

Super Bowl Commercials

OK, be honest. How many of you are more interested in watching the commercials during next week's Super Bowl than you are watching the game? You are probably not alone. One study done a few years ago determined that more than 50% of viewers tuned in not for the game but for the commercials.

While the game will be competitive between the two teams advertisers are competing for a winning spot in the hearts of viewers and to be the dominate talk on Monday morning after the game. Advertising in this year's game for a thirty second spot will cost close to \$5 million dollars! That doesn't even account for the cost of producing the commercial which can run another \$5 million. Why would advertisers spend that much? Because it is estimated that between 110 to 115 million people will be watching the game next Sunday!

Advertisers feel the cost for thirty seconds to get you to notice their product is worth it. They have thirty seconds to gain your attention and ultimately get you to buy their product.

Every week we take thirty to ninety seconds to share with you why giving here is important and impactful. We can't compete with Madison Avenue advertising agencies. Frankly we don't feel we have to. Our goal is not to "sell" you on anything. We aren't trying to be funny or cute. We are simply trying to help you see the value of a gift given here.

We aren't playing a game for some trophy that will fade away. We are about helping advance the Kingdom of God one life at a time. We believe in our mission here. We believe in what we are doing and that it has eternal importance. We want you to see what we see, the value of a gift given to help advance the cause of Christ. All of our gifts together make a difference for the Kingdom. Today we encourage you to be generous in your giving so we can continue to help people come closer to Christ. If that kind of commercial isn't enough to motivate us to generosity then nothing will.