

The Keys To A Successful Campaign

Introduction:

I. Strategy #1:

- A. We need to make the most of the candidate's background.
- B. But Jesus didn't.
 - 1. *Philippians 3:7*
 - 2. *John 1:46; Matthew 13:55; Luke 2:24*
 - 3. *Isaiah 53:2*
 - 4. *John 8:41*

II. Strategy #2:

- A. In a successful campaign, it's not what you know, but who you know.
- B. But Jesus didn't.
 - 1. *Luke 13:32; Matthew 23:13*
 - 2. *Acts 4:13*

III. Strategy #3:

- A. Give people what they want.
- B. But Jesus didn't.
 - 1. *Matthew 5:10-12; 10:34-38; Luke 9:23*
 - 2. *John 6:22ff*

IV. Strategy #4:

- A. If you can't give the people exactly what they want, at least don't offend them.
- B. But Jesus did.
 - 1. *Matthew 23:13; 15:12-14*
 - 2. *John 6:60-66; 8:31,59*

V. Strategy #5:

- A. Do everything you can to get rich people on your side.
- B. But Jesus didn't.
 - 1. *Matthew 19:22-24*
 - 2. *Mark 12:41-44; Luke 4:18-21*

Conclusion:

- A. How, then, was Jesus so successful?
- B. Jesus came to establish a kingdom. He came to be King. But His kingdom was not of this world.