



WOW: Word Of the Week

Urgent

January 21, 2026

The word "urgent" derives from a Latin word that means "to press hard, to urge." The connection between urge and urgent is obvious. Urgent refers to pressing matters. One definition says, "requiring immediate action."

I fear we have lost our sense of urgency in sharing the gospel.

We are daily confronted with choices. What will we say? What will we do? How will we spend our lives? How will we spend our time? How will we spend our money? What will we post? What will we push? We make decisions, and in those decisions we say more than we may realize about what matters to us, what is important to us, what is urgent.

The urgency of the gospel led Paul to preach again and again the lordship of Jesus, Jesus the Messiah, Jesus the Christ. His message was unwavering.

The urgency of the gospel explains why some who heard the gospel after midnight were baptized the same hour of the night.

The urgency of the gospel explains why the apostles, when confronted by Jewish leaders, said, "We must obey God rather than men."

The urgency of the gospel explains Paul's words, "we urge you to be reconciled to God."

Today's WOW is simple. Hopefully memorable.

Do not let God's urgency get lost in the busyness and trivia of life. The routines of our lives in this world may be essential, but the urgency of God is greater. In our daily lives, we do many things that do not have eternal consequences. When we can do something eternal, that by definition is urgent.

Urgent. Your personal obedience to the gospel, imitating Jesus in burial and resurrection, raised to a new life. The obedience of others to the gospel. Returning to your first love – restoring the level of commitment and love you had at the first. Sharing the Good News of Jesus with others.

Urgent. If something requires immediate action, should you not spend at least a part of today on that task?