

Exploring An Evangelistic Strategy For The Local Church

Participant's Booklet

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

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PURPOSE:

- To encourage Christians to develop intentional strategies for reaching unchurched people.

Notes

OBJECTIVES:

- To understand the need for an evangelistic strategy.
- To increase a passion for reaching the lost.
- To develop a strategy to reach those who do not belong to Jesus.

The Need for an Evangelistic Strategy

The climate in our churches says that *WE DO CARE FOR LOST PEOPLE*. But when asked, “What is your strategy for reaching lost people,” we find two answers:

- (a) We don’t know
- (b) Our pastor preaches that we should be witnesses.

With this in mind, let us look at ways to develop an evangelistic strategy.

- A. We need to have contact with the _____.
- 1. We must _____ people to reach out to the unchurched.
 - a. _____ people by telling _____, such as personal encounters with the unchurched.
 - b. _____ people by _____ with the unchurched in front of them.
- 2. We must _____ people how to reach out to the unchurched.
 - a. Jesus taught his disciples how to do evangelism by _____.
 - b. Beginning spiritual _____ with the unchurched.
 - 1. Spiritual Conversation Starters
 - Do you give much thought to God and spiritual things?
 - Tell me about your most memorable spiritual experience.
 - What do you think is a person’s greatest spiritual need?
 - How do you think a person begins a personal relationship with God?
 - On a scale of 1 to 10 (10 being closest to God), where do you see yourself in relationship with God?

2. Easter Conversation Starters

- How in your religious tradition, do you celebrate Easter?
How will you participate in your religious celebration of Jesus?
- What, if anything, does Jesus' resurrection mean to you?
- How much importance do you place on Jesus' death and resurrection?
- What do you understand Easter to be about?
- Have I ever told you how Easter became important to me?

B. Multiplying _____ opportunities.

1. Reasons to multiply these opportunities:

- a. People will begin to _____ through fellowship.
Only by this do we earn the right to lead. Heighten fellowship inside the church to facilitate change.
- b. Fellowship _____ relationships. Why do people come to church? People come to church because of relationships. By multiplying fellowship opportunities outside the church, we are increasing prospects for inside the church.

2. Give attention to what _____. Find the activities that connect with people and continue them. If something is not working, do not do it. Look for those opportunities that are effective.

- a. Frequenting a local coffee house and learning the names of the regulars is a way to increase the number of people you know.
- b. Mall walking can easily help you to get familiar with those people who work in stores.
- c. People love sports. Find a sporting event and take an unchurched friend with you.

C. Focus on ministry that is _____ oriented.

1. Give people reasons to invite people to come to church.

- a. Reasons to phone a prospect.
 - To tell them you have prayed for them.
 - To tell them they were missed when absent.
 - To inform them of church calendar events.
 - To inform them of small group events.
 - To tell them a new sermon series is beginning
 - To tell them a new lesson series in class is beginning

- To connect them with other people in the church.
 - To update the directory.
 - b. Help people in initiating relationships and continuing relationships.
2. People decide not to return within the first 11 minutes after arriving at a church (Ken Hauk).
- a. What “first impressions” do we give to visitors on Sunday mornings?
 - b. How effective are we in providing hospitality?

D. Creating church _____.

1. An increased number of visitors/prospects raises the excitement level within the church.
2. Implement activities that focuses attention on the unchurched.
 - a. 5-5-5: Pray for five people a day, for five minutes, for 5 days a week.
 - b. *Prayer, Care, & Share* is Mission America’s Lighthouse ministry. People commit to praying for lost people, caring for them in a specific way, and then sharing the gospel with them.

E. Identifying _____.

1. _____ are the church people who generally invite the unchurched to attend worship services.
 - a. Ask visitors, “Who invited you?”
 - b. Bringers are continually in prayer for their lost friends and family.
 - c. Bringers generally have good social skills and a compassionate spirit for the unchurched
2. _____ the ministry of the _____.
 - a. Identify them, keep them inspired, and pray with them.
 - b. Coach them what to say concerning questions the unchurched may ask (e.g. what’s your church like? How is it different that other churches? What should I wear? What do I need to know?).

A Strategy for Reaching Postmoderns (adapted from John Wesley)

Rick Richardson in his book, *Evangelism Outside the Box*, says, "Pre-Christians today go through a process. They are befriended, accepted, loved. Their soul is then awakened to its existence, to its spiritual hunger and to the possibility of Jesus. They join an attractive community to experience love and to explore and experience God. The gospel address their hurt and their sin and their longing for identity and a sense of self, and they convert. The Spirit then begins to transform them from the inside out. So here is a simple strategy to reach people today.

- Build *friendships* and pray. Nothing is more important, but this cannot stand alone!
- Hold *soul-awakening* events. We need to create contexts for the Holy Spirit to awaken people to their spiritual longings and Begin to see Jesus as a possible satisfier of those longings. This step may be the biggest missing link in our evangelistic strategy.
- Draw pre-Christians into seeking *community*. Postmodern people are looking for a community to belong to before a message to believe in. This step is the centerpiece for reaching people today.
- Challenge pre-Christians to *conversion*. Where and when and how do you challenge people to become Christians?
- Help new Christians into *transformation*. Changed lives are our greatest apologetic for the gospel.

(From Rick Richardson in *Evangelism Outside the Box*)
