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Don Overcash

More advocates, please!

There is little need for extensive research to recognize that society could gain from having more advocates who work to secure justice, enhance social conditions, and defend human rights in the public or social sectors. Advocates deserve appreciation because they act on an informed conviction that something is amiss and needs attention.

Political advocacy often encourages action from city councils on issues like affordable housing or sales tax policy. Social advocacy may focus on improving access to public transportation or preventing illegal drug use, while lifestyle and health advocates support more walking paths and bike lanes. Parents are increasingly voicing concerns for better nutrition in school lunches, both locally and nationally. Business advocates, at local and national levels, push for relief from taxes and fees or call for fair-trade practices. When advocates remain committed to pursuing justice, enhancing social conditions, and defending human rights within the public or social sphere, everyone benefits.

The role of evangelism should be distinguished from societal advocacy. Advocacy involves efforts to influence policies, practices, or outcomes on behalf of others, with a primary emphasis on the public or social sphere and effecting structural or organizational change. In contrast, evangelism in the Christian tradition is oriented toward the individual, aiming to foster internal transformation by conveying the message of Jesus Christ.

An evangelist's role is to encourage personal repentance, belief, and discipleship in Jesus, who is described as the ultimate source of truth. In John 14:6 Jesus declares, "I am the way, and the truth, and the life; no one comes to the Father except through me" (John 14:6). Jesus teaches that spiritual transformation—being "born again" (John 3:3)—is required for any who wishes to enter God's kingdom. Christians advocate for this change, emphasizing a personal relationship with Jesus Christ rather than mere adherence to a religion.

While many advocates address worldly issues for assorted reasons, Christians advocate for Jesus because they belong to Him and are called to be His witnesses. Scripture makes this advocacy a basic requirement of Christian obedience, as shown in Jesus' directive to "make disciples of all nations" (Matthew 28:18–20; Mark 16:15-16).

In 2 Corinthians 5:20, Paul calls Christians "ambassadors for Christ," tasked with representing Jesus and sharing His message in the world by urging others to be reconciled to God.

Christians share their faith in Jesus because they believe God loves everyone and wants all to find salvation through Him. Their motivation is love for others, inspired by the blessings they have received (John 3:16; 2 Corinthians 5:14–15; 1 Timothy 2:3–4).

This question needs to be raised. Why are Christians often hesitant to be evangelistic? Many Christians hesitate primarily because of deep heart-level fears and disordered loves, not just surface “excuses” like awkwardness or busyness. Underneath, the core issues are usually fear of people’s rejection and a cooled love/urgency about the gospel, rather than mere lack of technique.

To address this issue, I encourage an examination of one’s personal relationship with Jesus. He desires for us to know Him, not just know about the historical Jesus. Having a personal relationship with Jesus will assist each believer to proclaim, ‘Look at what God has done for me’! For this author, I know that I am no longer a slave to sin and freed from sin’s eternal consequences. I live fearlessly as I am certain of God’s love for me. He calls me by name as one of His own, a child of God. I know that God desires my presence for all eternity and is preparing a place for me to abide with Him. Lastly, "For I am convinced that neither death nor life, neither angels nor demons, neither the present nor the future, nor any powers, neither height nor depth, nor anything else in all creation, will be able to separate us from the love of God that is in Christ Jesus our Lord" (Romans 8:38-39).

During this Christmas season, as we honor God's perfect gift, Jesus gently invites us to seek Him, understand Him, and put our trust in Him as the only wise God—offering us a life richer and fuller than we could ever envision.