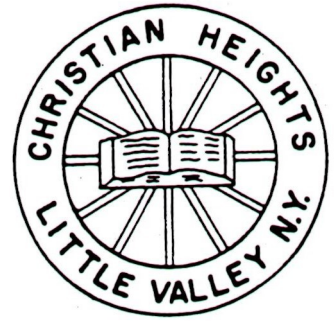


CHRISTIAN HEIGHTS CAMP
9414 Dutch Hill Road
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THE MATTHEW 7:12 CAMPAIGN

We seek your endorsement of the Matthew 7:12 Campaign. May we explain?

It is our goal to make the phrase "Matthew 7:12" go viral. The hope is that it will cause those who view it to seek out what it says, put the teaching into practice and spread the message further.

Here's a little background. You may have witnessed at sporting or other events placards that simply state "John 3:16." Most folks know what it is about even if they can't quote it. We believe that our world, both believers and unbelievers, also needs to be reminded of the value of Matthew 7:12.

Circa 1940 the Coca-Cola Company distributed a wooden gold-colored ruler which quoted the "Golden Rule." Obviously, that was a troubled time for the whole world. Our world is no less troubled and we need to be reminded that we are to overcome evil with good, as the apostle Paul told the Romans.

How can we do this? It has been suggested that we post it periodically on social media, distribute stickers, encourage organizations or businesses to participate, solicit the endorsement of influential people we know, etc. What creative ideas do you have to make this our mantra for 2025? How will you choose to get the word out?

Additionally, we plan to register July 12 (7/12) National Matthew 7:12 Day. It would even be better if governmental leaders would proclaim it. If you would like to spearhead this or have connections with influential lawmakers, please contact any of our board members.

We all have heard the "Golden Rule" stated in many ways and it is certainly the core of Matthew 7:12. But sometimes we overlook the emphasis Jesus gave to its universal application – 'in everything' – that is, in every situation or relationship. He further stressed that it is the law and the prophets – so, if we like to quote scripture this concept sums up the Hebrew scripture (Old Testament).

Please join this campaign. We are not soliciting funds; we ARE soliciting your energy and dedication to making the world a better, love-centered place.