

Name Recognition

This is the campaign season. In preparation for the November 7th election candidates for public office have placed their campaign yard signs all around town. This year I am one of them. It is what we need to do to let the public know we are running for public office. There are 8 candidates seeking five positions on the Board of Aldermen. We all are vying for name recognition. It is amazing how oblivious the community is to the actual candidates running for office. Candidates hope people will remember their name when they enter the voting booth.



In reality, it is more than just the name recognition. What is behind the name is what is important. Is the candidate considerate and kind? Does the candidate care about the people he or she serves? Is it all about them or the people they seek to serve? What are their values? How important is faith in a living God to their decision making? What is the foundation they are basing their campaign on? Fortunately, there will be several events where the public can meet the person behind the name. Then, voters can decide who they think is the best person to lead the community. Still, voters need a last minute reminder before they step into the polling place. That reminder is simple – the name of the persons they wish to put their faith into.

The yard signs of candidates could not be displayed until 30 days prior to the early voting date in our community. And, once Election Day is completed all of the signs need to be removed quickly. However, one sign will remain. It says “Thank you Jesus.” You won’t see Jesus’ name on the ballot but He is central to what a Christian leader is all about. Thankfully, many property owners have been displaying a Thank You Jesus sign for months, with it having nothing to do with a municipal election. Seeing Thank You Jesus signs in my neighborhood warms my heart. The sign speaks the name that is above every other name. *Therefore God exalted him to the highest place and gave him the name that is above every name (Philippians 2:9).* The name Jesus has the greatest name recognition of anyone who has had a leadership role in our community or the world. We just need to keep reminding people of His importance in our lives.



While candidates running for office may make promises, Jesus fulfills every promise He has ever made. His values and character are perfect. His platform is simple: love all people, give service beyond self and put God first in our lives. Jesus leads by example as he encourages us to serve the neediest.

In typical election format many intersections have a multitude of signs – each competing for attention. By far the better way to gain attention is to have just one sign in someone’s front yard. It shows advocacy for a candidate on the part of the homeowner rather than just a series of signs placed anonymously. In our hearts and minds Jesus is the only name that counts. The name of Jesus stands alone as the Savior for all believers in this world.

While I hope Kernersville voters will remember my name on Election Day, I would much rather they remember the name Jesus every day of their lives. And why is this? *for, Everyone who calls on the name of the Lord will be saved (Romans 10:13).* That is better than any campaign promise.

Question: Can you see through all the issues we face in this world, and rise above them, focusing your eyes on Jesus?

Prayer: Dear Lord. Among all the clutter of this world many people are seeking our attention. It is easy to get overwhelmed with too much information and, frankly, just “noise.” Help us to focus our attention on what really counts – the saving power of Jesus. Amen.