

August 2017

Dear Links Player,

My wife and I are at the age where we make “old jokes.” That is, we kid ourselves about the aches and pains that come with not being as young as we used to be. Full disclosure: We’re in our mid-50s. You know what I mean, because you are quite possibly there (or beyond) yourself.

Forgive me if that last line seems presumptuous. Maybe I shouldn’t assume your age. But I have two weapons on my side: data and observation.

The results of some recent surveys we conducted tell us that 64 percent of those who read the Links Daily Devotional are older than 60. Fully 95 percent are older than 40!

But I also have my eyes, and when I head to one of our local Links Fellowships tonight—the one I attend and teach regularly—here’s what I am going to find: I am the youngest person in the room. More than that, only a couple are within 10 years of me.

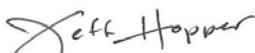
We certainly didn’t set out to make Links Players an old people’s ministry, though our president Jeffrey Cranford and I have realized for our 15 years of working together that we land on the back end of the Baby Boomers. We are well-positioned to work with this group right through to the end. Now, let’s see what God has to say about that!

Still, one of my great pleasures in the game has been to coach high school players. I see a lot of great stuff in them—and I don’t just mean how far they hit the ball. Many of them are walking into life with their hearts turned to Christ, too. So I want to see Links Players span the gap, and as a new generation comes I want them to find a place where their faith is bolstered and challenged. This is part of what excites me about the new branding projects we’re working on. I hope you’re eager with me to see what comes next!



Before I go, I want you to know about a new resource we’re featuring. As I moved through my cancer treatments and surgeries last year, God showed me much about the way he was providing for me through people. Now I’ve had a chance to tell this story in a little book called, *My Hundred Helpers*. If you would like a copy, they are available now on our website at www.linksplayers.com/my-100.

As always, thank you for your donation to Links Players. We have ongoing needs that don’t slow down with the dog days of summer, so we’re very grateful for your partnership right now.


Jeff Hopper, COO

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