

# Unlocking Our Growth Potential: A Strategy for Building our Local Church Body



## Instructor's Guide

Church Renewal Resource  
Evangelism Ministries USA/Canada Region  
Church of the Nazarene

# **Acknowledgments**

**Director of Course Development - Dr. Lyle Pointer**

**Curriculum Developer - Thea Ardrey 2014**

**Graphic Designer - Jackie James, 2014**

**Evangelism Ministries**

**© 2014 USA/Canada Region**

**Church of the Nazarene**

**All Rights Reserved**

**Permission is granted to copy this material for local church training.**

**No part of this material may be copied, photocopied, or reproduced  
in any form for the purposes of sale.**

# 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 ensure the following materials are available:
  - PowerPoint presentations
  - Participant booklet (copy as needed)
- Gather the following materials:
  - Pens and/or pencils
  - Other material you want to use
- Check the classroom for:
  - Projector
  - 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.

# Unlocking Our Growth Potential

## A Strategy for Building our Local Church Body

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.		<ul style="list-style-type: none"> <li>Introduce Module, purpose and objective.</li> </ul>
II. Lecture	25 mins.		<ul style="list-style-type: none"> <li>The facilitator presents information to help participants evaluate and elevate ministries to people throughout their community.</li> </ul>
III. Small Group Exercise	15 mins.		<ul style="list-style-type: none"> <li>Participants will share their ideas as to how personal and church ministries can become productive.</li> </ul>
IV. Discussion	5 mins.		<ul style="list-style-type: none"> <li>Participants share thoughts about how the information will assist in their evangelistic ministry.</li> </ul>
V. Action Planning	20 mins.		<ul style="list-style-type: none"> <li>Participants begin preparing their homework assignments.</li> </ul>
V. Module Wrap-Up	5 mins.		<ul style="list-style-type: none"> <li>Close the module with your final comments regarding the topic.</li> </ul>
<b>Total Module Time: 75 mins.</b>			

Permission to copy for local church training only.

© 2014 USA/Canada Region  
Church of the Nazarene

Unlocking Our Growth Potential:

A Strategy for Building our Local Congregation

For more information go to :

# I. Module Introduction

(5 minutes)

Distribute Participant Material. Let the participants know the material is theirs to keep and encourage them to take notes.

- Purpose
- Objectives
- “Fill-in-the-blanks” for the lecture
- Application exercises

*The purpose of this module is to:*

***Improve personal and church ministries to the unchurched.***

*The objectives for this module are:*

- ***To envision and to enhance our personal outreach;***
- ***To evaluate the church’s ministry to the world;***
- ***To enlarge our sphere of influence as God’s people.***

Notes

Slide 2

Permission to copy for local church training only.

© 1994, 2013 USA/Canada Region

Church of the Nazarene

Unlocking Our Growth Potential:

A Strategy for Building our Local Congregation

For more information go to :

[www.usacanadaregion.org/training-modules](http://www.usacanadaregion.org/training-modules)

## II. Lecture

(30 Minutes)

Notes

- I. Why should we prioritize evangelism?
- A. Outreach **EXPANDS** God's Kingdom—  
“Then the master told his servant, ‘Go out to the roads and country lanes and make them come in, so that my house will be full.’” (Luke 14:23)
  - B. Jesus has **COMMISSIONED** us to reach out—  
“As you sent me into the world, I have sent them into the world.” (John 17:18)
  - C. Faith-sharing **PRODUCES** spiritual growth—  
“I pray you may be active in sharing your faith, so that you will have a full understanding of every good thing we have in Christ.” (Philemon 6)
  - D. Ministry to the world brings **GLORY** to God—  
“I have brought you glory on earth by completing the work you gave me to do.” (John 17:4)
  - E. Our mission is the same as Jesus' mission. Jesus is God's **MODEL** for us to follow. [*Have someone read Ephesians 5:1-2 aloud.*]
    - 1. “Jesus came to seek and to save what was lost.” (Luke 19:10)
    - 2. Jesus came to serve and to give his life as a ransom for many. (Mark 10:45)
    - 3. “Greater love has no one than this, that he lay down his life for his friends.” (John 15:13)
    - 4. Jesus is the way, the truth, and the life. No one comes to the Father except through him. (John 14:6)
  - F. We accept his **MISSION** as our own. This is the natural next step as we read the Bible and apply it to our lives.
    - 1. Those who have faith will do what he did. (John 14:12)

Slide 3

Slide 4

Slide 5

Slide 6

Permission to copy for local church training only.

© 2014 USA/Canada Region

Church of the Nazarene

Unlocking Our Growth Potential:

A Strategy for Building our Local Congregation

For more information go to :

[www.usacanadaregion.org/training-modules](http://www.usacanadaregion.org/training-modules)

## II. Lecture (cont.)

### Notes

2. We make disciples by going, baptizing and teaching people. (Matthew 28:19-20)
3. “We are Christ’s ambassadors, as though God were making his appeal through us.” (2 Corinthians 5:20)

### II. Will our evangelistic strategy be **EFFECTIVE**?

Here are ingredients observed in effective evangelism.

- A. Build **TRUSTING** relationships. This is so important. That’s why it is the first step. If people cannot trust and like us, they will probably not share spiritual conversations or listen to us.
- B. Begin to witness **VERBALLY**. We will speak in some fashion if we really are imitators of God who care for people.
- C. Extend an **INVITATION** to church or an event. Most everybody appreciates an invitation. Asking shows we care. It is a signal to the unchurched that we have them in mind. Granted, they may not accept our invitation.
- D. Follow through with a **CONTACT**. If they do come, they may be open to explore spiritual things further.
- E. Find an “open door” to **SHARE** the gospel. Opposition did not stop Paul from presenting the Gospel whenever possible. (1 Corinthians 16:9)
- F. Begin the discipleship **PROCESS**. Without discipleship education a decision for Christ will fade. The soul needs nourishment just like our bodies. The apostle Paul instilled these values in Christians for years and he did not cease night or day to warn everyone, even with tears. (Acts 20:31)
- G. Celebrate what **GOD** has done!

### III. How do we really tap into our potential?

- A. Evangelism **BEGINS** with the Holy Spirit.

Slide 7

Slide 8

Slide 9

Permission to copy for local church training only.

© 1994, 2013 USA/Canada Region

Church of the Nazarene

Unlocking Our Growth Potential:

A Strategy for Building our Local Congregation

For more information go to :

[www.usacanadaregion.org/training-modules](http://www.usacanadaregion.org/training-modules)

## II. Lecture (cont.)

### Notes

1. The Spirit's job description is to convince people of sin and righteousness. (John 16:8)
  2. The Spirit **GUIDES** people into truth (John 16:13).
  3. The Spirit comes alongside us, as a **COUNSELOR**, to help us help Him. (John 14:16)
- B. God **DELEGATES** the mission of evangelism to the Church. (Eph. 3:10)
- C. Evangelism, to be effective long term, will have certain foundational bricks laid:
1. **Vision:** A leadership team with an agreed upon vision. This vision will be instilled throughout the congregation.
  2. **An accurate assessment:** The shared vision must be aimed at needs that can be met. Leadership will present solutions to problems.
  3. **Commitment and perseverance:** This is the only way the vision can be fulfilled, because obstacles, set-backs, and frustrations will arise. The congregation will respond to the promise given to those who persevere. (Galatians 6:9)
  4. **Unity:** Disunity, not diversity, causes harm to God's work in the church. (1 Corinthians 1:10, Ephesians 4:3, 13)
  5. **Passion and enthusiasm:** The people with the greatest faith and commitment are usually the people with the excitement. They have caught the vision and are willing to put forth much effort to see that vision accomplished. The more people unite under one mission, the more passionate they become.
- D. God uses people to **EQUIP** the Church. (Eph. 4:11-13)
1. The teaching and pastoring ministries are usually blessed and released.
  2. Apostolic, prophetic, and evangelistic ministries usually

Slide 10

Slide 11

Slide 12

Slide 13

*Permission to copy for local church training only.*

© 2014 USA/Canada Region

Church of the Nazarene

Unlocking Our Growth Potential:

A Strategy for Building our Local Congregation

For more information go to :

[www.usacanadaregion.org/training-modules](http://www.usacanadaregion.org/training-modules)



## II. Lecture (cont.)

- need cultivating.
3. Those possessing these spiritual gifts prepare God's people for service.
  4. The gifted and graced leaders move the body of Christ into unity and maturity.
  5. The kind of education referred to here is on-the-job-training.
    - a. The best training takes place in real life experiences.
    - b. Trained leaders mentor emerging leaders.
- E. God directs us to use a **VARIETY** of methods. (1 Cor. 9:22)
1. The church will plan ministries to which outsiders may be invited.
  2. Church goers want to invite friends and family to gatherings that address their needs and interests.
  3. These events should be clearly focused, intentional, and even up to par with what people expect professionals to produce.
  4. Outreach events aimed at young families, mothers, teens, skeptics, athletes, or other groups with special interests can be offered.
  5. Worship services will provide:
    - a. Cultural relevance—the Gospel should be proclaimed in a way that non-believers may understand.
    - b. Excellent audio/visual—music and message will take into consideration the listeners' hearing and preference.
    - c. Thoughtful and meaningful teaching of the Word—aim at combining scripture with relevancy.
    - d. A stimulating atmosphere and pace—the program of worship cannot be dull and boring.
    - e. Engaging components of worship—should make the congregation think about their own lives and draw them into a closer relationship with Christ.
    - f. A wide variety of classes and small groups—provide excellent training for people with different ministry

### Notes

Slide 14

Slide 15

Slide 16

Slide 17

Slide 18

Permission to copy for local church training only.

© 1994, 2013 USA/Canada Region

Church of the Nazarene

Unlocking Our Growth Potential:

A Strategy for Building our Local Congregation

For more information go to :

[www.usacanadaregion.org/training-modules](http://www.usacanadaregion.org/training-modules)

## II. Lecture (cont.)

styles and interests.

- g. A wide variety of service projects—give people chances to help others as well as fellowship and get to know each other better.

### IV. What else needs to happen?

#### A. Following up on **FIRST** time worshipers

1. While some visitors to church wish to remain anonymous, others will provide contact information.
2. The church should develop a plan by which they communicate love and acceptance.
3. A responsive congregation will set the climate for future spiritual decisions and growth.

#### B. Inviting the **UNCHURCHED**

1. Take initiative to build rapport with the unchurched.
2. Offering friendship to people may lead them to accept an invitation to visit church.
3. Remember the people most influenced by us are co-workers, clients, friends, relatives, neighbors, and strangers.

#### C. Responding to God's call with **URGENCY**

1. God has called us to action—reaching lost people. (2 Corinthians 6:1-2)
2. We desire to do His will and to care for people.
3. We will pray for faithfulness and courage.

### Notes

Slide 19

Slide 20

Slide 21

Slide 22

*Permission to copy for local church training only.*

© 2014 USA/Canada Region

Church of the Nazarene

Unlocking Our Growth Potential:

A Strategy for Building our Local Congregation

For more information go to :

[www.usacanadaregion.org/training-modules](http://www.usacanadaregion.org/training-modules)

### III. Small Group Activity

(20 minutes)

The small group exercise provides an opportunity for participants to assess the evangelistic effectiveness of their personal ministry. Here are some questions to consider:

- **What is the most important reason for you to prioritize evangelism (see section I)?**
- **How does God’s mission and model of ministry affect your life?**
- **What specific actions might God be prompting you to do next?**
- **How would you measure your involvement in your church’s vision?**

Remain available during the exercise time to answer questions. Announce to the group when five minutes remain. Again, announce to the group when two minutes remain.

### IV. Discussion

The discussion portion of the module provides an opportunity for people to share their thoughts about the information discussed in the lecture and the small group exercise.

If you’re ahead of schedule, the discussion can go a few extra minutes. However, it’s easy to lose track of time, so watch the clock.

Call the group back together and open the floor for discussion.

Notes

Slide 23

Permission to copy for local church training only.

© 1994, 2013 USA/Canada Region

Church of the Nazarene

Unlocking Our Growth Potential:

A Strategy for Building our Local Congregation

For more information go to :

[www.usacanadaregion.org/training-modules](http://www.usacanadaregion.org/training-modules)

## V. Action Planning

(15 minutes)

This section gives the participants an opportunity to discuss their plans for using this information, as well as how they will share the information with others.

The homework assignment for this module is to develop or to improve an effective evangelistic strategy. Here are some discussion starters:

- **What is our church's strategy for evangelism?**
- **What are your thoughts about the seven step strategy (see section II)?**
- **What could our church do to reach out that we are not doing presently?**
- **What is our church doing that is high quality?**
- **What ministries need improvement?**
- **What is God doing right now in our church?**

Let's take about 15 minutes for discussion. Keep a written record of the comments so you can discuss the results of the assignment later. You may well have suggestions worth implementing.

Move among the groups to answer specific questions. Listen for discussions that are not focused on developing a plan and guide them in developing a plan. Let the groups know when there are five minutes remaining and ask them to begin to conclude their discussions.

Slide 24

Permission to copy for local church training only.

© 2014 USA/Canada Region

Church of the Nazarene

Unlocking Our Growth Potential:

A Strategy for Building our Local Congregation

For more information go to :

[www.usacanadaregion.org/training-modules](http://www.usacanadaregion.org/training-modules)

## VI. Module Wrap-Up

(5 minutes)

This section provides an opportunity to close the module.

- Ask participants to share their thoughts about the module.
- Answer any questions and provide encouragement.

---

## Notes

Permission to copy for local church training only.

© 1994, 2013 USA/Canada Region

Church of the Nazarene

Unlocking Our Growth Potential:

A Strategy for Building our Local Congregation

For more information go to :