

# Developing Evangelistic Leaders in Your Church

## **Instructor's Guide**

**Evangelism Resources  
USA/Canada Mission/Evangelism Department  
Church of the Nazarene, International**

**ACKNOWLEDGEMENTS**

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## Developing Evangelistic Leaders in Your Church

The table below identifies each module section, the time allotted for each section, and a brief description of the section's objective. When you are familiar with this module, you may want to teach from this page rather than the detailed information.

### MODULE AT A GLANCE

SECTION	TIME	PAGE	BRIEF DESCRIPTION
I. Module Introduction	5 mins.	5	·Introduce module, objectives, outline.
II. Lecture	25 mins.	6	Facilitator presents information about how to produce evangelistic leaders in the church..
III. Small Group Exercise	20 mins.	10	Participants work together in a small group setting to discuss the materials presented in the lecture. This discussion will begin to focus on their own local church setting.
IV. Discussion	5 mins.	11	Participants share their insights from the discussion in the small group with the entire group.
IV. Action Planning/ Reporting	15 mins.	11	Participants being to think about how to apply the material in their own church setting
VI. Module Wrap-up	5 mins.	12	·Close the module with your final comments regarding the topic.
Total Module Time: 75 mins.			

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## PREPARATION CHECKLIST

The following information will help you prepare to instruct this module.

- Review the material and make notes of specific areas for special emphasis.
  - The instructional material includes a copy of each slide.
  - The material includes suggested narrative at points where instructions or transitions are important. The suggested narrative is the *italics*. Even experienced facilitators might want to use the suggested narrative to insure the key information is communicated. However, you may feel more comfortable using your own words as you become more familiar with the module.
  
- Check to insure the following materials are available:
  - Powerpoint presentations/transparencies (transparency masters can be produced from the Powerpoint slides)
  - participant booklet (copy as needed)
  
- Gather the following materials:
  - transparency markers
  - pens &/or pencils
  - other material you want to use
  
- Make copies of the following material (one for each participant):
  - participant booklet
  - handouts (if used with this module)
  
- Check the classroom for:
  - TV/VCR (if necessary)
  - projector
  - chalkboard or flip chart
  - sufficient number of tables and chairs for the participants.



Arrange the room so that each church team sits around an individual table and you have ample room to move among the teams.

Your instructor's material contains the following icons:



Special instructions or suggestions



Time suggestions



PowerPoint Presentation with its corresponding number

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## I. MODULE INTRODUCTION (5 Minutes)

PPT,  
Slide #1

**Prior to the beginning of the session, i.e. as participants are returning from break, place PowerPoint #1 (Developing Evangelistic Leaders in Your Church) on the projector.**



### Distribute Participant Material

Let the participants know the material is theirs to keep and encourage them to take notes. The participant material includes:

- purpose
- objectives
- “fill in the blanks” for the lecture
- application exercises

*The purpose of this module is to challenge and equip the participants to create a storehouse of evangelistic leaders within the local church who think, live, and lead in evangelism.*

*The objectives for this module are:*

- Cultivating the soil for evangelistic leaders to grow.
- Planting the seed for evangelistic leaders.
- Reaping the harvest of evangelistic leaders.

Review the process for this module

- Introduction..... 5 mins.
- Lecture ..... 25 mins.
- Small Group Exercise ..... 20 mins.
- Discussion..... 5 mins.
- Action Planning/Reporting ..... 15 mins.
- Module Wrap-up..... 5 mins.

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## II. LECTURE (25 Minutes)

### Introduction

One of the greatest challenges in the church is to develop evangelistic leaders. Some leaders in a typical church are busy planning ice cream socials, teaching Sunday School lessons, and grooming the grounds. In fact, they are so busy they have little energy left for the most important task in the church: reaching the lost for Jesus Christ.

Why do we get so busy in the church doing important things to the exclusion of doing “best” things, such as evangelism?

If we are going to develop, or grow, evangelistic leaders in the church we must follow the simple procedure used by any farmer. The growth process follows these three steps:

### PowerPoint #2 (Cultivating The Soil)

#### I. Cultivating The Soil For Evangelistic Leaders To Grow.

In order to grow anything the soil must be properly cultivated. Jesus reminded us of this truth when He gave us the parable of the sower found in Matthew 13:1-23. How the soil is prepared makes all the difference in the planting efforts.

There are three crucial components to preparing the soil in the church in order to produce evangelistic leaders.

A. Leaders of the church must prepare their own hearts. The heart must be empowered by the Holy Spirit. The leader must fully recognize this process is beyond human ability or talent. When it comes to producing evangelistic leaders in the church we are over our head! Evangelism is always much more of a Divine endeavor than human effort. Yes, we need marketing and strategy. But without a supernatural infilling of the leaders most efforts will fail.

From six years of travelling among churches, Dan Reiland wrote, “How Full Is Your Net.” He makes five observations about the church:

a. The presence and power of God is not sensed in the worship services.

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- b. There is no freshness when it comes to the personal testimony of the majority of the congregation.
  - c. Prayer ministries are anemic.
  - d. Significantly more effort, energy, and resources are invested in managing the members than reaching the unchurched.
  - e. The leadership is not modeling outreach and evangelism on a personal level.
- Reiland concluded we need to move from “program to power.”

Examine your heart to see if you are depending more on human strength than on God. Before we proceed, let’s take a moment and ask for God’s help in this important area of our church.

B. To further prepare the soil to produce evangelistic leaders we must challenge negative mindsets.

Astronomers have discovered “black holes” in the universe. This phenomenon happens when a star implodes on itself. During the implosion the light is sucked into the center of the star creating a vacuum. Churches can be like black holes. This happens when they focus on themselves and suck the light of the Gospel into themselves.

This negative mindset produces a church family that is ingrown. Such parishioners are much more concerned about themselves than the fate of those outside the “family.” At best, the mindset creates an attitude of apathy. At its worse, it creates outright hostility toward those who want to reach the lost. For example, how dare the pastor suggest spending money on outreach when the church cannot afford new carpet for the sanctuary?!

What are some other negative consequences to a “black hole” mentality in the church?

Such a mindset must be challenged in order to break up the soil in order to grow evangelistic leaders. This challenge must come first and foremost from the pulpit. The pastor must have the God-given courage to preach on the theme “it’s not about us but them.” It is a risky business that may generate some backlash. But it is business that must be done.

Certainly the next area in which to challenge the mindset of the “black hole” is in dealing with the church board and other leaders of the church. Through training the leadership must come to understand God is not pleased with an ingrown approach to ministry.

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What are some concrete ways in which our church could begin to challenge the negative mindset of the “black hole?”

C. Thirdly, if the soil is to be cultivated to produce leaders that carry a torch for evangelism then outreach must be highlighted as a priority.

Examining the local budget quickly reveals how high any church lists outreach as a priority. What percentage of the annual budget is marked for outreach? If little or no money is allocated for outreach you can be sure outreach is not a priority.

Another way to assess a church’s true heartbeat for outreach is to look at the time allocated for outreach. Pull out last month’s church calendar. How much time for outreach is reflected during the month? When was the last time the church had an event designed to attract the lost? During the services how much time is devoted to highlighting the need to reach others with the Good News of Jesus Christ? How much time is dedicated as a body of believers to praying for the unchurched?

An examination of most church financial and time resources will reveal that outreach is not a priority. This must be reversed. The congregation must know that the leadership is seriously committed to reaching new people. As the finances and calendar begin to reflect the urgency of outreach congregants will begin to get the message.

PPT, Slide #3	<b>Place PowerPoint #3 (Planting The Seed)</b>
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II. Planting The Seed for Evangelistic Leaders.

The next step in the process of harvesting evangelistic leaders is to plant the seed. Planting the seed takes the following two forms:

A. First, individual leaders must model the priority of outreach in our ministry. This starts with the pastor and flows to other leaders. The teaching and preaching ministry should reflect a sensitivity to outsiders and their needs. Passion and love for the lost shine through. When the congregation sees fire for the lost being modeled at the top, they will begin to feel their own heart ignite with love and concern. Also, key leaders must not only talk about their passion for the lost, they must demonstrate it. Talk only goes so far. The congregation must see

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Christians reaching out to others. Consider teaming up key laity as they work on developing relationships with non-believers.

Lastly, let your concern for the lost be reflected in the administrative arm of the church. For example, use the annual finance committee as a platform to share passion for the lost by writing money into the budget for outreach. Another example is to let the church secretary know getting the names and addresses into the database is important because they represent people who need Jesus.

B. We can also plant the seed for evangelistic leaders by recognizing the link between evangelism and spiritual growth. Growing Christians are Christians with outstretched arms not folded arms. The seed for evangelistic leaders is planted when people realize spiritually growing people are spiritually sharing people. Lead them through a study of Acts concentrating on the efforts of spiritual leaders to reach new people.

**PPT, Slide #4** **Place PowerPoint #4 (Reaping The Harvest)**

III. Reaping The Harvest Of Evangelistic Leaders.

The last step in the process of producing evangelistic leaders is to reap the harvest which comes from cultivation and planting. How tragic it would be to cultivate and plant but not push for the harvest! This reaping is accomplished in the following three steps:

A. Reaping takes place as we unleash evangelistic thinking from the church family. Brainstorm as a leadership team of ways to reach new people. Let the congregation know you are seeking their input for outreach ideas. Amazingly someone will come up with a new and fresh idea if we simply ask. Take these suggestions seriously. When an idea is implemented be sure to give credit where it is due. This will encourage the outreach ideas to keep coming.

B. Take time to equip. If it is worth doing, it is worth doing right. And if it is to be done right people must be equipped. Let people know what will be expected of them. Teach them how to do it. Show them. Then let them do the task with competent people who will assist them. Do not fail at this point. Taking time to equip people in any area of ministry is critical. This is especially true in evangelism because the stakes are high!

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C. Celebrate success. You will have success. Throw a party. Rejoice. Celebrate the lost who are won into the Kingdom. Even celebrate efforts that appear to be, at least for the moment, unfruitful. Having produced leaders in the church that are bent toward evangelism is a huge success in itself. Souls will follow. Celebration breeds excitement, enthusiasm, and momentum.

As we produce leaders in the church who eat, sleep, and breathe evangelism, the church will be transformed. The transformation may not erupt suddenly but it will happen. Toil in the fields as the farmer toils in his. The day of harvest will surely come!

### III. SMALL GROUP EXERCISE (20 Minutes)



Divide the group into smaller groups. Allow them to discuss as many of the questions as time permits. These questions are found in their participants' guide. For your convenience these questions are also reproduced below.

1. Why do churches lose sight of the priority found in the Great Commission that instructs us to make disciples?
2. Turn to Matthew 13:1-23 and review the Parable of the Sower. Identify the different types of soil and the results of the seed planted in each soil. Recognizing that churches, as well as people, have a type of soil, identify the kind of soil in your church.
3. Discuss ways to help leaders prepare their hearts to be empowered by the Holy Spirit.
4. Make a list of any negative mindsets regarding outreach. Which are the most dangerous? Which are the most important to change?
5. Discuss how much money is in your budget for outreach. Discuss how often you have calendared events for outreach. What does the discussion reveal about the mindset of the churches represented in the group?
6. Discuss concrete ways in which leaders can model evangelism.

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7. What would be the best forum for unleashing evangelistic thinking in the church?

8. What are some additional ways to celebrate the production of evangelistic leaders and the results of their efforts?



Keep the discussion to twenty minutes so you will have time to complete the lecture and Action Planning/Reporting section.

#### **IV. DISCUSSION (5 Minutes)**



The discussion portion of the module provides an opportunity for people to share their thoughts about the material presented and questions resulting from the small group discussion.

Call the group back together and open the floor for discussion. If the group is hesitant to discuss begin by asking the question, “What was the single most important idea discussed in your group?”

#### **V. ACTION PLANNING/REPORTING (15 Minutes)**

The homework assignment for this module is:

Work up a plan to develop evangelistic leaders in your church by following the three steps that were discussed in the module.

#### **VI. MODULE WRAP-UP (5 Minutes)**

Conclude the module with your final comments.

- Ask participants to share their thoughts about the module.
- Remind the participants to record their results and be prepared to share the progress at the next session.
- Answer any questions and provide encouragement.

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