



*Exploring Evangelistic  
Strategies For  
The Local Church*

## **Instructor's Guide**

Vibrant Church Renewal  
USA/Canada Evangelism Ministries  
Church of the Nazarene, International

Evangelism Resources

USA/Canada Mission/Evangelism Department

International Church of the Nazarene

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#### ACKNOWLEDGEMENTS

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Exploring Evangelistic Strategies for the Local Church

**PURPOSE:**

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

**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.



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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.
  - ◇ 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 and/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)
    - ◇ Overhead 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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# 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 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 **UNCHURCHED**.

1. We must **INSPIRE** people to reach out to the unchurched
  - a. Inspire people by telling **STORIES**, such as personal encounters with the unchurched.
  - b. Inspire people by **TALKING** with the unchurched in front of them.

2. We must **INSTRUCT** people how to reach out to the unchurched.
  - a. Jesus taught his disciples how to do evangelism by **CONVERSATIONAL SCRIPTING**.
  - b. Beginning spiritual **CONVERSATIONS** 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?

## Notes

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**B. Multiplying FELLOWSHIP opportunities.**

1. Reasons to multiply these opportunities:
  - a. People will begin to **TRUST** through fellowship. Only by getting acquainted do we earn the right to lead. Heighten fellowship inside the church to facilitate change.
  - b. Fellowship **BUILDS** 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 **WORKS**. 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.



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**C. Focus on ministry that is OUTREACH oriented.**

1. Give people reasons to invite people to come to church.
  - a. Reasons to phone prospects:
    - 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 morning?
  - b. How effective are we in providing hospitality?

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**D. Creating church TRAFFIC.**

1. An increased number of visitors/prospects raises the excitement level within the church.

2. Implement activities that focus 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 BRINGERS.**

1. They 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. Maximize the ministry of the BRINGERS.

a. Identify them, keep them inspired, and pray with them.

b. Coach them to respond to questions the unchurched may ask e.g.

- What's your church like?
- How is it different from other churches?
- What should I wear?
- What do I need to know?

**Notes**

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## Small Group Activity



Directions: Divide into small groups of 3-4 people. If different groups are represented, divide into those groups (i.e. church board, leadership team, Sunday School class). Answer the questions below. Have a designated person take notes and then come back together as a large group for the next section,

### **Action Planning.**

- A. In what ways do our church attendees develop friendships outside the church?
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
- B. How can our church encourage our members to fellowship with outsiders?
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
- C. Name five ways to connect with the unchurched that would be effective in our community.

**Notes**

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## 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 addresses 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 a 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 testimony and explanation for the gospel.



### Notes

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## Action Planning



To fully explore an evangelistic strategy for our church, we need to evaluate what is currently taking place. A church must tailor its evangelistic strategy to what will be effective for them.

Review the insights gained from the *Small Group Activity*.

- A. How many new family units (including singles) does our church average per week? (If you do not know, start keeping records of newcomers, returnees, and retainees over a six month period)? In what ways are we attempting to increase that number?
- B. Who are the bringers in our church? How can we identify, inspire, and instruct our bringers?
- C. Of suggested evangelistic strategies from sections A-E (pp. 3-5), which would you be inclined to prefer?
- D. In looking at Rick Richardson's strategy (pg. 9), how would you rate your church's strategy?

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