



Matthew 13:1-23 is one version of Jesus' telling of the parable of the sower, which represents the "scattering" of the Word. As with all parables, this one gives occasion for us to pause and take time for self-reflection.

To date, 18 of 156 churches have submitted contributions for our 2025-26 campaign, which kicked off on September 1. How might we apply this parable to what is happening with our 1-1-1 Dollar for Missions efforts? As you will recall, the parable describes the "seed" falling upon four distinct types of ground, each yielding different outcomes.

- Have the Mission 1-1-1 campaign and communications never been activated at your congregation?
- Has the Mission 1-1-1 campaign met with an initial burst of energy and enthusiasm, only to falter as time passed?
- Have other priorities and programs choked out the effort, as Mission 1-1-1 gets "lost in the shuffle?"
- Did your Mission 1-1-1 "environment" allow the seed of the Word to take root and flourish?

We know that the Word is effective: it holds the power to do what God has set out for it to do. We pray that we have more congregations that are saturating their Mission 1-1-1 campaigns in the seed of the Word and surrounding Mission 1-1-1 with visibility in placement and communication.

James 1:22 reminds us to "...be doers of the word, and not hearers only..."