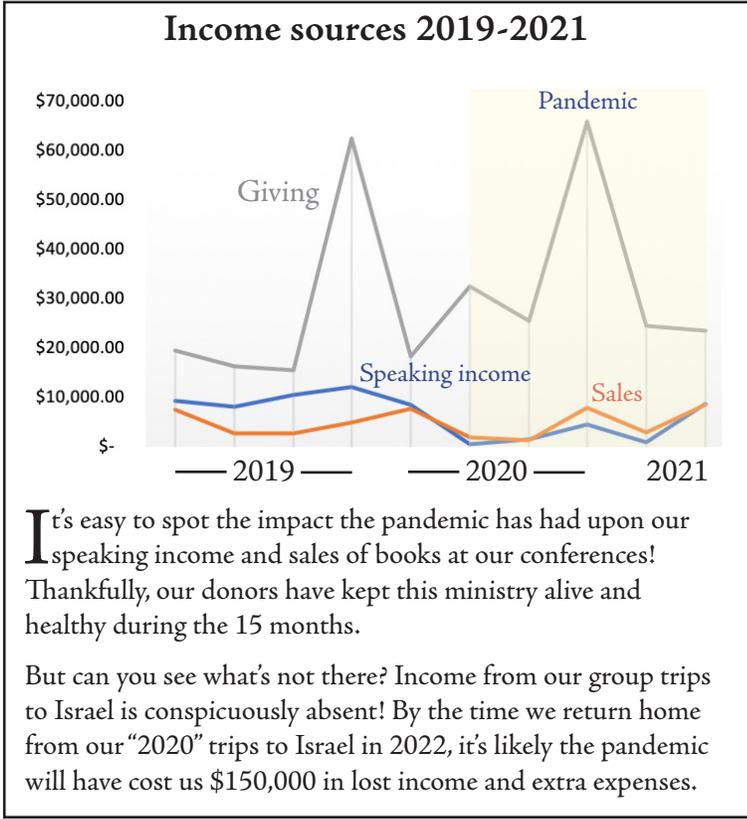
During a six-month period ending in March 2020, Experience Israel Now was in 18 churches (plus a dozen other events), making it the busiest season in our six-year history.

Then the pandemic hit. Churches closed their doors and reopened very slowly. Only in recent weeks have many of them resumed a full-time schedule.

The impact? We've been in just 11 churches in the past 15 months and led only *four* of our unique, multi-day conferences during that time.

Relaunching our church conference ministry has become a primary goal and prayer request for us for months, but the work is going slowly.

Even so, we have five conferences scheduled in the next four months, a sure sign that churches are coming back to life.



# Connecting with Paul

‘I thank my God every time I remember you.’

Early in June, my wife and I were fighting our way through traffic in Baltimore.

The rental car was unfamiliar to me. Having an Interstate highway interrupted by toll booths was an unpleasant surprise. The reckless driver that came within inches of slamming into us added to our stressful morning, to put it mildly.

An early flight meant our day had begun at 4 a.m. We still had an hour to go before reaching a one-traffic-light town in northern Maryland, where I’d “bring Israel” to a small church. We hadn’t even arrived, and I was beat!

As the traffic thinned and I had time to wonder why we were making such a hard trip, it occurred to me that Paul and his traveling companions had also made some difficult trips to even smaller groups of people.

And they changed the world.

I’m sure Paul would have enjoyed having air travel as an option and my wife as a companion.

I simply enjoyed the realization that God might be changing the world through us, too. And by “us,” I mean a lot more people than Melody and myself.

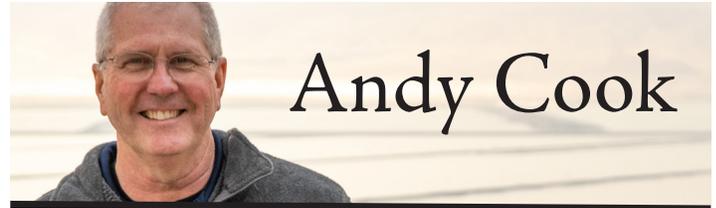
If not for an amazing group of very generous people, I’d probably be searching for a church to pastor right about now. How could we have survived this pandemic if our ministry income had only come from church events, book sales and trips to Israel?

As you know, our ministry was created to “bring Israel” to people who can’t make the expensive trip.

To date, attendance at our events has topped 62,000. If we’d continued on our pre-pandemic pace, the last 15 months should have seen attendance of another 15,400. Instead, we saw just 30 percent of that total.

Know the good news in this story?

From Day One of this crisis, I knew we’d survive the pandemic financially. Our donors have kept this dream alive with their generosity. Along with our prayer



Speaking at Conowingo (Md.) First Baptist Church.

partners and encouragers, they have kept us looking on the bright side of a discouraging season and exploring new ways to spread our message.

For you, I am so grateful. Like Paul - who was writing his supporters in Philippi - I literally thank God for you upon every remembrance.

Please pray for us as we move forward.

- Pray that we can reconnect with churches.
- Pray that I can maintain my health, a critical component of this work.
- Please pray for my ability to balance video creation, book writing, a speaking schedule and my family time.
- Speaking of Melody, we hope to make a trip to Israel late this year, perhaps in November. I need to alert our 2022 travelers to what life is like in a post-pandemic Israel. We also hope to keep feeding new video lessons to our Internet audience. So please pray that Israel will open its doors to international guests!

Thanks again for all your support!

*Pastor Andy*