

Marketing Faith in a City Near You

If you recognize any of the  photos to the right, then your city has likely already been targeted for a takeover—a faith takeover, that is. Since 2009, the I Am Second ministry has launched advertising campaigns nationwide with billboards that feature images of celebrities and a Web address, . The goal: to intrigue viewers enough that they'll visit the site, which has videos of celebrities and others telling why they are second and Christ is first in their lives.

Since the ministry launched in Dallas, its website has had millions of visitors. Along with recent launches in Orlando, Fla.; Evansville, Ind.; and Kansas City, Mo., I Am Second hopes to expand into other areas of the country with targeted marketing for Christ. Check out these inspiring snippets from the videos.

Janine Turner, actress

"Nothing can drive you to your knees like show business. Now ... I understand I only saw the threads. But God saw the whole tapestry of my life and wouldn't let me quit. My name is Janine Turner and I am second."

Josh Hamilton, MLB player

"I said, '[God] I need help. I've been trying to do this for so long. I can't try anymore, because I fail on my own. You do with me what you want to do with me, but I surrender.'

... [Now] I believe in Christ. I believe He's first in my life, family's second and everything else is after that. ... I am Josh Hamilton and I am second.

Bailee Madison, actress

"I don't want it to be about me. I want it to be about God, and that is the most important thing. I just want everyone to know that I'm Bailee and I'm definitely second."

Bethany Hamilton, pro surfer

"From what seems like such a horrible thing, God has just brought glory to Himself through me. My name is Bethany Hamilton and I am second. "

Mike Huckabee, politician

"The biggest mistake that I think I had to learn was that following Jesus doesn't mean I'm following Him to the White House or I'm following Him to the governor's mansion or I'm following Him to do television. No, I'm following Him to be with Him. I am second, and Jesus is first because He has already been everywhere I've never been and still want to be."

Tony Dungy, former NFL head coach

"I didn't know at the time when I got fired what I was supposed to do. I think one of the hardest

things in
life is when you have an idea of what you hope for, what you
pray for,
and it doesn't come through. [I've learned that] every
decision I make
in life, I'm going to make it through the lens of Jesus
Christ. I'm
going to put Him out there first, and my own feelings, my own
thoughts,
my own desires are going to be second."