

Proclaiming
Jesus



In a
Distinctly
Jewish Way

Rock of Israel Ministries



PO Box 18038 Fairfield OH 45018
Call us: 513-874-2566

Since 1971



Celebrating
50+
over 50 years



Ministry President Robert and Carrie Specter

April 2026: Here's an update on the ministry in the past month.

We LOVE encouraging notes! Rockofisraelministries@gmail.com

**** PLEASE CONSIDER SUPPORTING:**

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Post to social media here:



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Share This Email



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*** Special note to gmail users ***

1) Please check your Spam or Promotion folder each month. Sadly, sometimes email servers send our newsletter there.

2) Gmail sometimes shortens our newsletter! If so, then click this at the bottom.

...



[Message clipped] [View entire message](#)

Our New Ad Running in Israel 24/7

Last month, with the war breaking out, we felt impressed by the Lord to make a new ad and put it on two of the bigger social media sites. Snapchat and YouTube. Both ads currently stream *only* in Israel.

Here is what shows up on their Snapchat feed:



Of course they can swipe right past it, but over 23,700 thousand have already clicked through, wanting to know more. It brings them to our website with a special page explaining how Jesus makes people Kosher (clean) and a way to download a free New Testament Bible onto their phones.

Here is the Hebrew song they hear on Snapchat and YouTube (lyrics translated):

(Speak to my heart Yeshua, I'll find rest under Your wing
You are a shelter to my soul, In You I wipe away my tears)

So far, the Snapchat ad has over 77,000 minimum 2 second or longer views and over 23,700 Israelis clicked on it to our website. The YouTube ad has been seen by 141,000 people in Israel so far. Yes, we know that other videos in the USA get millions of views, but remember, our audience is limited to 7 million people living in Israel. So 141,000 in a month is very significant. It is 2% of the total population.

Here is the same 30 second spot on YouTube:

<https://youtu.be/J10FUFM0Q48?si=yISRE2nBJ4uUrsgL>

It is difficult to know the effectiveness of these ads. (Since when was the last time you took time to write to a website after reading their content? Almost never.)

But we trust that the Holy Spirit will speak to the hearts of those who see the ad and bring many to Yeshua (Jesus). Pray for many to come to know the peace that Yeshua brings through these ads.

The Long Standing Iran - Israel Connection



Did you know that the connection between Iran (ancient Persia) and Israel is very strong? (Note: The present evil ruling Muslim government does NOT speak for the Iranian people, many of whom love Israel.)

After all, Queen Esther received permission from a Persian (Iranian) king for her Jewish people to defend themselves with impunity throughout his kingdom. That's the story behind the biblical book of Esther. And then there is King Cyrus. God moved upon his heart to allow the Israelites to return to Jerusalem after the Babylonian exile was complete.

“This is what Cyrus king of Persia says: “The Lord, the God of heaven, has given me all the kingdoms of the earth and he has appointed me to build a temple for him at Jerusalem in Judah.””
Ezra 1:2

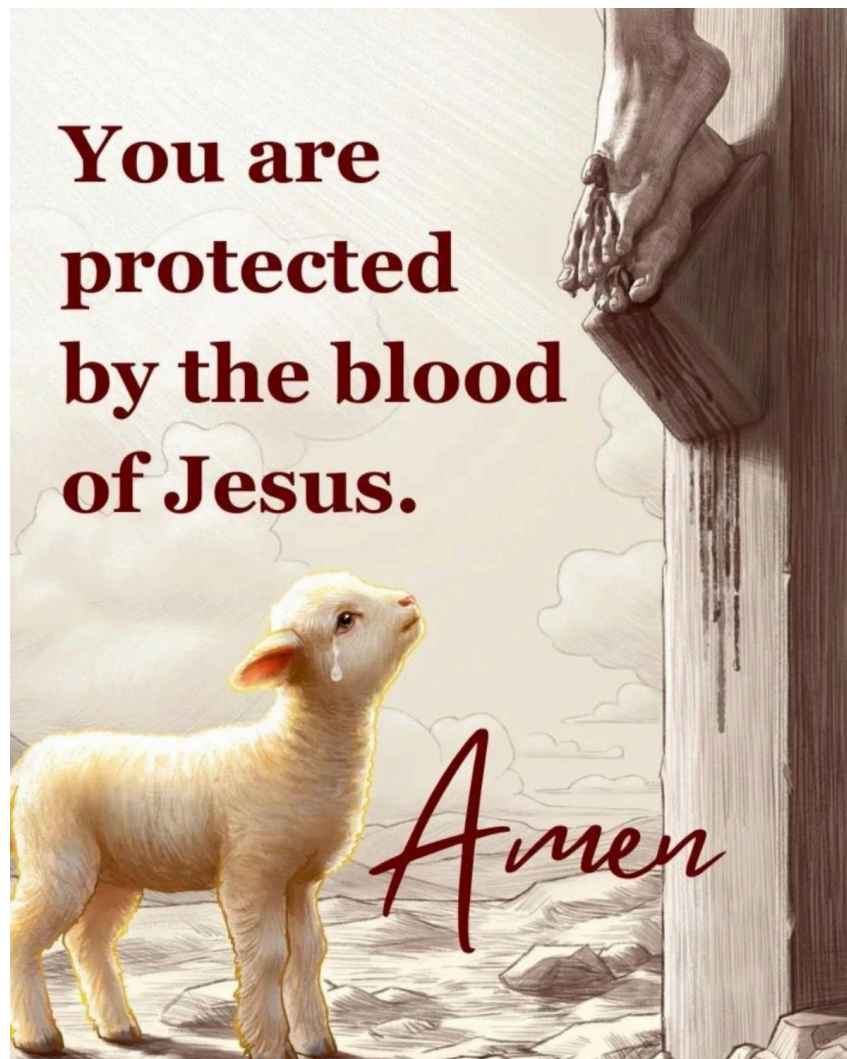


Koresh means "Cyrus" in Hebrew

King Cyrus even helped pay for the Jerusalem Temple rebuilding project with Persian funds. The Jewish people have never forgotten this. So meaningful was this command by the Persian (Iranian) king that there's currently a street named after King Cyrus (Hebrew: Koresh) in every major city in Israel.

Many, if not all, major Israeli cities—including Jerusalem, Tel Aviv, and Haifa feature a street named after Cyrus the Great. This honors the Persian king who allowed Jews to return from Babylonian exile and rebuild the Temple.

April reminder:



This month's offer:



TOTE BAG IN HEBREW

Be the only one on your block with a tote bag that says in Hebrew
"Yeshua (Jesus) Loves You"

Comes in several colors. It is cloth and meant for light loads, not heavy
duty weight. \$5 plus s&h

<https://www.rockofisraelstore.org/products/tote-bag-in-hebrew-says-yeshua-loves-you>



"There are two things that are infinite, the universe and man's
stupidity..... And I am not sure about the universe."

-- Albert Einstein



THIS MONTH'S TRIVIA:

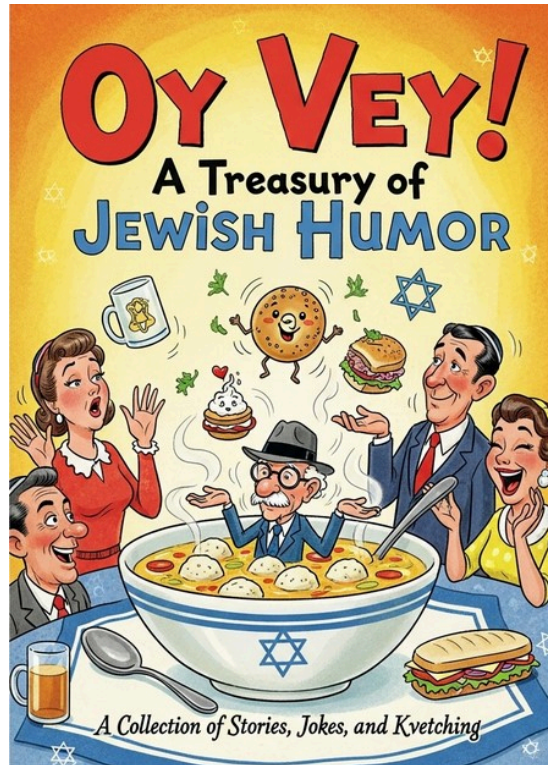
Which is false?

*What do strict Jewish people do/do not do to their religious
books?*

- A) They will never read anything religious until one hour after a meal.
- B) They never bring religious books into the bathroom.
- C) They will never put it on a seat or bench near someone's backside.

D) They will kiss the book if it falls to the ground.

Answer near bottom



This Month's Jewish Humor

Miriam, an old Jewish grandmother was giving directions to her son who was coming to visit for Passover. It was the first time he was to visit her since she had moved to her new apartment. "You come to the front door of the condominium complex. I am in apartment 5B," Miriam says.

"There is a big panel at the door. With your elbow push button 5B. I will buzz you in. Come inside, the elevator is on the right. Get in, and with your elbow hit 5. When you get out I am on the left. With your elbow, hit my doorbell." "Mom, that sounds easy," replies the son, "but why am I hitting all these buttons with my elbow?" Miriam gasps, "What? You're coming to visit me without bringing a big fruit basket?"

Passover begins the evening of April 1st



If there is anything that Jewish people know about in their history, it is Passover. The Seder (the ceremonial service that remembers the Passover/Exodus event) is celebrated worldwide by Jewish people. Even by those who claim they are not religious at all. Why? Because it brings us together as a people.

This year, on the evening of April 1st, the Jewish people will gather together with their extended families (much like Thanksgiving dinner) and have a time of learning of what God did for us in delivering us from Egyptian slavery over 3,000 years ago. Instead of reading the story from a large Bible, the Jewish people made a special booklet called “The Haggadah” which leads them step by step through the Passover Seder service.

You can download our free Haggadah here
(<https://files.stablerack.com/WebFiles/97966/Haggadah.pdf>)



Typically, the family patriarch leads the service that evening as they all read the liturgy, sing songs, and invite the children to ask “The Four

Questions.” The questions are designed to teach the next generation about the importance of this night.

Even the food at the table is symbolic. The bread used is ‘matzah,’ which contains no leaven signifying how fast they left Egypt. The matzah ball soup is the same. The parsley reminds them of life (green meaning new life in the spring), and the saltwater the parsley is dipped in reminds us of the tears shed in bondage. The bitter herbs (typically horseradish) are the taste buds’ reminder of the bitterness of slavery. The red wine (never white wine) reminds us of the red blood of those first lambs.

But here is an interesting caveat. Most Jewish families no longer serve lamb at Passover. Why? Because the lambs had to be one-year-old males without blemish or defect, and when the Temple in Jerusalem was destroyed in 70 CE, the sacrifices all ceased. So today, the typical Passover dinner is chicken. However, there is still a lamb shank bone held up at the table by the patriarch to remind us of the previous lambs.

It is interesting to see that in Exodus the blood of the lamb was placed upon the top and two side posts. As the blood dripped down from the top, it formed a literal cross – protecting the inhabitants from death. As Messianic Jews today, we see this as a beautiful picture of Messiah Yeshua (Jesus) and His death on the cross for us, protecting us from judgment. It was no accident that Jesus / Yeshua died on Passover. As John the Baptist said in John 1:29: "*Behold, the Lamb of God, who takes away the sin of the world!*"

And finally, some Christians may ask, “Why should we celebrate the Passover today?” And here are the answers: 1) Jesus celebrated it, so how could it be wrong for us to do so? 2) We are not doing it for salvation, but to understand the roots of the faith better. 3) The Passover Seder meal commemorates Israel’s deliverance from enslavement to Pharaoh. Jesus is the truth that delivers you and me from enslavement to sin. (Exodus 13:8-10, 14-16; John 8:31-36).

QUIZ ANSWER:

Answer - A

We are thankful for your support each month to do this work.

**We are not a big "world-wide" TV ministry
with tens of thousands of donors.**

We are a small ministry - seeking to do BIG things for the Kingdom of God.

Our office staff is waiting and ready to help you with any questions you might have. 513-874-2566.



Three ways to give:

1) Postal Mail

Rock of Israel Ministries
PO Box 18038
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2) Card (Visa, MC, etc.) at our website "donate" link

<https://www.rockofisrael.org/donation/>

or

Call (Tues - Fri) 800-722-7625 // or // 513-874-2566

3) Paypal

<https://www.rockofisrael.org/donation/>

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