American Council of Christian Churches
Annual Convention, October 20-22, 2026
Bible Presbyterian Church of Collingswood, NJ
Resolution on the "He Gets Us" Campaign

The Servant Foundation launched the He Gets Us (HGU) campaign in March 2022 "to reintroduce people to the Jesus of the Bible." Funded by David Green (founder of Hobby Lobby and the Museum of the Bible) and many anonymous donors, this initiative targeted young religious skeptics through billboards, television commercials, and online advertisements. Millions of viewers saw HGU's first Super Bowl commercial in February 2023, prompting many to visit the organization's website. Since then, the campaign has continued to air new commercials, presenting Jesus as inclusive, compassionate, and socially active.

Early on, the campaign openly embraced the Lausanne Covenant (1974), but lately HGU (now led by the organization Come Near) has shied away from any reference to it. Instead, the campaign now goes out of its way to say that it "shares an affiliation with Christianity" but does not want to be connected with "any one denomination, tradition, church, political party, or viewpoint." The website therefore advocates for a Jesus who is "human and divine," who "rose from the dead," and whom people can "explor[e] … on their own terms and at their own pace … without fear of judgment." In a section on HGU's "stance on LGBTQ+ individuals, the website states that the campaign "wants to be clear" that their "Jesus loves LGBTQ+ people just like he loves everyone else," but it remains ambiguous about the sinfulness of this lifestyle. Elsewhere on the website, HGU says: "We believe there is something in the story of Jesus for everyone."[1]

While the campaign claims that "Jesus is who he says he is, as revealed in the Bible," it ignores and downplays many important doctrines on their website and advertisements. It delights to talk about love and peace, but does not emphasize that in Adam (1 Cor. 15:22; Rom. 5:17-19) "all have sinned, and come short of the glory of God" (Rom. 3:23), deserving death and judgment (Rom. 6:23). The campaign also fails to state that God rejects all of men's attempts to earn favor with him (Is. 64:6; Eph. 2:8-9). It highlights Jesus' humanity and compassion, but does not elucidate the ultimate purpose of these things: "To make reconciliation for the sins of [his] people" (Heb. 2:17).

Some may say that the absence of these items from the HGU website and advertisements is excusable because its resources are only meant to be "pre-evangelistic,"[2] but this does not negate the fact that its message is still unbiblical. Unlike HGU, Scripture does not leave people wondering about its stance on homosexuality. The Bible plainly calls it a sin (Lev. 20:13; Rom. 1:26-27; 1 Cor. 6:9). Moreover, God does not affirm people in their naturally depraved condition or invite them to explore him on their own terms. Rather, he commands them to repent and believe the gospel immediately (Mark 1:15; Acts 17:30). As Paul says in Second Corinthians 6:2, "Behold, now is the accepted time; behold, now is the day of salvation." Those who reject these truths ought to have a fear of judgment, for they are set "in slippery places … lo, they that are far from thee shall perish" (Ps. 73:18, 27).

Furthermore, the resource that HGU points people to is also fraught with doctrinal aberrations, ambiguity, and compromise. As the campaign website states, people "are welcome to try [an Alpha course locally or online for] one week to see if it's a fit for you."[3] This friendly, non-judgmental course started by Charles Marnham in 1977 (and later revised by John Irvine, Nicky Lee, and Nicky Gumbel), affirms the deity and humanity of Jesus Christ, his death and resurrection, man's sinfulness, and the work of the Holy Spirit, but it fails to emphasize justification by faith alone and the exclusive, inerrant authority of Scripture. The course also promotes speaking in tongues and quotes, "without distinction or disclaimer," from charismatics, Roman Catholics, and theological liberals. Hence, Alpha has been hosted by many different churches since its inception, and now has a subpage on its USA website for "Alpha in the Catholic Church."[4] HGU taps into this broad ecumenical context for its own "Find a Group" webpage and gives users the option of limiting their search to Catholic hosts if they want.[5]

Therefore, the American Council of Christian Churches at its 85th annual convention, October 20-22, 2026, meeting at the Bible Presbyterian Church of Collingswood, NJ, resolves to decry the uncertain and unbiblical sounds coming from He Gets Us. Because the campaign partners with Rome and refuses to contrast truth from error, it is leading many souls away from the real Jesus. We call all faithful Protestants then to separate from this cooperative evangelism outreach (2 Cor. 6:14-18), lest they too become "partakers of [its] evil deeds" (2 John 9-11). We likewise admonish Christians to denounce false teaching (Matt. 7:15; 2 Pet. 2:1) and preach the gospel (Mark 16:15), telling all who come unto Christ that "we have not an high priest which cannot be touched with the feeling of our infirmities; but was in all points tempted like as we are, yet without sin" (Heb. 4:15).

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[1] He Get Us: Frequently Asked Questions (accessed June 9, 2026): https://hegetsus.com/faq. Simon Armour, chief creative officer for Come Near, has also said: "It doesn't matter who you are, where you're from, where you're at in a spiritual journey . . . Jesus has something relevant for you. He gets you. He sees you. He knows you." Quoted in Bob Smietana, "For 2026 Super Bowl, 'He Gets Us' ad goes more personal, less political," *Religion News Service* (February 4, 2026): https://religionnews.com/2026/02/04/jesus-super-bowl-ad-hopes-to-offer-relief-from-the-noise-of-life-he-gets-us-hobby-lobby-come-near/. Come Near's website is just as vague as He Gets Us: "We're discovering that the person of Jesus is who he says he is, as revealed in the Bible. Come Near believes Jesus is God, God is love, we're called to love as he loves, and we need the Holy Spirit to love." Come Near: FAQ (accessed June 11, 2026): https://www.comenear.org/faqs.

[2] Joe Carter, "The FAQs: What You Should Know About the 'He Gets Us' Campaign," *The Gospel Coalition* (March 2, 2023): https://www.thegospelcoalition.org/article/faqs-he-gets-us-campaign/.

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[4] Gordon R. Lewis, "Alpha Course: Evaluating Alpha," *Christian Research Institute* (March 30, 2009): https://www.equip.org/articles/alpha-course-evaluating-alpha/. Brian Robinson, "The Alpha Course," *Banner of Truth* (February 16, 2004): https://banneroftruth.org/us/resources/articles/2004/the-alpha-course/. Mary Jacobs, "Archive: Crash Course – Alpha courses offer basics of Christian faith," https://goodnewsmag.org/crash-course-alpha-courses-offer-basics-of-christian-faith/. Alpha in the Catholic Church: https://alphausa.org/catholic/.

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