

May 2017

Dear Links Player,

**Are you ready to call it golf season?** In many parts of the country, with the playing of the Masters, we usher in the golf season, as temperatures warm and days lengthen. It's just a question of whether our stiff old bodies will submit to the twists and turns of our "unique" golf swing.

I put unique in quotes because sometimes we use this word as a kind euphemism for things that are awkward or unorthodox. Surely that defines many of us as golfers. My own handicap has been creeping up and I want to say, "I'm not that old." The truth is I may just be "that bad."

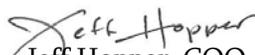
Other times, we use the word unique to give our work a certain upper-level stamp of excellence. We do what no one else does. I suppose a more humble way to say this (and certainly more hip) is that we are serving a niche. In fact, you might hear some people say that their business or service reaches a "unique niche"—I guess that's the double whammy of doing what no one else does!

So it's with a bit of a chuckle that I must say that Links Players is a ministry serving a niche. We reach golfers. We're not unique in this way. There are others bringing the message of salvation in Christ to golfers. We may be a bit different in the way we emphasize the need for such work in private clubs and also in the way we are actively working to include women in our ministry (some golf outreaches are aimed only at men). Still, if you're a golfer—or if you're comfortable around golfers—we'd love to talk to you about Jesus. The Links Players magazine and the Links Daily Devotional are tools that help us reach the broadest possible audience.

More importantly, we are not unique in our message. At the core, all we really have is the Bible. We want the central message of Scripture, what we call "the gospel," to inform and ignite our local Fellowships, our personal evangelism, our printed materials, and our online resources. That message looks like this:

### **WE CAN'T. GOD CAN.**

Perhaps you've never thought of the gospel in such simple terms. After all, behind these two little statements we have the doctrines of sin and salvation and justification. We have the creation and the fall, the prophecies and the Messiah, the death and the resurrection. The unpacking of the gospel can get rather weighty. Our job at Links Players is to take all that important thinking about God and present it in a way that golfers can understand, clear as the call of the starter on a dewy morning at your favorite course. Thank you for helping us do our job!

  
Jeff Hopper, COO

# **LINKS PLAYERS INTERNATIONAL**

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*Bringing golfers together beyond the game*