



Wednesday, March 22nd Devo

One of the lamest attempts of self-marketing came from Lebron James in 2005 with the ad campaign known as “We Are All Witnesses” from Nike. This campaign centered around James during the beginning of his career at the Cleveland Cavaliers attempting to promote his historic introduction to the NBA but also sell more retail for Nike related to James. Literally before every game, Lebron would walk up to the scores table, grab some white chalk, rub his hands together and throw it into the air. I am sure there were some loyal fans who loved it, but the majority of “witnesses” rolled their eyes as they understood his poor attempt at self-glorification. This lame ad campaign reminds me of the many attempts by people in our culture and world to seem different and independent than the rest of our world. It’s very interesting if you step back and look at the many attempts by people to elevate themselves into a different category than everyone else. What we forget sometimes about our faith is that Christ has called us to be set apart, but not for our own glory, but with the purpose to point others towards Christ.

Read: 2 Corinthians 5:20-21 (NIV): “We are therefore Christ’s ambassadors, as though God were making his appeal through us. We implore you on Christ’s behalf: Be reconciled to God. God made him who had no sin to be sin for us, so that in him we might become the righteousness of God.” We are not set apart to help us put ourselves on a higher place above others. This type of religion is exactly what created the teachers of the law that Jesus called out for their insane levels of hypocrisy. We are set apart to point others to Christ through love, truth, grace and forgiveness. **Read: James 2:16-19 (NIV):** “If one of you says to them, “Go in peace; keep warm and well fed,” but does nothing about their physical needs, what good is it? In the same

way, faith by itself, if it is not accompanied by action, is dead. But someone will say, “You have faith; I have deeds.” Show me your faith without deeds, and I will show you my faith by my deeds. You believe that there is one God. Good! Even the demons believe that—and shudder.”

Reflect: Your actions reflect who you are and if you claim to be a Christ-follower it is important to take inventory and make sure your actions are different than those who don't follow Jesus. It is easy to become part of the crowd, the desire to fit in can sometimes dictate our choices. In what areas of your life are you compromising to fit in? How are you going to change them to better reflect your Savior? Make a plan.

This image shows a single sheet of white paper with horizontal blue or grey ruling lines. The lines are evenly spaced and run across the width of the page. There are approximately 20 lines visible. The paper has a slight shadow on the right side, suggesting it's resting on a surface.