



May, 1993

Dear Friend,

Like me, I know you're deeply worried about how America is losing touch with Christianity.

And frankly, we should be.

Yet I'm even more worried about the number of Christians losing touch with Christianity. People like Jim and Cathy...

Jim and Cathy had both been raised in the church. They were happily married with three children: Beth (12), Andrew (11), and Toni (9). They were a real "American" family, the kind that builds a strong neighborhood and society.

Yet Jim and Cathy had also grown up in a church which had become -- let's face it -- LAZY about what it means to be a Christian. I'm sure there are churches like this in your community, too.

In Jim and Cathy's church, sermons on the basic truths of the Bible were subtly replaced by shallow, "feel good" homilies.

And sounding the alarm against cults and heretical teachings? Well, that was considered "judgmental"!

If only they had known.

You see, Cathy was spiritually starving. She wasn't getting biblical truth, and she was desperate to fill the growing void within her.

That's when "they" came to the door.

"They" were so pleasant...so warm...so interested in her eternal welfare. So ready with quick answers to Cathy's deepest questions about life and God -- answers, they claimed, that came

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from "new truth" given by God.

Before he knew it, Jim's family was slipping away.

Zombie-like, Cathy was pouring hour after hour into slavery to what she called "The Truth." She was always exhausted. Always going to "church." Former friends were dropped, as the new ones smothered her with "love."

That's when Cathy began to tell Jim that all churches other than her new one were of the devil. That Jesus had already returned -- that he was now speaking only through the leaders of her church!

Pleading with her only made things worse. Even the kids were being sucked in, and she wanted Jim in, too.

In -- OR ELSE.

Horrified, Jim sought the counsel of his pastor. Yet he found nothing but empty bewilderment.

NO ANSWERS. NO HELP.

Soon afterward, Cathy stormed out of the house. She took the children...and left with them for their new life in "The Truth."

Tragedies like Jim and Cathy are literally exploding in the church, destroying families and killing our ability to reach our nation with REAL Christianity.

That's why I'm writing. While Jim found no answers and no help in his church, I'm inviting you to play a crucial role in making sure people like Jim DO have answers when the attacks come.

In fact, you may be rescuing people closer to you than you think! Consider these facts --

FACT: The Southern Baptists lose an average of one congregation per week to the Mormons, a cult which teaches that God is an evolved man, and man an evolving god!

FACT: Of all children raised in conservative Christian homes, 7 out of 10 will abandon their faith after graduating from high school. Many will end up joining a cult.

Cult expert Steven Hassan has recently issued a warning that hits close to home for all of us:

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"The odds are that someone you know -- someone in your family, one of your friends, someone from work or school -- has been affected by contact with a destructive cult. If not, it is probably just a matter of time before it happens."

Even worse, the problem is no longer confined to the startling growth of a few well-known cults, such as the Mormons or Jehovah's Witnesses.

The new assault is coming from literally thousands of smaller, aggressive, well-disguised cults that defy tracking. David Koresh's Davidian sect is just one of many. About this new attack, Hassan has written:

"It is estimated that there are now approximately three thousand destructive cults in the United States, involving as many as three million people."

Three million! How could this happen?

The answer: The loss by Christians of their ability to know their faith and share it -- and of the skills to detect counterfeits.

- * How many Christians do you know who could defend key Bible truths, such as the deity of Christ, against the cunning scripture twisting of cults?
- * How many Christians do you know who could spot the marks of a false teacher -- especially a clever, smooth, subtle one with extremely persuasive charisma?
- * How many Christians do you know who could identify and combat the seductive techniques of recruiting and mind-control used by cults to lure their victims, ruin their lives, and destroy their families?

And remember, if fewer and fewer Christians are able to defend themselves and loved ones, then how can we hope to compete for the souls of vulnerable non-Christians?

And that's the real tragedy: as the cults become stronger in what they believe and preach, the church is becoming weaker in what it believes and preaches!

For that reason, I'm launching a special May series of

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outreaches -- the "Days of Deception" series -- to wake up Christians, reach non-Christians, and help put a halt to the ignorance and confusion that is allowing false teachings to destroy our future.

You see, the skill to detect deception is the Christian's "vaccine" against the cults. AND IT'S A "VACCINE" I'M COMMITTED TO GIVING TO EVERY CHRISTIAN I CAN!

Detecting deception means to see clearly the basic truths of the Bible...to be able to hold fast to them against the winds of trickery...to be able to spot false doctrine, and rescue others by a clear presentation of truth.

During the "Days of Deception" campaign:

- * "Point of View" will bring talented Christian authors, researchers, and teachers before our audience of millions.
- * We'll do more than expose the cults and unmask their diabolically clever tactics. We want to make sure that as many Christians as possible are equipped in the basic rules of "spiritual self-defense." We've got to be prepared!
- * We're also determined to see that our listeners are able to defend and equip others who may be "at risk."

You see, there are simply too many cults to expose them all. Yet while exposing the few most dangerous, we can also give every Christian the skills for detecting deception!

That's why your role is so important.

Indeed, you can give this life-changing ammunition to Christians in every part of the nation with a gift to "Point of View" today.

By pausing now, and sending a gift of \$100, \$50, \$35, \$25, or whatever you can, you will be handing the precious skill of detecting deception to a struggling Christian -- in fact, many Christians -- somewhere in America.

I believe that through your gift, you will help avert a tragedy like Jim and Cathy's.

Your commitment may mean that an underfed person like Cathy gets the spiritual food she needs -- not the candy-coated poison

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the cults are peddling.

I cannot over-emphasize the eternal importance of this mission!

Please, can I hear from you today? I've enclosed a "Days of Deception" reply card. I'm hoping you'll use it immediately to send the help so many need.

For the sake of the true Christian gospel, thank you for your fighting spirit against deception!

Sincerely,



Marlin Maddoux

PS. Cults are like termites, aren't they? They're eating away the house of Christianity in America, and crippling our ability to make a strong witness to our nation. Your gift of \$100, \$50, \$35, \$25 or whatever you can send will not only strengthen Christians, but reach non-Christians with the clear truth! Please let me hear from you today!