

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
YEARS
1971 - 2021



January 2021: Here's an update of the ministry in the past month.

We LOVE encouraging notes! Rockofisraelministries@gmail.com

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**A look at the past year –
A look at the coming year**

If you are reading this, congratulations! You made it through one of the most unique years in modern times. Here at Rock of Israel, we are thankful that God has preserved us in several ways: spiritually, physically and financially.

Like all ministries, in the past year we have had to “adjust” the way we seek to proclaim the gospel. We only had two in-person State/County Fair evangelism events before Covid-19 hit. All the rest were cancelled. However, we were able to have a good impact with our two Florida fair booths. We had a combined 29 days of public ministry with approximately 259 conversations with Jewish people about the Messiah. We also gave gospel literature to hundreds of fair attendees!



Robert & Carrie Specter with volunteer. Evangelism booth January 2020

When Covid-19 hit, the remaining six fair evangelism opportunities were cancelled for 2020. We even tried to add several other fair events, but to no avail.

In April, we switched to a more internet-heavy evangelism schedule. In addition to our US Jewish community targeted ads, we have been running gospel advertisements through Google ads in Israel 24/7 since 2019. Our totals for 2020 are seen below. Then we bought more ad space on Facebook and Pinterest. Again, our numbers are below. While we do have some conversations on Facebook with unbelievers, it is still not the same as in-person ministry.

Locations



ADD FILTER

<input type="checkbox"/> Targeted location	Bid adj.	Clicks	↓ Impr.
<input type="checkbox"/> Israel	—	16,789	2,093,509
<input type="checkbox"/> Tel Aviv District, Israel	—	7,969	1,016,079
<input type="checkbox"/> Haifa District, Israel	—	2,253	355,577
<input type="checkbox"/> Jerusalem, Jerusalem District, Israel	—	1,337	155,526
<input type="checkbox"/> Bet Shemesh, Jerusalem District, Is...	—	196	29,992
<input type="checkbox"/> Jerusalem District, Israel	—	58	9,438
Total: Locations [?]		28,602	3,660,121
▼ Total: Campaign [?]		28,602	3,660,121

Above: Google Ad report for 2020. Our small print ad was shown 3.6 Million times on various web pages in Israel. Appx. 28,600 people clicked through to see our gospel presentation page.

<input type="checkbox"/>	Campaign Name	People Reach ↑	Impressions	Link Clicks
<input type="checkbox"/>	[09/04/2020] Promoting https://www.rockofi...	5,261	6,823	148
<input type="checkbox"/>	Star with cross	6,262	8,058	237
<input type="checkbox"/>	[11/19/2020] Promoting https://www.rockofi...	6,768	10,404	86
<input type="checkbox"/>	[09/23/2020] Promoting https://www.rockofi...	9,511	29,964	1,395
<input type="checkbox"/>	[12/01/2020] Promoting https://www.rockofi...	11,800	67,324	3,236
<input type="checkbox"/>	[12/04/2020] Promoting https://www.rockofi...	18,739	29,896	1,010
<input type="checkbox"/>	Messianic Jewish Scientist Testimony	20,972	38,016	3,871
<input type="checkbox"/>	[09/04/2020] Promoting https://www.rockofi...	65,332	90,173	3,268
<input type="checkbox"/>	Passover 2020 campaign	103,071	203,003	3,504
<input type="checkbox"/>	Support	135,104	162,499	277
> Results from 41 campaigns ⓘ		339,420 People	669,431 Total	17,355 Total

Above: Our Facebook Ad report for 2020. Our various ads appeared in 669,000 news feed for 339,000 people. Over 17,000 people clicked through to our website.

Locations



ADD FILTER

You Tube Ads 2020

<input type="checkbox"/>	Targeted location	Campaign	Bid adj.	↓ Impr.	Views
<input type="checkbox"/>	United States	Famous Jewish person video ad	—	28,483	12,766
<input type="checkbox"/>	United States	Passover video ad 2020	—	25,679	13,298
<input type="checkbox"/>	Tel Aviv-Yafo, Tel Aviv Dis...	Famous Jewish person video ad	—	6,308	2,454
<input type="checkbox"/>	Tel Aviv District, Israel	Passover video ad 2020	—	4,896	2,360
<input type="checkbox"/>	Israel	Famous Jewish person video ad	—	2,387	964
<input type="checkbox"/>	Center District, Israel	Passover video ad 2020	—	1,579	818
<input type="checkbox"/>	Israel	Passover video ad 2020	—	1,115	601
<input type="checkbox"/>	North District, Israel	Passover video ad 2020	—	482	236
<input type="checkbox"/>	Haifa District, Israel	Famous Jewish person video ad	—	458	174
<input type="checkbox"/>	Jerusalem District, Israel	Famous Jewish person video ad	—	329	117
<input type="checkbox"/>	Jerusalem, Jerusalem Di...	Passover video ad 2020	—	263	128
<input type="checkbox"/>	Ramat Gan, Tel Aviv Distr...	Famous Jewish person video ad	—	93	37
<input type="checkbox"/>	Tel Aviv District, Israel	Famous Jewish person video ad	—	66	18
<input type="checkbox"/>	Jerusalem District, Israel	Passover video ad 2020	—	60	25

Above: Our YouTube Ad report for 2020. Appx. 33,000 people watched our gospel ads

Ad performance

For organic stats, see analytics.

Total impressions ⓘ

75k



Link clicks ⓘ

494



Saves ⓘ

62



Active ads

Promote a Pin
or
create campaign

Traffic | The Real Kosher Jesus ⓘ
6/17/2020 - Ongoing

Impressions	38.6k
Clicks	225
Saves	28

2020-06-04 | Traffic | Keywor... ✓
6/4/2020 - 6/14/2020

Impressions	36.5k
Clicks	269
Saves	34

Above: Our small Pinterest Ad report for 2020. Only one ad purchased. Appx. 75,000 saw this in their feed. Almost 500 clicked through.

Looking forward to 2021:

We were excited to receive confirmation from one of the Florida fairs that they WILL be re-opening (within CDC requirements and duration adjustments) in 2021. Our first fair is set to open this spring.

On top of our evangelism, we continued with church services across America. While the number in 2020 fell by about two-thirds, we trust God for a much fuller 2021 church calendar.

Our Rock of Israel ministers will always endeavor to share in person with Christians, teaching them about the Jewish roots of the faith and how to bless Israel with the gospel.



Doug Carmel sharing at a church service earlier this year, before Covid-19 hit

Thank you for standing with us during this difficult year. We could not do these gospel ads and church services without your help each year.

Please remember to PRAY for us and the work we do for the Lord in 2021.



Here are our 2021 "evangelism booth" plans.



Greg Savitt at our booth in early 2020

We trust God will direct our paths into each of these events:

- * Florida State Fair (April)
 - * San Diego County Fair (June)
 - * Ohio State Fair (July)
 - * Canadian National Exposition (August)
 - * Maryland State Fair (August)
 - * Washington State Fair (September)
 - * Arizona State Fair (September)
-
-



Lynn Wein McCoy
"Taste of Wein" Messianic Cooking Show

In 2020, Jewish believer and staff member Lynn Wein McCoy started an online cooking show called "Taste of Wein".

We have been promoting Lynn's show on our ROI Facebook page. So far her almost 20 videos have been viewed by thousands of people who want to learn how to cook a traditional Jewish dish (like latkes or knishes). Lynn shares about the Lord in each video as well.

To see her "Taste of Wein" video page – click here:

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



In 2020, we received many encouraging emails - too many to list here.

We praise God for each of them. Here is just one, from an unlikely source - a contractor. We hired a Spanish translator so we could publish Doug Carmel's book "Jesus in the Seven Feasts of Israel" in Spanish. When the project was done, she wrote this note:

Dear Mr. Doug,

I want to tell him that I love to translate your book, there are so many things that I did not understand, so many things that seemed strange to me, and after translating your book, I finally understood them, even cry, I want you to know that I am very grateful to you for writing it, I think that it is wonderful. Wish you the best.

*It is with sad hearts we mark the passing of
Rev. Warren Frankel. (1937-2020)*



Warren and Cathy Frankel with Robert Specter

Warren Frankel - a brief eulogy
by Robert Specter

What can I say about this man: Friend, coworker, missionary, minister, evangelist, Bronx NY native, and Jewish believer. There are so many memories and stories about Warren I could share, but I must be brief:

Warren and Cathy started with the Rock of Israel ministries as branch representatives in Phoenix, AZ back in the early 80's.

They moved to Southern California to come on staff full time, then in 1994 moved with the ministry to Ohio. Warren and Cathy ministered in many churches around the country, often touring many weeks before being home again. They then semi-retired to South Carolina in 2003. There they continued to teach and share with churches in the Anderson area.



Warren and Cathy Frankel - 1988

Warren was in the Air Force and spent some time stationed in Korea. He later came to know the Messiah through faithful witness and the Messianic prophecy of Isaiah 53. When he became a minister, he preached in churches using his Jewish background to help Christians understand the Scripture from its Jewish context.

Everyone who knew him was familiar with his humor and enjoyment in life. Though he was frugal, he blessed many with his great generosity. Warren was a great friend of my father, Hyman Specter (the founder of Rock of Israel). I can just imagine the stories they are exchanging in Heaven!

Warren will be long remembered by our Rock of Israel friends and staff! Please remember Cathy Frankel in your prayers.



Warren and Cathy Frankel - 2019



“The Jewish people, ever since David slew Goliath, have never considered youth as a barrier to leadership.”

- *John Fitzgerald Kennedy*



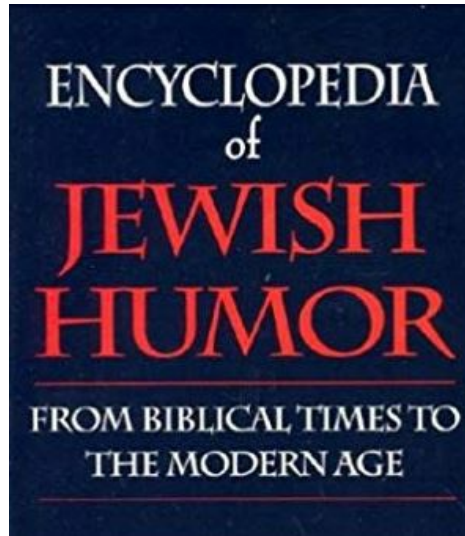
THIS MONTHS TRIVIA:

The Israeli city of Netanya is named after who?

- A. The prophet Nathan
- B. Nathan Straus, owner of Macy's Department Store

- C. Nathan Handwerker, inventor of Nathan's Hot Dogs
- D. Jonathan (Jon-nathan) King David's close friend

Answer near bottom



This Month's Jewish Humor

A man called his Jewish mother in Florida, "Mom, how are you?"

"Not too good," said the mother. "I've been very weak."

The son said, "Why are you so weak?" She said, "Because I haven't eaten in 3 days."

The son said, "That's terrible. Why haven't you eaten in 3 days?" The mother answered, "Because I didn't want my mouth to be filled with food if you should call."

TEN REASONS WHY ISAIAH 53 IS NOT ABOUT ISRAEL



If you have ever discussed Isaiah chapter 53 with a Jewish person who knows Judaism, they will tell you that "The chapter of Isaiah 53 is about Israel" and seek to shut you down completely that way.

Well we have a new article on our website to refute this. It is too long to reprint here, so here is the link if you desire to read the whole article.

<https://www.rockofisrael.org/2020/12/30/ten-reasons-why-isaiah-53-is-not-about-israel/>

QUIZ ANSWER:

Answer - B.

Netanya was named in honor of Nathan Straus, a prominent Jewish American merchant and philanthropist in the early 20th century who was the co-owner of Macy's department store.

We need your support each month to do this work.

**We are not a big "world-wide" TV ministry
with millions 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
Fairfield, OH 45018

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<https://www.rockofisraelstore.org/products/donate>

or

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

3) Paypal

Paypal donations: RSpecter@rockofisrael.org

Or click here

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

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