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Evangelism Ministries

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Church of the Nazarene

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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.
## Finding New Prospects for Your Church

### Module: Introduction
- Introduction to the module, objectives, and outline.

### Lecture
- Facilitator presents information about how to find new prospects for the church.

### Small Group Exercise
- Participants work together in a small group setting to discuss the materials presented in the lecture. The discussion will begin to focus on their local church setting.

### Discussion
- Participants share their insights from the discussion in the small group with the entire group.

### Action Planning/Reporting
- Participants begin to think about how to apply the material in their own church setting.

### Module Wrap-up
- Close the module with final comments regarding the topic.

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**Total Module Time: 75 mins.**

The table above 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.
I. Module Introduction
(5 Minutes)

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

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

The purpose of this module is to challenge and equip the participants to find and reach new prospects for their church so they may be transformed by the power of Jesus Christ.

The objectives for this module are:

- To realize the importance of reaching new prospects.
- To examine eight key principles that will assist the church in reaching new prospects.
II. Lecture
(25 Minutes)

I. Introduction
Illustration

People went crazy during the gold rush of 1849. They had to find those gold nuggets! To find them they had to develop a plan. They needed to obtain tools. They had to figure out a method. Then they had to have an idea of where to look for those gleaming nuggets. No one ever dreamed of sitting at home and hoping gold would simply appear. They were prospectors. They went looking for what they valued.

A. This is the same way the church ought to think about finding new people for Jesus.
   1. Unfortunately too many churches just go about their business HOPING new people will turn up in God’s house. How sad!
   2. A plan is needed in order to REACH new people.
   3. We need to become prospectors. There is a “gold rush” waiting to be HARVESTED.

B. Such a plan rests firmly on PREVENIENT grace.
   1. Theologians tell us this is the grace that “goes before.” God’s grace “goes before” people ACCEPT Christ.
   2. God reaches out to us while we are LOST in sin. Without this grace we would never become a Christian.

C. What does this have to do with our discussion? People away from God NEED to be found.
   1. They also WANT to be found because God’s prevenient grace has created a spiritual hunger in them.
   2. A plan to reach new people rests on God’s GRACE which “goes before” we ever get there.
   3. Lost people are WAITING to be found.

II. The plan to reach new people is comprised of eight key principles.

A. The principle of PASTORAL leadership
II. Lecture (cont’d)

1. The pastor must lead the **WAY** in finding new people.
   a. Congregants will rarely **ENGAGE** in a ministerial activity unless they see the behavior modeled by their pastor.
   b. The ministerial team must **DECIDE** to make this a commitment.

2. If every pastor and staff is to set the example they must be **INVOLVED** in the lives of lost people.
   a. This active involvement is basic but often **IGNORED**.
   b. Often the pastor and staff are so **BUSY** doing the everyday tasks of ministry they fail to get involved in the lives of others. How does the pastor rub shoulders with the lost?

   *Illustration*

   Just yesterday I attended a “young authors” day at the elementary school and a Little League baseball game. In those two events I was introduced to people who need to be found. Get out of the office. Join service clubs. Work out at the YMCA. Get out there!

B. The principle of getting the **WORD** out.

1. To reach new people a certain amount of **MARKETING** takes place.
   a. Advertising is simply another way of saying to lost people, “the church **LOVES** you.”
   b. Many of the lost think of the church **NEGATIVELY**. Our job is to let them know the truth.

2. Use all possible **METHODS** to get the word out.
   a. **PLAN** for a monthly marketing event.
   b. Brainstorm with your leadership team to explore ide-
II. Lecture (cont’d)

as for **REACHING** new people who may work in your setting.

c. Some ideas include:
   
i. Passing out school pencils with church information stamped on it
ii. Web Site Pop Ups
iii. Newspaper ads
iv. New homeowner letters.
   
v. Try a variety of things and see what works.

3. In getting the word out focus on passing out information in a way that alleviates the **FEARS** of new people. Here are some of the questions people ask, which reveal a particular fear about attending church:
   
   Question: “What do I wear?”
   Fear: I will dress inappropriately.

   Question: “Which door do I enter through?”
   Fear: I will feel stupid.

   Question: “What will they ask me to do there?”
   Fear: I won't know what to do and I won't be in control.

   Question: “Will anybody care that I am there?”
   Fear: I won't be wanted.

   Question: “Will it be boring? How long will I be there?”
   Fear: I will waste my precious Sunday morning sleep.

   Question: “Will my kids be taken care of?”
   Fear: I don't want my kids to be hurt.

   Question: “What will take place during the worship
II. Lecture (cont’d)

time?”
Fear: I won't know how to do what they do.

Question: “What time does church start?”
Fear: I will show up too late/too early.

C. The principle of **MOBILIZING** members

1. Churches that routinely find new people are churches that **EXPECT** every member to be involved in the process.
   a. Everyone is needed **REGARDLESS** of his or her gifts and talents.
   b. People are **NEEDED** who can speak out, cook, set up chairs, baby-sit, make posters, and peel stamps.

2. **THINK** of your church.
   a. How many people are **INVOLVED** in the ministry of reaching out to new people?
   b. What **PERCENTAGE** of the church does that represent?
   c. **STRIVE** to reach 100% participation by conducting a “catch the vision” service.
   d. Sermons on the biblical topic of the priesthood of all believers and the Body of Christ will also help **ENCOURAGE** participation.

D. The principle of public **CELEBRATION**

1. Celebrate the **FACT** that new people are coming to Christ.
   Beat the drum!
   a. Schedule times for new people to **TELL** their salvation stories.

   For example, feature a “My Story” section in each Sunday morning service. Contact a new convert early in the week to see if they will share their story. The task is simple: briefly
II. Lecture (cont’d)

share what your life was like before Christ, how you came to Christ, and what your life is like now.

b. Tremendous excitement is **GENERATED** as individuals tell their story.

2. Every church can do **SOMETHING** in this area of celebration. A new family at one church recently shared one of the reasons they chose that church. Some of the services start with a time of greeting each other as music plays. This mini celebration made this new family like they were part of the church family.

E. The principle of **RELEVANCY**.

1. If we are really going to find and keep prospects we must be **CULTURALLY** relevant.

   a. Understand that the church culture is vastly **DIFFERENT** than the culture in most communities.
   
   b. We typically speak in a different language, sing to different instruments, and dress differently than those **OUTSIDE** the church.
   
   c. The church must **DECIDE** to make changes in its culture in order to reach and keep new people.
   
   d. This change can be risky business if the church confuses **METHOD** with message.
   
   e. The **MESSAGE** must never be changed, but the method is up for grabs if it reaches the people of our community.

2. To fail in this area means we may attract new people but not **KEEP** them.

   a. The church must **CONSISTENTLY** answer the unspoken question in the mind of new people: “What does this have to do with where I am?”
II. Lecture (cont’d)

b. If the church does not meet their needs again and again they will **ABANDON** the church.

c. After all, there are plenty of other “communities” calling out to them if the church lets them **DOWN**.

   i. They will find relevancy in the community of Little League, Soccer club, Karate school, and “Biker Night” at Hooters.

   ii. How tragic for them to find greater relevancy in those groups than in the Body of Christ!

F. The principle of Big **SUNDAY**.

1. Denominations have long recognized there are two annual natural **PEAKS** in church attendance during the year. This is why we often highlight a spring and fall Sunday School drive, which capitalizes on those natural peaks. Why not create such a peak every month? Instead of waiting for only two natural peak attendance cycles every year make them happen twelve times a year!

2. One Sunday per month plan to have a higher attendance Sunday that **REACHES** out to new people. For example, train your people to know that the first Sunday of every month will be outreach Sunday. This will be the Sunday they need to feel especially comfortable in bringing their friends to church. Let them know you will roll out the red carpet for visitors. Plan something special on those Sundays. Such special times might include: a concert; a special speaker; the recognition of community groups such as the Little League group, the police department, health care workers, or the Boy Scouts. Working extra hard to reach new people one Sunday per month will reward the prospecting church with new people.

G. The principle of utilizing one day a week for **OUTREACH**.
II. Lecture (cont’d)

1. Churches that are **EFFECTIVELY** reaching new people select one day a week in which to do nothing but evangelism.
   a. We all know it is too easy for the church to get sidetracked doing everything but the main thing: reaching **NEW** people.
   b. To be successful we must put the good **INTENTIONS** we have in outreach on the calendar. Just as a magnifying glass can start a fire when properly focused so too can the church reach new people when it is properly focused.
   c. Imagine what could happen if you focused all the **ENERGY** and resources of the church one day a week on reaching new people!

2. After you make the commitment to weekly focus on outreach, **DECIDE** what must be done on that day. Some suggestions include:
   a. **PRAYER** teams spending time in prayer for the lost.
   b. Volunteers working the phone lines to **CONTACT** recent visitors.
   c. Pastoral led **TRAINING** sessions on the subject of outreach.
   d. Sending out **VISITATION** teams.
   e. Teams of people who gather to write **PERSONAL** notes of love and encouragement to people who are not yet part of the church.

H. The principle of no **PLAN B**.

1. We must firmly understand the church is the final **HOPE** for people who need Christ.
   a. The Bible gives no indication God has created a **BACKUP** plan if the church fails. The buck stops with us.
   b. Failure of the church to **REACH** new people
II. Lecture (cont’d)

means we have increased the population of hell.

c. When the church adopts this mindset we will finally become the **OUTREACHING** institution God wanted us to be. Safety nets will fall.

d. Personal opinions and preferences will be set aside. **UNITY** will prevail.

e. God has **CHOSEN** us to be the outreaching arm of His love to a sick and dying world. We must not fail.

f. There is no **PLAN B**.

2. This **ATTITUDE** must start at the top and work its way down to every member.

   a. The pastor must passionately believe there is no plan B. This belief must be then **TRANSFERRED** to the leadership team.

   b. Soon a **FIRE** for the lost will be burning brightly. For some churches it will take longer than others.

   c. Too many churches have focused on themselves so long that when it comes to lighting a fire for others their wood for is wet. Keep **GENERATING** sparks and sooner or later the fire will start.

III. Conclusion

   A. The children of America have a new cartoon hero: Bob the Builder. The church has much to learn from this smiley construction worker. He routinely asks, “Can we fix it?” Then, he responds with the exciting answer: “YES, we can!”

   B. Can the church reach new people? The answer is exciting: YES we can!
III. Small Group Activity

The small group exercise portion of the module provides an opportunity for the teams to discuss the information presented and how it applies to their church.

The questions are:

1. Discuss the likeness between the Gold Rush of 1849 and the spiritual harvest field all around us. Focus on key ideas such as value, passion, equipping, and planning. How similar is your church to the group of “Forty-Niners” that invested their lives to find gold?
2. List some ways your leadership team can rub shoulders with the lost in your own community. What marketing currently takes place in your church? How can you improve in this area?
3. Discuss the pros and cons of appointing a person to be responsible for marketing your church to the community.
4. Approximately what percentage of your church is involved in the outreach process? What can you do to increase that percentage during the next twelve months?
5. What are you currently doing in the area of celebrating the fact that new people are coming to Christ? Right now plan one way to celebrate within the next month.
6. Imagine you are an unchurched person who comes to your church for the very first time. Through these new eyes and ears what do you notice about the language? music? sermon? dress? What would need to change to make you, as a new person, feel more comfortable?
7. What would need to happen in your church to make a weekly big Sunday possible? What resources would you need? Who would need to be involved? Brainstorm about the possibility of starting a team who will be responsible for making big Sundays happen.
8. Decide which day of the week would best be suited for outreach. Why would that day work better than others? Discuss the implications for the church regarding the fact that there is no “plan B” for reaching the lost.
III. Small Group Activity

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 & Action Planning

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?”

This section gives the participants an opportunity to discuss their plans for using this information when they return to their church.

The homework assignment for this module is:

Using the eight principles construct a plan, complete with a timeline that mobilizes your church to reach new prospects.

Let’s take about 15 minutes to discuss how you plan to use this information as a church. In your material you have an Action Planning/Reporting page with your homework assignment. You will probably need to continue this discussion.

Move among the groups to answer specific questions. Listen for discussions that are not focused on the assignment and guide them completing the questions. Let the groups know when there are five minutes remaining and ask them to begin to conclude their discussions.
VI. Module Wrap-Up

Conclude the module with your final comments.

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

For more information, find us online at www.usacanadaregion.org/training-modules

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