

*“For God so loved the world that he gave his one and only Son, that whoever believes in him shall not perish but have eternal life”*

*John 3:16 NIV*

One of the interesting and sometimes more humorous variety of commercials are those for the automobile insurance industry. One approach that one company has taken is that if you go with the big “on-line insurers” you won’t get the “personalized approach”. To make the point the spokesperson for that particular company purposes to change the name of company to include the first name of the customer he is talking to. While what he does sounds awkward, he adds “we’ll make it work”.

One way Christmas comes to us is the “personalized approach” that one insurance company awkwardly tried to put forward. It really isn’t too much of stretch to think of Christmas as “personalized”. God sent Jesus to us in such a very humble and human way, because God really cares about YOU.

God’s love and desire is for relationship with humankind, because God made it personal. He became one of us. That approach is summed up best in John 3:16 that is quoted above. In fact when you read that verse take out the word “world” and put your own name. That’s not like a gimmick in a commercial, It’s the truth. God is making Christmas his statement of personal love for you. How will you respond to that?

May your response be that of an old hymn:

*Thou didst leave Thy throne and Thy kingly crown,  
When Thou camest to earth for me;  
But in Bethlehem’s home was there found no room  
For Thy holy nativity.*

*O come to my heart, Lord Jesus,  
There is room in my heart for Thee. : [Emily E. Elliott](#)*

Have Blessed Christmas!

Pr. John Van Haneghan